



**“ЎЗБЕКИСТОННИ ТОП ЎН ТУРИСТИК ҲУДУДЛАР
ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР
РИВОЖЛАНИШ ИМКОНИАТЛАРИ”**
мавзусидаги халқаро онлайн илмий-амалий
анжуман материаллари тўплами
2020 йил 11-12 декабрь



**“PROSPECTS FOR UZBEKISTAN'S ENTRY INTO
THE TOP 10 TOURIST DESTINATIONS: SUSTAINABLE
DEVELOPMENT OPPORTUNITIES”**
collection of abstracts
December 11-12, 2020

**“ПЕРСПЕКТИВЫ ВХОЖДЕНИЯ УЗБЕКИСТАНА В
ДЕСЯТКУ ЛУЧШИХ ТУРИСТИЧЕСКИХ НАПРАВЛЕНИЙ:
ВОЗМОЖНОСТИ УСТОЙЧИВОГО РАЗВИТИЯ”**
сборник тезисов
11-12 декабря 2020 года

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ОЛИЙ ВА ЎРТА МАХСУС ТАЪЛИМ ВАЗИРЛИГИ
БУХОРО ДАВЛАТ УНИВЕРСИТЕТИ
“СЕРВИС СОҲАСИ ИҚТИСОДИЁТИ” ВА “ТУРИЗМ ВА МЕҲМОНХОНА
ХЎЖАЛИГИ” КАФЕДРАЛАРИ**

**“ЎЗБЕКИСТОННИ ТОП ЎН ТУРИСТИК ҲУДУДЛАР
ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР
РИВОЖЛАНИШ ИМКОНИЯТЛАРИ”**

**мавзусидаги халқаро онлайн илмий-амалий анжуман материаллари
тўплами
2020 йил 11-12 декабрь**

**“PROSPECTS FOR UZBEKISTAN'S ENTRY INTO THE TOP 10
TOURIST DESTINATIONS: SUSTAINABLE DEVELOPMENT
OPPORTUNITIES”**

**collection of abstracts
December 11-12, 2020**

**“ПЕРСПЕКТИВЫ ВХОЖДЕНИЯ УЗБЕКИСТАНА В ДЕСЯТКУ
ЛУЧШИХ ТУРИСТИЧЕСКИХ НАПРАВЛЕНИЙ:
ВОЗМОЖНОСТИ УСТОЙЧИВОГО РАЗВИТИЯ”**

**сборник тезисов
11-12 декабря 2020 года**

**“Дурдона” нашриёти
Бухоро – 2020**

УЎК 338.48(575.1)

65.433

Н 14

Навруз-Зода, Б.Н. Ибрагимов, Н.С.

“Ўзбекистонни топ 10 туристик ҳудудлар қаторига киритиш истиқболлари: барқарор ривожланиш имкониятлари” [Матн] / Б.Н. Навруз-Зода, Н.С. Ибрагимов.-Бухоро: ООО "Sadriddin Salim Buxoriy" Durdona nashriyoti, 2020. -300 б.

КБК 65.433

Дастурий қўмита: и.ф.д. О.Х. Хамидов, и.ф.ф.д. О.С. Қаҳҳоров, и.ф.н. А.Т.Жўраев, и.ф.н. Д.Ш. Явмутов, и.ф.н. С.У. Таджиева, и.ф.д. Б.Н. Навруз-Зода, и.ф.н. Н.С.Ибрагимов, и.ф.н. Ҳ.Р. Ҳамроев, и.ф.ф.д. А.Ж. Абдуллоев, и.ф.н. С.С. Рўзиев, и.ф.ф.д Г.Р. Хидирова, О.Х.Азимов, Б.И. Адизов.

