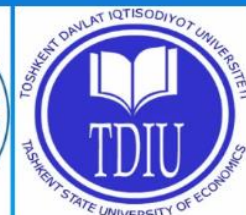


ЎЗБЕКИСТОН RESPUBLIKASI OLIY TAЪLIM, FAN VA INNOVACIYALAR VAZIRLIGI



«ХИЗМАТ КЎРСАТИШ СОҲАСИНИ РИВОЖЛАНТИРИШ VA КАМБАҒАЛЛИКНИ ҚИСҚАРТИРИШДА РАҚАМЛИ ҲАМДА ИННОВАЦИОН ТЕХНОЛОГИЯЛАРДАН Фойдаланиш имкониятлари» МАВЗУСИДАГИ

ХАЛҚАРО ИЛМИЙ-АМАЛИЙ КОНФЕРЕНЦИЯ

МАТЕРИАЛЛАРИ

(II ҚИСМ)

2023 йил 20-22 май кунлари

САМАРҚАНД – 2023

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ОЛИЙ ТАЪЛИМ, ФАН ВА ИННОВАЦИЯЛАР
ВАЗИРЛИГИ**

САМАРҚАНД ИҚТИСОДИЁТ ВА СЕРВИС ИНСТИТУТИ

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РИВОЖЛАНТИРИШ ВА КАМБАҒАЛЛИКНИ
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agroturistik loyihalarga investitsiyalarini yo‘naltirmoqchi bo‘lgan tashabbuskorlar, potensial sayyohlar, mahalliy hokimiyat organlari, tegishli vazirliklar vakillarining ishtirokini talab qiladi.

Agroturizmni klasteri – sohaga oid bozor ishtirokchilari, mahalliy hokimiyat organlari hamda tegishli vazirliklarning hamkorlikdagi birlashmasi hisoblanadi. Agroturizmni klasterlash esa - klasterning rivojlanish jarayonini hamda uning faoliyati samaradorligini oshirishga qaratilgan boshqaruv tadbirlari majmuini anglatadi. Agroturizm klasterlari innovatsion tizimlarning bir turi bo‘lib, hududlarning samarali iqtisodiy va ijtimoiy rivojlanishi uchun turtki berishi mumkin. Agroturizm klasterlari muvaffaqiyatli ishlashi uchun istiqbolli loyihalarni investitsiyalashga qodir biznes tuzilmalarini birlashtirish zarur.

Jahon tajribasida klasterlashning ikkita asosiy yondashuvi mavjud: Mahalliy hokimiyat yoki tegishli organlar tomonidan boshlangan klasterni shakllantirish “yuqoridan pastga yondashuv” yoki “yuqoridan pastga jarayon” deb nomlanadi (ingl. “top-down approach”). Tadbirkorlik subyektlari o‘z tashabbuslari bilan mahalliy hokimiyat yoki tegishli organlar bilan hamkorlikda strategik rivojlanish uchun klasterlarga birlashish jarayoni klasterni shakllantirishning “ko‘tarilish yondashuvi” yoki “ko‘tarilish jarayoni” deb nomlanadi (ingl. “bottom-up approach”) [2].

Fikrimizcha, O‘zbekistonda agroturizmning yetarli darajada rivojlanmaganligi, potensial investorlar hamda sayyohlar orasida yetarli axborot mavjud emasligi, sohaga investitsiyalarni jalb etishning individual konsepsiyasi ishlab chiqilmaganligi holatida dastlabki bosqichda agroturizmni klasterlashning top-down yondashuvidan foydalanish yuqori samaradorlik keltirishi mumkin.

