



“Turizm sohasi milliy iqtisodiyotning muhim drayveri”

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maqolalari to‘plami

(2023 yil 25-noyabr)

Samarqand - 2023



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Respublikasi Oliy ta'lim,
fan va innovatsiyalar
vazirligi



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INNOVATSIYALAR VAZIRLIGI**

SAMARQAND IQTISODIYOT VA SERVIS INSTITUTI

“TURIZM” KAFEDRASI

“TURIZM SOHASI MILLIY IQTISODIYOTNING MUHIM DRAYVERI”

mavzusidagi xalqaro ilmiy-amaliy konferensiya

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Ilmiy-amaliy konferensiya materiallarida turizm sohasini milliy iqtisodiyotning muhim drayveri sifatida rivojlantirishning nazariy-metodologik masalalari, O'zbekistonda ichki va kiruvchi turizmni barqaror rivojlantirish sur'atlari va kadrlar tayyorlash siyosati, Yangi O'zbekistonda raqamli texnologiyalarni qo'llash orqali turizm xizmatlarining raqobatbardoshligini oshirish, Navoiy viloyatida turizm sohasini yanada rivojlantirishda tarixiy, madaniy va ma'naviy merosidan oqilona foydalanish hamda Navoiy viloyatiga tashrif buyuruvchi turistlar oqimini ko'paytirishning yangi yo'nalishlari bo'yicha ilmiy-nazariy va amaliy tavsiyalarga boy maqolalar o'rin olgan.

Professor-o'qituvchilar, talabalar, magistrlar, tadqiqotchilar va soha mutaxassislariga mo'ljallangan.

Maqolalar mualliflar tahririda bosilmoqda. Ularda keltirilgan raqamlar, faktlar, xulosa va tavsiyalarga mualliflar mas'ul. Ularning ayrim fikrlari tashkiliy guruh qarashlariga to'g'ri kelmasligi mumkin.

bozorida turistik firmalarning turmahsulotlarini samarali siljilishida reklama va PR tadbirlari kerak bo‘ladi. Shuning uchun ham turizm xizmatlari rivojlangan davlatlarda potensial iste’molchilar bilan doimiy aloqalarni saqlab turish, firmalarning bozordagi yuqori imijini ta’minlashda marketing kommunikatsiyalari, ayniqsa reklama va PR zarur bo‘ladi. Umuman turizm xizmatlar bozorida reklama va PRning o‘rni quyidagilardan iborat:

- turizm xizmatlar bozorida milliy turmahsulotlarimiz haqidagi axborotlarni yetkazish, turmahsulotning o‘ziga xos xususiyatlari, potensial mijozlar ehtiyojiga qanchalik mos kelishini ko‘rsatib berish;
- turizm xizmatlar bozorida faoliyat ko‘rsatayotgan turistik firmalarning bozordagi o‘rni, mavqeini mustahkamlash, yaratilayotgan yangi turmahsulotlar, turmahsulotlarning tarkibiy qismlari haqida ma’lumot berish;
- turizm xizmatlar bozorida doimiy va potensial mijozlar bilan doimiy aloqalarni saqlab turish, ular bilan turistik firmalar o‘rtasidagi axborot almashishni ta’minlash, turmahsulot narxлари, rag‘batlar, turistik marshrutlar davomida taklif etiladigan xizmatlar haqida to‘liq axborot berish;
- turizm xizmatlar bozorida turmahsulotga bo‘lgan talabni shakllantirish va talabni oshirishdan iborat.

Navoiy viloyatidagi barcha turistik ob’ektlar, yaratilayotgan yangi turmarshrutlar, turpaketlarni targ‘ib qilishda marketing kommunikatsiyalaridan reklama, PR va sotishni rag‘batlantirishdan faol foydalanish lozim. Potensial iste’molchilarni jalb qiladigan, iste’molchilar uchun muhim takliflarni faol tarzda maqsadli auditoriyaga yetkazish maqsadga muvofiqdir.