Таҳрир ҳайъати: и.ф.ф.д, О.С. Қаҳҳоров, и.ф.д. Б.Н. Навруз-зода, и.ф.н. А.Т.Жўраев, Г.Т. Зарипов, и.ф.н. Д.Ш. Явмутов, и.ф.н. С.У. Таджиева, и.ф.н. Н.С.Ибрагимов, А.Ж. Абдуллаев, и.ф.ф.д. Г.Р. Хидирова

“Ўзбекистонни топ 10 туристик ҳудудлар қаторига киритиш истиқболлари: барқарор ривожланиш имкониятлари” мавзусидаги халқаро онлайн илмий-амалий анжуман Ўзбекистон Республикаси Вазирлар Маҳкамасининг 2020 йил 7-февралдаги 56-Ф-сонли Фармойишига асосан ташкил этилган, тезислар тўплами тайёрланган ва нашр этилган.

Тўплам и.ф.д., профессор Б.Н. Навруз-Зода ва и.ф.н. Ибрагимов Н.С. умумий таҳрири остида чоп этилди.

Тўплам Бухоро давлат университети илмий-техникавий кенгаши томонидан чоп этишга тавсия этилган.

Такризчилар:

- 1.Азимов Б.Ф. – БухМТИ Менежмент кафедраси доценти, и.ф.н.
2. Мўминов Х.И. – Бухоро Давлат университети “Иқтисодиёт” кафедраси доценти, и.ф.н.

Мазкур тўпламга киритилган мақолалар ва маъруза тезисларининг мазмуни, ундаги статистик маълумотлар, саналарнинг тўғрилигига ҳамда танқидий фикр-мулоҳазаларга муаллифларнинг шахсан ўзлари масъулдир.

ISBN 978-9943-6824-7-4

3. Рахимов З.О., Исмаилов Н.И. Пандемиянинг туризмга таъсири./ “Сервис” илмий-амалий журнал. 2020 йил МАХСУС сони. СамИСИ, 2020. 88-90 бетлар.

YOUTH TOURISM AND COVID-19 PANDEMIC

Akhrorova Nilufar Uktamovna

Master student, Economics and Tourism Faculty, Bukhara State University

Youth tourism is considered to be one of the most important segments in the travel industry. According to the data given by UNWTO, in 2019 the income generated by youth travel was approximately US\$330 billion.

Twenty-three percent of the world's international arrivals were young travellers under the age of 30. They were holidaymakers, but also international students, au pairs, interns and overseas volunteers and teachers, immersive language learners, cultural exchange programme participants, backpackers, flash-packers, digital nomads and others. [1]

In light of the COVID-19 pandemic and its impact tourism industry as well as other related industries has been affected to the negative side. COVID-19 has created conditions that impact on the lives of all countries and people across the globe, forcing political, economic and socio-behavioural changes on societies on, arguably, an unprecedented scale in the modern era. In terms of tourism, the consumer impact is most obvious in relation to citizens of the world whose rights to be tourists have been seriously reduced. The impact on those working in tourism is felt by both those in the Global South and the Global North. More specifically, Baum and Nguyen states that the impact on the workforce in the former is far greater because of the absence of social safety nets that are widely available in more wealthy countries. [2]

The World Youth Student and Educational (WYSE) Travel Confederation studied how COVID-19 pandemic had an impact on the travel industry by taking a hold the questionnaire, called **COVID-19 Travel Business Impact Survey, which included** the period March – August 2020. [3]

In this survey, over than 2,400 responses have been received over the six-month course of WYSE *Travel Confederation's COVID-19 Travel Business Impact Survey*.

Expected commerce prospects have been highly impacted by the advance of the widespread in major markets. Since June there has been a declining see of commerce prospects for the year, with the extent of respondents anticipating things to urge much more regrettable this year rising from 55% to 70%.

Virus “hotspots” and the move of specialists to control these episodes in particular locales or regions have tempered the good faith around request. Desires related to alter in request have remained relentless for July and August. This design was by and large repeated among diverse divisions of youth travel.

