



**“IQTISODIY TADQIQOTLARGA
ASOSLANGAN OLIY MA’LUMOTLI
IQTISODCHI KADRLARNI
TAYYORLASH: MUAMMOLAR VA
INNOVATSION YECHIMLAR”
MAVZUSIDAGI**

**XALQARO ILMIY-AMALIY
KONFERENSIYA
MATERIALLARI TO‘PLAMI**

I



**O‘ZBEKISTON RESPUBLIKASI OLIIY TA’LIM, FAN VA
INNOVATSIYALAR VAZIRLIGI
BUXORO VILOYATI HOKIMLIGI
BUXORO DAVLAT UNIVERSITETI**

**“Iqtisodiy tadqiqotlarga asoslangan oliy ma'lumotli iqtisodchi
kadrlarni tayyorlash: muammolar va innovatsion yechimlar”
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ТОМ I**

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majmualari turni, majmualari mahsulotlarni ishlab chiqaruvchi malakali turoperatorlarning juda kamligi hisoblanadi. Ikkinchidan, tabiiy mintaqalarning biologik xilma-xillik resurslarini yaxshi bilishmaydi. Uchinchidan, viloyatlardagi turistik resurslarning ravonlashtirilmaganligidir. Shu sababli turoperatorlar turistik resurslarning umumiy ro'yxati bilangina ishlashadi yoki viloyatlarda faqat ancha ommaviylashgan turistik obyektlargagina turmahsulot, turistik marshrutlar ishlab chiqishmoqda.

Tahlillarga ko'ra, ekoturizm xizmatlarini ko'rsatayotgan turoperatorlik firmalari asosan, Chimyon-Chorvoq rekreatsiya zonasi doirasida faoliyat ko'rsatmoqda xolos. Biroq, O'zbekistonning Hisor, Bobotog', Ko'hitangtog' (Surxondaryo), Chaqchar (Qashqadaryo), Nurota (Navoiy-Jizzax), Zarafshon (Samarqand), Turkiston (Jizzax), Oloy (Farg'ona), Qurama, Chotqol (Namangan) tog'lari, Qizilqum cho'lidagi qoldiq tog'lar, Qizilqum cho'li, Orol dengizining qurigan tubi va qoldiq sho'r ko'llar, Ustyurt platosi, Borsa kelmas sho'rxogi, Mingbuloq botog'i, Aydarko'l, Dengizko'l, Amudaryo va Sirdaryo sohilidagi to'qaylar, Muruntov kareri va tabiatning noyob yodgorliklari boylab majmualari va mavzulari ekoturizm tashkil etish to'laqonli yo'lga qoyilmagan. O'zbekistonda o'ziga xos joziba va takrorlanmas manzaralarga boy bo'lgan speleturizm (g'or turizmi) katta imkoniyatga ega. Ayni paytda O'zbekistonda 500dan ortiq g'orlar bo'lib, ma'lumotlarga ko'ra, yetarli turistik infratuzilmaga ega bo'lmaganligi sababli ularning birortasiga ham ekoturizm tashkil etilmayapti.

Ilmiy tadqiqot muassasalari va mutaxassislarining ma'lumotlariga ko'ra, bugungi kunda ekoturizmning rivojlanish yo'nalishlari va istiqbollari tabiat qonuniyatlari va geotizimlar barqarorligi bilan bog'liq holda shakllanmoqda.

O'zbekistonda muhofaza qilinadigan tabiiy hududlarda ekoturizmning rivojlanishini ta'minlaydigan asosiy chora va tadbirlar «Ekoturizm Konsepsiyasida» mukammal holatda berilgan. Ekoturizmning dunyoda tutgan o'rnini, mavqei hamda O'zbekistondagi salohiyati va uning rivojlanishini e'tiborga olgan holda «Ekologiya va atrof-muhitni muhofaza qilish Davlat qo'mitasi» Vatanimizning muhofaza qilinadigan tabiiy hududlarida ekoturizmning rivojlanishini ta'minlaydigan quyidagi asosiy chora va tadbirlar ishlab chiqilishi ko'zda tutilgan.

