



“SANOAT VA XIZMAT KO'RSATISH SOHALARINING RAQAMLI TRANSFORMATSIYASI: TENDENSIYALAR, BOSHQARUV, STRATEGIYALAR”

**Xalqaro ilmiy-amaliy anjuman materiallari to'plami
2022 yil 2-3 mart**



**“Digital Transformation of Industry and Services: Trends,
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March 2-3, 2022**

**«Цифровая трансформация промышленности и сферы услуг:
тенденции, управление, стратегии» сборник тезисов
2-3 марта 2022 года.**



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BUKHARA - БУХАРА - BUXORO - 2022

OLIY VA O'RTA MAXSUS TA'LIM VAZIRLIGI

BUXORO DAVLAT UNIVERSITETI

IQTISODIYOT VA TURIZM FAKULTETI

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**“Durdona” nashriyoti
Buxoro – 2022**

“Sanoat va xizmat ko‘rsatish sohalarining raqamli transformatsiyasi: tendensiyalar, boshqaruv, strategiyalar” [Matn] / N.S. Ibragimov. - Buxoro: OOO “Sadriiddin Salim Buxoriy” Durdona nashriyoti, 2022. - 464 b.

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Сборник опубликован под общей редакцией д.э.н. Н.С. Ибрагимова

Mazkur to‘plamga kiritilgan maqolalar va ma‘ruza tezislarning mazmuni, undagi statistik ma‘lumotlar, sanalarning to‘g‘riligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas‘uldirlar.

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TOURISM DEVELOPMENT STRATEGIES IN THE SCOPE OF CAREC COUNTRIES INITIATIVES

Annotatsiya: Maqolada O'zbekiston va boshqa Markaziy Osiyo, Kavkaz davlatlari bilan hamkorlikda barqaror turizmni rivojlantirishning birgalikdagi sa'y- harakatlari tahlil qilinib, marketing strategiyalarini amalga oshirishning yo'llari keltirilgan.

Kalit so'zlar: Barqaror turizm, turizm marketing strategiyasi, turizm sanoati, Ipak yo'li brendi, CAREC davlatlari.

Аннотация. В статье анализируются совместные усилия Узбекистана и других стран Центральной Азии и Кавказа по развитию устойчивого туризма и намечаются пути реализации маркетинговых стратегий.

Ключевые слова. Устойчивый туризм, стратегии маркетинга в туризме, индустрия туризма, бренд Шелкового пути, страны ЦАРЭС.

Abstract: The article analyzes the joint efforts of Uzbekistan and other Central Asian and Caucasus countries to develop sustainable tourism and outlines ways to implement marketing strategies.

Keywords. Sustainable tourism, tourism marketing strategy, tourism industry, Silk Road brand, CAREC countries.

At the beginning of 2016, a process of radical reform of the tourism industry was launched in Uzbekistan. Transformations in the field of tourism were named as one of the strategic directions for the development of the national economy, which can ensure the accelerated development of regions.

The analysis showed a positive dynamic of growth in tourism. So, in 2016-2019, there was a significant increase in the number of foreign tourists visiting Uzbekistan. For comparison, if in 2016, 2 million foreign tourists visited the country, in 2019 their number increased 3.3 times and reached 6.7 million.

In 2018, the number of foreign tourists increased - by 98% compared to 2017, and the number of companies and organizations engaged in tourism activities - by 131%. It is notable that the growth in the number of tourists from different regions occurs in different ways. For example, the number of visitors from Central Asian countries increased by an average of 22-25% per year, while the annual growth among tourists from non-CIS countries was 50%.

At the same time, positive results were noted in domestic tourism. Compared to 2016, the number of domestic tourists in 2019 almost doubled and amounted to 14.7 million.

It should be noted that due to the restrictions imposed against the backdrop of the coronavirus pandemic and the consequences of the global crisis, the tourism industry has suffered serious losses. In particular, the number of foreign tourists visiting Uzbekistan decreased by more than 4.5 times, to 1.5 million, and the volume of tourist services fell to \$261 million in 2020.

The government took comprehensive measures to increase the accommodation. Firstly, 22 types of requirements regulating the activities of hostels related to the type of budget housing have been canceled. In particular, the procedure for mandatory certification of hotel services provided by hostels has been canceled and the practice of working with a unified register of guest houses and hostels has been introduced. Secondly, in order to increase the number of small hotels, entrepreneurs were provided with 8 standard projects of small hotels up to 50 rooms free of charge and this measure is developed based on the experience of Turkey and South Korea.

