



KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING USTUVOR YO'NALISHLARI

xalqaro ilmiy-amaliy anjumani

MATERIALLARI



2024 yil 15-iyun

**O‘ZBEKISTON RESPUBLIKASI OLIY TA’LIM, FAN VA INNOVATSIYALAR
VAZIRLIGI**

BUXORO DAVLAT UNIVERSITETI

**“KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING
USTUVOR YO‘NALISHLARI”**

**xalqaro ilmiy-amaliy anjumani materiallari to‘plami
2024 yil 15-iyun**

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND
INNOVATION OF THE REPUBLIC OF UZBEKISTAN
BUKHARA STATE UNIVERSITY**

**an international scientific-practical conference
collection of abstracts**

**“PRIORITY DIRECTIONS FOR INCREASING THE
COMPETITIVENESS OF ENTERPRISES”
on June 15, 2024.**

**МИНИСТЕРСТВО ВЫСШЕГО ОБРАЗОВАНИЯ, НАУКИ И
ИННОВАЦИЙ РЕСПУБЛИКИ УЗБЕКИСТАН**

БУХАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

сборник тезисов

**международная научно-практическая конференция
«ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ ПОВЫШЕНИЯ
КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ»**

15 июнь 2024 года

**“Durdona” nashriyoti
Buxoro – 2024**

5. Ichki turizmni rag'batlantirish
- O'zbekiston fuqarolari orasida turli dasturlar va aksiyalar orqali sayohat qilishni targ'ib qilish.
 - mahalliy aholining mamlakatning turizm imkoniyatlari haqida xabardorligini oshirish.
 - dam olish va sayohat qilish uchun qulay muhit yaratish uchun ichki turizm infratuzilmasi va xizmatlarini rivojlantirish.
6. Barqaror va inklyuziv turizm muhitini yaratish
- tabiiy resurslar va madaniy merosni asrash uchun barqaror turizm tamoyillarini joriy etish.
 - turizm industriyasini rivojlantirish va infratuzilmani yangilash uchun xorijiy sarmoyalarni jalb qilish.
 - turizm sohasida tajriba va ilg'or tajriba almashish maqsadida xalqaro tashkilotlar va hamkorlar bilan hamkorlik qilish.

Bundan tashqari, ijtimoiy tarmoqlar sayyohlar va mahalliy aholi o'rtasidagi o'zaro munosabatlarning yangi shakllarini yaratadi. Sayohatchilar mahalliy aholi bilan muloqot qilishlari, ularning madaniyati, an'analari va urf-odatlarini bilan tanishishlari mumkin, bu esa mahalliy atmosferaga chuqurroq kirib borishga va madaniy tajribani kengaytirishga yordam beradi.

Xulosa qilib aytadigan bo'lsak, ijtimoiy tarmoqlar zamonaviy turizmning ajralmas qismiga aylanib, sayohatchilar tajribasini boyitib, turizm industriyasining rivojlanishini rag'batlantirib, dunyoning turli burchaklaridan kelgan odamlar o'rtasida tajriba va bilim almashishga xizmat qilmoqda. Zamonaviy sayohatchilarning ehtiyojlarini hisobga olgan holda yaxshiroq sayohat tajribasini yaratish uchun ijtimoiy media imkoniyatlaridan foydalanish muhimdir.

Foydalanilgan adabiyotlar ro'yxati

1. Navruz-zoda B. N., Khurramov O. K. Features and opportunities of digital tourism and its development in Uzbekistan //European research: innovation in science, education and technology. – 2020. – C. 22-24.
2. Khurramov O. K., Fayzieva S. A., Saidova F. K. Features of electronic online market in tourism //Вестник науки и образования. – 2019. – №. 24-3. – С. 18-20.
3. Tairova M., Xurramov O., Odinaeva N. An important role of internet marketing in digital tourism //Центр научных публикаций (buxdu.uz). – 2021. – Т. 5. – №. 5.
4. Khurramov O. K. The convenience of electronic marketing in tourism industry //Теория и практика современной науки. – 2019. – №. 5 (47). – С. 35-38.
5. Хуррамов О. К. Особенности цифрового маркетинга в сфере туризм //Инновационное развитие: потенциал науки и современного образования. – 2020. – С. 118-128.
6. Kayumovich K. O., Ablaqulovich I. G., Matlubovich T. O. Role of using global network in sphere of service and tourism //Trends in Economics and Management for 21th Century: inter. conf. – 2012.
7. Tadjieva S. et al. Trajectory of economic development of Bukhara region during digitalization //E3S Web of Conferences. – EDP Sciences, 2023. – Т. 403. – С. 08027.
8. Kayumovich K. O., Kamalovna S. F. Social media-marketing-a forceful tool for tourism industry //European science. – 2019. – №. 7 (49). – С. 41-43.

