

shakllantirish manbalari va yo'nalishlari hamda xususiy kapital tarkibidagi o'zgarishlar va rentabelligini aniqlashni kiritish asosida auditning xalqaro standartlariga muvofiq xususiy kapital auditi o'tkazishga doir ishlab chiqilgan dastur va reja asosida auditorlik tekshiruvini o'tkazishda ish sifati unumdorligini oshirish, sifatli auditorlik xulosasi hamda investorlar uchun ishonchli axborotlarni olish imkoniyatini yaratilganligini 1-jadvalda ko'rishimiz mumkin.

Aksiyadorlik jamiyatining xususiy kapital auditini o'tkazishda auditorlik tashkiloti tomonidan dastur va rejasiga muvofiq tekshiruvdan o'tkazishga mo'ljallangan. Taklif etilgan xususiy kapital auditi dasturi va rejasida audit o'tkazish jarayonida bajarilishi zarur bo'lgan amallar asosida xususiy kapital tarkibiy moddalarini bo'yicha ishlab chiqilgan.

Auditorlik tashkiloti tomonidan auditorlik tekshiruvini o'tkazishda xususiy kapital auditi dastur va rejaga muvofiq aksiyadorlik jamiyati faoliyati to'g'risidagi axborotlar bilan tanishuv, undagi ma'lumotlarni tahlil qilgan holda amalga oshirishdan iboratdir. Aksiyadorlik jamiyatining xususiy kapital to'g'risidagi axborotlar bilan tanishuv jarayonida auditor ta'xis hujjatlari doir ma'lumotlarni to'plash hamda moliyaviy hisobotlarni shakllanish manbalari va ishlatilishi auditor tomonidan sinchkovlik bilan tekshiriladi.

Xulosa. Xususiy kapital auditi bo'yicha auditorlik faoliyati standartini ishlab chiqish, tasdiqlash va amaliyotga joriy etish maqsadga muvofiq deb hisoblaymiz. Ushbu standartda xususiy kapital tarkibiga kiruvchi ustav kapitali, rezerv kapitali, qo'shilgan kapital va taqsimlanmagan foydani auditorlik tekshiruvining metodikasini yoritib bergan bo'lishi kerak. Bu o'z navbatida investorlar va boshqa axborotdan foydalanuvchilarni xususiy kapitalning holati va harakati to'g'risida aniqroq ma'lumot olish hamda auditorlar uchun aniq va to'g'ri xulosa chiqarish imkonini beradi. Xususiy kapital auditini o'tkazishda mamlakatimiz qonunchiligiga va me'yoriy talablarga mos kelgan holda ustav kapitalining shakllanishini o'rganish bilan birgalikda AXSdan keng foydalanish maqsadga muvofiq.

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THE PRACTICAL NECESSITY OF MARKETING RESEARCH IN ENSURING THE ATTRACTIVENESS OF TOURIST OBJECTS

(In the example of the Ark fortress in the Bukhara region)

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Annotasiya. Ushbu maqolada Buxoro shaxrida joylashgan Ark qo'rg'oni, uning tarixiy jihatlari, turistlar oqimini va obyektning turistik jozibadorligini oshirishda marketing tadqiqotlarini o'tkazishning zarurligi haqidagi ma'lumotlar keltirilgan.

Kalit so'zlar: "Sharq Venetsiyasi", Buxoro, Ark qo'rg'oni, turizm salohiyat, madaniy meros obyektlari, turistik jozibadorlik, SWOT-tahlil.

Аннотация. В данной статье содержится информация о крепости Арк, расположенной в городе Бухара, ее культурных аспектах, необходимости проведения маркетинговых исследований для увеличения потока туристов и туристической привлекательности объекта.

Ключевые слова: «Венеция Востока», Бухара, крепость Арк, туристический потенциал, объекты культурного наследия, туристическая привлекательность, SWOT-анализ.

Abstract. This article contains information about the Ark fortress located in the city of Bukhara, its cultural aspects, the need to conduct marketing research to increase the flow of tourists and the tourist attraction of the object.

Key words: "Venice of the East", Bukhara, Ark fortress, tourism potential, cultural heritage objects, tourist attraction, SWOT-analysis.

