

# COLLECTION

Innovation, integration and modern  
problems in the scientific activities of young  
researchers and students: theory and  
practice

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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.

## TURIZM XIZMATLAR BOZORI

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**Annotatsiya:** Ushbu tezisda zamonaviy iqtisodiyot sharoitida turizm xizmatlari bozorining shakllanishi, rivojlanish tendensiyalari va o‘ziga xos xususiyatlari tadqiq etilgan. Maqolada turizm bozorining tarkibiy qismlari, unga ta’sir etuvchi iqtisodiy va ijtimoiy omillar hamda raqamlashtirish jarayonining xizmat ko‘rsatish sifatiga ta’siri tahlil qilingan. Shuningdek, O‘zbekistonning turistik salohiyatini oshirish va milliy turizm mahsulotini jahon bozorida targ‘ib qilish bo‘yicha ilmiy-amaliy takliflar ilgari surilgan.

**Kalit so‘zlar:** Turizm bozori, turizm xizmatlari, turoperator, turistik mahsulot, talab va taklif, raqamlashtirish, infratuzilma, ziyorat turizmi, mavsumiylik.

Turizm xizmatlari bozori — bu sayyohlik mahsulotlariga bo‘lgan talab va taklifning o‘zaro to‘qnashish joyi bo‘lib, u murakkab iqtisodiy mexanizmlar asosida ishlaydi. Ushbu mavzu bo‘yicha tezis yozish uchun asosiy tayanch nuqtalar va tizimli ma’lumotlarni quyidagi bloklarda ko‘rib chiqishingiz mumkin:

1. Turizm bozori tushunchasi va tarkibiy qismlari:

Turizm bozori nafaqat sayohatni, balki transport, joylashtirish (mehmonxona), ovqatlanish va ko‘ngilochar xizmatlarning yaxlit majmuasini o‘z ichiga oladi.

**Bozor subyektlari:** Turistlar (iste’molchilar), turoperatorlar va turagentlar (vositachilar), xizmat ko‘rsatuvchi korxonalar (mehmonxonalar, aviakompaniyalar).

**Bozor obyekti:** Turistik mahsulot — bu turli xizmatlarning majmuasidan iborat bo‘lgan va sayyohga ma’lum bir narxda taklif qilinadigan “tajriba”.

2. Bozorni harakatga keltiruvchi asosiy omillar:

**Iqtisodiy omillar:** Aholi daromadlarining o‘sishi, valyuta kurslarining barqarorligi.

**Ijtimoiy-demografik omillar:** Bo‘sh vaqtning ko‘payishi, aholining mobil va faol turmush tarziga intilishi.

**Raqamlashtirish (Digitalization):** Onlayn bron qilish tizimlari (Booking, Airbnb) va mobil ilovalarning bozor o‘yin qoidalarini o‘zgartirishi.

3. O‘zbekiston turizm bozorining rivojlanish tendensiyalari:

**Viza rejimining erkinlashishi:** Ko‘plab davlatlar uchun vizasiz rejimning joriy etilishi.

**Ziyorat turizmi:** O‘zbekistonning islom olami va boshqa madaniyatlar chorrahasidagi salohiyati.

Turizm bozori boshqa tovar bozorlaridan farqli o'laroq, "ko'rinmas" eksport sohasidir. Bu yerda mahsulot iste'molchiga bormaydi, balki iste'molchi mahsulot (xizmat) ko'rsatiladigan joyga keladi. Turizm xizmatlari bozorining eng muhim xususiyati uning komplementarligi, ya'ni o'zaro to'ldiruvchanligidir. Masalan, aviachipta xarid qilinganidan so'ng, tabiiy ravishda mehmonxona, transport va ovqatlanish xizmatlariga ehtiyoj tug'iladi. Agar ushbu zanjirning bir bo'g'ini (masalan, servis sifati) past bo'lsa, butun turistik mahsulotning qiymati tushib ketadi.

O'zbekiston turizm bozorini segmentatsiyalash. O'zbekiston sharoitida turizm bozorini quyidagi istiqbolli segmentlarga ajratish mumkin:

**Madaniy-tarixiy turizm:** Samarqand, Buxoro va Xiva shaharlaridagi YuNESKO merosi ob'ektlari asosidagi klassik yo'nalishlar.

