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IV MILLENNIALS' TOURISM FESTIVAL**

August 23, 2023
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INVESTIGATION ON THE STATUS OF LOCAL CHEESES OF KONYA IN GASTRONOMY TOURISM AND THE REASONS FOR CONSUMERS' PREFERENCES**

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ABSTRACT

Turkey has an extremely rich product diversity as well as its unique natural and cultural beauties. Local cheeses, which are among these products, are important in terms of gastronomy tourism and economically contribute to the region by supporting the promotion of the region where they are located. This study aims to reveal the importance of local cheeses by considering the existing potential of local cheeses and to emphasise the relationship between the intention to purchase geographical marked foods and local cheeses for consumers. It also emphasises the status of local cheeses in the market as an important and valuable food product and their status and importances within the scope of gastronomy tourism. In this direction, as a result of the questionnaire study applied in the purpose-oriented bazaars in Konya. It was investigated that consumers have confidence in geographically marked products and that they are able to be keen on pay more for these local cheeses and food products. According to the findings in this study, most of the participants (78 %) accepted to pay more money for local foods, 77% of the participants confirmed that the friendships was more affective way for the preference of local cheeses whereas media had no affective on the preference of local cheeses according to 26% of the participants. 96% of the participants found that local cheeses were also more delicious and healthier. As a result, advertising of the local cheeses should be popularized and developed. Therefore, cooperation for local foods between producers and advertising agencies may be carried out by using media effectively.

** The abstract of this study was presented at International Symposium of Local Artisanal Cheeses in Turkey and the World 2016, July 15th-16th.

Introduction

The phenomenon of nutrition is seen as the most important biological need of mankind. This phenomenon has been used together with the concept of culture in the historical process, leading to the emergence of a concept such as culinary culture (Irmak, 2019, p.113). Culture is the sum of all material and spiritual characteristics that belong to a society and are passed down from generation to generation (Karakaya & Tiske, 2009). These characteristics affect the lifestyles of the societies in which it is located and many elements such as eating and drinking habits. Different societies have different cultural elements (Alyakut & Küçükkömürler, 2017, p.83). One of these elements is culinary culture. Culinary culture is also a concept that describes the

cultural structure of a country or region. It is a phenomenon that includes the types of food and beverages required for nutrition and the preparation, cooking, preservation and consumption process of these items, also sheds light on the cuisine shaped according to the food tradition, socio-cultural and economic characteristics, historical process, eating and drinking styles and the tools used in food production and agricultural production of the society in which it is located (Aşkın Uzel, 2018; Solmaz & Dülger Altınar, 2018, p.109). So that, it is culturally important for countries and regions, and contains traditional and local products. Traditional products are an important part of culinary culture (Sayın et al., 2009; Karaca, 2016, p.18). Traditional foods, the most important feature of which is to vary according to each country and

region, are formed in line with various natural conditions, economic conditions, traditions and habits that are stereotyped in society (Demirbaş et al., 2006; Kocatepe & Tırıl, 2015, p.56). Traditional and local foods have also become important for tourists who want to have different experiences in recent years. The importance of the traditional foods in a region increases day by day because traditional foods reflect their fames, their food qualities and their regions as well. This situation creates an advantage for destinations with traditional and local foods. Because these products provide competitive power to production companies and destinations in the market by responding to the changing demands of consumers and contribute to the sustainability of destinations (Çoksöyler, 2009; Kuşat, 2012, p.62).

Gastronomy tourism, one of the alternative tourism types, has become an increasing trend in recent years. As mentioned before, persons desire to have different experiences. Gastronomy tourism offers persons the opportunity to have these experiences. In gastronomy tourism, where the phenomenon of nutrition and culture are presented together, persons have access to new restaurants, local flavours and unique dishes. Discovering local flavours and the local cuisine culture of the region is the main reason for gastro tourists to participate in this type of tourism because local cuisine gives tourists the opportunity to get to know the region directly, as well as establishing an authentic connection between the tourist and the region (CBI, 2018:1; Koban, 2020).

Local foods are among the most important building blocks for sustainable gastronomy tourism and socio-economic development of the region (İşildar, 2016). Local cheeses which belong to each country and region are known as food products that have an important place among traditional foods. The fact that countries where local cheeses are at the forefront as a touristic product earn significant income from gastronomy tourism (Karaca, 2016, p.18). Local

cheeses have a great place in the field of gastronomy.

