

“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,
Management, Strategies” collection of abstracts
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«Цифровая трансформация промышленности и сферы услуг:
тенденции, управление, стратегии» сборник тезисов
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OLIV VA O'RTA MAXSUS TA'LIM VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI
IQTISODIYOT VA TURIZM FAKULTETI

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ПРОМЫШЛЕННОСТИ И СФЕРЫ УСЛУГ:
ТЕНДЕНЦИИ, УПРАВЛЕНИЕ, СТРАТЕГИИ»***

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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.

Авторы несут личную ответственность за содержание статей и тезисов, включенных в этот сборник, содержащуюся в них статистику, точность дат и критические комментарии.

Buxoro davlat universiteti rektori
Obidjon Xafizovich Xamidovning tabrik so‘zi
Assalomu aleykum hurmatli mehmonlar va anjuman qatnashchilari!

“Sanoat va xizmat ko‘rsatish sohalarining raqamli transformatsiyasi: tendensiyalar, boshqaruv, strategiyalar” mavzusidagi xalqaro ilmiy-amaliy anjumanga xush kelibsizlar.

Ushbu xalqaro anjuman sanoat va xizmat ko‘rsatish sohalarini raqamli o‘zgartirish tendensiyalari va istiqbollarini baholash, raqamlashtirish jarayonlarini amalga oshirish mexanizmlari haqida nazariy bilimlarni shakllantirish, xizmat ko‘rsatish korxonalarini raqamli o‘zgartirish strategiyasini asoslashga bag‘ishlangan. Sanoat va xizmat ko‘rsatish sohalarini raqamli o‘zgartirishining dolzarb muammolari bo‘yicha fikr almashish, mintaqaviy va tarmoq iqtisodiyotining innovatsion rivojlanish muammolari va istiqbollarini oldindan ko‘ra olish maqsadida samarali ilmiy ishlar, konsepsiyalar va ilg‘or ilmiy g‘oyalarni jamlash konferensiyaning **maqsadi** bo‘lib, quyidagi muammolarni o‘rganish **vazifa** qilib olingan. Jumladan, iqtisodiyot raqamli transformatsiyasining joriy muammolari, yangi yo‘nalishlari va imkoniyatlarini sarhisob qilish; sanoat va xizmatlar sohasida raqamli texnologiyalarni joriy etishining zamonaviy xususiyatlarini tahlil qilish; mintaqalardagi raqamli infratuzilmani rivojlantirish, elektron xizmatlarni joriy etish tendensiyalarini o‘rganish; raqamli transformatsiyani qo‘llab-quvvatlashning tashkiliy va iqtisodiy mexanizmlarini takomillashtirish yo‘llarini aniqlash bo‘lib hisoblanadi.

Anjuman doirasida O‘zbekiston Respublikasi Prezidentining 2020 yil 5 oktabrdagi “Raqamli O‘zbekiston - 2030” strategiyasini tasdiqlash va uni samarali amalga oshirish chora-tadbirlari to‘g‘risida”gi PF-6079 sonli Farmonida, shuningdek 2020 yil 6 oktabrdagi “Axborot texnologiyalari sohasida ta‘lim tizimini yanada takomillashtirish, ilmiy tadqiqotlarni rivojlantirish va ularni IT-industriya bilan integratsiya qilish chora-tadbirlari to‘g‘risida”gi PQ-4851-sonli Qarori, 2018 yil 3 iyul “O‘zbekiston Respublikasida raqamli iqtisodiyotni rivojlantirish chora-tadbirlari to‘g‘risida”gi 3832-son Qarorida belgilangan vazifalarni amalga oshirish bo‘yicha ilmiy-amaliy taklif va tavsiyalar ishlab chiqish rejalashtirilgan.

