

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ФАНЛАР
АКАДЕМИЯСИ МИНТАҚАВИЙ БЎЛИМИ
ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

**ХОРАЗМ МАЪМУН
АКАДЕМИЯСИ
АХБОРОТНОМАСИ**

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Historic cities, heritage of ancient empires and UNESCO World Heritage Sites in the country. Quality of accommodation and other tourist facilities in the capital and cities. Unexplored destinations suitable for discovery. Globally recognized common brand: Silk Road. The local population is very welcoming to tourists. Political location and government support for tourism development.	Cumbersome and time-consuming border crossing and visa procedures (including at airports). Lack of brand awareness and image, resulting in a lack of knowledge of Uzbekistan and a poor perception of them as tourism destinations. Limited capacity in social responsibility practices and conservation of tourist sites. Limited multi-season experience in product development targeting the most attractive market segments. Language barriers and lack of skilled workers, destination managers and guides.
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Growing international interest and recognition of the Silk Road. ▪ Continuous expansion of international tourism, especially to fast growing Asian markets, and travelers seeking new experiences and unusual destinations. ▪ Major regional infrastructure projects being developed in the region. ▪ The continued growth of information technology to enable potential travelers to collect information and interact digitally with potential service providers. ▪ Tourism as an industry that can support economic recovery after the pandemic. ▪ Donor support for profitable tourism projects. 	<ul style="list-style-type: none"> ▪ Growing global health risks and geopolitical conflicts with serious potential implications for the travel and tourism industry. ▪ Climate change with global warming and environmental degradation. ▪ Security and political instability in some border countries with Uzbekistan. ▪ Economic downturn in major tourism markets. ▪ Natural and man-made disasters.

Source: Designed by the author upon making scientific researches.

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.

The government of the Republic of Uzbekistan is attempting to raise global awareness about their cultural and heritage attractions through their recent tourism policies, to help protect and manage and protect outdoor natural areas, and to preserve their unique architectural monuments and mosques. The location of the area in the corridors on the Great Silk Road, with cities that were the main points of trade, make their destinations attractive for foreign tourists. Thus, there is no doubt that visitors who have decided to travel to Uzbekistan in recent times are mainly interested in the cultural and historical attractions and generally undertake the most popular tours provided by the local travel agencies, i.e., Tashkent, Samarkand, Bukhara and Kiva.

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UDC 33

IMPROVING THE EFFECTIVENESS OF DEVELOPING INNOVATIVE APPROACHES TO EXPANDING NEW TYPES OF SERVICES

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Аннотация. Мақолада хизматлар соҳасини инновацион ривожлантиришида иқтисодийнинг инновацион салоҳиятини ошириш ва илм-фан соҳасини қўллаб-қувватлашнинг асосий йўналишлари

таҳлил қилинган, иқтисодий фаолият турлари бўйича инновацион хизматлар яратишнинг тармоқ ва ҳудудий хусусиятлари ҳамда иқтисодиёт тармоқларида инновацион хизмат кўрсатиш инфратузилмаларини яратишнинг амалий механизмлари ва хизмат кўрсатиш соҳасидаги корхоналарни инновацион бошқаришни таъкил этиш самарадорлигини аниқлаш учун, уни баҳолашнинг қўйидаги мезонлари баён этилган.

Калим сўзлар: Хизмат, иқтисодиёт, инновацион хизматлар, инфратузилма, наука, инновационные разработки, механизм, мезонлар

Аннотация. В статье анализируются основные направления повышения инновационного потенциала экономики и поддержки сектора науки в инновационном развитии сферы услуг, отраслевые и региональные особенности создания инновационных услуг видами экономической деятельности и практические механизмы создания инновационной сервисной инфраструктуры, и инновационное управление предприятиями сферы услуг. Для определения эффективности организации описаны следующие критерии ее оценки.

Ключевые слова: Сервис, экономика, инновационные услуги, инфраструктура, наука, инновационные разработки, механизм, критерии

Abstract. The article analyzes the main directions of increasing the innovative potential of the economy and supporting the science sector in the innovative development of the service sector, sectoral and regional features of the creation of innovative services by economic activities and practical mechanisms for creating an innovative service infrastructure and innovative management of service enterprises. To determine the effectiveness of the organization, the following criteria for its evaluation are described.

Keywords. Service, economics, innovative services, infrastructure, science, innovative developments, mechanism, criteria

For an innovative economy, it is important not only to create new scientific and technical knowledge, but also to what extent and to what extent the results of innovative activity are fully used in economic activity. This is becoming an important factor in economic growth and a key tool in the competition for the consumer. Everyone agrees that innovations and innovative activities today are a strategic factor in economic growth and play a fundamental role in the development of the economy of the country and its regions. Scientific research and experimentation are attracting more and more material and human resources to the field of design and innovation.

Today, under the direct leadership and initiative of the President of the Republic of Uzbekistan Sh. Mirziyoyev, specific measures have been identified for the further development of science. At present, strong practical mechanisms in this area are being gradually developed and systematically organized.