Cheese, which is a reflection of a culinary culture, has a very important value in the world cuisine since ancient times. Cheese is one of the most frequently consumed dairy products in Turkey as in the world. Nowadays, cheese is an indispensable element of kitchens in Turkey (Hastaoğlu, Erdoğan & Işkın, 2021, p.1086). The variety of local cheeses in our country is quite high and it is mentioned that at least 150 types of cheese are produced on average. The protection of these values is extremely important for tourism all over the world because local values contribute economically by supporting the promotion of the region where they are located. However, "Geographical Indication" has been applied to such products in order to eliminate the confusion between local values with touristic value, (Orhan, 2010, p.243). The concept of geographical indication is basically defined as the registration of products that are specific to a region and locality. For our country, our local cheeses are an important country opportunity in increasing the diversity of geographically marked products. In order for these products to become important in terms of tourism and to create an attraction factor for cities, regions and the whole country, the necessary importance should be given to such values (Karaca, 2016, p.19). For these mentioned reasons, the concept of geographical indication, the history of cheese and local cheeses are emphasised in this study. In addition, in this research, it is aimed to determine the place of local cheeses, which are becoming increasingly important, in gastronomy tourism and the reasons for their preference. It was also to investigate some preference reasons of the local cheeses in Konya.

Conceptual Framework

Geographical Indication and Importance

Local products have strong ties with the region where they are produced and are also an important part of local culture. Legal regulations have been made in many countries in order to protect the originality of such values against imitations and as a result, to prevent unfair competition (*Tekelioğlu & Demirer, 2008; Şahin & Meral, 2012, p.88*). The most important of these regulations is geographical indication registration. As mentioned before, geographical indication refers to a series of processes to turn a product specific to a region or country with its own one or more features into a brand (label, sign) with the mentioned area (*Şahin, 2013, p.24*). Geographical indication registration of local values is extremely important in terms of protection, sustainability, reaching future generations, and development of local economy and tourism (*Yenipinar, Köşker and Karacaoğlu, 2014, p.14*). The idea of geographical indication application, which was first put forward at the end of the 19th century, was first put into practice in France (Appellation D'origine Controlée-AOC-) at the beginning of the 20th century (*Suratno, 2004; Mercan & Üzülmöz, 2014, p.69*). The concept of geographical indication regarding the protection of the geographical indication values of a good or product belonging to a region or locality was included for the first time on a global scale in the Paris Convention signed on 20 March 1883 as a provision for the Protection of Industrial Property (*World Intellectual Property Organization, 1967; Kantarcı Savaş, 2017, p.205*). When the developments regarding this practice are examined, the information regarding the scope of this practice was finalised and expanded with the Lisbon Agreement signed in 1958. However, 17 countries accepted a number of decisions prepared under the name of "Geographical Indications" and 170 products were included in the scope of geographical indications for the first time in this agreement (*Suratno, 2004; Şahin, 2013, p.25*). In the following years, the number of

countries which signing this agreement became 160 and this agreement has an international characteristic (*Şahin, 2011, p.5*). In Turkey, the first studies carried out within the scope of geographical indication registration date back to the 19th century, namely to the "Alameti Farika Nizamnames" in 1871 (*Şahin, 2013, p.25*). The fact that the geographical indication application in Turkey was accepted as the official start of the protection of geographical indications with the Decree Law No. 555 (K.H.K.) signed in 1995 (*Gökova, 2007, p.146*) reveals that the concept of geographical indication is a fairly new phenomenon for Turkey (*Pektaş, Kahraman and Alkan, 2018, p.67*).

Geographical indication application provides many benefits for consumers as well as the region, region and producers to which it belongs. The application in question guarantees the production source of the product, its unique values and the relationship between these values and the geographical region in which it is located by showing them to consumers. In addition, the geographical indication registration application undertakes the task of protecting local products that are famous for various characteristics. This practice is divided into two as designation of origin and designation of origin, and products that are not included in the designation of origin or designation of origin are defined as traditional product names if they are traditionally used in the market in question for a maximum of thirty years and meet certain conditions (Turkish Patent and Trademark Office, 2018). Designation of origin is a geographical indication that requires all process phases, including the production phase of a geographical indication registered product, to take place in a certain region (Turkish Patent Institute, 2009; *Tanrikulu, 2011, p.174*). Products such as Roquefort cheese and Ezine cheese, which are produced only in the geography where they are located, are able to be shown as examples of designation of origin

(Karaca, 2016, p.21). In another type of geographical indication, the appellation of origin, there is no obligation for all stages of the product to take place only in a certain region. A geographical indication is a geographical indication that any of the production, processing or other processes of a product identified with a region with a specific feature has taken place in the designated region. In other words, when one of the raw materials, production or processing processes of a product is realised in that region, the remaining processes are able to take place outside that region (Arıkan and Taşcıoğlu, 2016, p.573). Erzurum Civil Cheese, Diyarbakir Knitting Cheese, Antep Squeezing Cheese and İzmir Tulum Cheese are able to be given as examples of the Mahreç sign. These products are able to be produced outside the region they are named after, but production conditions must be complied with when producing these products in another region (Şanlıbaba & Uymaz, 2014; Karaca, 2016, p.22). The point where these two geographical indications differ from each other is the region, area or locality where the products are produced, as mentioned above. While there is no geographical boundary in the production of products with a geographical indication, all production stages of products with a designation of origin take place only within the borders of

the region where they are located. Therefore, this situation gives more flexibility to products with a designation of origin and creates a wide production area (Latik, 2022).

