



PANDEMIYADAN KEYINGI DAVRDA TURIZMNI BARQAROR RIVOJLANTIRISHNING ISTIQBOLLI YO'NALISHLARI

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OLIIY VA O‘RTA MAXSUS TA‘LIM VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI
IQTISODIYOT VA TURIZM FAKULTETI
TURIZM VA MEHMONXONA XO‘JALIGI KAFEDRASI**

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**ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ
УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА В
ПОСТПАНДЕМИЧЕСКИЙ ПЕРИОД**

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TURIZMDA MARKETING KOMMUNIKATSIYASINING AHAMIYATI

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Marketing - bu ayirboshlash jarayonlarini, ayniqsa tovar va xizmatlar bilan bog'liq bo'lgan jarayonlarni o'rganish, marketing - bu qondirilgan ehtiyojlar va ehtiyojlarga yo'naltirilgan inson faoliyati, shuningdek quyidagicha ta'riflanishi mumkin. mijozlarning qoniqlishini aniqlash va taxmin qilish mumkin bo'lgan boshqaruv jarayoni.

Marketing faoliyati xaridorni jalb qilish sohasidagi eng muhim yo'nalishlardan biri, biznesning ikkala qismi va bozor o'rtasidagi xaridorlarning uzoq muddatli munosabatlarini saqlab qolish va rivojlantirish. Yaxshi aloqalarni o'rnatish yo'lida nimani e'tiborga olishimiz kerak foyda darajasi, ammo muhim jihati shundaki, marketing faoliyati korxonalar o'rtasidagi o'zaro hurmatni buzmasligi, balki uni yanada kuchaytirishi kerak.

Hamkorlik muhiti, ehtimol, eng maqbuldir biznes orqali quriladigan kanal ichida hamkorlik qoniqlash va sheriklik hissini, berib yuboradigan narsalarga olib kelishi mumkin. Marketing yanada mustahkam hamkorlik qilish imkoniyatini beradi sheriklar o'rtasida va shaxsiy va tashkiliy aloqalarga olib keladi, natijada barcha qaror tashkilotdagi odamlar o'rtasida qabul qilinadi (Vierzbinski, 2010).

Ijtimoiy tarmoqlarda hamkorlik va o'zaro ta'sir aktyorlar o'rtasidagi rasmiy va norasmiy munosabatlardan iborat. Rasmiy hamkorlik odatda firmalar va jamoat tadqiqot organlari o'rtasidagi hamkorlikni o'z ichiga oladi, odatda norasmiy hamkorlik ijtimoiy va shaxsiy tarmoqlar orqali sodir bo'ladi (Waxell, Malmberg, 2007).

Kompaniyaning bugungi raqobat sharoitida ishlashi ko'p jihatdan innovatsion rivojlanishiga bog'liq marketing faoliyati raqobatdosh ustunlikni shakllantirishda muhim omil bo'lgan muhit bilan marketing echimlariga yondoshish va tegishli munosabatlar (Vierzbinski, 2011).

Imkoniyat marketing kanali ichida qiymat yaratish, birinchi navbatda, firmalar o'z maqsadlariga erishishga harakat qilganda, bozordagi o'zgaruvchan muhitga bog'liq. Bunday beqaror vaziyatda ko'plab tadbirkorlar o'sish va rivojlanish uchun muhim ahamiyatga ega bo'lgan innovatsiyalar (masalan, aloqa jarayonining yangi usullarini yaxshi biladigan marketing yangiliklari) orqali firmaning raqobatbardoshligini oshirishga qaror qilish.

Forrester Research global tadqiqot va konsalting kompaniyasi (VanBoskirkda, 2009 y.) 2014 yilda Ijtimoiy Media Marketingning yillik 34% o'sishini prognoz qilmoqda va bu Internetning barcha turlaridan ustundir. Ushbu turdagi marketingni yuqori darajaga ko'tarilishining sababi Facebook, Twitter, MySpace va boshqalar kabi ijtimoiy tarmoq saytlaridan foydalanadigan ko'plab odamlardir. Ushbu saytlar savdogarlarga juda katta auditoriya taqdim etadi. Yana bir sabab - iste'molchilar bilan Internet orqali darhol aloqa qilish imkoniyati.