Halqaro anjumanni tashkil qilishdan quyidagi natijalar kutilmoqda:

iqtisodiyotni raqamli transformatsiyaning yo‘nalishlari, dolzarb muammolarining yechimlari va rivojlanishning istiqbolli yo‘llari aniqlanadi;

mahsulot va xizmatlarning raqobatbardoshligini oshirishda raqamli texnologiyalarning yangi yo‘nalishlari va imkoniyatlari sarhisob qilinadi;

sanoat va xizmatlar sohasida raqamli transformatsiyani qo‘llab-quvvatlashning tashkiliy va iqtisodiy mexanizmlarini takomillashtirish usullari ishlab chiqiladi;

mintaqaviy va tarmoq iqtisodiyotining innovatsion rivojlanish muammolari va istiqbollari aniqlanadi va ularning yechimlariga oid taklif va tavsiyalar ishlab chiqiladi.

Raqamli transformatsiya yo‘nalishida erishilgan yutuqlar, olingan ilmiy natijalarni iqtisodiyot tarmoqlari, xususan sanoat va xizmatlar sohasiga tadbiq etish yo‘llari muhokama qilinadi va ularni O‘zbekiston sharoitida amaliyotga joriy qilish yo‘nalishlari belgilanadi.

Mamlakatimizda raqamli iqtisodiyotning ko‘lamini oshirish, mintaqalarning barqaror rivojlanishini ta‘minlash va ularning raqobatbardoshligini oshirish bilan bog‘liq muammolarni hal qilish hamda sanoat va xizmat ko‘rsatish sohalarida o‘zaro manfaatli raqobat muhitini yaratishga qaratilgan 100 dan ortiq ilmiy ma‘ruzalar respublikamiz va xorijiy davlatlarning turli oliy ta‘lim muassasalaridan kelib tushgan bo‘lib, bu hol anjumanning yuqori nufuzidan dalolat beradi.

Xalqaro anjuman Buxoro davlat universiteti Iqtisodiyot va turizm fakulteti tashabbusi asosida, Rossiya Federatsiyasining Rostov na Donu shahridagi Janubiy Federal universitet hamda Qozog‘iston Respublikasining Nursultan shahrida joylashgan L.M.Gumilev nomidagi Yevroaziya milliy universitetlari bilan hamkorlikda tashkil qilinayotgan bo‘lib, uning tashkilotchilariga o‘z minnatdorchiligimni bildiraman va uni yuqori darajada o‘tkazishlariga omad tilab qolaman!

Greeting speech from the rector of Bukhara State University

Obidjon Khafizovich Khamidov

Dear guests and participants of the conference!

Welcome to the International Scientific and Practical Conference "Digital Transformation of Industry and Services: Trends, Management, Strategies".

This international conference is dedicated to assessing the trends and prospects of digital transformation of industries and services, the formation of theoretical knowledge about the mechanisms of digitalization, the rationale for the strategy of digital transformation of service enterprises. The purpose of the conference is to exchange views on current issues of digital transformation of industry and services, to gather effective scientific work, concepts and advanced scientific ideas in order to anticipate the problems and prospects of innovative development of regional and sectoral economies. The task includes following issues such as an overview of current challenges, new trends and opportunities for the digital transformation of the economy; analysis of modern features of the introduction of digital technologies in industry and services; study of trends in the development of digital infrastructure in the regions, the introduction of electronic services; identifying ways to improve the organizational and economic mechanisms to support digital transformation.

Within the framework of the conference, the Decree of the President of the Republic of Uzbekistan PF-6079 dated October 5, 2020 "On approval of the Strategy" Digital Uzbekistan - 2030 "and measures for its effective implementation", as well as "Information Technologies" dated October 6, 2020 Resolution No. PQ-4851 "On measures to further improve the education system in the field, development of scientific research and their integration with the IT industry", July 3, 2018 "On measures to develop the digital economy in the Republic of Uzbekistan" It is planned to develop scientific and practical proposals and recommendations for the implementation of the tasks set out in the Resolution No. 3832 "On measures".