IMPORTANCE OF DIGITALIZATION IN TOURISM AND HOSPITALITY INDUSTRY

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Abstract: *The article mainly discusses the importance of digitization and its development in the tourism and hospitality industry. We know that in recent years, in order to maintain their position in the competitive market, many tourism enterprises are operating using digital technologies. The article mainly analyzed the reforms implemented in our republic in recent years, the reliefs provided by the government. Therefore, this topic was chosen as relevant.*

Keywords: *digitalization, tourism, hospitality, technology, services, quality, information technology.*

In recent years, each country's use of digitization technologies has been reflected in economic sectors with high efficiency, especially in tourism and hospitality business. Because not using digital technologies in a competitive market is a big obstacle to find a place in the tourism market. Therefore, in recent years, many tourism experts have been paying a lot of attention to quality technologies in order to develop the service sector and provide them with quality services.

However, one of the major themes now transforming society and industry is digitalization. The extent of digitalization's influence on the contemporary economy is similar to that of the industrialization period. The term «digitalization» refers to the transformations brought about by the integration of digital technologies into every facet of human society. With the introduction of international reservation systems and the first commercial websites in the mid-1960s, the tourism and hospitality industries started to feel the substantial effects of informatization. As a result, digital technologies have made it easier for travelers to find information about hotels and make reservations. They have also greatly accelerated the growth of the online booking industry, enabling numerous hotel businesses to broaden their clientele and draw in a lot of new international visitors. One of the elements affecting how competitively tourist and hotel businesses operate is digitalization⁸⁵.

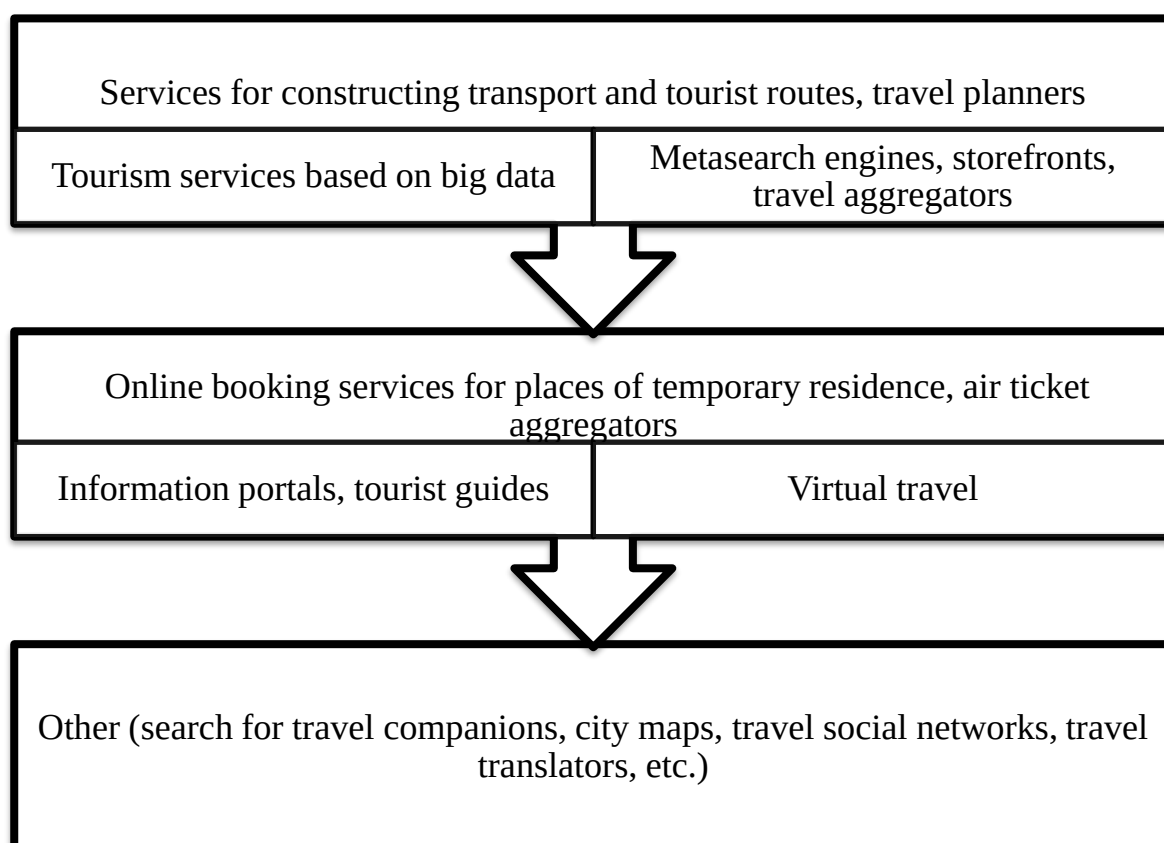
The tourist destination today has high digital potential. Digital empowerment is the process, practices and customer relationship skills supported by digital media and infrastructure. It has the ability to share information, understand context, and share experiences that can be used as a digital enabler. Information exchange opportunities are necessary in two ways: using the destination and its stakeholders as suppliers and tourists as customers. Contextual awareness ensures the attractiveness or proximity of objects; provides the ability to provide information directly during the trip (in real time), the ability to determine the user's travel routes, and another feature allows recording of travel information. The digital development of the tourism sector is the direction that creates the most benefits and opportunities compared to other sectors. Especially hotel complexes are the first to use their services to attract consumers and tourists can familiarize themselves with hotel services that suit their needs and make a successful choice from their homes⁸⁶.