Turkey has also three different climate zones as geographical structure. This situation is an opportunity for Turkey because each geographical region has various characteristics, differences in soil structure and diversity of cultural values and human elements ensuring the emergence of products and production methods specific to these lands (Polat, 2017, p.21). This situation expands the area of use of geographically marked products and enables these products to play an intermediary role in the development of regions (Mercan & Üzülmmez, 2014, p.71). The scope of geographical indication is analysed in 5 different categories as mining, some animal breeds, agriculture, handicrafts and food products in Turkey. In this direction, according to the data of Turkish Patent and Trademark Office, there are 1228 registered geographical indication products in our country (Table 1.). There are also 680 products in the application process. The distribution of registered geographical indications according to product groups is given in Table 1.

Table 1. Distribution of Registered Geographical Indications by Product Groups

Product Group	Product Number	%
Tobacco	1	0.1
Beers and other alcoholic beverages	12	1
Processed and unprocessed fruit and vegetables and mushrooms	258	20.9
Cheeses	34	2.8
Handicraft products apart from carpets, rugs and weavings	65	5.3
Honey	24	1.9
Bakery and pastry products, pastries, desserts	239	19.4
Dairy products apart from cheeses and butters	16	1.3
Condiments/flavourings, sauces and salt for food	18	1.5
Carpets and rugs	39	3.2
Other products	66	5.4
Chocolate, confectionery and derivative products	35	2.8
Processed and unprocessed meat products	19	1.5
Dishes and soups	338	27.4
Fats and oils including butter	18	1.5
Weavings	33	2.7

Soft drinks	14	11
Ice creams and edible ices	4	0.3

Source: Turkish Patent and Trademark Office (2022), Access Date: 10.20.2022

When Table 1 showing the distribution of registered geographical indications according to product categories is analysed, it is seen that there are 338 products in the "dishes and soups" product group. It is the category with the highest percentage among the product groups with 27.4%. The meals and soups group are followed by the "processed and unprocessed fruits, vegetables and mushrooms" product group with 258 products and the "bakery and pastry products, pastries and desserts" product group with 239 products. In addition, the categories "tobacco" and "ice creams and edible ices" have the least number of products with 0.1% and 0.3% respectively.

Local Cheeses and Their Importance for Gastronomy Tourism

Milk contains very useful nutrients in its content. Milk, which is an excellent food source for humans, has been one of the basic foods of human nutrition for centuries (O. Tekinşen & Tekinşen, 2005; Çetinkaya, 2010, p.74). Another important food for humans is dairy products (Örmeci Kart & Demircan, 2014, p.78). In the historical process, cheese is accepted to be the first product among the dairy products obtained from milk (Yenipınar, Köşker and Karacaoğlu, 2014, p.15). According to some studies carried out in the Mesopotamia region between 7000-10.000 BC, the presence of inscriptions showing that cheese was produced at that time confirms this information (Durlu-Özkaya & İlhan, 2007, p.486). However, when the historical process of cheese production was examined, it was determined that the Romans carried out studies on the development of cheese production and the first cheese production facility was established in 1851 (Seçkin, Ergönül, & Tosun, 2009; Karaca, 2016, p.26).

When the etymological origin of the word as cheese is examined, it is seen that this word derives from the word *panir*, which means obtained from milk in Persian and passed into modern Turkish. It is thought that the origin of the word *cheese*, which passed into English from Latin *caseus*, comes from the *kwat* root in Indo-European languages, which means fermenting-souring. It is suggested that the people living in the Middle East region and the nomadic Turks of Central Asia produced the first cheese in history (Albak-Yalınız, 2019, p.656), and after the migration of nomadic Turks from Central Asia. So that, the word *cheese* passed to Anatolia and our language (Durlu-Özkaya & İlhan, 2007, p.487). The word *cheese* is also mentioned as "*udma- udhitma*" in the book of Dede Korkut and in the *Divan-i Lügat-it Türk* book of Kashgarlı Mahmut. In addition, the benefits of cheese for the human body were also mentioned in the holy book *Torah* (Hastaoğlu, Erdoğan & Işkın, 2021, p.1087).

