

COLLECTION

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researchers and students: theory and
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Innovation, integration and modern problems in the scientific activities of young
researchers and students: theory and practice collection of materials of the
international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

XALQARO IQTISODIYOTDA KORPORATIV IJTIMOIIY MAS'ULIYAT

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Annotatsiya: Ushbu maqola xalqaro turizmدا korporativ ijtimoiy mas'uliyatning ahamiyatini tahlil qiladi. Shuningdek, korporativ ijtimoiy mas'uliyatning xalqaro turizmدا qanday tatbiq etilishi, bu jarayonning foydalari, shuningdek, atrof-muhit va mahalliy iqtisodiyotga ta'siri ko'rib chiqiladi.

Kalit so'zlar: Xalqaro turizm, korporativ ijtimoiy mas'uliyat, barqaror turizm, ijtimoiy rivojlanish, ekologiya, turizm kompaniyalari, mahalliy jamoalar

Hozirgi kunda globallasuv jarayonining jadallashuvi natijasida xalqaro iqtisodiy munosabatlar tobora kengayib bormoqda. Dunyo mamlakatlari o'rtasidagi savdo aloqalarining rivojlanishi, transmilliy kompaniyalar faoliyatining kengayishi hamda investitsiya oqimlarining ortishi xalqaro iqtisodiyotda yangi tamoyillarni shakllantirmoqda[2]. Shunday tamoyillardan biri – bu korporativ ijtimoiy mas'uliyatdir. Korporativ ijtimoiy mas'uliyat (Corporate Social Responsibility – CSR) kompaniyalarning nafaqat iqtisodiy foyda olishga, balki jamiyat, atrof-muhit va manfaatdor tomonlar oldidagi mas'uliyatini ham hisobga olgan holda faoliyat yuritishini anglatadi [1]. Zamonaviy sharoitda korxonalar faqat foyda olish bilan cheklanib qolmay, balki ijtimoiy muammolarni hal etish, ekologik muvozanatni saqlash, xodimlar huquqlarini himoya qilish hamda jamiyat rivojiga hissa qo'shishga intilmoqda [5]. Xalqaro iqtisodiyotda faoliyat yurituvchi yirik kompaniyalar uchun CSR strategiyasini ishlab chiqish muhim ahamiyat kasb etadi. Chunki bugungi kunda iste'molchilar, investorlar va hamkor tashkilotlar kompaniyalarning ijtimoiy va ekologik mas'uliyatiga katta e'tibor qaratmoqda. Shu sababli korporativ ijtimoiy mas'uliyat kompaniyalarning uzoq muddatli barqaror rivojlanishini ta'minlovchi muhim omillardan biri hisoblanadi [1]. Xalqaro turizmning tez sur'atlar bilan rivojlanishi sayohatchilar va turistik kompaniyalar uchun iqtisodiy foyda keltirayotgan bo'lsa-da, bu soha ekologik va ijtimoiy muammolarni ham yuzaga keltirmoqda. Ochiq havodagi turistik joylarga ommaviy sayohatlar atrof-muhitga zarar yetkazishi, mahalliy resurslar kamayishi, va ba'zi hollarda mahalliy madaniyat va an'analar buzilishiga olib kelishi mumkin [3]. Bu kabi salbiy ta'sirlarni minimallashtirish uchun turizm kompaniyalari o'z biznes strategiyalarida korporativ ijtimoiy mas'uliyatni amalga oshirishi zarur.

Korporativ ijtimoiy mas'uliyatning turizmda tatbiq etilishi, asosan, atrof-muhitni himoya qilish, mahalliy jamoalarni qo'llab-quvvatlash, iqtisodiy tengsizlikni kamaytirish va turizmning barqaror rivojlanishini ta'minlashni o'z

ichiga oladi [3]. Shu bilan birga, turistik kompaniyalar o'z mijozlariga va xodimlariga mas'uliyatli turizmni targ'ib qilish, ekologik toza mahsulotlar va xizmatlarni taklif qilish orqali KIMning ahamiyatini namoyish qilishlari kerak. Xalqaro turizmda atrof-muhitni himoya qilish, kompaniyalarning asosiy mas'uliyatlaridan biri hisoblanadi. Ochiq havoda sayohat qilish orqali ko'plab tabiiy resurslar va ekosistemalar zarar ko'rishi mumkin. Havo, suv va yer resurslarining ifloslanishi, bioxilma-xillikning kamayishi va tabiiy muhitning tahrib bo'lishi turizmning salbiy ta'siridan biridir. Bundan qochish uchun turizm kompaniyalari ekologik toza texnologiyalarni joriy etish, chiqindilarni kamaytirish, qayta tiklanadigan energiya manbalaridan foydalanish va ekologik turizmni rivojlantirish kabi chora-tadbirlarni amalga oshirishi zarur [3].

Masalan, ayrim xalqaro turizm kompaniyalari, uzoq muddatli sayohatlar uchun ekologik toza transport vositalarini taklif qilishadi yoki o'z mehmonxonalari va dam olish joylarida energiya samaradorligini oshirish uchun maxsus dasturlarni yo'lga qo'yishadi[3]. Turizmning iqtisodiy ta'siri faqatgina katta kompaniyalar bilan cheklanib qolmaydi. Mahalliy jamoalar ham turizmdan o'zlarining iqtisodiy manfaatlarini olishlari mumkin.

Biroq, bu nafaqat turizmni qabul qilayotgan hududning resurslarini sarflash, balki ularning ijtimoiy va madaniy strukturasi ham o'zgarishi mumkin. Korporativ ijtimoiy mas'uliyat doirasida, turizm kompaniyalari mahalliy jamoalarga qo'shimcha ish o'rinlari yaratish, mahalliy mahsulotlarni sotish va madaniy merosni saqlashga yordam berish kabi faoliyatlarni amalga oshirishi zarur [5]. Shu bilan birga, turizm kompaniyalari mahalliy aholi bilan ijtimoiy va iqtisodiy aloqalarni yaxshilashga e'tibor qaratishlari kerak [5].

Xalqaro turizmda korporativ ijtimoiy mas'uliyat nafaqat turizm kompaniyalari uchun muhim, balki global miqyosdagi barqaror rivojlanishni ta'minlashda ham muhim rol o'ynaydi. Bu sohada faoliyat yuritayotgan kompaniyalar ijtimoiy mas'uliyatni o'zlarining biznes modellari va strategiyalariga qo'shib, mahalliy jamoalarni qo'llab-quvvatlash, ekologik ta'sirni kamaytirish va turizmni barqaror rivojlantirish yo'lida ishlashlari kerak. Bu orqali, ular nafaqat iqtisodiy, balki ekologik va ijtimoiy jihatdan ham barqaror rivojlanishning ta'minlanishiga hissa qo'shishlari mumkin.

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