Despite the fact that our country is rich in cultural, historical, touristic and natural resources, it is not able to use them effectively. Including, the economic geographical position of Bukhara region shows that Makkah is second only to Madinah, where the saints and prophets lived in the city. This affects the number of tourists visiting from their own Muslim countries. However, the lack of tourism infrastructure in the region causes a number of inconveniences for tourists.

The flow of tourists is increasing in the city of Bukhara, famous among tourists with the name "Venice of the East". According to historical data, the famous ancient city of the East, Bukhara, was founded in the middle of the first millennium BC. In various nations of the world, in particular, in ancient Greek, Chinese, Arabic sources, the name of Bukhara is mentioned with great respect. Bukhara mentioned by the Greek scientist Claudius Ptolemy in his "Geography" and Chinese traveler Xuanzang in his book "Memoirs" are Numijkat, Navmichkat, Bumichkat ("New Fortress"), "Al-Madina al-Sufriyya" in Arabic sources of the Middle Ages. " ("Copper City"), "Madinat al-Tujjar" ("City of Merchants"), Fakhira - "Proud City". Bukhara, which has become one of the strong centers of Islamic religion, Muslim ethics, culture and jurisprudence in the East, has also achieved the honor of "Qubbat ul-Islam" - "Dome of the Islamic religion".

It is worth mentioning that the city of Bukhara, with its deep history, is still at the top of the list of cities in the world's attention. [1]

Tourism potential of Bukhara region

- 121 tourist companies;
- 211 accompanying translators.

Currently, Bukhara region has the opportunity to serve about 6 thousand guests in one day. There are about 829 historical and architectural monuments that are under state protection.

118 historical monuments are included in the UNESCO World Cultural Heritage List.

- 367 hotels;
- There are more than 76 national and foreign restaurants; [10]

If we analyze the condition and tourist attraction of some cultural heritage objects in the Bukhara region, a number of problems can be seen. Ark fortress is one of them.

Ark is a fortified fortress in the ancient cities of Central Asia where the residence of the rulers was located. In written historical sources, it is also mentioned by the names kohandiz, diz, koh, kasr, kala, hisar. Built on a natural high hill or a specially created mound, surrounded by a high wall, with one or two gates. [3]

The arch was originally built in the 1st century BC. Before the Arab conquest, the city governors - Bukhorkhudots lived in the arch. It was rebuilt and fortified with walls and turrets during the Somonites period (9th-10th centuries). The arch was destroyed several times during the Karakhanid period (11th-12th centuries) and during the Mongol invasion (13th century).

Its current appearance was mainly formed during the Shaibani dynasty (16th century).

In 1990, as a result of the excavations carried out by archaeologists, the foundations of the room considered to be the Amir Hotel and the rooms around it, as well as the platform inside the courtyard, the tasnov, tazar, sandal and ice rooms were discovered. It was found that the complex structure of the bathhouse is that the underground pipes are subordinated to a common network, they extend to the zahkash outside the city, the gulaks (fireplaces) on all four sides constantly provide the same heat, and they were able to keep ice in the refrigerator until late autumn.

On the occasion of the 2500th anniversary of Bukhara, the courtyard inside the arch where the throne is located was repaired and restored. The walls of the arch have been renewed. The "Goriyan"

gate was restored and other improvement works were carried out. It was found that there is a dome-shaped underground passage at a depth of 2.5-3 m below the ground level. The Bukhara State Architectural and Art Museum Reserve is located in the arch. [4]

30,000-50,000 tourists visit Ark fortress every year. But this is less. Because there are more than 20 architectural objects with an ancient thousand-year history, some of which are in need of repair. We conducted marketing research as a result of organizing a questionnaire survey among tourists visiting the Ark fortress.

We evaluated the results with the help of SWOT analysis, and developed strategies that need to be implemented in the future.

What is a SWOT analysis?

SWOT is an acronym for Strengths (strengths), Weaknesses (weaknesses), Opportunities (opportunities) and Threats (threats). The internal situation of the firm is reflected mainly in S and W, and the external situation in O and T.

The SWOT analysis methodology involves, firstly, identifying the internal strengths and weaknesses of the company, as well as external opportunities and threats, and, secondly, establishing links between them.