There are many varieties of cheese which is one of the most consumed and important protein sources on the tables worldwide. This diversity varies according to countries and regions. It is known that cheese diversity is directly related to the cheese consumption habits of the regions (Ergün, Bostan and Sağun, 1992; Yenipınar et al., 2014, p.16). As a result, this diversity has resulted in approximately 4000 types of cheese in the world. Countries such as France, the Netherlands and Italy are seen as highly developed countries in cheese. However, Turkey is also among the countries with the highest cheese diversity (S. Özdemir, Dağdemir, & Özdemir, 2009; Karaca, 2016, p.27). It is known that there are 193 cheese varieties in Turkey and 31 of these cheese varieties are characterised as geographically registered products. Turkish local cheeses that have received registered

geographical indication by the Turkish Patent and Trademark Office are given in Table 2.

Table 2. Local Cheeses with Registered Geographical Indication

Name of Geographical Indication	Registration Number	Type of Geographical Indication	Date of Registration	Geographical Boundary
Antakya Carra Cheese	679	Name of origin	02.18.2021	Hatay
Antakya Mouldy Fur (Coke)	359	Indication of Origin	06.12.2018	Hatay
Antakya Kunefelik Cheese	979	Indication of Origin	12.22.2021	Hatay
Antakya Surku (Antakya Coke)	330	Indication of Origin	02.26.2018	Hatay
Antep Squeezing Cheese	356	Indication of Origin	06.04.2018	Gaziantep
Diyarbakir Knitting Cheese	170	Indication of Origin	02.22.2013	Diyarbakir
Edirne White Cheese	93	Indication of Origin	10.23.2007	Edirne
Erzincan Tulum Cheese	30	Name of origin	08.29.2001	Erzincan
Erzurum Civil Cheese	116	Indication of Origin	09.11.2009	Erzurum
Erzurum Mouldy Civil Cheese (Gogermiş Cheese)	164	Indication of Origin	11.30.2012	Erzurum
Ezine Cheese	86	Name of origin	04.10.2007	Canakkale
Gumushane Deleme Cheese	694	Indication of Origin	03.17.2021	Gumushane
Karaman Divle Obrugu Tulum Cheese	270	Name of origin	12.08.2017	Karaman
Kargi Tulum Cheese	933	Name of origin	10.26.2021	Corum
Kars Kashar	190	Name of origin	10.12.2015	Kars
Kirklareli White Cheese	636	Name of origin	12.23.2020	Kirklareli
Malatya Cheese	1164	Indication of Origin	07.06.2022	Malatya
Malkara Old Kashkaval Cheese	261	Name of origin	12.06.2017	Tekirdag
Manyas Kelle Cheese	628	Indication of Origin	12.16.2020	Balikesir
Maras Finger Cheese	727	Indication of Origin	04.17.2021	Kahramanmaraş
Pinarbasi Uzunyayla Circassian Cheese	724	Name of origin	04.14.2021	Kayseri
Sakarya Abkhaz (Abaza) Cheese	746	Indication of Origin	05.03.2021	Sakarya
Sanliurfa Cheese	807	Indication of Origin	07.27.2021	Sanliurfa
Vakfikebir Külek Cheese	764	Indication of Origin	05.25.2021	Trabzon
Van Herb Cheese	705	Name of origin	12.31.2018	Van
Yozgat Canak Cheese	281	Indication of Origin	12.18.2017	Yozgat
Yuksekoa Çirek Cheese	1086	Indication of Origin	04.18.2022	Hakkari
Cankiri Kupecik Cheese	907	Indication of Origin	10.01.2021	Cankiri
Cayeli Koloti Cheese	1199	Name of origin	08.24.2022	Rize

Ivrindi Kelle Cheese	1025	Indication of Origin	02.09.2022	Balikesir
Izmir Tulum Cheese	1006	Indication of Origin	01.24.2022	Izmir
Grana Padano	336	Name of origin	03.28.2018	Abroad
Halloumi	133	Name of origin	05.24.2010	Cyprus Island
Parmigiano Reggiano (Parmesan Cheese)	240	Name of origin	11.20.2017	Abroad