MARKET SEGMENTATION AND INNOVATION IN STUDENT TOURISM: A PATH TO COMPETITIVE ADVANTAGE

Akhrorova Nilufar Uktamovna

PhD student, "Silk Road" International University of Tourism and Cultural Heritage

Abstract: Student tourism is a rapidly growing market segment, presenting significant opportunities for tourism businesses. To cater to this demanding market, businesses need to adopt innovative strategies and effectively segment the market to target specific traveler types. This article explores the importance of market segmentation and innovation in youth tourism and provides practical tips for businesses to gain a competitive advantage.

Keywords: Student tourism, market segmentation, innovation, competitive advantage, travel preferences.

Market segmentation involves dividing the student tourism market into smaller, more manageable groups based on shared characteristics and travel preferences. This allows businesses to tailor their products and marketing efforts to the specific needs of each segment. Key segmentation variables for youth tourism include age, travel interests, budget, and psychographic factors.

Innovation is crucial for tourism businesses to stay ahead of the competition and meet the evolving needs of youth travelers. Examples of innovation in student tourism include technology-driven experiences, sustainable tourism, experiential tourism, and personalized travel.

To gain a competitive advantage, businesses should combine market segmentation with innovation. By understanding the specific needs of each market segment, businesses can develop innovative products and services that meet their unique preferences. This leads to increased customer satisfaction, loyalty, and ultimately, increased revenue and profitability.

This article provides valuable insights for tourism businesses seeking to gain a competitive advantage in the youth tourism market. By embracing market segmentation and innovation, businesses can create products and services that meet the evolving needs of young travelers, driving growth and success in this dynamic and lucrative market segment.

Student tourism is a rapidly growing market segment, with young travelers seeking unique and authentic experiences. To cater to this demanding market, tourism businesses need to adopt innovative strategies and effectively segment the market to target specific traveler types.

By effectively segmenting the student tourism market and implementing innovative strategies, companies can differentiate themselves from competitors and establish a strong competitive advantage. Companies that understand the diverse needs and preferences of student travelers and offer unique, high-quality experiences are more likely to build brand loyalty and attract repeat customers. Additionally, by continuously innovating and adapting to changing market trends, companies can stay ahead of the competition and maintain a strong position in the student tourism industry. [1]

Market Segmentation in Student Tourism. Market segmentation is a fundamental concept in marketing that involves dividing a market into distinct groups of consumers with similar needs, preferences, and characteristics. In the context of student tourism, market segmentation plays a crucial role in identifying specific target segments within the student population and tailoring travel offerings to meet their unique requirements.

According to Ali (2018), market segmentation allows companies to better understand their target customers and develop marketing strategies that resonate with their specific needs and preferences [2]. In the student tourism sector, segmentation can be based on factors such as age, interests, budget, travel behavior, and cultural background. For example, a company may target adventure-seeking students with specialized outdoor excursions, while another may focus on cultural immersion experiences for students interested in history and art.

Research by Morrison (2018) highlights the importance of market segmentation in student tourism for creating personalized travel experiences that appeal to different segments of the student population [3]. By understanding the diverse preferences and motivations of student travelers, companies can develop targeted marketing campaigns and customized tour packages that cater to specific segments, ultimately enhancing customer satisfaction and loyalty.

Market segmentation involves dividing the student tourism market into smaller, more manageable groups based on shared characteristics and travel preferences. This allows businesses to tailor their products and marketing efforts to the specific needs of each segment. Some key segmentation variables for youth tourism include:

- Age and life stage
- Travel interests and motivations
- Budget and travel style
- Geographic location
- Psychographic factors (e.g., personality, values)

With the help of market segmentation the following benefits can be achieved by tourist establishments.