Xulosa va takliflar

Tadqiqotlarimiz natijasida taklif etilayotgan agroturizm klasterining umumiy tuzilishi: klaster yadrosi va uning atrofini o‘z ichiga oladi. Bunda hududiy klaster yadrosida sayyohlarga to‘g‘ridan-to‘g‘ri agroturizm xizmatlarini ko‘rsatadigan xo‘jalik yurituvchi subyektlar o‘rin egallaydi. Klaster yadrosining atrofidan uning faoliyatini har tomonlama qo‘llab-quvvatlaydigan, sohaga yondosh bo‘lgan xizmatlar ko‘rsatadigan va buning natijasida iqtisodiy va ijtimoiy samaraga erishishni maqsad qilgan subyektlar joylashadi. Masalan, agar subyekt faqatgina sayyohlarni mehmonxonada joylashtirish bo‘yicha xizmatlarni taqdim etsa, klaster yadrosida emas uning atrofiga, agarda subyekt sayyohlarga qishloq hayoti va madaniyatiga oid turizm xizmatlarini bilan birga ularni joylashtirish xizmatlarini ko‘rsatsa, ushbu subyekt klaster yadrosiga tegishli hisoblanadi. Hududiy agroturizm klasterini davlat-xususiy sherikchilik asosida tashkil etilgan boshqaruv kompaniyasi boshqaradi. Boshqaruv kompaniyasi: 1) investitsiyalarni jalb qila olish; 2) ilmiy-innovatsion faoliyatni amalga oshira olish; 3) shaffoflikni ta‘minlash; 4) xodimlarning yuqori malakasini ta‘minlash; 5) jiplashgan holda aniq natijani olishga erishishga; 6) o‘zaro shartnoma munosabatlarini ishlab chiqish va o‘rnata olish; 7) doimiy rivojlanish qobiliyatlariga ega bo‘lishi lozim.

Shuningdek, ushbu jarayonda davlat-xususiy sherikchilik asosida tashkil etiladigan boshqaruv kompaniyasi, klaster a’zolari davlat va xususiy hamkorning majburiyatlarini aniqlab olish muhim hisoblanadi.

Agroturizm klasterlarini yaratish mexanizmlari asosida mintaqaning turizm va rekreatsion salohiyatini rivojlantirish bo‘yicha harakatlar rejalarini ishlab chiqish va amalga oshirish, ushbu rejalarni amalga oshirish doirasida byudjet va jalb qilingan byudjetdan tashqari manbalar bilan birgalikda mahalliy byudjetlardan moliyalashtirish tizimini yaratish” agroturizm sohasiga investitsiyalarni jalb qilishda ta’sir ko‘rsatish tizimlarining mezo-iqtisodiy darajasida hal etilishi lozim bo‘lgan muhim vazifalardan biri hisoblanadi.

Foydalanilgan adabiyotlar ro‘yxati:

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INCREASING COMPETITIVENESS OF BUKHARA’S HOTELS THROUGH ANIMATION PROGRAMS

Abstract: This paper discusses and explores empirical and personal insights into event tourism, exploring it from guests’ perspective. Paper gives brief description to “events” in tourism, analyses its importance in the competitive hotel business market, characterizes its direct, indirect and social effects, theoretically substantiates advantages of organizing animation programs in the hotels of Bukhara.

Keywords: event tourism, animation, competitiveness, direct effects, indirect effects, social effects

Annotatsiya: Ushbu maqolada tadbir turizmiga oid empirik va shaxsiy tushunchalar mehmonlar nuqtai nazaridan o‘rganildi. Maqolada turizm sohasida uyushtiriladigan “event” (tadbir)larga qisqacha tavsif berilgan, uning raqobatbardosh mehmonxona biznesi bozoridagi ahamiyati tahlil qilingan, eventning bevosita, bilvosita va ijtimoiy ta’siri tavsiflangan, Buxoro

mehmonxonalarida animatsion dasturlarni tashkil etishning afzalliklari nazariy jihatdan asoslab berilgan.

Kalit soʻzlar: tadbir turizmi, animatsiya, raqobatbardoshlik, bevosita taʼsirlar, bilvosita taʼsirlar, ijtimoiy taʼsirlar

Аннотация: В этой статье обсуждаются и исследуются эмпирические и личные взгляды на событийный туризм, исследуя его с точки зрения гостей. В статье дается краткая характеристика “событиям” в туризме, анализируется их значение на конкурентном рынке гостиничного бизнеса, характеризуются его прямые, косвенные и социальные эффекты, теоретически обосновываются преимущества организации анимационных программ в гостиницах Бухары.