1. Respublikamizda ekoturizm sohasida xizmat qiluvchi, jahon talablariga javob bera oladigan yuqori malakali mutaxassislarining yetishmasligini hisobga olgan holda, yosh mutaxassislarni ekoturizm rivojlangan mamlakatlarga (AQSH, Yaponiya, Kanada, Fransiya, Germaniya) malakalarini oshirish maqsadida o'qishga, ishga yuborish;

2. O'zbekistonda ekoturizmning jahon talablariga javob bera oladigan moddiy – texnik, axborot tahliliy bazasini yaratish, xizmat ko'rsatish va servis sohasini rivojlantirish;

3. Vatanimizning tarixiy yodgorliklari, go'zal va betakror tabiati, landshafti, nabotot va hayvonot dunyosi haqida bukletlar, turistik atlas va xaritalar yordamida dunyo ekoturizm bozorida targ'ibot ishlarini amalga oshirish;

4. O'zbekiston viloyatlari bo'yicha yangi ekoturistik dasturlar, yo'nalishlar va xaritalar tuzish;

Xulosa qilib aytganda, mazkur yechimlar asosida yurtimizda ekoturizm sohasining yangi jabhalarda rivojlanishiga va shu bilan bir qatorda xalqaro mehmondo'stlik sanoatida xalqaro nufuzini yanada oshirgan bo'lamiz.

Foydalanilgan adabiyotlar ro'yxati

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PROSPECTS FOR THE DEVELOPMENT OF RURAL AND AGRO TOURISM IN UZBEKISTAN

Tourism has entered the world economy in the 21st century as a socio-economic sphere with a very positive impact. According to the data of the World Tourism Organization, 10% of the world's production and service turnover is due to tourism. In the next 20 years, the development of international tourism will

be in the world market it is notable for the strong export of goods and services. This article will talk about the origin of rural tourism, prospects for development and specific aspects in Uzbekistan.

The Republic of Uzbekistan is one of the largest countries in Central Asia has the potential to develop ecological tourism and in this regard is one of the countries with high competitiveness. Ecological tourism requires the development of appropriate programs for the effective use of the diverse and rich potential of the nature of our country's tourist and recreation resources, preservation and protection of natural and cultural heritage, and employment of the local population. Today, in scientific and popular literature, as well as in the mass media, there are many views aimed at revealing the role and importance of ecotourism. According to international organizations and institutions, most types of tourism are growing by an average of 5% per year, while ecotourism is growing by an average of 20-30% per year. The scientific experience of many specialists and researchers' conclusions show that despite the fact that ecotourism is a new and young direction of tourism, its popularity is 2-3 times faster than other tourist directions.

The main reason for the emergence and development of rural tourism is moderate a city dweller with income to relax alone in the heart of nature, a farmer is the need to get acquainted with the life of his family.

Taking into account the wishes of customers, it is possible for tourists to choose from hundreds of country houses, huts and castles, filled with all kinds of milk, wine from a field yard vineyard, fishing, hay fields and various entertainment details the presenting tourism industry was founded. At present, rural tourism in Europe, according to various estimates, accounts for ten to twenty percent of the total income of the tourism industry.

According to data, in 2019 in our republic there were 449 tourist organizations and 816 hotels operated. In 2017, foreign tourists reached nearly 2.7 million people and the number of domestic tourists reached 2.1 million people, which means an increase of 33.3% and 16.6%, respectively, compared to the previous year. In this regard, several higher and secondary special educational institutions of the Republic train specialists in the field of Tourism, and it is advisable to increase tourist facilities for their further employment. In this case, it is possible to attract foreign tourists, including agrotouristic services to the list of services of existing tourist enterprises. Therefore, agrotourism and rural tourism can give agricultural enterprises and villagers the opportunity to make high profits. Because, they can offer agrotour services and products, taking advantage of the available opportunities.

Work is being carried out on the development of agrotourism by the State Committee for the development of Tourism in order to extend the travel time of foreign tourists visiting Uzbekistan in our country, to introduce new types of recreation for local tourists. Agritourism is well developed in Spain, Italy, Great Britain, Greece and France. Tourists who go to these countries for a certain period of time live in rural areas, get acquainted with the culture, customs, lifestyle of the local people, participate in traditional agricultural work. For example, in the United Kingdom, 60% of farmers have established systematic income from the tourism sector, with an average annual income of us \$ 10-50 thousand.