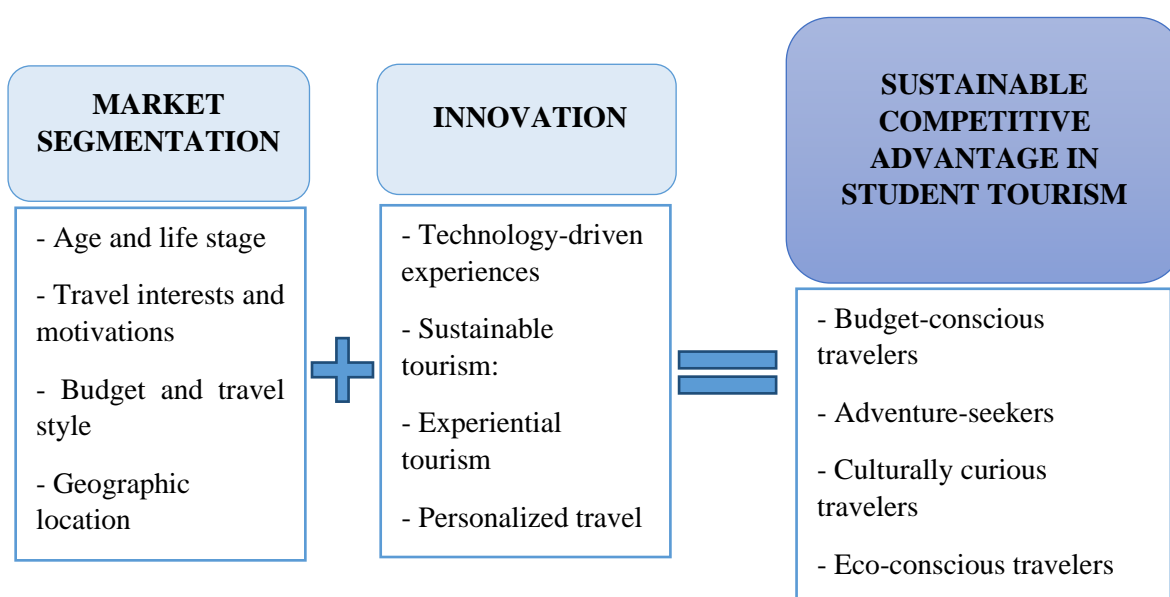
- Improved targeting: Segmentation enables businesses to focus their marketing efforts on the most promising segments, increasing their chances of reaching the right customers. [4]
- Customized products and services: By understanding the specific needs of each segment, businesses can develop products and services that are tailored to their preferences. [5]
- Enhanced customer satisfaction: When customers feel that a product or service is designed specifically for them, they are more likely to be satisfied and become repeat customers. [6]
- Increased revenue: Effective market segmentation can lead to increased sales and revenue by attracting and retaining more customers. [7]

Innovation in Student Tourism. Innovation is a key driver of competitive advantage in the travel industry, including the student tourism sector. Companies that embrace innovation and constantly seek new ways to enhance the student travel experience are more likely to attract and retain customers. This can involve developing new tour packages, incorporating technology into travel services, or partnering with local communities to offer authentic and unique experiences. Innovation can also extend to sustainability practices, as students increasingly value environmentally conscious travel options. As highlighted by Moll (2015), companies that embrace innovation and continuously seek new ways to improve their products and services are more likely to succeed in today's dynamic marketplace [8]. In the context of student tourism, innovation can take many forms, including the development of unique tour packages, integration of technology into travel services, and sustainability initiatives.

A study by Buhalis (2020) emphasizes the importance of innovation in student tourism for enhancing the overall travel experience and meeting the evolving expectations of young travelers [9]. By introducing innovative features such as mobile apps for trip planning, virtual reality experiences, or eco-friendly accommodations, companies can differentiate themselves from competitors and attract tech-savvy students seeking unique and immersive travel experiences.

Innovation is crucial for tourism businesses to stay ahead of the competition and meet the evolving needs of youth travelers. Some examples of innovation in youth tourism include:

- Technology-driven experiences: Using technology to enhance the travel experience, such as virtual reality tours, mobile apps for trip planning, and social media engagement [10].
- Sustainable tourism: Offering eco-friendly and socially responsible travel options that align with the values of young travelers [11].
- Experiential tourism: Creating immersive and interactive experiences that allow young travelers to connect with the local culture and environment [12].
- Personalized travel: Providing customized travel itineraries and recommendations based on individual preferences and interests [13].