The following results are expected from the organization of the international conference:

the directions of digital transformation of the economy, solutions to current problems and promising ways of development are identified;

summarizes new trends and opportunities in digital technologies to increase the competitiveness of products and services;

develop ways to improve the organizational and economic mechanisms to support digital transformation in industry and services;

Problems and prospects of innovative development of regional and sectoral economies are identified and proposals and recommendations for their solutions are developed.

Achievements in the field of digital transformation, ways to apply the obtained scientific results in various sectors of the economy, in particular in the field of industry and services, and directions for their implementation in the context of Uzbekistan will be discussed.

More than 100 scientific reports aimed at increasing the scale of the digital economy in our country, ensuring the sustainable development of the regions and increasing their competitiveness, as well as creating a mutually beneficial competitive environment in industry and services. from various higher education institutions of foreign countries, which testifies to the high prestige of the conference.

The international conference is organized on the initiative of the Faculty of Economics and Tourism of Bukhara State University in cooperation with the Southern Federal University in Rostov-on-Don, Russia and the Eurasian National University named after L.M.Gumilev in Nursultan, Kazakhstan. I want to display my gratefulness to organizers and wish all participants good luck, holding it at a high level!

**1-SHO‘BA:
O‘ZBEKISTON VA
XORIJIY DAVLATLARDA
RAQAMLI IQTISODIYOT:
MUAMMOLAR VA
RIVOJLANISH
ISTIQBOLLARI**

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DEVELOPMENT OF THE ECONOMIC SYSTEM "NATURAL AND RECREATIONAL ZONES IN THE SPHERE OF TOURISM"

Abstract. *The research work illuminates how to improve the theoretical and methodological provisions for developing an organizational and economic mechanism for forming and using touristic territory's natural and recreational potential. So that, the recreational sphere position in the tourist territory of economic system can help improve the national economy, structurally occupying an important place in the state's territorial socio-economic systems.*

Keywords: *recreational and natural resources, tourism economy, branches of tourism, quality recreational touristic product, natural and recreational areas, environment, tourist territory.*

Аннотация. *Исследовательская работа освещает пути совершенствования теоретико-методических положений разработки организационно-экономического механизма формирования и использования природно-рекреационного потенциала туристской территории. Таким образом, положение рекреационной сферы в экономической системе туристской территории может способствовать оздоровлению народного хозяйства, структурно занимая важное место в территориальной социально-экономической системе государства.*

Ключевые слова: *рекреационно-природные ресурсы, туристская экономика, отрасли туризма, качественный рекреационно-туристический продукт, природно-рекреационные территории, окружающая среда, туристская территория.*

Introduction. In the context of the transition to a market economy, the recreational sector of the national economy is undergoing significant transformations. This ensures not only the rationalization of the economic tourism structure of individual regions of the country (having real prerequisites for large-scale and intensive development of recreation and tourism) but less important and significant - in terms of its profitability, this sector of the economy becomes a fully competitive industry, a kind of catalyst for tourist economic development [9, with. 17-24].

