

and the unique culture of nomads. Currently, there are 286 representatives in Kazakhstan who are engaged in national crafts and arts and crafts. Often, it is the work of these craftsmen and artisans that attracts foreign tourists who are interested in national culture. In addition, the souvenirs they produce are a good promotional tool for Kazakhstan abroad. Therefore, it is on the basis of national characteristics and original culture, peacefulness and hospitality of our people that it is necessary to build a brand that distinguishes Kazakhstan from all other countries of the world [6].

The national brand gives impetus to the development of each cluster and the necessary elasticity for a positive perception of the consumer, while maintaining the image gained over the years. The national brand, as a tool, maximizes the use of natural, human, financial, innovative and integration potential.

Thus, taking into account the above factors, the formation of the country branding of Kazakhstan in the global dimension seems to be a problem for both the state and society. Its solution requires the modeling of several of the most effective concepts of the country and their further evaluation in order to determine the optimal ones corresponding to national interests.

The prospects for the formation of country branding in Kazakhstan have quite favorable conditions. Among them, it is advisable to single out the historical uniqueness, multinationality, originality and peacefulness of the Kazakh people, modern world-class achievements, on which the image that characterizes Kazakhstan in the eyes of the world community should be built.

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TURIZMDA TRANSPORT XIZMATLARINI OPTIMALLASHTIRISH CHORA TADBIRLARI

Annotatsiya: *Ushbu maqolada turizmni rivojlantirish transport xizmatlari bilan bog'liqligi tahlil qilingan, turistik sayohat uchun joy tanlashda transport infratuzilmasi va transport vositalari sifatining ahamiyati tahlil qilingan. O'zbekistonda turizmning barqaror rivojlanishi uchun transport shakllari tahlil qilingan va transportning ayrim shakllari haqida qisqacha ma'lumot beradilar.*

Kalit so'zlar: *transport xizmati, transport turlari, yer usti transporti, havo transport, daryo va dengiz transporti.*

Аннотация: *в данной статье анализируется взаимосвязь развития туризма с транспортными услугами, анализируется значение транспортной инфраструктуры и качества транспортных средств при выборе места туристического путешествия.*

Проанализированы виды транспорта для устойчивого развития туризма в Узбекистане и кратко дана информация о некоторых видах транспорта.

Ключевые слова: транспортное обслуживание, виды транспорта, наземный транспорт, воздушный транспорт, речной и морской транспорт.

Abstract: *this article analyzes the relationship of tourism development with transport services, analyzes the importance of transport infrastructure and vehicle quality in the selection of places for tourist travel. Transport modes for the sustainable development of tourism in Uzbekistan are analyzed and briefly provide information on some modes of transport.*

Keywords: *transport service, modes of transport, land transport, air transport, river and sea transport.*

Kirish qismi. Ma'lumki, mamlakat iqtisodiyotining rivojlanishida uning qon tomiri bo'lgan transport tizimi juda muhim ahamiyatga ega bo'lib, jamiyat taraqqiyotining hozirgi bosqichida iqtisodiyot nafaqat ishlab chiqarish, balki minglab xizmat turlarini mujassamlashtirgan sohalar majmuiga aylanib bormoqda.

Sayohat qilish vaqt va makon bo'yicha harakatlanish, tegishli maqsadlar va qolish muddati bilan belgilanadi. Turar joyni o'zgartirmasdan turib, turizm haqida gapirishdan ma'no yo'q. Turistik resurslar ma'lum hududlar bilan bog'langan va ularning mashhurligi va foydalanish darajasi bunday hududlarning transport imkoniyatlari bilan belgilanadi.

Asosiy qismi: Turistlarga transport xizmatini ko'rsatish - bu turizmni rivojlantirishning yetakchi omilidir. Barcha turistik xizmatlar tizimidagi transport xizmatining hissasi 40% dan ortiq qismini tashkil qilar edi. Transport sayohatlari turizm turlarining mustaqil ko'rinishi sifatida ham qabul qilinadi. Sayyohlik agentliklar sayohatni tashkil qilish uchun turli xil transport turlaridan foydalanadilar. Butun dunyoda transport xizmatlarining umumiy massasida asosiy ulush havo transportiga to'g'ri keladi.