Source: Turkish Patent and Trademark Office (2022), Access Date:10.22.2022

The variety of local cheeses in Turkey varies depending on geographical conditions, lifestyles, animal species and classes, and production methods (*Cantiürk and Çakmakçı*, 2019; *Çakmakçı and Salık*, 2021, p.327). The cheeses in Table 2, which are produced in Turkey, are produced with cow, goat, buffalo, ewe and mixed milk. A total of 763,266 tonnes of cheese was produced in 2021 according to the data of Turkish Statistical Institute (TurkStat). While 735733 tonnes of these cheeses are cow cheese, 27533 of them are other cheeses (goat, buffalo, ewe and mixed) (TUIK, 2022). When Table 2, which includes our local cheeses with registered geographical indications, is analysed, it is seen that there are 34 cheeses with registered geographical indications in Turkey, 3 of which are abroad. Of these cheeses, 14 have a designation of origin and 23 have a geographical indication. All of these cheeses have different chemical and sensory qualities and have different taste and appearance (*Gezginç & Köksalan*, 2012; *Karaca*, 2016, p.28). Among these cheeses, Erzincan Tulum cheese, which is unique to Erzincan, is recorded as the first geographically registered cheese in Turkey. When the data on the origin regions of the products are analysed, it is seen that Hatay region has 4 registered geographically marked cheeses. Hatay is followed by Erzurum and Balikesir regions with 2 cheese types. In addition, when Table 2 is analysed, it is seen that 3 of the cheeses with geographical indication in Turkey are cheeses of foreign origin. Halloumi cheese specific to Cyprus is among these cheeses. It is also known that this traditional cheese is widely consumed in Eastern

Mediterranean countries (*Erbay, Koca and Üçüncü*, 2010, p.348). Parmesan Cheese (Parmigiano Reggiano), another cheese of foreign origin, is a solid, cooked and matured cheese obtained from cows grown in the region where it is produced, produced by taking the fat of raw cow's milk (Turkish Patent and Trademark Office, 2017). Finally, Grana Padano cheese is a hard cheese produced from raw milk obtained from cows grown all year round in the Frisona Italiana and Bruna Italiana regions, cooked, matured over time, with a unique flavour and texture (*Çakmakçı & Salık*, 2021, p.339).

There are many local cheese types belonging to Konya province, which is within the scope of the research. The most famous of these cheeses is "Konya Mouldy" cheese. This cheese is produced from skimmed milk and is a mouldy tulum cheese from Konya region. Akçabelen (Çepni) Tulum Cheese produced from full fat goat milk and named after Akçabelen Plateau in Beyşehir district of Konya draws attention as a local cheese. Another cheese belonging to Konya region is Ereğli Tulum Cheese. This cheese is produced from a mixture of cow's and sheep's milk and optionally matured in cloth overalls and offered for consumption (*Tekinşen and Uçar*, 2007, p. 36).

In line with these literature information, it is clear that local cheeses in all four regions of Turkey should be evaluated in terms of gastronomy tourism. Promotion and marketing of these cheeses are able to increase the brand value of regions and provinces and consequently contribute to the national economy.

Material and method

In this study, the main objectives of the study are to determine the importance of geographically marked foods and local cheeses and to investigate the effect of this importance on consumers during purchase, to reveal the current potential of local cheeses, to take its place in the market as an important and valuable food product and to emphasise its place and importance within the scope of gastronomy tourism. In line with these objectives, a quantitative research approach was used in this study to determine the factors affecting consumers' knowledge on geographically marked foods and the reasons for preferring geographically marked local cheeses. Questionnaire technique was used as data collection technique. Face-to-face interview is the application of questionnaires in mutual interaction with the respondents. Face-to-face interviewing increases the researcher's control over the application and provides significant savings in terms of time and cost (*Büyüköztürk, 2005; Ünüvar, Kılınç, Gök, & Şalvarcı, 2018, p. 27*). One of the limitations of the study is that some individuals in the region where the participants were selected did not want to be included in the research and the study was limited to the information provided by the participants.

Sample and Participants

The population of the research consists of the people in the "Women's Bazaar" in Melike Hatun bazaar in Karatay district of Konya and the "Ecological Organic Product Bazaar" in Melikşah Street in Meram district. In the selection of people to represent the universe, a face-to-face questionnaire was applied using the convenience sampling method and the sample consists of 100 people. 7 of the participants are producers and 93 of them are consumers.

Data Collection Tool

The questionnaire form used in this study was prepared by taking an example from the study of *Kelemci Schneider and Ceritoğlu (2010)* titled "The Effect of Local Product Image on Consumer Purchasing Behaviour and High Price Payment Tendency". The questionnaire used in the research consists of 3 parts. In the first part of the study, questions about geographical indication and local cheese (27 questions), in the second part, questions (8 questions) were asked to the participants in order to obtain demographic information of the surveyors. In the third part of the questionnaire, 9 questions were asked to the producer selling local cheese. The data obtained from the questionnaire study, which had 44 questions in total, were analysed with the SPSS 20 programme and statistical significance was tried to be reached.

Hypotheses of the Research

The hypotheses of the research are given below:

H1: There is a significant difference between the marital status of the individuals and their perspectives on the products with geographical indications.

H2: There is a significant difference between the age of the people and their perspectives on geographical indication products.

H3: There is a significant difference between the reasons for preferring local cheeses and the monthly income of the people.