At present, various decisions and laws are being developed in Uzbekistan on creating a list of ecotourism, agrotourism, ethnotourism and extreme tourism objects and including them in tourist routes. Also, First of all, to identify ecotourism and agrotourism objects that tourists visit a lot, to prepare advertising materials promoting new tourist destinations, to provide safe conditions for visitors in picnic areas without harming nature and the environment (seats, urn, umbrella) creation, In this, conditions are created in the picnic areas by the keepers of the balance. According to the need (need), organize cultural and entertainment events in picnic areas and on holidays, publish information about the activity of picnic areas in the mass media and develop the procedure for their use, develop the direction of agrotourism in Khorezm region. for the purpose of development, taking into account the areas of viticulture, pomegranate cultivation, and apple cultivation, projects are being implemented to organize wine tasting centers in potential areas of the region.

In our republic, new jobs will be created in the village by organizing agrotourism and rural tourism in the future; efforts will be made to produce environmentally friendly products; money to the village funds, at the same time the flow of foreign currency increases; the well-being of the village increases; in the village, the modern social household infrastructure will be improved and new ones will be created; professions will be formed, which will be associated with the service of the new service; crafts will develop. The fact that agrotourism and rural tourism are seasonal in nature, the ability of the created tourism and agrotour products to compete with imported products, a lack of highly qualified personnel, damage to the cultural environment in the regions can negatively affect its growth and development in one go. Therefore, in order to develop agrotourism and rural tourism in our country, it is necessary to carry out the following measures:

First of all, to study the demand for agrotouristic services and find out which places of rest tourists prefer. For example, according to the results of foreign researchers, agrotourism and rural tourism were interested in the emergence of ecotourism and ethnotourism. The need to study buyers of agrotouristic services and how to set the cost of agrotouristic services. Market research-determination of the movement of agrotouristic products. Secondly, in the future, the necessary material and technical base of family entrepreneurs and farms who want to engage in agrotourism and rural tourism will be studied. The rural infrastructure will then be explored and the deficiencies eliminated.

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НАПРАВЛЕНИЯ СЕЗОНИЗАЦИИ ТУРПРОДУКТА В РЕГИОНАХ

Развитие туризма стимулирует развитие других отраслей народного хозяйства, так как данная сфера требует наличия широкой инфраструктуры (связь, дороги, бытовые услуги, заведения общественного питания, парки развлечений). Значительные колебания результатов деятельности туристической отрасли по причине сезонности затрудняют ее развитие. Под влиянием сезонности возникают простои и недостаточная загруженность средств размещения, а также временная безработица персонала в сфере туризма. Поэтому исследование сезонности как фактора развития туристической отрасли имеет приоритетное значение и является актуальным. Для Узбекистана сглаживание сезонности приведет к ускоренному развитию туристической отрасли, что в результате мультипликативного эффекта стимулирует рост национальной экономики в целом.

Одним из направлений продвижения туризма в Узбекистане является экотуризм. В целях развития данного направления туризма и дальнейшей диверсификации туристских продуктов был открыт доступ к ряду водохранилищ. В качестве региона, на примере которого в статье рассматривается влияние сезонности на туристическую отрасль, выбрана Сурхандарьинская область. По данным Управления статистики Сурхандарьинской области уровень загрузки средств размещения по итогам 2021 года в Сурхандарьинской области составляет 68,8%. Аналогичный показатель за 2016 год составлял 27,6%. Как видно из представленных данных развитие туризма в Сурхандарьинской области имеет неиспользованный потенциал, но при этом динамично развивается. Поэтому указанный регион выбран в качестве базы исследования.

Богатая древняя история Сурхандарьинской области, наличие архитектурно-исторических памятников, архитектурных построек являются основой для развития туризма. В регионе насчитывается более 360 памятников культурного, археологического и исторического наследия. Среди указанных памятников необходимо особо выделить достопримечательности исламского периода, эпохи буддизма и древней античности. Такое разнообразие культурного наследия является уникальной характеристикой Сурхандарьинской области.

Чаще всего исследования сезонности в туризме посвящены либо вопросам сезонности отдельных видов туризма, либо прогнозированию показателей деятельности туристического предприятия или отрасли (объема реализованных услуг, прибыли, загруженности номерного фонда).

В качестве особенности исследования сезонности туристической отрасли Узбекистана необходимо отметить, что распространено лишь упоминание сезонности как одного из факторов развития туристической отрасли.

В рамках проводимого исследования необходимо привести определение сезонности.

Сезонность – это устойчиво (из года в год) повторяющаяся, характерная для данного места цикличность туристической деятельности, связанная с изменением условий рекреации (Дурович, А.П. и Копанев, А.С. 1998). В части экономических показателей туристической отрасли сезонность выражается в чередовании пиков и спадов спроса на туристические услуги.

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