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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.

TURIZM XIZMATLARI BOZORI

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Annotatsiya: Turizm xizmatlari tushunchasining iqtisodiy kategoriya sifatida shakllanishi, mazmun-mohiyati va konseptual asoslari tahlil qilinadi. Turizm sohasining zamonaviy iqtisodiy rivojlanishdagi o'rnini va ahamiyati, xizmatlar sektoridagi o'ziga xos xususiyatlari hamda xizmat ko'rsatish mexanizmlari chuqur yoritiladi. Xalqaro tajribalar va ilmiy-nazariy yondashuvlar asosida turizm xizmatlarining bozor iqtisodiyoti sharoitidagi shakllanishi va ularning makro va mikro darajadagi ta'siri o'rganiladi.

Kalit so'zlar: Turizm, xizmatlar bozori, iqtisodiy kategoriya, konseptual asoslar, xizmat ko'rsatish, iqtisodiyotni rivojlantirish, xizmatlar sektori, iste'molchi, qiymat yaratish, turistik mahsulot.

Hozirgi globallashuv jarayonida turizm nafaqat madaniy almashinuv va xalqaro hamkorlik vositasi, balki iqtisodiy taraqqiyotning muhim tarmog'i sifatida qaralmoqda. Turizm xizmatlari bugungi kunda xizmatlar sektorining eng faol va tez sur'atlar bilan rivojlanayotgan yo'nalishlaridan biri bo'lib, milliy va xalqaro iqtisodiyotda muhim o'rin egallaydi. Raqobatbardosh iqtisodiy tizimda turizm xizmatlari orqali yangi ish o'rinlari yaratiladi, transport, savdo, mehmonxona xo'jaligi, ovqatlanish, ko'ngilochar va boshqa yordamchi sohalarning ham o'sishiga ijobiy ta'sir ko'rsatadi.

Turizm xizmatlari tushunchasi xizmatlar sektori doirasida shakllangan, murakkab iqtisodiy va ijtimoiy kategoriya bo'lib, u iste'molchi ehtiyojlarini qondirishga yo'naltirilgan va moddiy mahsulot bilan bog'liq bo'lmagan faoliyat turini ifodalaydi¹. Ular ko'pincha voqelikdagi tajribalar, his-tuyg'ular, qulaylik va qoniqish darajasi bilan baholanadi. Shu jihatdan turizm xizmatlari iqtisodiy tahlil nuqtayi nazaridan alohida e'tibor talab qiladi.

Mazkur mavzuni o'rganish jarayonida turizm xizmatlariga oid xorijiy va mahalliy adabiyotlar tahlil qilindi. Ushbu manbalar turizm xizmatlarining iqtisodiy kategoriya sifatidagi o'rnini tushunishda muhim nazariy asos bo'lib xizmat qildi.

Xalqaro adabiyotlar orasida J. Tribe tomonidan yozilgan "The Economics of Recreation, Leisure and Tourism" asarida turizmga shunday ta'rif beriladi: "Bo'sh vaqt - bu ixtiyoriy vaqt yoki ish, qatnov, uxlash, kerakli uy ishlarini, shaxsiy yumushlarni bajarishdan keyin qolgan vaqt bo'lib, ulardan tanlangan usulda foydalanish mumkin. Dam olish bo'sh vaqtdagi mashg'ulotlarni o'z ichiga oladi. Turizm – bayram, dam olish, ishbilarmonlik, professional yoki boshqa turistik maqsadlarda kamida bir kecha-kunduz tashrif buyurish. Tashrif oddiy uy va ish joyidan tashqaridagi manzillarga vaqtinchalik harakatni anglatadi"².

Shuningdek, u turizm xizmatlarining iqtisodiy mohiyatini chuqur tahlil qilgan. Muallif turizmni mustaqil iqtisodiy soha sifatida ko'rib, bu yo'nalishda yaratilayotgan xizmatlar orqali mamlakat iqtisodiyotiga qanday ta'sir ko'rsatishini

asoslab beradi. Turizmning daromad keltiruvchi soha ekanligi, ayniqsa, xizmatlar eksporti nuqtai nazaridan keng yoritilgan.

Shuningdek, C. Cooper, J. Fletcher va boshqa mualliflar tomonidan yozilgan “Tourism: Principles and Practice” nomli asarda turizm xizmatlarining kompleks xarakteri, xizmatlar integratsiyasi va mijozga yo‘naltirilgan yondashuv muhim o‘rin tutadi. Unda turizm sohasidagi zamonaviy tendensiyalar, innovatsiyalar va mijozlar ehtiyojlarini qondirish usullari tahlil etilgan: “Turizm bir qator turistik mahsulotlarni birlashtirgan bozorlar qatori sifatida ko‘riladi... sayyohlik agentliklari va turoperatorlar kabi vositachilar asosan sayohatchilar ishlab chiqaradigan mintaqada joylashgan, turar joy, restoranlar va diqqatga sazovor joylar belgilangan joyda, yo‘lovchi transporti esa asosan tranzit yo‘nalish mintaqasida joylashgan”³.