Transport vositalari nafaqat sayohatchilarni tashish, shuningdek, turar joy vazifasini ham bajaradi: masalan (bir kechada) - kruiz kemalari, turistik poezdlar, avtobuslar va boshqalar.

Transport xizmatlari quyidagicha guruhlangan.

1. Yer usti transporti turlari :

- hayvonlarning yordami bilan harakat qilish
- inson kuchi yordamida harakat va tashish
- temir yo'l transporti
- havo kemasi
- avtomobil transporti

2. Havo transport turlari :

- vertolyotlar;
- sharlar va dirijabllar, planerlar va deltplanlar, parashyutlar;
- kosmik transport vositalari.
- kichik samolyotlar, gidrosamolyotlar, keng fyuzelyajli samolyotlar, tovushdan tez laynerlar;

3. Daryo va dengiz transportida tashish :

- sallar va eshkak eshuvchi qayiqalar;
- mexanik haydovchiga ega kichik flotning qayiqalari va kemalari;
- daryo va dengiz kemalari;
- havo kemasi;
- suv osti kemalari.

Turistik sayohatni tashkil etish uchun transport vositalarini tanlashda ularning mashhurlik darajasi, transport tizimining rivojlanganlik holati, sayohatning turi, marshrutning uzunligi, aholi farovonligi, milliy urf-odatlar va boshqa omillar bilan o'zaro bo'g'liq.

Asosan sayohatlarini amalga oshirishda transport vositalarining mashhurligi yuqori qulaylikdagi avtomobil va havo transportiga qaratilgan. So'nggi yillarda temir yo'l transportining mashhurligi sezilarli darajada oshdi.

Transport sayohatlari bir qator asosiy belgilariga ko'ra tasniflanadi: marshrut turi, foydalaniladigan transport turi, sayohat davomiyligi, mavsumiylik va boshqa omillar.

1. **Yo'nalish turi:** temir yo'l; avtobus; aviatsiya; dengiz; daryo; birlashtirilgan; boshqa turlari.

2. **Transport turi:** poyezdlar; avtobuslar; samolyotlar va vertolyotlar; kemalar, paromlar, yaxtalar, qayiqlar va boshqa suv kemalari; velosipedlar va mototsikllar; sharlar va deltpanlar.

3. **Sayohat davomiyligi:** qisqa muddatli; "hafta oxiri" yozing; ko'p kunlik.

4. **Harakatning mavsumiyliigi:** yil davomida; mavsumiy; bir marta.

UNWTO tomonidan ishlab chiqilgan Turizm statistikasi bo'yicha tavsiyalarga muvofiq transport vositalarining quyidagi tasnifi taklif etiladi ^[2]:

1. **Havo transporti:** rejali reyslar; rejadan tashqari parvozlar; boshqa havo transporti.

2. **Suv transporti:** yo'lovchi liniyalari va paromlar; Kruizlar; boshqa turlari.

3. **Quruqlik transporti:** temir yo'l transporti; shahar va shaharlararo avtobuslar; sakkiz kishigacha bo'lgan shaxsiy avtomobillar; transport vositalarini ijaraga olish; boshqa quruqlikdagi transport vositalari.

Turist sayohatini rejalashtirishda sayohat manziliga yetkazish tezligi, sayohatning qulayligi, narxi, bagajni tashish imkoniyati va uning og'irligi, yo'lda to'xtash imkoniyati, noqulay ekologik omillar va xavfsizlik mavjudligini inobatga olgan holda tashkillashtiradi.

Havo transporti jahon transportining eng jadal rivojlanayotgan tarmog'idir. Xalqaro transport tarmog'i dunyoning 150 dan ortiq mamlakatlarini qamrab oladi. Samolyotlar dunyodagi eng qimmat transport turi hisoblanadi. Buning sababi quyidagilar bilan bog'liq:

- - Xalqaro bron qilish va bron qilish tarmoqlariga ega bo'lgan aviakompaniyalar sayyohlik agentliklariga samolyotda band qilingan har bir o'rin uchun ma'lum miqdorda to'lov amalga oshiriladi, bu esa ularni o'zlari havo transportini tanlashga imkon beradi.