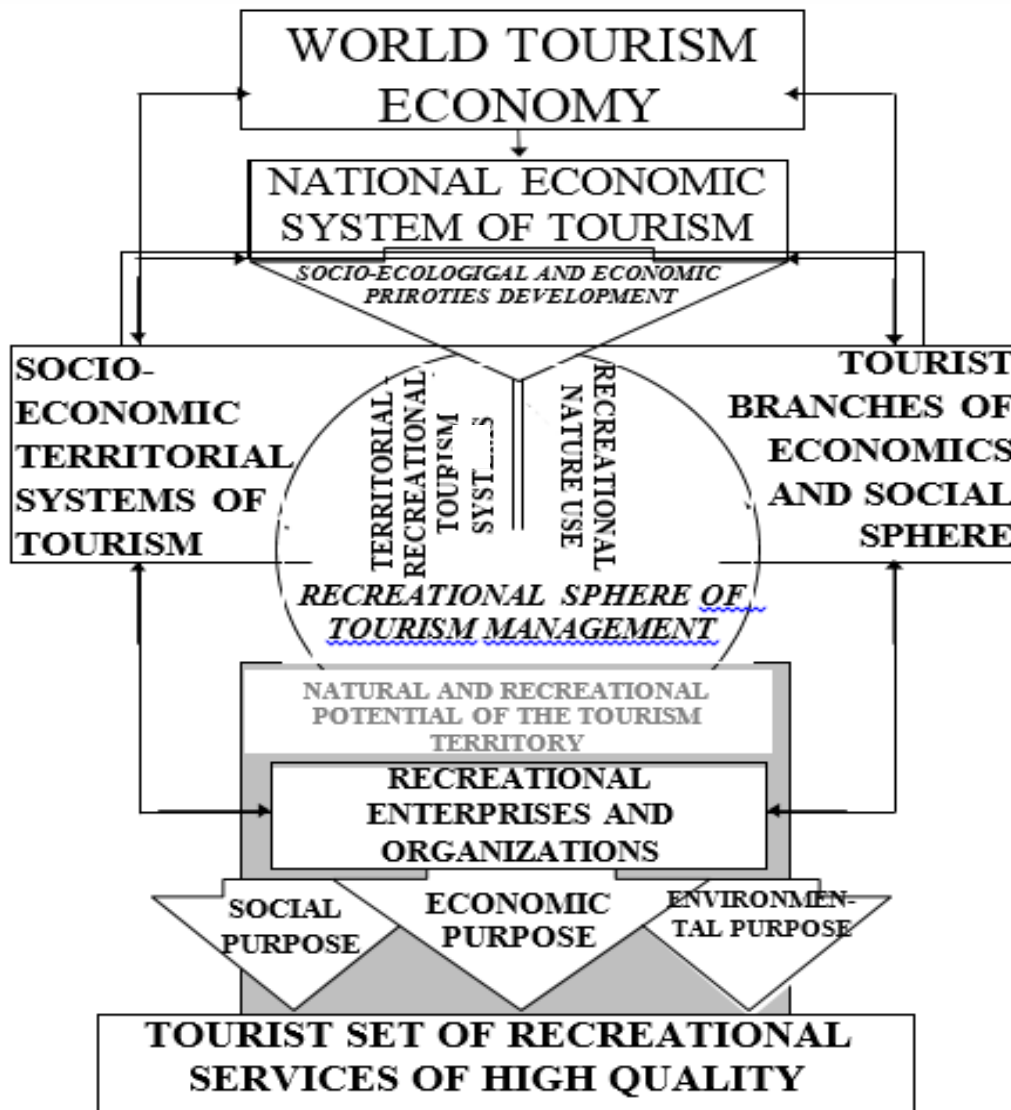
According to experts, the recreational sphere, which produces relocation, treatment, and recreation services, will become the engine of the national and world tourism economy in the 21st century; already today, this sphere accounts for a tenth of the gross world product [10].

As we know, Recreational resources are a combination of natural-technical, natural, socio-economic complexes and their elements that contribute to the restoration and development of a person's spiritual and physical strength, his ability to work. With a modern and promising structure of recreational needs and technical and economic opportunities, they are used for direct and indirect consumption and provision of resort and tourist services.

Recreational tourism distinguishes between socio-economic (or natural and cultural-historical) and natural resources of recreational activities. Recreational resources are divided into two main groups: natural and historical, and cultural.

The recreational tourist sector plays a significant role in developing the national economy, structurally occupying an important place in its territorial socio-economic systems. At the same time, the development priorities of the country and its separate territories are decomposed into three main goals of the subjects recreational activities: economic, social and environmental, which in their interaction are aimed at creating a quality recreational tourist product (Fig. 1.2).