Picture 1. Combining market segmentation and innovation. Source: formed by the author

Combining Market Segmentation and Innovation. The combination of effective market segmentation and innovation can lead to a sustainable competitive advantage for companies operating in the student tourism sector. By segmenting the market based on student preferences and needs, companies can tailor their offerings to specific segments, creating personalized travel experiences that resonate with target customers [14]. Additionally, by continuously innovating and introducing new features and services, companies can differentiate themselves from competitors and stay ahead in a rapidly changing industry [15].

To gain a competitive advantage in student tourism, businesses should combine market segmentation with innovation which is described in Picture 1. By understanding the specific needs of each market segment, businesses can develop innovative products and services that meet their unique preferences. For example:

- Budget-conscious travelers: Offer affordable accommodation options, such as hostels and guesthouses, and provide discounts and special packages.
- Adventure-seekers: Create adrenaline-pumping activities, such as zip-lining, rock climbing, and white-water rafting.
- Culturally curious travelers: Offer guided tours and immersive experiences that showcase local history, traditions, and cuisine.
- Eco-conscious travelers: Promote sustainable tourism practices and offer eco-friendly accommodation and transportation options.

Market segmentation and innovation are essential strategies for tourism businesses to gain a competitive advantage in the student tourism market. By understanding the specific needs of different market segments and embracing innovation, businesses can create products and services that meet the evolving preferences of young travelers. This will lead to increased customer satisfaction, loyalty, and ultimately, increased revenue and profitability.

References

1. Akhrorova, N. (2023). The role of international business in the development of youth tourism and travel. *центр научных публикаций (buxdu. uz)*, 34(34).
2. Ali, S. (2016). The Effect of Market Segmentation Strategy and Positioning on Customer and Its Impact on Customer Satisfaction on Sundanesse Restaurant in Bandung City. *Journal of Marketing and Consumer Research*, 21, 1-13
3. Pan, S. L., Chou, J., Morrison, A. M., Huang, W. S., & Lin, M. C. (2018). Will the future be greener? The environmental behavioral intentions of university tourism students. *Sustainability*, 10(3), 634.
4. Akhrorova, N. U. (2022). Swot Analysis in Youth Tourism Development Strategies for Uzbekistan. *American Journal of Economics and Business Management*, 5(12), 26-33.
5. Kim, K. (2008). Analysis of structural equation model for the student pleasure travel market: motivation, involvement, satisfaction, and destination loyalty. *Journal of Travel & Tourism Marketing*, 24(4), 297-313
6. Lee, U. & Pearce, P.L. (2002).
6. Morgan, M. & Xu, F. (2009). Student Travel Experiences: Memories and Dreams. *Journal of Hospitality Marketing & Management*, 18(2), 216-236.
7. Uktamovna, A. N. (2023). The foreign countries' experience on tourism and youth policy. *Journal of new century innovations*, 31(1), 125-131.
8. Moll, J. (2015). Special issue on innovation and product development. *Management Accounting Research*, 28, 2-11.
9. Buhalis, D., López, E. P., & Martinez-Gonzalez, J. A. (2020). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management*, 15, 100409.
10. Axrorova, N. (2023). The role of geo information and communication technologies in the development of youth tourism. *центр научных публикаций (buxdu. uz)*, 33(33).
11. Sayfullayeva, M. (2023). Digitalisation And Sustainable Tourism: Enhanced Benefits. *Центр Научных Публикаций (Buxdu. Uz)*, 35(35).
12. Sayfullayeva, M. (2023). Establishment Of Agritourism Clusters In Uzbekistan Based On The Principles Of Sustainable Tourism. *Центр Научных Публикаций (Buxdu. Uz)*, 35(35).
13. Uktamovna, A. N. (2023). The differences and characteristics of young travellers. *International journal of advanced research in education, technology and management*, 2(5).

14. Akhrorova, N. U., & Axmadova, Z. A. (2023). The role of youth travel organizations in improving the national economy. in *Современные вопросы естествознания и экономики* (pp. 61-64).

15. Axrorova, N. (2021). The Conceptual Clarifications Of Youth Travel And Tourism In The Case Of Uzbekistan. *Центр научных публикаций (buxdu. uz)*, 8(8).