Ключевые слова: событийный туризм, анимация, конкурентоспособность, прямые эффекты, косвенные эффекты, социальные эффекты.

The economy of Uzbekistan is growing by leaps and bounds and there are various ever growing industries that are contributing to increasing the nation's budget. One such industry is that of event management. This industry is prospering year by year in our country. And the size of the companies varies from the rather small ones that manage small events such as birthdays and weddings, to the larger players, who organize national and international events.

Today majority of hotels of Bukhara region are functioning only with room sales, however, competition rate among destinations and hotels are increasing. That is why it is important to implement new services and facilities inside of the hotel in order to get priority in competence, to overcome seasonal activity of hotels, and employees, as well as to attract more tourists to hotels for covering expenses, raising occupancy rate, getting more revenue by sales of various services.

The term “event tourism” was not widely used at all, prior to 1987 when the New Zealand Tourist and publicity department reported: “Event tourism is an important and rapidly growing segment of international tourism. An article by Getz in 1989 developed a framework for planning “events tourism”.⁸⁴ Prior to this it was normal to speak of special events, hallmark events, mega events and specific types of events. As the 20th century closed the world celebrated with numerous special events. No doubt this gave a boost to the events sector and its tourism value. These more or less laid to rest any debate on what needed to be done, and how to do it validly, although the cooperative research center for sustainable tourism in the world continues to release impact studies and models.

Moreover, the term *event* can be used parallel with the term *animation* which is derived from Latin “anima - wind, air, soul; animatus – animation” and

⁸⁴ Donald Getz. Event tourism: Definition, evolution, and research // Tourism Management 29th edition. University of Calgary, 2008. pp. 403–428.

means enthusiasm, inspiration, stimulation of vitality, involvement in activity.⁸⁵ Animation is a kind of service, the aim is to improve the quality of service, and at the same time it is a kind of advertising, a form of re-attracting guests and their friends, aiming to promote a tourist product on the market to increase profitability and profitability of the tourist business.

Meetings, conferences, events and exhibitions are a key driver of tourism destinations across the globe. In the USA, they generate almost one trillion dollars in direct, indirect and induced spending. In Europe, the event industry continues to grow steadily. In Asia, it is booming. As a result, tourist destinations around the world are realizing that events are a vital component in attracting holidaymakers. Without them, they are at risk at losing out.

As hotels are prone to compete with each other the implementation of tourism events brings the following benefits to a hotel:

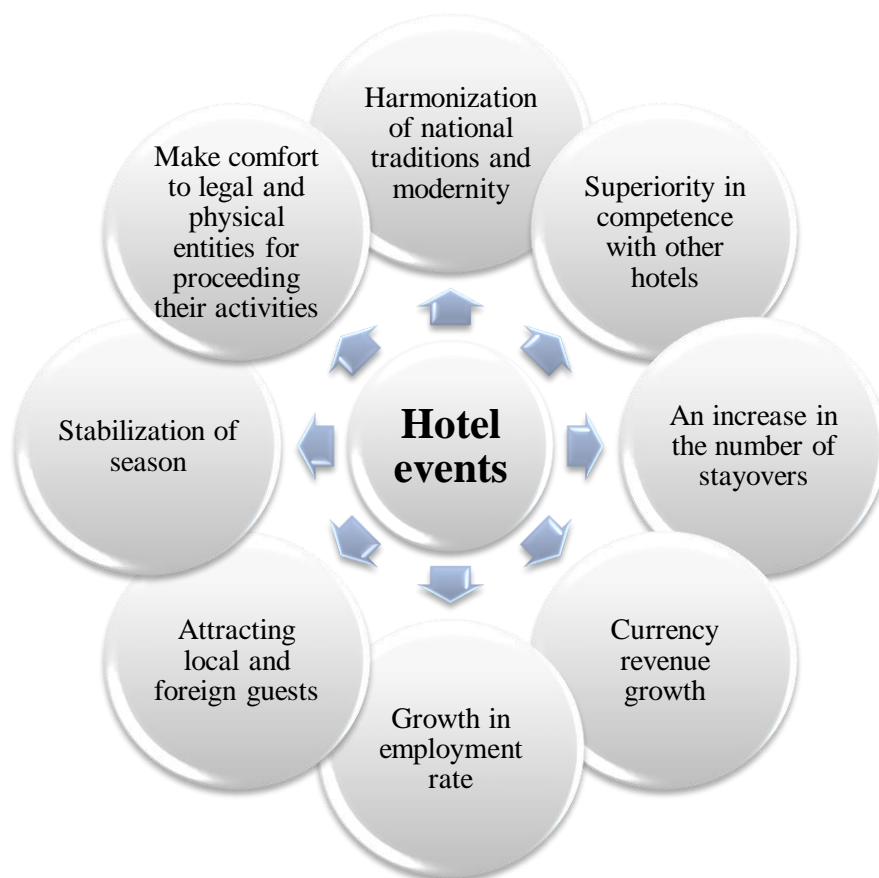


Figure 1. Hotel events' role in advancement the business

Source: compiled by author

Events in tourism development produce an incredible impact on the industry as a whole and influence a broad range of human activities: politics,

⁸⁵ Sonja Oklobdžija. The role of events in tourism development. BizInfo Journal. 2015. Volume 6, Number 2, page 83-97.

environment, socio-cultural, and other aspects. That is why, when organizing such events, you should consider the possible aftermath for each sphere of human activity as well as the potential positive impacts.

Economic impacts. Not surprisingly, as festivals and events became increasingly incorporated into urban and regional development agendas, the obvious growth in early academic interest was in management and economics, and research agendas were closely attuned to practitioners' needs. There was a pronounced orientation towards understanding the impact of events, and from early on, events came overwhelmingly to be conceived as discrete entities with an ability to uni-directionally create a series on impacts, both positive and negative, on contextual environments.

Other impacts. While there is a vast literature on the economic impact of major events, research enquiry in this area has also asked questions about destination image enhancement, national identity and pride enhancement, and longer term regeneration outcomes in the form of sporting and commercial infrastructure as well as community building and social legacies. The research evidence suggests that large scale events create both positive and negative impacts in both the short and the long term. Many studies have documented positive outcomes. A strong theme here is the enhancement of the international image of the host community, and the generation of short and long term visitor flows. With respect to the former, considerable attention has been paid to how events can re-shape a city's image. Large events have come to be seen as catalysts for urban regeneration although mixed outcomes have been reported in respect of the latter with several acknowledging negative outcomes. Examples of such negativities include the accumulation of large debts for host communities and the displacement of local residents to make way for infrastructural improvements. Some studies have pointed to positive, yet somewhat intangible and often surprising outcomes.

Direct effects such effects are translated into the amount of money, as a financial result. It should be noted that any activity that is undertaken should be financially worthwhile, because otherwise it would not be realized. In this connotation in the animation, the creator of the program should be conceived program in such a way, it could be profitable.

Indirect effects (effects of expected pleasure). As it is mentioned above, one of the objectives of the holders of the tourism offer is the satisfaction of desires, interests, preferences and needs of the visitors. Tourists need to achieve this goal, because it is the reason that visitors traveled to a facility, resort or country, because they choose its animation program, among numerous and similar programs that are offered to the tourist market. The main feature of these effects is that economically measurable, but are the result of successful organization and professionally created animation program that increases the pleasure of visitors and direct manner:

- Motivation of visitors in the selection of the tourist destination;

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“Times New Roman” garnituras.

Nashr bosma tabog'i 17,18

Buyurtma № 0028A/23. Adadi 50 nusxa

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