Although scientific research remains the most important driving force of innovation, they are no longer the only factor. In this regard, it is necessary to reconsider the traditional role of research organizations. New knowledge is being created not only in government research organizations or research departments of companies, but also in many social structures. The new daily experiences and activities of engineers, sales agents and other hired workers, as well as consumers, serve as an important contribution to the innovation process. The emergence of innovations based on ideas and proposals from the fields of production, trade and consumption is characteristic of systems where the interaction between economic agents is developed.

Innovation is a powerful stimulus to deepen and expand the interaction between education and manufacturing in the service sector. In an innovative economy, the ever-expanding set of needs is constantly matched by a growing system of services, types of labor.

To improve the management of information and technological innovations, it is necessary to create a network of Scientific and Technical Information Centers (ITAM), to determine their status and legal basis, to develop a personnel system for ITAMs, to create a system of training and consulting for administrators.

ITAM's activities should be based on the formation of a set of innovative information technology projects and the organization of their effective implementation.

The main advantage of this scheme is the ability to manage each stage of innovation and adopt quick feedback. This scheme allows us to regulate and collect information flows, use statistical data collection, analytical systems, as well as forecasting and planning systems. The information technology innovation management system should also have an information resource that is open to all, as a result of which it will be possible to draw public attention to the problems of the service sector.

The main principles of ITAM's activity are:

- Improving management efficiency by developing a system for managing innovative processes in the service sector (focus on economic, social and spiritual development of society);
- accumulation of innovative competence, efficient use of external and internal resources;

- Continuity of innovative development;
- Scientific approach to innovative development and openness of information;
- interagency and international integration;
- an optimal combination of state funding and self-sufficiency;
- Various organizational forms of activity that ensure specificity and equal rights in the formation and implementation of innovative scientific and technical programs.

Information-logical model for assessing the impact of innovative activities in the field of services on the competitiveness of the regions

Shown in Figure 1.

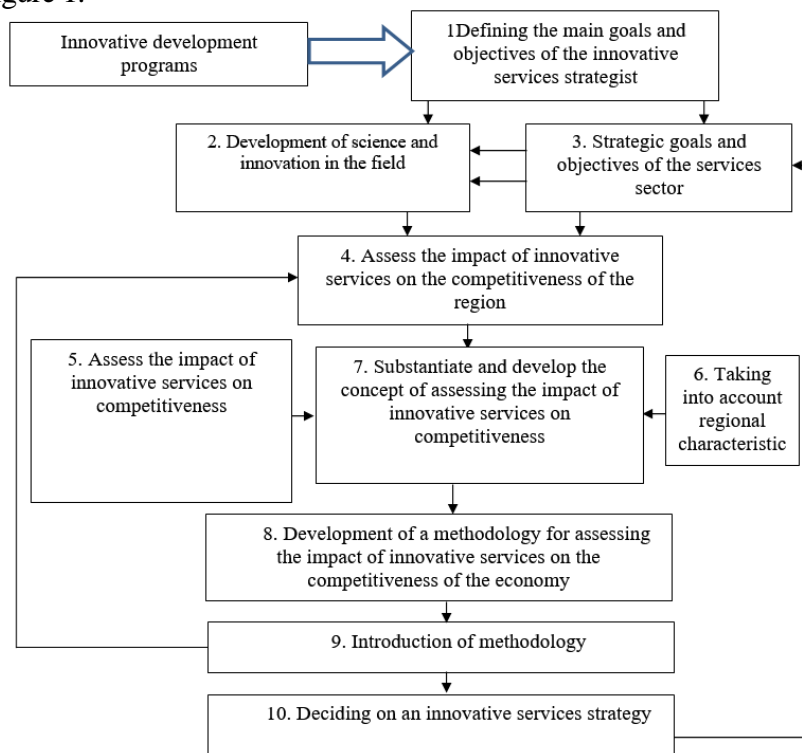


Figure 1. Information-logical model of assessing the impact of innovative services on the competitiveness of the economy (author's development)

In this regard, it was noted that it is necessary to assess the level of organization of innovative management of the enterprise in the service sector, which serves as a means of stabilization and activation of the development process of the service sector. Therefore, in enterprises in the service sector, it is necessary to emphasize the effective and ineffective organization of innovation management.

To determine the effectiveness of the organization of innovative management of enterprises in the service sector, the following criteria for its evaluation are the basis:

- executive - the organization of innovative management, reduces the number of obstacles in the management process, eliminates unnecessary, ineffective interactions, increases the completeness, timeliness and quality of decisions;
- efficiency - the organization of innovative management, ensures the economical and rational use of time in the management process, reduces its costs for work and management decisions;
- efficiency - the organization of innovative management allows optimizing the cost of material, labor and financial resources.