ЗАРУБЕЖНЫЕ ОПЫТ ФОРМИРОВАНИЯ И РАЗВИТИЯ ТУРИСТИЧЕСКОЙ ИНФРАСТРУКТУРЫ В РЕСПУБЛИКИ ТАДЖИКИСТАН

Азизов Шохазиз Самиевич

Таджикский государственный педагогический университет имени С.Айни, кандидат экономического наук, доцент, профессор кафедры экономики управления

Зарубежные страны, которые пользуются большим успехом у туристов, обладают важным преимуществом – отлично развитая инфраструктура туризма и гостеприимства. Это фактор становится решающим в достижении успеха в сфере туризма: человек выбирает более комфортные и выгодные условия для отдыха, и в этом плане отечественная инфраструктура несколько проигрывает имеющимся конкурентам на туристическом рынке. Реализация долгосрочной политики, стратегий и планов развития инфраструктуры туризма является неотъемлемым условием достижения устойчивого и инклюзивного роста туризма. Правительства большинства стран внедряют новые стратегии для переориентации подхода к развитию инфраструктуре отрасли. Интерактивность процесса разработки таких стратегий предоставляет национальным отраслевым органам управления возможность получить более точные и обширные сведения о влиянии туризма на национальную экономику, выявить факторы, влияющие на его развитие, и скорректировать будущие планы.

Стратегии туризма обычно рассчитаны на 5–10 лет. Общие для большинства стран направления развития включают такие направления инфраструктуры как цифровизация, маркетинг, повышение качества элементов инфраструктуры, навыков и устойчивости, цифровизация является ключевым фактором, который изменил политику и планы в отрасли. [1]

Областью постоянной работы во многих институциональных инфраструктур (юрисдикциях) является определение наиболее подходящих Европейская система показателей туризма (ETIS) для устойчивого управления дестинациями была разработана как инструмент управления, поддерживающий турнаправления, которые хотят использовать устойчивый подход к управлению дестинациями, и систему мониторинга чтобы облегчить сбор данных и подробной информации и дать возможность адресатам контролировать производительность..

Очевидно, что в основе успешного туристического сектора находится высококачественный и разнообразный туристический продукт, отражающий ландшафт страны, ее наследие и другие ресурсы и формируемый под влиянием запросов потребителей. В основе успешной разработки туристического продукта лежит ряд принципов:

- комплексный подход, включающий в себя инвестиции в поддержку транспортной инфраструктуры и туристических услуг, а также в конкретный продукт назначения;
- долгосрочные программы приоритеты и цели, которые могут со временем меняться, более эффективны, чем краткосрочные инициативы, основанные на проектах;
- сильные субнациональные партнерства для координации и реализации стратегий и программ. [2]

Следует отметить, что государственный сектор традиционно играл ведущую роль в развитии инфраструктуре рынка туристических услуг, особенно маркетинге и продвижении дестинаций, поскольку его фрагментированный характер и небольшой размер многих туристических предприятий затрудняют развитие отдельных предприятий и привлечение посетителей с удаленных туристических рынков. Получение иностранной валюты и положительное влияние на платежный баланс означает, что продвижение на зарубежные рынки остается одной из приоритетных задач для большинства национальных туристических администраций. Многие страны теперь уделяют больше внимания маркетингу на своих