As a result, the number of placements in the country has increased dramatically. In particular, from 2016 to 2020, their number increased from 750 to 1308 and the number of beds increased from 34,000 to 62,000.

The CAREC Tourism Development Strategy 2030 is based on the vision of creating a "sustainable, safe, easily accessible, and well-known tourism region that offers a variety of unique year-round quality experiences to visitors along the Silk Road and distributes the benefits widely among its communities".

The Silk Road is the most important route linking the major cities and tourist sites of the CAREC countries. In addition, the main national and transnational roads in the region are connected to the Great Silk Road, such as the Pamir Highway, the Karakoram Highway, the Genghis Khan Trail and the Trans-Siberian Railway. The CAREC Tourism Development Strategy identifies seven priority regional tourism clusters associated with these major tourism destinations. Priority tourism clusters have been selected based on their regional importance, levels of attendance and future development potential to attract more tourists, increase spending per tourist, and increase the tourism sector's contribution to the country's GDP.

CAREC tourism development vision and regional priority tourism clusters

The proposed concept of regional tourism under CAREC is based on the Silk Road as the most important tourism asset for the entire region and at the core of the overall regional tourism umbrella brand. It aims to maximize the international recognition of the Silk Road brand in order to further develop the tourism market segments mentioned in chapter III through the development of regional priority tourism clusters. The following main routes and bypass roads are proposed along the Silk Road.

- **Northern route of the Silk Road:** it connects Urumqi, Almaty, Bishkek, Shymkent, Tashkent, Samarkand, Bukhara, Merv, Ashgabat, Turkmenbashi, Baku, Tbilisi and Batumi. For the northern route, two detours are proposed: one through Lake Issyk-Kul to Osh, Fergana, Khujand, Samarkand; the other is from Shymkent, Turkestan, Kyzylorda, Aral, Kulsary, Atyrau, and then by sea or air to Baku.
- **Silk Road Southern Route:** Connects Khotan, Kashgar, Islamabad, Lahore, Hyderabad, Karachi and Gwadar. The southern route also has two branches: one from Kashgar, Sary-Tash, Osh; the other is from Islamabad, Peshawar, Kabul, Herat and Merv.

Below are the seven priority cluster groups:

- **Caspian:** it covers four countries - Georgia, Azerbaijan, Kazakhstan and Turkmenistan, connected by air and sea transport. This cluster is focused on adventure, urban, business, cultural and beach tourism.
- **Heart of Central Asia:** a 650 km route covering six countries - Uzbekistan, Kazakhstan, the Kyrgyz Republic, Turkmenistan, Tajikistan and Afghanistan, focused on such tourism segments as cultural, adventure, urban and business tourism.
- **Almaty-Bishkek:** economic corridor between Almaty and Bishkek and the area around the Tien Shan mountains, including Lake Issyk-Kul, Alakol, Ili and Aksu. It covers three countries - Kazakhstan, the Republic of Kyrgyzstan and Northern Xinjiang in China, serves business, urban, cultural, adventure, and beach tourism segments.
- **Gold Coast:** Located in the southwest of Pakistan with a coastal development under construction extending approximately 700 km from Karachi to the Iranian border on the Arabian Sea. It has great potential for beach tourism, sea travel, adventure, culture and business.
- **Karakoram - Wakhan:** covers eastern Afghanistan, southeastern Tajikistan, northern Pakistan and northwestern Xinjiang. This cluster is focused on adventure, business, urban and cultural segments.
- **Altai:** this is the area from Urumqi to the Altai region, covering three countries - Mongolia, Kazakhstan and the PRC. The route is suitable for adventure, ecotourism, business and culture.

- **Gobi and pastures:** this is a triangle stretching from Bayan Ovoo, Dehnum Boldog and Ulaanbaatar (Mongolia) to Hohhot (Inner Mongolia). The main segments of tourism are business, city, culture and adventure.