H4: There is a relationship between the reasons why people prefer local cheeses with geographical indication (sub-dimensions of geographical indication information, local cheese with geographical indication).

Statistical Analyses

In this study, the reliability of the scales was tested with Cronbach alpha coefficient. In addition, Kolmogorov-Smirnov test was applied to measure whether the data were

normally distributed. In addition, the Chi-Square test was used to determine whether there is a difference between the groups according to their perspectives on

geographically marked products and their intention to prefer local cheese according to demographic variables.

Table 3. Reliability and Normality Analysis

VARIABLE	Question number	α	K-S
Geographical indications	6	0.791	$Z=4.187, P=0.00<0.05$
Local cheese	20	0.630	$Z=1.087, P=0.18>0.05$
Total	26	0.747	$Z=1.371, P=0.04<0.05$

Cronbach Alpha coefficient between 0.60 and 0.80 shows that the scale is sufficiently reliable. When the results in Table 3 are analysed, it was found that geographical indications and local cheese dimensions had acceptable reliability. In addition, while geographical indications and overall total dimension were not normally distributed, local cheese dimension was normally distributed.

Results

A total of 100 people participated in the study. Demographic characteristics of the participants were given in Table 4. 55% of the participants were female, 85% were married, 42% were in the 26-33 age range, 29% were high school graduates and 47% had an income of 1500 TL (~510 \$) or less. In a similar study in the literature, Yenipinar et al. (2014) conducted a detailed study on geographical labelling and Van

Herbed Cheese. For this study, a sample group of 120 people working in cheese producers, sellers, local tourists and official institutions was formed. In addition, Gündeğer (2014), who examined the contribution of geographical indications to the development of regional tourism by taking Çanakkale province as an example, interviewed 29 people from central government, local government, non-governmental organisations and private sector representatives and created a framework on the subject. Aiming to determine the knowledge and behaviours of consumers about geographically marked products, Şahin (2019) applied a questionnaire form to 769 people in his study. Of these people, 53% were male, 361 were between the ages of 21-29, 272 were students, 201 were teachers, 71% had higher education and 191 had an income of 1801-2499 TL.

Table 4. Demographic Characteristics of Participants

Demographic Characteristics of Participants %			
Gender		Marital Status	
-Woman	55	-Married	85
-Male	45	-Single	15
Age		Education Level	
-18-25 years old	5	-Primary school dropout	4
-26-33 years old	42	-Primary School	4
-34-41 years old	33	-Middle School	12
-42 years and over	20	-High School	29
		-Associate Degree	28
		-Bachelor	20
		-Graduate	3
Profession			
-Officer	15		
-Student	5		
-Pensioner	16		
-Self-employment	28		
-Manufacturer	7		
-Housewife	29		

Difference Tests According to Demographic Variables

According to the data obtained in Table 5, which analyses the marital status and geographical indication knowledge of the participants, it was determined that there was a significant difference ($P<0.05$) between the marital status of the participants and their knowledge of

geographical indication products. In addition, it was also determined that people whose marital status was single are more knowledgeable about geographical indication questions than married people. Therefore, H1 was accepted. In a similar study in the literature, *Yalçın* (2019) reported that single participants had higher scores on geographical indications in parallel with the results of our study.

Table 5. Variation of Geographical Indication Knowledge according to Marital Status

Variable	n	a	sd	Testing	p
Married	85	1.2255	.37945	Z= -1,964	.049
Single	15	1.0556	.21517		

When Table 6 is analysed, it was found that there was a significant difference ($P<0.05$) between the age status of the participants and their perspective on geographical indications. In this case, H2 was accepted. In the study conducted by *Oguz* (2016), who wanted to draw attention to the importance of geographical indications in transforming local products into tourism, it

was concluded that there is no significant relationship between those who think that geographically marked products may have a negative aspect according to the age variable, there is no significant relationship between age variables in the contribution of geographical indication to the region, and geographically marked products vary according to age variable.

Table 6. Changes in the Perspective on Geographical Indications by Age

Variable	n	a	sd	Testing	p
18-25	5	1,1667	.37268	Chi-square=28.006	.000
26-33	42	1,1865	.36848		
34-41	33	1,0303	.14705		
42 and over	20	1,5167	.41850		

In Table 7, which analyses the monthly income of the participants and their reasons for preferring geographically marked local cheeses, it was determined that there was no significant difference ($P<0.05$) between the monthly income of the participants and their reasons for preferring geographically marked traditional cheese. Therefore, H3 was rejected. In his study, *Şahin* (2019) stated that there is a consistency between the preferences of 581 people indicating their income status according to their income levels. He concluded that with the

increase in the income level of the people in question, the number of those who will act according to their current financial situation decreases and the rate of preference for expensive domestic goods increases. In the same study, 91 of the consumers with an income level of 4.000 TL and above stated that they would prefer the product covered by the Geographical Indication even if it is expensive. However, 32 people stated that they would act according to their financial situation at that time.