In terms of the major world regions, somewhat more positive estimates for request in 2020 were seen by August in most districts, apart from North America and Europe. [3]

Seemingly, in order to relieve the heavy stones of the pandemic period, youth creativity, enthusiasm and courage come in handy. Furthermore, it should be mentioned that World Health Organization (WHO) Executive Director Mike Ryan said that young people are the engine of ideas and must drive the solutions to help a world battling COVID-19. [4]

Anyway there is a question that how will youth travel be in the pandemic period? In this case Wendy Morrill and Prof. Greg Richards opine that travelling depends on funds of young travellers. The economic crisis brought on by COVID-19 will have an impact on funds available to youth for the purpose of international travel and education. While there is no doubt there will be ‘pent up demand’ for exploration and discovery through travel, youth travel is funded by a mix of sources and those sources are at risk during an economic crisis. [5]

This year, WYSE Travel Confederation called on governments to take action to support the youth, student and educational travel and tourism sector with the 10-Point Youth Travel Recovery Plan. This was based on WYSE Travel Confederation's knowledge of the crucial social and economic role that young travellers have played in the travel and tourism industry.

Renovating and re-opening Youth tourism can help the economy and situation of travel industry in many ways. Since WYSE Travel Confederation's research has consistently mention that young travellers:

- Stay longer and spend more than average tourists;
- Attract visiting family and friends to a destination;
- Support local businesses by spending with unique and independent providers of accommodation, hospitality, retail goods, and services;
- Book tours and activities that provide 'local' experience and knowledge of a destination;
- Young travellers represent life-time value to destinations through word-of-mouth and return visits later in life;
- These characteristics represent powerful potential for social and economic recovery for tourism destinations – ones that government and other travel and tourism industry stakeholders should not overlook. [1]

In our opinion, considering all the given points, in order to re-open and renovate Youth tourism we need to take measures, especially, it is expedient to focus on the directions of innovations:

- *Workforce development* with digital useful skills for recovery;
- *Environmental sustainability* measures to save energy, water and utilize climate-smart agricultural innovations and technologies;
- ***The usage of smart technology to reinforce the country as a “safe space”.***

References

1. New Horizons IV: A global study of the youth and student traveller, 2018, WYSE Travel Confederation.
2. Baum and Nguyen Thị Thanh Hải, (2020) Hospitality, Tourism, Human Rights and the impact of COVID-19, *International Journal of Contemporary Hospitality Management*
3. <https://ftnnews.com/tours/40563-youth-travel-industry-during-covid-19-pandemic>
4. <https://newseu.cgtn.com/news/2020-08-15/-Creativity-of-youth-can-drive-change-in-a-post-pandemic-world-WHO-SX8L759Efm/index.html>
5. <https://www.wysetc.org/2020/06/marketing-youth-travel-in-the-shadow-of-global-crisis/>

ВНУТРЕННИЙ ТУРИЗМ КАК ОСНОВА РАЗВИТИЯ КУЛЬТУРНОГО ТУРИЗМА В УСЛОВИЯХ ПАНДЕМИИ

Пулатова Сурайё Юлдашевна
Термезский Государственный Университет
Преподаватель кафедры
“Туризма и гостиничного хозяйства”

Туристическая отрасль – одна из отраслей экономики, которая в числе первых попала под удар COVID-19. По прогнозам Всемирной туристской организации, к концу 2020 года международные туристические поездки сократятся на 89 процентов, будут сокращены 74 миллиона рабочих мест, а общие убытки в отрасли составят 800 миллиардов долларов. Из-за распространения COVID-19 по всему миру текущие туры пришлось прервать, а запланированные на более поздний срок – отменить или перенести. В таких условиях

