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ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

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МУНДАРИЖА ИҚТИСОДИЁТ ФАНЛАРИ

Bazarova G.G. Ish topish borasidagi mashaqqatlar va yoshlarning chet elga ketishining asosiy sabablari	5
Chorshanbayev U. Iqtisodiy savodxonlikni oshirishda onlayn xizmatlarning roli	9
G'aniyev M.X., Mirzayeva N.S. Ekologik tadbirkorlik faoliyati va ekologik muhitni barqarorlashtirish muammolari	13
Ibadullayev E.B. Mintaqa iqtisodiyotida tashqi savdning tutgan o'rni	16
Jabborova Z. The role and significance of tourism in socio-economic development	21
Kushbakova S. Qayta tiklanuvchi energiya xoriy mamlakatlarda rivojlanishi dinamikasi	26
Makhmudova N.D. Development of the system of auditing personnel management in the organization	29
Masharipov X. Mintaqada turizm xizmatlari eksportini asosiy yo'nalishlari	32
Matkarimov I.B. Agrobiokimyo xizmatini rivojlantirishning Yevropa Ittifoqi tajribalari va ularni mamlakatimiz agrobiokimyo xizmatlari sohasida qo'llash	36
Matyakubov U.R., Karimova Sh.O', Saidova R.Sh. Ekologik inqirozli hududlarda mehmonxona industriyasining atrof-muhitni muhofaza qilishdagi o'rni	40
Maxmudov J.E., Saidjonov D.S. Moliyaviy hisobning xalqaro standartlariga o'tishning nazariy asoslari	46
Sanginova I.N. Surxondaryo mahallalarida xotin-qizlarga berilayotgan e'tibor va ularning natijalari	48
Sapayeva F.N. Xizmatlar va servis bozorini rivojlantirishda marketing strategiyasining xususiyatlari	52
Shoyev A.X. O'zbekistonda inklyuziv oliy ta'limni ijtimoiy marketing tamoyillari asosida rivojlantirish: muammo va echimlar	55
Tajibayev K.Q. Xalqaro standartlar asosida mahsulotlar ishlab chiqarish kichik biznes sub'ektlari raqobatbardoshligini ta'minlovchi omil sifatida	61
Tursunov A.M. Keyns nazariyasi va uning xxi asrda dolzarbligi	66
Xusanov U. N. Telekommunikatsiya korxonalari faoliyatining xorij tajribasi	70
Ботирова Р.А., Сирожидинов И.Қ. Тадбиркорликни солиқ тизими орқали рағбатлантириш ижтимоий-иқтисодий тараққиётни таъминлашнинг долзарб йўналиши сифатида иқтисодиёт тараққиётининг асоси	74
Джаббарова З. Инновацион жараёнлар ва олий таълим тизимида илмий тадқиқотлари самарадорлигини ошириш омиллари	76
Жураев И.И. Сирдарё вилоятининг иқтисодий хавфсизлик кўрсаткичлари	81
Зарипов Х. З. Ўзбекистон Республикаси ҳудудларидаги инсон капиталини баҳолаш	84
Казаков О.С., Узоқов Л.Ф. Меҳнат ресурсларини бошқариш ва самарадорлик	91
Камалов А.С. Комбинированные методы индикативного управления экономикой транспортных систем	94
Мирзаев О.Д. Саноат корхоналарини трансформациялашнинг назарий жиҳатлари ва ёндашувлари	98
Мирхамидова Д.Н. Эффективное развитие и функционирование инновационных механизмов в условиях глобализации	103
Орипова Г.Н. Трансформация розничной и оптовой торговли в цифровой сфере в Республики Узбекистан	107

-viloyatda ishlab chiqarish klasterlarini shakllantirish orqali import o'rnini bosuvchi tovar va xizmatlarni ishlab chiqarish;

Weaknesses-threats (WT) strategiyalari

-brend darajasiga chiqqan qishloq xo'jaligi mahsulotlari jumladan guruch, baliq, go'sht va meva sabzavotlar eksportidan samarali foydalangan holda talabning mavsumiyligini yo'qotish;

-viloyatning ichki talab darajasini o'rgangan holda eksport kvotalarini belgilash va shu orqali ichki bozorda narxning o'sib ketishini oldini olish;

-qishloq xo'jaligi mahsulotlarini ishlab chiqarishda texnologik imkoniyatlarda foydalangan holda ehtimolliги yuqori bo'lgan muammolarni oldini olish.