Qulliyev Oxunjon Anvar o'g'li. Korxonalarda eksport salohiyatini oshirishda innovatsion marketing texnologiyalaridan samarali foydalanish.....	215
Opayev Biysenbay Aimanovich, Aydaniyazova Baxtigul Abilkasimovna. XIZMAT KO'RSATISH KORXONALARI FAOLIYATINI RIVOJLANTIRISHNING ASOSIY YO'NALISHLARI.....	221
Rashidov Mels Karimovich. ERKIN IQTISODIY ZONALAR LOGISTIKASIDA MAQBUL BUYURTMA MIQDORINI ANIQLASH MODELI VA UNI QO'LLASH SAMARADORLIGI.	224
Zoirov G'olibjon Toshtemir o'g'li. HUDUDLARNI IJTIMOY-IQTISODIY RIVOJLANTIRISHDA INSTITUTSIONAL MUHITNING O'RNI	227
Алламуратова Гулчеҳра Мақсетбаевна. ХИЗМАТ КЎРСАТИШ ТАРМОҚЛАРНИ САМАРАДОРЛИГИГА ТАЪСИР ҚИЛУВЧИ ОМИЛЛАР	229
Бобоева Гулнора Ганжиевна. ХУДУДИЙ ИНТЕЛЛЕКТУАЛ САЛОҲИЯТ – КИЧИК БИЗНЕС СУБЪЕКТЛАРИНИНГ ИННОВАЦИОН ФАОЛЛИГИНИ РИВОЖЛАНТИРИШ ГАРОВИ.	231
Усубжонов Захриддин. ҚУРИЛИШ МАТЕРИАЛЛАРИ КОРХОНАЛАРИГА ИНВЕСТИЦИЯЛАРНИ ЖАЛБ ҚИЛИНИШИНИНГ РИВОЖЛАНИШИ	234
Тухтасинова Дилдора Рахмонбердиевна, Сайдуллаева Диёра Тухтасин кизи. ЛЕГКАЯ ПРОМЫШЛЕННОСТЬ УЗБЕКИСТАНА В НОВЫХ ЭКОНОМИЧЕСКИХ УСЛОВИЯХ.....	237
Masharipova Manzura Alimbayevna, Vaisov Dilshod Ibodullayevich. KICHIK BIZNES SUBYEKTLARIDA RAQOBATBARDOSHLIKNI TA'MINLASHNING TASHKILIY IQTISODIY MEKANIZMLARI	239
Бозоров Дадахон Берлимурадович. Хизмат кўрсатиш соҳасида ташкилий-бошқарув ва иқтисодий самарадорликни баҳолашга услубий ёндашув	242
To'xtasinova Dildora Raxmonberdiyevna. TO'QIMACHILIK SANOATI MAHSULOTLARINING IQTISODIY SAMARADORLIGINI BAHOLASH	245
Hojiyev Tal'at Toshpo'latovich. MINTAQALARNING MUVOZANATLI BARQAROR RIVOJLANISHINI TA'MINLASH IMKONIYATLARI.....	249
Утепбергенов Алламберген Омирбаевич. ЭФФЕКТИВНОСТИ И ПРЕДОСТАВЛЕНИЯ УСЛУГ НА ЖЕЛЕЗНОДОРОЖНОМ ТРАНСПОРТЕ	250

5-sho'ba. Turistik xizmatlarni ko'rsatadigan korxonalar raqobatbardoshligini

oshirishning ilmiy-amaliy yo'nalishlari 254

Khamidov O.Kh. MODERN STATUS, PROBLEMS AND PERSPECTIVE DEVELOPMENT OF RELIGIOUS TOURISM IN BUKHARA	254
Toxirov Javlon Raximovich, O'rinova Dilobar. TURIZM SOHASIDA REKREATSIYA OBYEKTLARINING TUTGAN O'RNI VA REKREATION TURIZM RIVOJLANISHINING NAZARIY ASOSLARI	258
Xurramov Ortikjon Kayumovich. Raqamli turizmni rivojlanishining bugungi kundagi holati va istiqbollari.....	261
Тешабаева О.Н., Жамолиддинова Мохинур. ЎЗБЕКИСТОНДА ИЧКИ ТУРИЗМНИ РИВОЖЛАНТИРИШДА ТУРИСТИК ХИЗМАТЛАРНИ СОТИШ УСУЛЛАРИНИ ШАКЛЛАНТИРИШ ЙЎЛЛАРИ.....	263
Asadova Aziza Olimjonovna. O'ZBEKISTONDA TURISTIK KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHDA NOSTALGIK TURIZM BO'YICHA TURLARNI TASHKIL ETISH IMKONIYATLARI	269
Xurramov Ortikjon Kayumovich, Shuxratova Maxbuba Jamshid qizi. Turizmда ijtimoiy media va zamonaviy tendensiyalar	272
Akhrorova Nilufar Uktamovna. MARKET SEGMENTATION AND INNOVATION IN STUDENT TOURISM: A PATH TO COMPETITIVE ADVANTAGE	274
Азизов Шохазиз Самиевич. ЗАРУБЕЖНЫЕ ОПЫТ ФОРМИРОВАНИЯ И РАЗВИТИЯ ТУРИСТИЧЕСКОЙ ИНФРАСТРУКТУРЫ В РЕСПУБЛИКИ ТАДЖИКИСТАН.....	278
Abduvaliyev Doniyorbek Bahromjon o'g'li. TURIZMDA RAQOBAT STRATEGIYASINI ISHLAB CHIQUISH SAMARADORLIGI	284
Хамидов Саиджон Комилович. Количественное и качественное комплексное создание ресурсостроения в группировке туристских дестинаций.....	286
Achilov Omon Aminovich. O'zbekistonda rekreasion turizmni rivojlantirishning ahamiyati	290
Istamkhuja Olimovich Davronov. IMPROVING THE SKILLS OF HOTEL STAFF AS A MAIN COMPETITIVE ADVANTAGE	291