Table 7. Variation of Geographical Indication Traditional Cheese Preference according to Monthly Income

Variable	n	a	sd	Testing	p
<1300 (~440 \$)	47	1.3043	.19248	F=0,488	.692
1301-2500 (between~441\$ and ~845\$)	33	1.3242	.17190		
2501-3500 (between~846\$ and ~1200\$)	14	1.2500	.18397		
>3501 (~1201\$)	6	1.3083	.31051		

In Table 8, which analyses the factors affecting the preference of the consumers participating in the research for local products, it is seen that the wearing of local clothes by the people who produce and sell local products (93), the presence of local elements as décor in the sales area (81) and the use of local tools during the sale of the product (86) are effective on the preference of people to buy local products. In the study conducted by CÖMERT and ÖZATA (2016) on "Reasons for Consumers to Prefer Local Restaurants and the Black Sea Cuisine Example", 250 restaurant

customers participating in the survey form used expressions similar to the results of our study. While 86.80% of the sample group selected strongly agree or agree with the statement "The knowledge of the person selling the local product about the region affects my purchase preference", 85.20% of the participants selected strongly agree or agree with the statement "The use of local decoration affects my purchase preference". In addition, 88.0% of the participants strongly agree or agree with the statement "The use of local equipment affects my purchase preference".

Table 8. Factors Affecting Consumers' Purchase of Local Products

Statements	% (n=100)		
	Yes	No	I don't know
The knowledge of the person selling the local product about the region affects my purchase preference.	93	7	N
The use of local decoration affects my purchase preference.	81	19	N
The use of local tools and equipment affects my purchase preference.	86	11	3

In Table 9, the relationship between the reasons for preferring local cheeses with geographical indication and the dimensions of geographical indication knowledge is analysed. According to this result, it is able to be said that there is a positive relationship between the reasons why the participants prefer local cheeses with geographical indication and the dimensions of

geographical indication knowledge. However, the level of this relationship was low as seen in Table 9 (.433). *Kelemci Schneider* and *Ceritoğlu* (2010), emphasised in their study that local products are preferred due to their freshness, flavour, being reliable and healthy, as well as being more environmentally friendly.

Table 9. The Relationship between Reasons for Preference of Local Cheeses and Sub-Dimensions

Geographical indications	Geographical indications	Preference for local cheese
	Pearson correlation 1	.433**
	Meaningfulness	.000

	n	100	100
	Pearson correlation	.433**	1
Preference for local cheese	Meaningfulness	.000	
	n	100	100

Conclusion

With the increase in the living conditions of people around the world, the tendency towards natural and local products develops in the same direction. Therefore, countries also tend to review and evaluate their product supplies. In line with the demands shifting towards traditional products, it was seen that the number of geographically labelled products in Turkey is very low compared to competing countries in the tourism market. From this point of view, the importance of this study, which reveals the importance of geographically labelled products, emerges. The geographical indication phenomenon, which guarantees the reliability of local products for consumers and prevents imitation of products, is the protection controls of these products. This situation reflects that the public's trust in the products within the scope of geographical indications is positive. In this context, it was determined

that 78% of the consumers participating in this study would pay more money for a product with a geographical indication. The local product is able to be made more attractive with the knowledge and sales strategy of the seller and customer satisfaction is able to be prioritised. As a result of the research, it was concluded that the fact that the personnel selling the products are dressed in local clothes and the knowledge of the personnel about the region are effective on the purchase preference of the consumers. In addition, according to the results of the research, it has been observed that the effectiveness of the media in the preference of local products is not high. However, the media element is an important factor in making local flavour preference more widespread. If various advertising and promotional applications are used through the media, it should be ensured that more than the desired level is addressed.

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PROBLEMS OF HOTEL SERVICE MANAGEMENT DEVELOPMENT IN UZBEKISTAN

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ABSTRACT

Over the past 5 years, hotels have been opening in Uzbekistan, and new experiences in managing the quality of service are being formed in them. This scientific article describes the current state of the guest service management system in the country and its problems.

Introduction

Hotel business or hospitality industry is one of the most important sectors of economy not only in Uzbekistan, but also in the whole world. It is one of the fastest growing and most successful sectors of the economy, growing by 15-20% annually [1].

The hospitality industry in our country has many problems that are more obvious than the those of the same industry in other countries. The hotel industry is developing slowly, and these problems of the hotel business in Uzbekistan are related to the fact that investors are mainly betting on the construction of shopping and entertainment complexes, office and residential centers. Hotels are delayed because their payment terms are longer. In this regard, even in new hotels, as a result, service may be below the level of demand, a clear guest protection system has not been established, the issue of seasonality has not been resolved, hotels are crowded during the season, and there is no demand for them in the off-season.