Ushbu TOWS tahlilini amalga oshirish orqali Xorazm viloyatining tashqi savdo sohasida mavjud imkoniyatlardan foydalanish, tahdidlarni kamaytirish, kuchli taraflardan foydalanib kuchsiz taraflarini kamaytirish imkoniyatlari mavjud hisoblanadi. Yuqorida keltirilgan 4 ta guruh strategiyalaridan foydalangan holda viloyatning eksport hajmini oshirib musbat tashqi savdo saldosi erishish imkoniyati ko'payadi.

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UDC 332.12

THE ROLE AND SIGNIFICANCE OF TOURISM IN SOCIO-ECONOMIC DEVELOPMENT

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Аннотация. Ушбу мақолада туризм соҳасининг мамлакат ижтимоий-иқтисодий ривожланишидаги аҳамияти, минтақада турли тармоқларнинг рақобатбардошлигини ошириши, ўз навбатида минтақанинг ижтимоий-иқтисодий ривожланишининг ўсиши ва маълум омиллар асосида ривожланиши ёритиб берилган.

Калим сўзлар: туризм, ижтимоий-иқтисодий кўрсаткичлар, рентабеллик, туристик хизматлар, туристик имидж, истеъмол моделлари

Аннотация. В данной статье подчеркивается значение туристической сферы в социально-экономическом развитии страны, повышении конкурентоспособности различных отраслей региона и, в свою очередь, росте социально-экономического развития региона и его развитии на основе определенных факторы.

Ключевые слова: туризм, социально-экономические показатели, рентабельность, туристические услуги, имидж туриста, модели потребления

Abstract. This article highlights the importance of the tourism sector in the socio-economic development of the country, increasing the competitiveness of various sectors in the region, and in turn, the growth of the socio-economic development of the region and its development based on certain factors.

Keywords: *tourism, socio-economic indicators, profitability, tourist services, tourist image, consumption models*

Introduction. In today's process of globalization and expansion of international cultural relations, the tourism industry is one of the leading sectors in the world economy. Also, it has its place in the development of sustainable development trends in the economic life of the countries of the world.

In 2019, the tourism sector accounted for 10.3 percent of the world gross domestic product (GDP) or 8.9 trillion. USD, 29% of world services export, 10.4% of total employment or 330 mln. constitutes a workplace. [1] This calculation shows that 1 in 10 jobs in the world are contributed by tourism, according to the books. According to the United Nations World Tourism Organization (UNWTO), in 2021, the tourism industry will grow by 4.6 percent, and the number of visitors will reach 2.384 million tourists. [1] The reason for such a low indicator is the suspension of travel between certain tourist countries in the first quarter of 2020 and restrictions aimed at preventing the possible spread of a geopolitical event (pandemic) among the population. It is worth noting that this indicator repeats the statistics available in the early 1950s. Export income from international tourism in 2021 is 4.5 trillion. is USD. The rate of growth is expected to continue for the foreseeable future and reach 1.8 billion international tourist arrivals annually by 2030. These numbers are impressive and very valuable.

Style and materials. This article uses general scientific principles and a number of scientific research methods, such as complex, comparative analysis, economic statistics, as well as comparative analysis and the method of eclecticism, within the framework of a systematic approach. During the research, an analysis of statistical materials of official organizations at the global and national level was carried out, expert evaluations of the employees of state bodies at the regional level, the management of tourism institutions and public organizations were used.