Based on a SWOT analysis, the CAREC 2030 Tourism Development Strategy identifies five key strategic frameworks for regional coverage where the implementation of regional initiatives and projects can help countries reap the social and economic benefits from sustainable tourism development (Figure 6). These include (i) air transport network maturity and infrastructure, (ii) quality and standards, (iii) skills development, (iv) marketing and branding, and (v) market intelligence. Cross-sectoral themes will be mainstreamed into all activities under the five strategic directions, including security, digital, gender, environmental sustainability, private sector participation and universal travel access. In addition, appropriate institutional and governance arrangements are needed to ensure effective implementation, monitoring, and evaluation of the CAREC Tourism Development Strategy 2030.

After making in-deep research in Tourism strategy Ireland 2012, we can offer 6 strategic areas which underpin these activities and support a continuous growth in visitors to Uzbekistan between 2022-2023.

Table-1

Uzbekistan tourism strategy in 2022-2023

<p>Targeting our best prospects</p>	<p>Tourism Uzbekistan will mainly focus on consumers that are interested in sight-seeing, pilgrimage and experiencing local culture. We will continue to review our best prospects next year to ensure we are targeting the right consumer. Marketing investment in 2022-2023 will be focused on our 10 key source markets - Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, Russia, Turkey, Afghanistan, China, South Korea, India, Germany, Japan, France, Italy.</p>
<p>Communicating a new brand positioning</p>	<p>A new positioning for the Tourism Uzbekistan Brand has been developed with a view to strengthening our competitive differentiation and increasing the vibrancy associated with a holiday here. The new positioning is focused on making us a more compelling holiday that consumers will want to visit now rather than someday in the future with motives based on Agritourism, sport tourism, pilgrimage & religious tourism, gastronomy tourism, adventure tourism, medical tourism, cultural & ethnic tourism.</p>
<p>Marketing to the consumer</p>	<p>A new suite of integrated, interactive and engaging communication has been designed for deployment around the world 2023. The new campaign will highlight Uzbekistan's distinctiveness through compelling communication to achieve maximum reach and impact in our target markets. Consumer will be able to access information and purchase the full range holiday products on the Uzbekistan tourist destination through all key distribution channels. We will harness the power of word of mouth and increase Uzbekistan's presence across all online and key social media channels.</p>
<p>Delivery for Uzbekistan</p>	<p>Uzbekistan 2023 offers us a golden opportunity to create stand-out, increase consumer interest levels and position Uzbekistan tourism destination as a "must see" destination next year and beyond. F</p>
<p>Increasing sales opportunities</p>	<p>It is needed to increase the number of platforms on offer to industry and trade partners in our target markets to help "close the sale" with potential visitors.</p>
<p>Growing access</p>	<p>We will increase our regional marketing approach and ensure it is aligned with existing access. We will work with co-operatively with carriers to retain strategically important routes and develop new direct air, road access.</p>

The application of a regional approach to the sustainable development of tourism in Uzbekistan, with its synergistic effect, is beneficial not only for Uzbekistan but also for Central Asian countries. The use of regional approaches and cluster approaches in the sustainable development of tourism will allow it to compete with other tourist macro-regions, significantly increase the number of tourists visiting the region through the systematic development of the tourism industry. To do this, there is a need for a unified strategy and centralized institutions, implementing a coordinated Silk Road brand and advertising campaigns "Visit Silk Road" to manage the tourist destination formed on the territory of Central Asia and achieve the set goals.

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MINTAQALAR VA TARMOQLAR IQTISODIYOTNING INNOVATSION RIVOJLANISH MUAMMOLARI VA ISTIQBOLLARI

Annotation: Maqolada mintaqalar va milliy iqtisodiyot tarmoqlari innovatsion rivojlanishining dolzarb muammolariga bag'ishlangan bo'lib, izlanish bo'yicha tadqiqotlar o'rganilib, shakllangan fikrlar asosida xulosalar qilingan.

Аннотация: В статье рассматриваются актуальные вопросы инновационного развития регионов и отраслей народного хозяйства, исследования и делаются выводы на основе сформулированных представлений.

Annotation: The article focuses on current issues of innovative development of regions and sectors of the national economy, studies the research and draws conclusions based on the ideas formed.

Kalit so'zlar: innovatsiya, strategiya, agrar soha, siv tajovchi texnologiyalar, innovatsion kompaniyalar, raqamli iqtisodiyot, IT-parklar, Global Innovation Indeks.

Ключевые слова: инновации, стратегия, сельское хозяйство, водосберегающие технологии, инновационные компании, цифровая экономика, IT-парки, Глобальный инновационный индекс.