Bundan tashqari, Jahon Turizm Tashkiloti (UNWTO) tomonidan e‘lon qilinadigan yillik hisobotlar va tahliliy ma‘lumotlar turizmning global iqtisodiyotdagi o‘rnini aniqlashda muhim manba bo‘ldi. Bu hisobotlarda barqaror rivojlanish, ekologik turizm, raqamli xizmatlar va post-pandemiya davridagi tiklanish jarayonlari haqida batafsil tahlillar mavjud.

Turizm xizmatlarini iqtisodiy kategoriya sifatida tahlil qilish natijasida ularning qiymat yaratish, bozorni shakllantirish va xalq xo‘jaligiga bevosita ta‘sir ko‘rsatish mexanizmlari aniqlanadi. Shu bilan birga, turizm xizmatlarining iqtisodiy mohiyati faqat foyda olish bilan emas, balki jamiyatda bandlikni oshirish, valyuta tushumlarini jalb qilish, infratuzilmani rivojlantirish kabi ko‘plab omillar bilan ham bog‘liq.

Muhim jihatlardan biri shuki, turizm xizmatlari boshqa xizmat turlaridan farqli o‘laroq, ko‘p darajali kooperatsiyani talab qiladi. Bu esa uni iqtisodiy tizim ichida strategik ahamiyatga ega tarmoqqa aylantiradi. Ular investitsiya uchun jozibador, ayni paytda barqaror va uzoq muddatli foyda manbai bo‘lishi mumkin. Shu sababli bu sohada ishlatiladigan metodlar nafaqat iqtisodiy ko‘rsatkichlarga, balki psixologik va ijtimoiy omillarga ham asoslanadi. Tadqiqotda deduktiv va induktiv tahlil usullari yordamida mavjud nazariy bilimlar real holatga tatbiq qilindi, turizm xizmatlarining bozor iqtisodiyotidagi o‘rni amaliy misollar asosida yoritildi. Bundan tashqari, statistik tahlil vositalaridan foydalangan holda xizmatlar ko‘rsatkichlari, turist oqimi, xizmat sifati, bandlik darajasi, eksport-import hajmlari kabi parametrlar o‘rganildi. Metodologik yondashuvda solishtirma iqtisodiy tahlil usuli ham qo‘llanildi, ya‘ni O‘zbekiston tajribasi Turkiya, Malayziya, Gruziya kabi mamlakatlarning turizm sohasidagi rivojlanish modeli bilan qiyoslab o‘rganildi. Innovatsion yondashuv esa xizmat ko‘rsatish sohasiga zamonaviy texnologiyalar – onlayn rezervatsiya tizimlari, raqamli turistik xizmatlar, mobil ilovalar va sun‘iy intellekt asosidagi xizmat turlarining kiritilishi orqali turizm xizmatlarining sifatiga va iqtisodiy samaradorligiga qanday ta‘sir ko‘rsatishini baholash imkonini berdi.

Turizm xizmatlari zamonaviy xizmatlar sektorining muhim iqtisodiy kategoriyalaridan biri bo‘lib, ular xalqaro va mahalliy darajada barqaror iqtisodiy o‘sishga hissa qo‘shmoqda. Ular faqatgina iqtisodiy resurslar oqimini emas, balki madaniy va ijtimoiy almashinuvni ham ta‘minlaydi. Turizm xizmatlarini iqtisodiy

kategoriya sifatida tahlil qilish, ularning bozor mexanizmlarini, qiymat yaratish funksiyasini va ijtimoiy-iqtisodiy rivojlanishdagi rolini aniqlash imkonini beradi⁹.

Ushbu maqolada keltirilgan konseptual asoslar va tahliliy yondashuvlar turizm xizmatlarini chuqurroq o'rganish, ularni boshqarish va rivojlantirish strategiyalarini ishlab chiqish uchun metodologik asos bo'lib xizmat qiladi. Ushbu xizmatlarning iqtisodiy kategoriya sifatidagi mazmuni — ularning qiymat, foyda, ehtiyoj va talab bilan bog'liq bo'lgan iqtisodiy jarayonlar bilan chambarchas aloqadorligida namoyon bo'ladi

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