Several scientists have highlighted the role and importance of tourism in socio-economic development in their research. In particular, L. Yu. Prozurin emphasizes the benefits of tourism in socio-economic development. According to him, one of the advantages of tourism is the level of profitability of the industry and the rapid development of its individual regions. [2] This allows to classify it as a dynamic factor of its profitability and socio-economic development of the country. At the same time, the changing demand of consumers who are tourism subjects and the creation of new directions in accordance with the requirements, the re-realization of the existing ones, and the constant quality and quantity of the produced tourist products show that the tourism sector is an important link in the economic stability and development of the country.

Yu.N. Shedko, in his research, emphasizes that the development of tourism is appropriate to combine several features related to the stability of socio-economic development. [3] They are inter-institutional, social, economic, environmental and financial characteristics that ensure systemic profitability.

In addition, a number of scientists have highlighted in their research that the development of the tourism sector has a great role in the rise and development of the social and economic life of the country. For example, I.D. Afanasenko [4], I.T. We can say Balabanov [5].

Results. The tourism sector is one of the most dynamic points of the economy, combining service, production, tourism, cultural and recreational sectors, and it is considered a fast-growing sector of the country's economy. In many countries, tourism is one of the three leading industries, it develops rapidly and has important social and economic importance, because tourism:

- the country increases its domestic income;
- ensures population employment, creates jobs;
- develops all areas directly and indirectly related to tourism;
- develops infrastructure, cultural life and production structure of tourist centers;
- accelerates the development of the artistic and practical sphere created with the help of local crafts and manual labor;
- ensures the growth of the country's GDP;
- helps the country's budget to increase the flow of foreign exchange earnings.

The tourism sector has various functions and based on these functions, a classic tourism trinity can be created. These are composed of "tourism + accommodation + entertainment". The field of tourism includes almost all the functions of the social and economic sphere. This explains that tourism forms a complex system through a chain of small systems in the interdependence of sectors belonging to different fields. [8]. Tourism is based on two subsystems: subject of tourism and object of tourism. As a tourism subject, a participant of the event, i.e. a tourist, who seeks opportunities to satisfy his needs using unique tourist services is understood. And the offered services appear as a tourism object. Everything that can be a travel destination is understood as a tourism object. Tourism object (tourism industry) consists of three main components: tourist region or destination (address), tourist organization and tourist enterprise.

The tourism sector, like a number of other sectors, develops together with sub-sectors that are directly or indirectly related to each other. A list of these sub-sectors is given in Table 1.1.

Table 1.1

№	Sub-sectors directly or indirectly related to tourism	
1	Transportation	It is one of the largest sub-branches of the tourism sector, which is divided into three types (air, sea and land transport).
2	Deployment tools	Another large sub-network is the network related to tourist accommodations. They include hotels, boarding houses, resort towns, apartments, camps, as well as all facilities related to accommodation.
3	Foodstuffs	This network, developed in connection with hospitality, forms the basis of gastronomic tourism. It includes a restaurant, bar, cafe, cafeteria, etc.
4	Insurance (travel security)	Security measures against various unexpected events and incidents that may occur during the trip (medical assistance, medical expenses, personal privacy, etc.)
5	Entertainment tools	Additional entertainment during the trip: fair, theater, cinema and shopping, additional services.