Mahsulotlar va bir-birlari bilan muzokara o'tkazish uchun kuch. Bu odamlar hech qanday taqiqqa ega emaslar va bloglarda har qanday kompaniyaning mahsulotlari to'g'risida erkin gapirishadi va mahsulot yoki kompaniya nomini olgan Facebook yoki Twitter guruhlarini tashkil qilishadi - va bu bilan hech narsa qilish mumkin emas. Ushbu hodisa asos deb ataladi (Li va Bernoff, 2010). Erik Qualman (2009) bu borada faqat 14% deb ta'kidlaydi odamlar reklamalardagi ma'lumotlarga ishonishadi. Aksincha, odamlarning atigi 78 foizi Internetdagi bir-birlarining tavsiyalari va sharhlariga ishonadilar.

Raushning so'zlariga ko'ra (2011) ijtimoiy tarmoqlar o'girildian'anaviy marketing va jamoatchilik bilan aloqalar ostin-ustun bo'lib, endi kompaniyalar aytadigan narsa emas, eng muhimi odamlar aytadigan narsadir. So'nggi og'zaki (WOM) marketingi marketing bo'yicha mutaxassislar orasida katta e'tiborni tortdi. Ko'pchilik WOMni an'anaviy marketing aloqalari vositalariga munosib alternativ deb biladi (Ba'ik, 2009).

Qo'shma Shtatlardagi ko'plab korxonalar an'anaviy aloqa shakllarini almashtirishni xohlashadi, chunki ular o'zlarini yo'qotmoqdalar doimiy ravishda samaradorlik. Ushbu tendentsiya boshqa mualliflarning tadqiqotlari bilan ham tasdiqlangan (Grzebik, 2002, Grzebik, Kalishzak, 2008). Trust, Bucklin and Pauwels (2009) shuni ko'rsatadiki, odamlarning 40% gacha an'anaviy reklama - bu yangi mahsulotlar haqida ma'lumot olishning yaxshi usuli, degan fikrga qo'shilmang va odamlarning 59% hattoki o'zlarining reklamalari zerikarli bo'lgani uchun ba'zi bir mahsulotlarni kamroq sotib olishlarini da'vo qilishmoqda mijozga kerakli ma'lumotlarni taqdim qilmang. So'rovda shuni ta'kidlash kerakki, 2002 yil sentyabridan 2004 yil iyunigacha an'anaviy reklama shakllari sezilarli darajada pasaygan. WOM aloqa strategiyasi ancha jozibali, chunki u iste'molchilar qarshiligini sezilarli darajada arzonroq narxlarda va tezroq etkazib berish bilan engib o'tish imkoniyatini beradi, ayniqsa Internet kabi texnologiyalar orqali. Internet iste'molchilarga o'zlarining fikrlari, afzalliklari va tajribalarini boshqalar bilan baham ko'rishlari uchun joy beradi, shuningdek kompaniyalarga WOM marketingidan foydalanish imkoniyatlarini beradi.

Shuni ta'kidlash mumkin, arzon narxlardagi reklama reklama xabarini to'ldirish yoki yangilash, shuningdek ushbu xabarni tarqatish shakllari zarur. To'yingan bozor omili va kutilmagan hodisalar yoki yangiliklarning yo'qligi marketingning o'lik kombinatsiyasi hisoblanadi. Bu g'isht va ohak, shuningdek virtual bozorga tegishli. Shu bilan birga bizning tadqiqotlar shuni ko'rsatdiki, ijtimoiy tarmoqlarning tanlangan virtual do'konning vositachilik aloqalarining eng katta manbaiga ega bo'lgan trafikka bevosita ta'siri.