Our analysis shows that there are the following reasons for the modern development of the service sector, subject to general laws:

- The existence of processes of organizational and economic consolidation, concentration, integration of social production, which led to high barriers to entry into industrial sectors of the economy;
- growth of incomes of the population, which leads to an increase in the free share of money, which creates the demand for additional living, tourism, education, medical and other services to improve the living conditions of the population;
- increase in supply of products (services, goods);

The need to introduce innovations in the service sector is determined, in part, by the organizational level of enterprises: the higher the level, the higher the demand for innovation.

Enterprises with intellectual activity, new technical and technological achievements have a high organizational level: computer services, software, imported radio and television equipment, repair and maintenance of home appliances, car service for foreign cars, mobile communications, medical and health services, clothes cleaning and dyeing, consulting services. The low level of organization of activities in housing and communal services, repair and construction companies, social services remains.

In the research work, we systematized the main problems of the development of innovative activities in the field of services (Figure1).

The systematization is based on the innovative potential of enterprises and organizations in the field of services, including resource, functional and efficient components.

Figure-2

Problems of increasing the innovative potential of enterprises and organizations in the field of services. Resource component (author's development)

An integral part of innovation potential	Problem factors	The essence of the problem
<i>1. Resource component</i>		
1.1. Scientific	Lack of scientific capacity	weak scientific and technical ties with universities, research organizations; lack of orders for research and development on new technologies; slow formation of the market of scientific services
1.2. Technic	Low ability of companies to borrow and adapt technology	lack of high demand for quality education in technical specialties; the absolute superiority of the focus on the imitative nature of innovative behavior rather than the creation of innovations and new technologies; investment efficiency; lack of professionals who value the idea and understand the technological challenges; almost no market for scientific, technical, intellectual products
1.3. Staff	Lack of qualified personnel	lack of qualified specialists in innovative activities; high salaries of scientific and technical staff, which form the basis for innovation; when the key employee leaves - the loss of invested funds
1.4. financial	Lack of funding for innovation	lack of own financial resources, small start-up capital, limited opportunities to raise funds; high tax burden; large operating costs due to the constant increase in prices and tariffs (heat, gas, water, electricity, gasoline, rent, raw materials); high interest rates on attracted loans; lack of collateral and credit history required for small business
The high cost of technological innovation	Lack of financial support from the state; high financial risks; lack of long-term cheap loans	
Lack of investment resources	Suppression of investment demand through government fiscal policy (refinancing rate, inflation, high profitability of speculative operations); inconsistency of tax policy pursued by the state with investment and innovation; loss of reproduction functions of the depreciation fund	
Has fiscal policy improved	Innovation is not a priority in the structure of budget expenditures; the public procurement system prevents innovative products from entering the public procurement system; innovation policy is not interconnected with monetary policy, small business development strategy	

In the innovative development of the service sector, it is advisable to take into account the following:

First, to encourage employees of the enterprise to develop new innovative ideas, encouraging them to conduct more marketing research;

Secondly, to organize the creation of test sites on the territory of the enterprise before the implementation of innovative projects created by young workers;

Thirdly, to expand access to loans and the necessary resources for business representatives and private entrepreneurs, to create a system for lending to innovative projects;

Fourth, solve the issues related to ensuring the continuity of electricity, natural gas, drinking water and similar communications, which are the most important factor in production in remote areas of the provinces;

Fifthly, the organization of fairs of innovative products and the creation of mini-shops;

In conclusion, I can say that the tasks have been set to make the service sector an important driver of the economy and to double the volume of services by 2023. During the pandemic, benefits for catering, trade, tourism and transport were extended. As a result, in 2021, a total of 29,000 projects worth 18 trillion

soums were implemented, and the service sector grew by 20%. However, the level of public service remains low.

Republic of Uzbekistan By 2030, 50 leading countries of the world can enter the Global Innovation Index. At the same time, the level of quality of innovative services affects the position of Uzbekistan in this international index.

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UDC 33

INNOVATIVE WAYS TO INVEST IN HUMAN CAPITAL INVESTMENTS

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Annotasiya. *Mazkur maqolada mamlakatimizda inson resurslari, ularga kiritilgan investitsiyalarning yangi yo'nalishlari, monomarkazlar va kovorking markazlari faoliyatining mamlakat iqtisodiyotida tutgan o'rni hamda o'ziga xos xususiyatlari haqidagi tahlillar yoritilgan.*

Kalit so'zlar: *Inson resurslari, monomarkazlar, kovorking markazlari, ijtimoiy-iqtisodiy rivojlanish ko'rsatkichlari, autorsoring, autsaффing*

Аннотация. *В данной статье анализируются роль и особенности человеческих ресурсов в стране, новые направления инвестирования в них, роль моноцентров и коворкинг-центров в экономике страны.*

Ключевые слова: *Человеческие ресурсы, моноцентры, коворкинг-центры, показатели социально-экономического развития, аутсорсинг, аутсаффинг.*

Abstract. *This article analyzes the role and characteristics of human resources in the country, new areas of investment in them, the role of monocenters and coworking centers in the country's economy.*