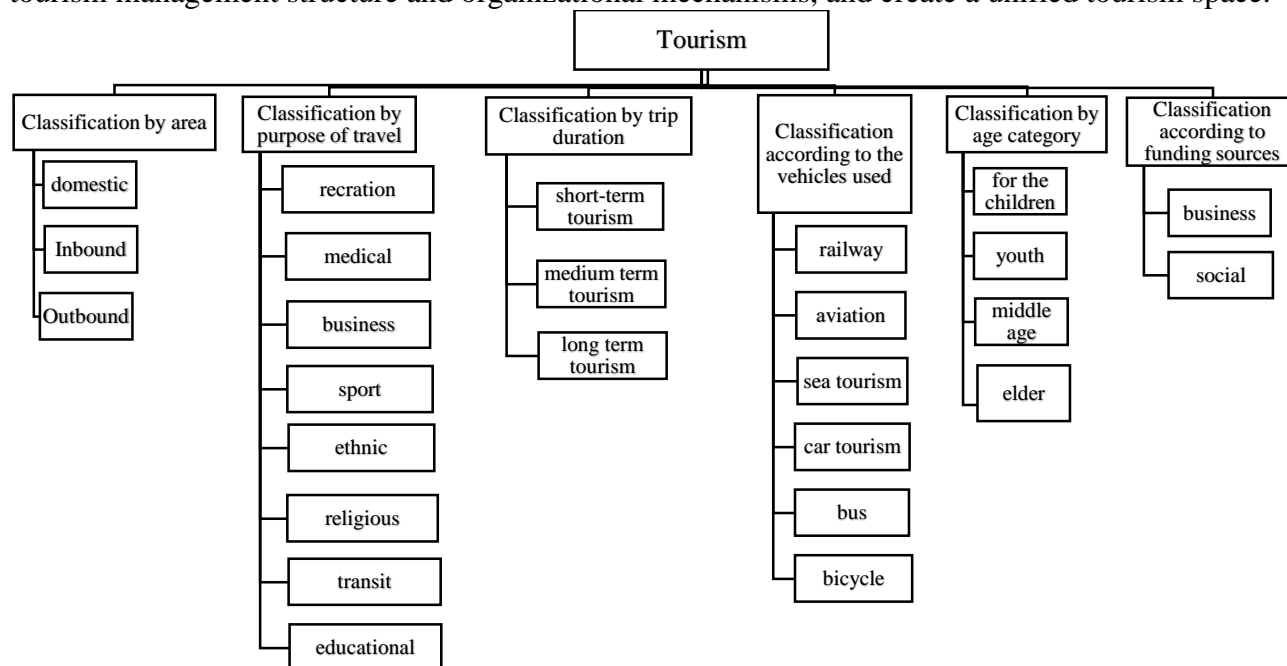
Source: Developed by the author

The tourism sector has a leading role in the socio-economic life and development of the country. The main reasons for this are the presence of pure competition among the inter-network sectors in the existing regions and its increase, which leads to the growth of the socio-economic development of that region. As a result, the country's tourism creates economic specialization in the global economic market, helps to increase future profits, expand inter-country cultural ties, and forms a single cluster of interrelated sub-sectors and tourism. Among the modern trends that should be taken into account when choosing the driving objects of economic growth indicators in the regions, the following can be distinguished:

- creating conditions for the well-being of the population,
- striving to rationally use the country's geographical opportunities (natural and recreational resources),
- increase employment of the population and increase labor efficiency,
- achieving changes while maintaining unity of culture and values,
- to increase the coefficient of employment and dynamics of the population,
- In such conditions, tourism becomes an area that can become a source of socio-economic development of the region.

Different types of tourism are based on several factors. One of them is a territorial unit, according to which it is divided into: internal, inbound and outbound tourism. Internal tourism is characterized by the migratory flow of people within the region (country) of permanent residence for tourist purposes. There are no obstacles in the transaction using a fixed currency. It is not difficult to organize such types. Some statistics show that the share of domestic tourism is 80-90% of the world tourism dynamics. At the same time, spending on domestic tourism is 5-6 times more than other types of traffic. Inbound tourism is closely related to inbound and outbound tourism and acts as a unique

catalyst. It helps to develop new recreational resources and areas, train qualified personnel, improve tourism management structure and organizational mechanisms, and create a unified tourism space.