Agar kompaniyalar undan qanday qilib samarali foydalanishni o'rgansalar, Internet marketing maqsadlarida juda samarali va iqtisodiy jihatdan foydali yordam bo'lishi mumkinligi haqida aniq bahslashimiz mumkin. Shuning uchun, bizning fikrimizcha, Internetdagi marketingga katta e'tibor berilishi kerak. Bizning tadqiqotlarimiz natijalari boshqa tadqiqotchilar uchun foydali bo'lishi yoki bu masalani professionalarga tushuntirish va jamoatchilikka etkazishi mumkin.

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FEATURES OF THE DEVELOPMENT OF THE INFRASTRUCTURE OF HISTORICAL ARCHITECTURAL OBJECTS

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The inclusion of the historical center of Bukhara in the UNESCO World Heritage List in 1993 became a direct proof of its historical value, cultural and civilizational significance for the entire enlightened world. During the period of independent development, the promotion of the tourism potential of Bukhara and the Bukhara region, as well as the entire tourism industry of Uzbekistan, the formation of a modern tourism infrastructure, the creation of favorable conditions for tourists are in constant focus of attention state.

Today, the number of tourism organizations involved in the development of the tourism industry and adjacent infrastructure in the Bukhara region is growing rapidly. At the same time, it should be noted that the existing tourism potential of the region is not used effectively enough. To effectively attract tourists from Europe, Africa, Asia and the CIS, it is necessary to take comprehensive measures to create a new modern look for Bukhara and the Bukhara region, modernize the city and transport infrastructure, and increase the number of tourist facilities, including modern hotels.

Bukhara is a city rich in historical monuments with high urban planning styles, rich architectural decor, high quality finishes, bright colors, architectural form and proportions of arches and spherical domes. There are also unique architectural and construction sites (cultural heritage site Ark, architectural monument of Ismail Somoni, architectural ensembles of Poya Kalon, Labi basin, etc.).

Architectural buildings and ensembles were decorated with ornaments, which were the only artistic expression; mosaics, majolica and oriented burnt bricks, various patterns have given the architectural monuments of Bukhara beauty and grace. Bukhara is a sacred land. From time immemorial, at the crossroads of various trade routes, cultures and civilizations, the melody and splendor of this ancient corner have always attracted people.

Thousands of tourists from different parts of the world come to Bukhara every year. They are confronted with history in this noble land. They witness the centuries-old virtues, cultures and values of humanity and try to understand the mysteries of universality and eternity that lie at their core. Islamic leaders, scholars and saints rush to visit the land they set foot on, mosques and minarets where their hands are hot, and places where their souls roam. The growing interest of the peoples of the world in Bukhara testifies to the great potential for the development of the tourism industry in this ancient place.

In particular, during the visit of the President to the Bukhara region on February 16 this year, he noted that great scientists, religious and secular scientists did not live or work on this land, which is the cradle of human civilization. He instructed officials to further improve the settlements and create the necessary conditions for pilgrims in these places. The architectural complexes of the head of state Eti Pir - Abdukholik Gijduvani, Muhammad Arif Revhari, Mahmud Anjir Fagnavi, Khoja Ali Romitani, Muhammad Boboi Samosi, Sayyid Amir Kulol and Bahauddin Naqshband are sacred places not only for all our compatriots, but also for all our compatriots. that the reconstruction will play an important role in the opening of a new tourist route to Uzbekistan.

In the sources, the seven Pirs are recognized as the successors of the "golden chain", which began with the perfect Prophet Muhammad (peace and blessings of Allah be upon him). They preached the idea of cleansing the heart from lust, an honest life and sincere love for God. The works of these saints have long educated people, taught them religion, morality, good words and deeds. Their mausoleums are being reconstructed and improved, ornamental trees and unique flowers are grown in accordance with the climatic conditions of the region.

Hotels, teahouses, shopping centers and parking lots are being built in these areas for tourists. Roads connecting the shrines are being reconstructed, and a modern infrastructure is being formed. Magnificent cultural objects are being built, transport and logistics, engineering and communication networks are being