To carry out such an analysis, if the specialist has information about the object, he can easily make the necessary tables. A SWOT analysis is a way of assessing the situation from four positions:

- Strengths;
- Weaknesses;
- Opportunities;
- Threats [14].

Table-1

SWOT analysis of Ark fortress

Strengths	<ol style="list-style-type: none"> 1. The fact that the Ark fortress has a history of more than a thousand years. 2. Location in the city center. 3. Presence of more than 20 architectural objects in one object 4. The existence of the only and still preserved dungeon in the city
Weaknesses	<ol style="list-style-type: none"> 1. The fact that some areas of the fortress are closed to tourists. 2. The presence of areas that spoil the panorama of the arch. 3. Non-observance of cleanliness in the arch area. 4. The mosques in the Ark region are closed and do not operate for tourists
Opportunities	<ol style="list-style-type: none"> 1. It is possible to hold staged theater performances in Ark fortress 2. The possibility of organizing festivals and events dedicated to the Ark in the Kurgan area 3. It is necessary to use illuminators in order to create an opportunity to see the panorama of the arch from afar 4. The need to organize 3D tours in the Ark fortress.
Threats	<ol style="list-style-type: none"> 1. Some areas of the fortress need reconstruction and re-equipment. 2. Inadequacy of security in the area of Ark fortress. 3. Inadequate organization of technical safety and fire safety. 4. Non-observance of sanitary and hygienic conditions in some facilities of the fortress

In conclusion, it should be noted that increasing the attractiveness of regions is important in attracting tourists and ensuring the regularity of the tourist flow in countries where tourism is developed or developing. From the above SWOT analysis, it can be seen that Ark Fortress has a number of facilities and opportunities for attracting tourists. The possibility of staged theatrical performances in the Ark fortress, the possibility of organizing festivals and events dedicated to the Ark in the Ark fortress, the need to use lighting to create an opportunity to see the Ark panorama from afar, in the Ark fortress One of them is the need to organize 3D tours.

Online or virtual art galleries can be called one of the most effective ways to popularize art and promote the artistic and cultural potential of the whole world. Online resources of museums and art galleries of various genres and genres of art, 3D tours, digital panoramas and stands, multimedia and animation tools are actively developing in Uzbekistan in recent years. 3D tours of art museums, webcasts of international exhibitions, individual websites of contemporary artists, online art galleries,

virtual art and art galleries, digital art collections are widespread today available to the public [2]. The organization of 3D tours in Ark fortress is one of the most important tasks before us.

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THE IMPORTANCE OF ECONOMETRIC MODELING IN THE MANAGEMENT OF LIGHT INDUSTRIAL ENTERPRISES

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Аннотация. Мақолада энгил саноат ишлаб чиқариши тизимида бошқарув шаклининг, уни оптимал ташкил этиши даражасининг, усул ва технологиялар тўғри танловининг маҳсулот ишлаб чиқариши суръатига таъсири баҳоланган. Умумий ҳолда саноат корхоналари фаолиятини оптималлаштириши масаласини ечишда эконометрик моделлаштиришининг аҳамияти очиб берилган. Хусусан минтақа иқтисодиётида энгил саноатнинг ўрни, ва жорий бошқарув тизимининг самарадорликга таъсири ижобий баҳоланган.

Калит сўзлар: энгил саноат, бошқариши тизими, эконометрик модель, кластер, ишлаб чиқариши.

Аннотация. В статье оценивается влияние формы хозяйствования, уровня его оптимальной организации, правильного выбора методов и технологий на скорость выпуска продукции в системе легко промышленного производства. В целом раскрывается значение эконометрического моделирования в решении задачи оптимизации деятельности промышленных предприятий. В частности, положительно оценена роль легкой промышленности в экономике региона, влияние действующей системы управления на эффективность.

Ключевые слова: легкая промышленность, система управления, эконометрическая модель, кластер, производство

Abstract. The article evaluates the influence of the form of management, the level of its optimal organization, the correct choice of methods and technologies on the speed of product production in the light industrial production system. In general, the importance of econometric modeling in solving the problem of optimization of the activity of industrial enterprises is revealed. In particular, the role of light industry in the economy of the region, and the effect of the current management system on efficiency have been positively evaluated

Key words: light industry, management system, econometric model, cluster, production