Pic.1. Classification of tourism types

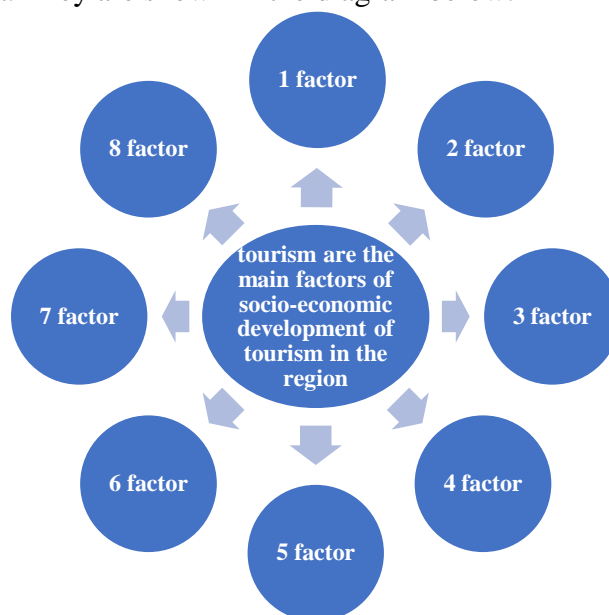
Discussion. When classified according to sources of financing, tourism is divided into commercial and social groups. Logically, all tourism activities are focused on obtaining high profits. Travel companies form the main profit on the basis of investors' funds. It will pay dividends to the shareholders through the development of the tourist products trade and the maximum achieved income. Achieving higher profits helps to reduce the difference between product costs and the price of tourism products and to provide convenient, affordable and quality products for consumers. The products offered by tourist companies are mainly offered to middle and high income population. But according to the classification of social tourism, a tourist product has been created for the low-income group, which is opposite to commercial tourism. Since 1930, this has been done with the introduction of the law on free rest for workers and working people in the state legislation. Reimbursement of expenses by the state, the right of the population to rest is being supported on a national and international scale.

The development of tourism affects several parts of the country's social life. As an example, we can cite the humanitarian function of tourism. Its content is that the tourism sector has an impact not only on the economic sector, but also on the social and cultural life: it allows to harmonize the culture of a certain region and the daily life of peoples, the history of the development of their art, and their traditions by spreading them to other regions with the culture of the modern world. These cultural ties contribute to the development of the basis of the tourism sector, strengthen peaceful and friendly relations between nations. At the same time, it plays an important role in shaping and educating the socio-cultural outlook of the future generation. the development of tourism also helps to eliminate environmental problems, forms a harmonious relationship in this regard, affects the preservation of nature and the development of cultural potential, leads to the harmonization of relations between different countries and peoples, the structures of state government bodies, public organizations and the private business sector in the environment and encourages active participation in conservation and restoration of nature

The factors influencing the social life of the country were discussed above, but the significant impact of tourism is evident in its economic development. It is not only a travel, but also an important branch of the economy. The tourism industry operates in connection with private enterprises of various sectors. Tour operators, who are its main subjects, develop a convenient, attractive offer for the tourism consumer (consumer in the following) from products and services created based on the demand of the service market. Tourism has a great influence on the main sectors of the economy,

such as transport and accommodation, communication, agriculture, production of tourist goods, etc. In short, it acts as a catalyst for socio-economic development. The tourism industry helps to bring financial resources to the country. It brings profit to interested enterprises and various firms, but also provides tax revenues in the country's budget, increases the demand for food, various products and services, thereby stimulating the development of related industries.