Fig. 1.2. Purposes and place of the recreational sphere in the tourism territory of economic systems



The choice of these three tourist-target aspects results from a study of the essence of recreational nature management, together with the recreational industry, uses cultural and historical recreational resources, and forms the actual sphere of recreation. Ensuring the achievement of territorial socio-economic and environmental goals is one of the final results of management of the territory's development - its economic potential, in particular, such a component as its natural and recreational tourist potential.

In general, the term "recreation" is a set of etymological meanings that quite fully define the essence of the related phenomenon and process: from lat—recreation - recovery, rest break; from fr. Recreation - entertainment, rest, change of action, excluding labour activity, characterizes the space associated with these actions [3, p. 10-11; 6; 7; 8, p. 580]. So, the concept of "recreation" characterizes not only the process and measures to recreate the strength of a person (physical, spiritual and neuropsychic), but also space (usually specialized territories) in which this happens, and the time (free from work) during which it happens. It is the reproductive function of recreation that is emphasized in this definition.

There is the broad and narrow meaning of recreational activity [4]: In the first case, it is a complex socio-economic phenomenon, the process of restoring the spiritual and physical potential of a person based on the rational use of free time with the help of natural, economic and

social factors; in the second case, recreational activity is directly related to the process of rest, that is, it manifests itself in the form of specific recreational activities or their cycles.

It should be noted that in addition to the concept of "recreation" ("recreational activity") characterizes a specific type of human activity (associated with recreation, treatment, raising the cultural and educational level based on the use of natural, economic and cultural values) and another definition - tourism. In [9, p. 20-21], it is emphasized that "... both on the empirical and on the theoretical levels, based on the functional-target criterion, the sanatorium-resort sphere, tourism and the sphere of recreation can be integrated into a single recreational-tourist complex."

Results and discussion. In this study, we adhere to the views according to which recreation encompasses the sanatorium-resort sector, tourism and recreation. In particular, tourist activity specificity is associated with temporary migration and recreants' stay outside permanent residence places. At the same time, the traditional understanding of the essence of "reproduction of human forces" in the tourism sector can in some cases be transformed; for example, when it comes to business trips, it can only conditionally be considered as recreation.

In connection with the multifaceted nature and content of the concept of "recreation", as well as the lack of unity of views on the relationship between the concepts of "recreation" and "tourism", there is a problem of classifying the forms and types of recreational activities, which are considered in such works as [1; 2; 4; 5]. In particular, in work [4], recreational activity is classified according to functional characteristics and goals into such types as treatment and prevention, health improvement, sports, utilitarian and cognitive.

In work, theoretical generalizations are carried out and the author's solution to a scientific problem is presented - improving the organizational and economic mechanism for the formation and use of the natural and recreational potential of the tourist territory.

The research results led to the following conclusions.

1. Based on the study and generalization of theoretical and methodological provisions for the formation and use of the territory's natural and recreational potential, the work analyzes extensively the economic essence of the relationships and mechanisms of tourist attractiveness that mediate.

2. The paper defines the essence of the tourism market mechanism for the formation and use of the natural and recreational potential of the tourist territory, which consists of balancing the interests of enterprises in the recreational tourism industry and the tourism market of recreational buyers at all stages of creating a recreational product - a material result of labour in the recreational sphere of activity, characterized by consumer properties and the value received in a specific territory for a certain period and is directed to the reproduction of human strength in his further labour activity. The stages of tourism production of a recreational product are determined: development of natural resources with the involvement of capital, labour, material and information resources (stage of direct costs); provision of recreational services by recreational enterprises (intermediate cost stage); income generation by recreational enterprises (intermediate results stage); GDP growth due to increased productivity of recreational workers (stage of final results).