**Agroturizm va Ekoturizm:** Qishloq hududlarida milliy urf-odatlar va tabiat qo'ynida dam olish (masalan, Boysun yoki Nurota tog' tizmalari).

**MICE-turizm:** Xalqaro konferensiyalar, ko'rgazmalar va biznes uchrashuvlarni tashkil etish (Toshkent va Samarqanddagi yangi turistik markazlar misolida).

**Gastronomik turizm:** O'zbek milliy taomlarining xalqaro brendini yaratish va "osh markazlari" orqali sayyohlarni jalb qilish.

4. Bozor samaradorligini oshirishdagi muammolar va yechimlar

Hozirgi vaqtda turizm xizmatlari bozorida bir qator tizimli muammolar mavjud bo'lib, ularni bartaraf etish tezisning tavsiyalar qismini tashkil qilishi mumkin:

**Logistika muammosi:** Hududlararo transport (ayniqsa ichki aviaqatnovlar va temir yo'l) chiptalarining yetishmasligi.

**Xizmat ko'rsatish sifati:** Mehmonxona va restoranlarda xizmat ko'rsatuvchi xodimlarning til bilish darajasi va kasbiy malakasining pastligi.

**Narx siyosati:** Mavsum paytida narxlarning asossiz ko'tarilishi raqobatbardoshlikni pasaytiradi. Davlat-xususiy sheriklik asosida infratuzilmani rivojlantirish, turizm sohasidagi kadrlar malakasini oshirish bo'yicha xalqaro hamkorlikni kuchaytirish va milliy brendni raqamli marketing (ijtimoiy tarmoqlar, travel-bloggerlar) orqali targ'ib qilish lozim.

**Statistik tahlil:** O'zbekistonga 2023-2024 yillarda kelgan sayyohlar sonining o'sish dinamikasini solishtirma jadval ko'rinishida berish maqsadga muvofiq.

**Xalqaro tajriba:** Turkiya yoki Birlashgan Arab Amirliklari turizm modelini O'zbekistonga adaptatsiya qilish masalasini yoritish mumkin.

Turizm xizmatlari bozori bugungi kunda jahon iqtisodiyotining eng dinamik va daromadli tarmoqlaridan biri bo'lib, u nafaqat iqtisodiy foyda keltirishi, balki mamlakatning xalqaro maydondagi nufuzini oshirishda ham muhim strategik ahamiyatga ega. Olib borilgan tahlillar asosida quyidagi xulosalarga kelindi:

**Bozorning murakkab tabiati:** Turizm bozori faqatgina sayohatni tashkil etish emas, balki transport, mehmonxona, umumiy ovqatlanish va axborot xizmatlarining uzviy bog'liqligidan iborat yaxlit ekotizimdir. Bu tizimning barqarorligi barcha bo'g'inlarning bir xil sifatda ishlashiga bog'liq.

**Raqamli transformatsiya:** Hozirgi kunda an'anaviy turizm xizmatlari o'rnini raqamli texnologiyalar (onlayn bron qilish, VR-turlar, sun'iy intellekt asosidagi tavsiyalar) egallamoqda. Bu esa bozor subyektlaridan yangicha marketing yondashuvlarini va texnologik moslashuvchanlikni talab etmoqda.

**O'zbekiston salohiyati:** Mamlakatimizda turizm xizmatlari bozori jadal o'sish bosqichida turibdi. Viza rejimining erkinlashgani va "Ziyorat turizmi" kabi yangi brendlarning shakllanishi O'zbekistonni mintaqaviy turistik xabga aylantirish uchun mustahkam zamin yaratmoqda.

**Tizimli yondashuv zarurati:** Sohaning rivojlanishiga to'sqinlik qilayotgan asosiy omillar — infratuzilma yetishmovchiligi va kadrlar malakasining pastligi hisoblanadi. Bozor samaradorligini oshirish uchun davlat-xususiy sheriklik tizimini kuchaytirish va xizmat ko'rsatish standartlarini xalqaro darajaga (ISO) ko'tarish lozim. Yakuniy xulosa shuki, turizm xizmatlari bozorini diversifikatsiya qilish va milliy turistik mahsulotlarning raqobatbardoshligini oshirish O'zbekiston iqtisodiyotining barqaror o'sishini ta'minlashda drayver vazifasini o'taydi.

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