- - uzoq masofaga sayohat qilishda aviatsiya eng tez va qulay transport turidir;

- - reyslarda xizmat ko'rsatish hozirgi vaqtda ko'pchilik turistlarning ehtiyojini qondiradi;

Hozir dunyoda 1300 dan ortiq aviakompaniyalar mavjud. Har yili o'rtacha 1,5 milliardga yaqin odam reyslarda tashiladi. Orasida Umumiy havo aloqalarini bugungi kunda 470 dan ortiq tashuvchi amalga oshirmoqda, ulardan 250 ga yaqini xalqaro muntazam reyslarni amalga oshiradi. Dunyoning 1000 dan ortiq aeroportlari xalqaro havo aloqalariga xizmat ko'rsatishda ishtirok etadi, ulardan 650 ga yaqini xalqaro muntazam havo tashishlariga xizmat qiladi.

Turizmning rivojlanishida ro'y bergan o'zgarishlar sayohatni tashkil etishda ham, transport xizmati ko'rsatish tizimida ham o'z ifodasini topib kelmoqda. Turistik oqimlarning massiv tabiati yangi ehtiyojlarni yuzaga kelishini, turistlarning o'z sayohatni tashkil etish motivlari, maqsadlariga yangicha munosabatini oldindan belgilab beradi.

Xulosa qismi. Turizmning klassik turlari bilan birga yangi turlari ham paydo bo'lib, turistik talabni sifat jihatidan yangi bosqichga ko'taradi, uning xizmatlariga yangi ehtiyojlarni qondirish uchun esa transport talab qiladi. Shuning uchun ham transport tashkilotlari moddiy-texnika bazasini miqdor va sifat jihatidan yaxshilash bilan birga o'z faoliyatida yangi talablar va tashkiliy o'zgarishlarni hisobga olishlari ham zarur. jumladan:

- ❖ Faoliyati faqat (yoki ko'p jihatdan) turistlarni tashishdan iborat bo'lgan mustaqil transport korxonalarini alohida tashkil etish;

- ❖ Turizm va transport korxonalari integratsiyasini amalga oshirish. Bu, ayniqsa, hozirda katta mehmonxona fondini nazorat qiluvchi eng yirik havo transporti firmalariga mos keladi;

- ❖ Turistlarning turistik zonada bo'lish mobaynida ularga transport xizmati ko'rsatish maqsadida o'z avtotransport vositalari parkini saqlash vazifasi yuklangan turistik korxonalar tarkibida ixtisoslashtirilgan bo'g'inni yaratish;

- ❖ Chet ellik va mahalliy sayyohlarga xizmat ko'rsatish bilan bog'liq faoliyatni yuqori darajada muvofiqlashtirishga erishish uchun transport va turizm korxonalari o'rtasida mustahkam aloqalarni o'rnatish va qo'llab-quvvatlash.

❖ xalqaro turistik bozor konyunkturasi yoki turizmning mavsumiy tebranishlariga qarab transport korxonalari faoliyatini qayta tashkil etish va qayta qurishni amalga oshirish.

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THE ROLE OF ADVERTISING IN THE MOVEMENT OF BUKHARA TOURISM DESTINATION

Annotatsiya: ushbu maqolada turistik yo'nalishlarni targ'ib qilishda reklamaning roli va uning samaradorligini aniqlash belgilangan. Maqolada asosan turistik yo'nalishdagi reklama turlari va ularning iqtisodiy ahamiyati tahlil qilinadi. Sayyohlik yo'nalishini targ'ib qilish kelajakda potentsial mijozlarni jalb qilish va o'zini reklama qilishda asosiy omil bo'ladi.

Kalit so'zlar: turizm, reklama, turizm reklamasi, turistik destinatsiya, reklama ta'siri, reklama turlari, Internet-marketing, SMM.

Аннотация: целью данной статьи является определение роли рекламы и ее эффективности в продвижении туристических дестинаций. В статье в основном анализируются виды рекламы в туристской дестинации и их экономическое значение. Продвижение туристического направления станет ключевым фактором привлечения потенциальных клиентов и продвижения себя в будущем.

Ключевые слова: туризм, реклама, туристическая реклама, туристическая дестинация, рекламный эффект, виды рекламы, интернет-маркетинг, SMM.

Abstract: the purpose of this article is to determine the role of advertising and its effectiveness in promoting tourism destinations. The article mainly analyzes the types of advertising in the tourist destination and their economic significance. Promoting a tourist