With the use of digitalization tools, the customer can choose a travel agency and hotel on their own in actual time, get all the details they need regarding the travel product that is evaluate service costs, and complete their purchase. Utilizing the services continuously is crucial.

All elements of the tourism offering are impacted by the advent of digital technologies since they reduce the cost of transactions and raise the visibility of online resources and services. be the foundation for Similar to all other sectors of the digital economy, the tourism business is founded on the information economy. Semantic cores should be the carriers of information in the digital tourist ecosystem, and they require the greatest amount of scientific research and development. Provincial tourism's potential for digitization is closely correlated with a the individual's economic and technological ability.

⁸⁵ Морозов М. А., Морозова Н. С. Импортзамещение и цифровизация в индустрии туризма и гостеприимства в новых реалиях //Вестник Академии знаний. – 2023. – №. 2 (55). – С. 154-160.

⁸⁶ Халимова Ф. Влияние цифрового маркетинга на индустрию туризма и гостеприимства //Направления развития благоприятной бизнес-среды в условиях цифровизации экономики. – 2022. – Т. 1. – №. 4. – С. 65-69.



Types of digital services in the field of tourism⁸⁷:

In Uzbekistan right now, one of the top priorities for state development is the digital economy. In the realm of regional development and interpersonal interaction, tourism has evolved into a unique socio-cultural phenomenon that blends the territory's historical and cultural legacy with the newest information technology. The government intends to finance market participants who implement digital technology and advance travel to Uzbekistan. A third of tourists worldwide, according to Booking.com, would rather have their travel itinerary designed by artificial intelligence, which considers factors including past searches, payment amounts and methods, and other advantages⁸⁸.

Organization work can be effectively planned through the use of contemporary information technologies. The issue of complete automation of the reservation process, guest financial reporting, agent, tour operator and commercial operations is becoming more and more crucial for contemporary hotels.

The latest technological developments that form the cornerstone of the digitization of tourism-related operations consist of:

- artificial intelligence (AI),
- big Data technologies
- Internet of Things (IoT),
- virtual and augmented reality technologies,

⁸⁷ Толмачева Т., Патрикеева С. Цифровые сервисы в индустрии гостеприимства: произойдет ли перезагрузка? //ИКС Медиа. – 2021. – №. 4.