In turn, various factors affect the development of the tourism industry. They are influenced by geopolitical, social, religious and political and geographic-legal factors. The economic development of tourism is characterized by statistics and official statistics of the world's leading tourism expert organizations. They show that tourism is important on a global scale and is becoming one of the leading industries and has a high coefficient in the dynamics of the international economic market. The growth indicators in certain areas indicate the geographical environment and living standards of the population in that area. They are shown in the diagram below:



Pic.2. The main factors of socio-economic development of tourism in the tourism area

1. the level of economic development of the designated area;
2. the level of the lower level of the regional financial system;
3. labor potential of the population and the possibility of resources;
4. current and economic condition of tangible and intangible objects of the infrastructure;
5. targeted organization of relations between the population and state administration in tourism;
6. social and cultural conditions;
7. political, legal and institutional factor;
8. territorial location (geographical factor);

From the economic point of view, the peculiarity of tourism is that it creates a new form of consumption demand in life. This demand represents the entire set of goods and services produced by enterprises in the tourism sector.[6] The attractiveness of tourism lies in the quick return on investment and in a short period of time. According to its main characteristics, tourism has a number of fundamental characteristics that distinguish it from other forms of economic activity. It should be taken into account that this uniqueness is directly related to the characteristics of tourism services, which are represented by their intangibility, instability of quality, impossibility of preservation and inseparability from the source.

The development of market relations in the field of tourism leads to the emergence of many travel companies in the country, which gradually fill the market of tourism services. As a result of the implemented works, the volume of produced tourism products, income of the population, budget income will increase, the problem of employment of the population will be solved, the infrastructure will be developed, and a competitive national tourism industry will be formed in the country. Thus, state support in the development of tourism helps to fully occupy its socio-economic place.

Summary. The tourism industry is developing rapidly in the reciprocal movement of global relations, where economic opportunities are created, which forces individual countries to enter into competitive relations in the struggle to attract tourists. In order to increase the potential of tourism and develop it in a given area in the current innovative systematic management, it shows the need for a combination of elements that influence its development through organic communication with other state and commercial sectors located in that area. Its purpose is to increase the positive impact, form the touristic image of the country and get high profits. Cooperation between the subjects of the tourism sector and other network participants can be carried out in several sequences. In particular, the direct implementation of services in accordance with the demand of tourists and the correct orientation of the tourism policy, taking into account the available opportunities. In the development of the country's tourism sector, it is necessary to pay special attention to the factors that have a positive and negative effect on it, to form plans and measures for the development of infrastructure at the level of state policy based on official data based on the world statistical database. In order to increase the efficiency of the tourism sector, there was a need to develop a mechanism of mutual cooperation between all participants in this sector.

In the conclusion, tourism is an important sector in the country's economy and development, and has its own characteristics. Tourism not only affects economic indicators, but also protects the life and interests of society. As one of the main sources of population income, it constitutes the micro and macro economic level. Tourism has a high importance in the country's infrastructure, explains the main factors of employment, and increases the balance of the city image, road construction and settlement means, stimulates the production of all kinds of products. It helps to show the national folk crafts and unique culture of the regions and the country. At the same time, it improves the existing opportunities for the growth of recreational tourism trends.

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UO'K 33

QAYTA TIKLANUVCHI ENERGIYANING XORIJIY MAMLAKATLARDA RIVOJLANISHI DINAMIKASI

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Annotatsiya. Bugungi kunda energiya muammosini yechish iqtisodiyot va ekologiya sohasida manfaatlar to'qnashganligini va ular bir butunlikni tashkil etayotganligini ko'rishimiz mumkin. Bu esa o'z navbatida QTEni realizasiya qilish va rivojlanishiga olib keluvchi asosiy omillardan hisoblanadi. QTEga o'tish esa bir qancha chora-tadbirlar va maqsadlar ko'zda tutilishi lozim. Shuning uchun xalqaro tashkilotlar bu borada turli yechimlarni qamrab oluvchi bir qancha vazifalarni va maqsadlarni ishlab chiqishmoqda.

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ФАНЛАР АКАДЕМИЯСИ
МИНТАҚАВИЙ БЎЛИМИ
ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

**ХОРАЗМ МАЪМУН АКАДЕМИЯСИ
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