Ходжаев А.Р. Курбонов А.У.	Мамлакатимизда туризмни ривожлантиришда SMM маркетингнинг роли	217
Джураев А. Каландаров А. Собиров М. Хакназаров У.Н.	Туристско-рекреационное пространство и потенциал: сущность и особенность	219
Зиявитдинов Х.Х.	Сущность и специфика маркетинга туризма	222
Наврүз-зода Л.Б.	“Маҳаллий турагентлик” услубида бизнесни юритиш кўникмаларини ривожлантириш	223
Бозорова С. К. Мухамедова М. М.	Роль рекламы в продвижении туристической дестинации	225
Karimov A.	Cybersecurity in tourism industry	226
Шадиёв А.Х.	Важное значение цифрового маркетинга в сфере туризм	228
6-ШҶҒБА. 6-СЕКЦИЯ. 6- SECTION.		
Адашова Т.А.	«Умные» технологии в индустрии туризма: новые возможности в условиях пандемии	232
Наврүз-зода З.Б.	Коронавирус пандемия шароитида зиёрат туризмни ривожлантиришнинг смарт ёндашуви	233
Юлдашев К.М. Боймирзаев З.	Коронавирус пандемияси шароитида туризмни ривожлантиришнинг инновацион усуллари	236
Пардаев М.Қ. Бердикулова И.Р.	Пандемия шароитида туризмни ривожлантиришнинг ўзига хос хусусиятлари	238
Navruz-zoda Sh.B.	“Safe tourism program” is a smart way of attracting tourists during coronavirus pandemic	240
Абдулҳакимов З. Т.	Глобал пандемия даврида рекреация ва бальнеологиядан фойдаланишнинг назарий масалалари	242
Махмудов Н. М. Алимова Г.А.	Некоторые вопросы активизации медицинско-реабилитационного туризма в условиях пандемии covid-19	243
Qurbonova Z.	Pandemiyadan so'ng O'zbekiston mehmonxonalarida xizmat sifatini oshirishning innovatsion yo'llari	245
Khayrullaeva N.N.	Prospects for sustainable tourism development during a global pandemic	247
Тагирова Н.Б. Пардаев М.Қ.	Пандемия шароитида туризмни ривожлантиришнинг ташкилий механизмлари	252
Aminova N.B. Qodirova N.R.	Covid-19 ning xalqaro turizm bozoriga ta'siri	255
Ибрайимова Д.А.	Коронавирус пандемияси ва ички туризм: муаммолар ва имкониятлар	257
Рахимов З.О. Фаттаев Ж.Ф.	Коронавирус пандемияси шароитида туризм соҳасини ривожлантиришда геоахборот тизимларининг аҳамияти	259
Akhrova N. U.	Youth tourism and covid-19 pandemic	261
Пулатова С. Ю.	Внутренний туризм как основа развития культурного туризма в условиях пандемии	262
Абдувоҳидов А.М.	Хизматлар соҳасида электрон тижоратнинг аҳамияти	264
Мўминов Х.И.	Коронавирус пандемияси шароитида туризмни ривожлантириш масалалари	266
Alimova Sh.O. Mirzaev I.I.	Koronavirus pandemiyasining turizmga ta'siri	268
Ergasheva A.F.	Hunarmandchilikning turizm sanoatida tutgan o'rni	270
Tadjiyeva S.U. Djurayeva N. B.	Muslim friendly tourism	273
Ганжаева М., Атабаева З.	Минтақавий туризмни ташкил этиш ва уни ривожлантириш масалалари	274
Сайфуллоев О.О.	Жаҳон мамлакатлари ва Ўзбекистонда туризм: коронавирус пандемиясидан олдин, пандемия даврида ва пандемиядан кейин	276
Хуррамов О.К.	Рақамли туризмнинг аҳамияти ва уни Ўзбекистонда ривожлантириш истиқболлари	278
Собиров Б.Б. Алимова М.Т.	Самарқанд вилоятининг алоҳида ҳудудларида туристик зоналар ва тематик кластерларни шакллантиришнинг концептуал асослари	281
Mamariyoyev J.I.	Digital tourism, as an effective mechanism for recovering tourism in the post-pandemic period	284