3. Review and improvement of the basic principles of building an organizational and economic mechanism for the formation and use of the natural and recreational potential of the territory: the principle of coordination of actions of the formation mechanism, the market mechanism of tourism and the mechanism of using the natural and recreational potential of the territory for the regional process of reproduction of the physical and intellectual potential of the population involved in the production of the aggregate public product; the principle of unity of the regulatory framework for all methods of managing recreational activities within a given territory; the principle of the adequacy of the management methods used in the territory and constitute a single organizational and economic system for optimizing recreational relations, the goals and objectives of the general economic development of the territory; the principle of the complexity of the action of the system of management methods in the field of recreational nature

management on the totality of both vertical and horizontal relationships between the subjects and objects of recreational socio-economic and tourism territories.

4. The feasibility of economic assessment of the natural and recreational potential of the territory based on an integrated approach to taking into account environmental restrictions in the formation and development of recreational activities, as well as the relationships and dynamic balance between the natural, social and economic factors of the formation of this potential has been proved. The application of linear economic and mathematical programming to assess a territory's natural and recreational potential, particularly its size and structure in value terms, has been substantiated. Implementation of optimization iterations of the simplex method corresponds to controlled dynamic processes of formation and use of the territory's natural recreational potential.

5. The study of the economic value of regional recreational rent, which consists in the formation of rental effects in certain areas as a result of optimization of the complex of interrelationships between various recreational factors, types of recreational services, and the level of sufficient demand for these services, has been conducted. The integral form of regional recreational rent has been determined, along with the traditional economic one, it combines social, environmental, and organizational components and, as part of the formation of a strategy for the sustainable development of a territory, is a tool that allows you to identify the most investment-attractive recreational areas. As well as a benchmark for the development of the market, social, ecological, innovative directions of the territory's recreational industry's functioning. It is proposed to determine the value of the regional recreational rent by using double estimates when programming recreational services and recreational resources in the tourism territory.

6. Separate blocks of the mechanism for the use and development of the natural and recreational potential of the territory (determination of the size and structure of this potential; investment of recreational activities, organization of recreation, ensuring the quality of the recreational environment, the formation of mechanisms for the reproduction of recreational resources and support for the development of the market for recreational services, analysis of recreational behaviour, structure and number of recreants; development of recreational services, assessment of the level of use of the natural recreational potential of the territory), which allows a more thorough approach to the regulation and management decisions in the recreational sphere of tourism management.

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ХУДУД ИҚТИСОДИЁТИ РАҚОБАТБАРДОШЛИГИНИ ОШИРИШНИНГ ИННОВАЦИОН МОДЕЛИ

Аннотация: мақолада минақа рақобатбардошлигининг ўзига хос хусусияти, ва "Худуд иқтисодиёти рақобатбардошлигининг инновацион модели"нинг таркибий қисмлари ва ташкилий-иқтисодий механизмлари ҳақида сўз юритилади.

Калим сўзлари: рақобат, худуд рақобатбардошлиги, инновацион рақобатбардошлик, фаол худудий тадбиркорлик, худуд иқтисодиётида рақобат устунлиги.

Аннотация: в статье рассматриваются особенности региональной конкурентоспособности, а также составляющие и организационно-экономические механизмы «Инновационной модели конкурентоспособности региональной экономики».

Ключевые слова: конкуренция, региональная конкурентоспособность, инновационная конкурентоспособность, активное региональное предпринимательство, конкурентное преимущество в региональной экономике.

Annotation: the article discusses the features of regional competitiveness, as well as the components and organizational and economic mechanisms of the "Innovative model of the competitiveness of the regional economy".

Key words: competition, regional competitiveness, innovative competitiveness, active regional entrepreneurship, competitive advantage in the regional economy.

Инвестицион фаоллиги ошириш шароитида худуд иқтисодиётининг устувор соҳа ва тармоқларини инновацион ривожлантириш учун худудларни рақобатбардошлигини оширишнинг инновацион йўлини илмий жиҳатдан асослаш муҳим аҳамият касб этади.

Инновацион рақобатбардошлик нима?