⁸⁸ Qudratov S.Sh. «Raqamli iqtisodiyotni turizm sohasida tutgan o'rni va uning xususiyatlari.» Talqin va tadqiqotlar ilmiy-uslubiy jurnali 1.6 (2022): 17-21.

- robotics,
- mobile devices,
- machine learning, etc.

While a lot of cutting-edge technology is used in digital modification, operational adjustments are also necessary for the transformation to be effective.

These changes could include adopting a new business model, changing the company culture, or reassessing how the organization provides value to its clients. For instance, introducing an electronic menu in a hotel restaurant is not enough; the change cannot be deemed successful until all guests are informed about the subtleties of utilizing the new menu design, staff members are trained to operate the new system, and potential risks are addressed. The development of employees' digital competencies and the enhancement of their qualifications are crucial for businesses in the tourist and hospitality sectors^{89, 90}.

Examples of best practices for using digital tools and applications in tourism include:

1. The introduction of sensor technologies at locations that create information, help remember and transmit data.
2. Creation of an integral mobility solution designed to facilitate and interact the tourist with the destination.
3. Free, economical and stable Wi-Fi connection for tourists and citizens to improve tourism management.
4. Production of mobile applications for smartphones and tablets to search for goods and services at destinations.
5. Using QR codes to help tourists quickly and easily interact with a location.
6. Geolocation systems that help tourists determine the location of all attractions.
7. Methods of video mapping and holography, enriching the cultural experience of tourists.
8. Effective management of the intermodal transport system.
9. Real-time traffic management systems, supplemented by suggestions of optimal routes⁹¹.

In conclusion, while making hotel reservations online, tourists from all over the world use individualized options for where to stay, what to do, and how to get there. One of the major benefits of digitizing this sector of the economy is the capacity to gather and analyze a significant amount of data. Because of the digitization of the industry, visitors can now see a museum or other tourist destination from the comfort of their hotel room by using virtual reality. One of the most important issues facing the tourism business is finding contemporary works of art, digitization, and significant use of technological gadgets in exhibitions and other sites.

⁸⁹ Морозов М.А., Морозова Н.С. Подходы к оценке соответствия образовательных программ профессиональным стандартам// Высшее образование сегодня. 2017. № 10. С. 13-17.

⁹⁰ Морозов М.А., Морозова Н.С. Цифровые коммуникации в образовательных и профессиональных стандартах// Человеческий капитал. 2022. Т. 1. № 12 (168). С. 184-190.

⁹¹ Овчаренко Л. А., Лебезова Э. М. Цифровизация как новая парадигма управления развитием туризма //Век качества. – 2021. – №. 4. – С. 106-126.

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ИННОВАЦИОННОЕ РАЗВИТИЕ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ СИСТЕМЫ СФЕРЫ ТУРИЗМА В РЕСПУБЛИКЕ УЗБЕКИСТАН

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Аннотация: В данной статье рассмотрены основные меры и инициативы стимулирования инновационного развития сферы туризма в Республике Узбекистан. Приняты во внимание такие важные аспекты, как разработка новых туристических маршрутов, модернизация туристической инфраструктуры и внедрение современных технологий.

Ключевые слова: инновационное развитие, социально-экономическая система, сфера туризма, Республика Узбекистан, маршруты, туристическая инфраструктура, информационные системы, экономический рост, гостиничные комплексы, инвестиции.

Abstract: This article discusses the main measures and initiatives to stimulate innovative development of the tourism sector in the Republic of Uzbekistan. Such important aspects as the development of new tourist routes, modernization of tourism infrastructure and the introduction of modern technologies were taken into account.

Key words: innovative development, socio-economic sphere, tourism, Republic of Uzbekistan, routes, tourism infrastructure, information systems, economic growth, hotel complexes, investments.

Инновационное развитие социально-экономической сферы туризма является стратегическим приоритетом Республики Узбекистан. В целях улучшения условий для туристов и развития туристической отрасли, правительство страны активно внедряет инновации в различные аспекты