Problems and solutions

Therefore, we will consider the problems that exist in hotel service management today.

First, the most pressing problem is the quality and level of service. Of course, hotels that are part of large chains have less negative reviews in this direction. In the conditions of great competition, hotels that do not pay enough attention to service will quickly lose their customers and move to the lower-class category, from which it will be difficult to rise later. Accordingly, minimal competition (a small number of hotels with constant demand) has the worst effect on service. Often, visitors complain about dirty rooms and the negative attitude of the staff, as well as the atmosphere of the area where the hotel is located. Somewhere, major repairs have not been carried out for years, which certainly leaves a negative impression on the hotel itself. In addition to GOSTs, which describe the requirements for hotel business and residential buildings, many sanitary and fire regulations have not changed for the past 30 years, so they do not correspond to current conditions [1]. Also, regarding the service, the lack of qualified personnel among the employees is a big

problem. This is especially noticeable in regional hotels where the professional skills of the employees do not meet the required competence.

Also, due to the lack of maintenance or cleanliness, a factor such as "price-quality mismatch" appears. Guests who have paid for their accommodation may be dissatisfied because they feel they have given more than they were asked for [2]. And accordingly, they will not return here a second time and will not recommend this place to anyone unless the conditions or price change. In addition, many tourists can compare the quality of foreign hotels with those in Uzbekistan. Unfortunately, it often happens that for the same money, the quality of service in a hotel in another country is much higher than in a hotel of the same category.

A possible solution can be as follows: it is important for the management of the hotel to have professional staff, to constantly support and encourage it to prevent the quality of the tasks performed, theft and other illegal activities. It is necessary for hoteliers to train new specialists, to constantly monitor how tasks are performed. In fact, as a result, hotel business owners lose money because of negative feedback about employees, because dissatisfied guests are unlikely to return there next time. Also, to correct this situation, it is important to check the maintenance and cleanliness of all areas of the hotel or hotel, as well as compliance with all standards. It will be necessary to resolve the problems that the guests complain about and to apologize for such situations with possible bonuses and future discounts.

The second issue to consider is overbooking. It is not unusual for the number of sold rooms to exceed the available number. Therefore, there is a reservation overlay, which leads to unpleasant events, after which visitors have a negative impression of the place itself. This is due to the uncoordinated work of automatic computer reservation systems or the hotel employees themselves (the same problem can occur if the hotel does not automatically update the availability of rooms on its website).

Hotels, as well as tour operators who book places for their groups in advance, suffer because they are not always able to refund the booked rooms. Late cancellations (that is, canceling reservations as soon as possible without allowing rooms to be relisted for sale) are one of the risk factors in the hotel industry in general.

To solve this problem, it is necessary to improve the computer systems and, accordingly, the reservation system itself to reduce such incidents to zero. Otherwise, the hotel will lose its main source of income, because now almost all bookings are made through the Internet.

The third important problem is to expand the system of two- and three-star hotels for guests. In Uzbekistan, tourists are considered as a "rich layer" and expensive services are constantly provided to them. According to the data, 302,000 tourists visited the country in 2000, and by 2019, their number reached 6,749,000. But if you look closely at the statistics, most of them are over 60 and want to spend as much as possible [3].

The solution to this problem is to increase the number of medium-priced 2- and 3-star

hotels. It is necessary to improve the image of such hotels.

However, it should be said that increasing the number of 2 or 3-star hotels may in some cases lead to a decrease in the efficiency of the management system [4].

The fourth important problem is the task of using "green technologies". The main goal of "green" construction was to reduce the consumption of energy and material resources. At the same time, one of the tasks is to provide comfortable conditions for guests at all stages of the hotel's operation, including engineering research, design, construction, operation, capital repair, reconstruction, demolition.

One of the bright examples of the development of energy-saving "green" technologies is the Marriott Hotel in Singapore. Covering almost 3 hectares of the area adjacent to the hotel, the canopy imitates the curve of an ocean wave. At the same time, the bending angles of the aluminum structure are designed in such a way that the air flow provides cooling of the area by 1-2 degrees without using any air conditioning systems. The structure is also designed to collect rainwater and is equipped with solar panels that help illuminate the building's facade. Spectral glass also helps limit infrared waves, reducing heat without limiting light transmission. This means interiors stay cooler without such cooling costs.

Not to mention other famous hotel properties that use green technologies - this Marina Bay Sands hotel requires 40% less energy than the one that implemented a smart control system for lighting, heating and water supply, as well as regenerative elevator motors [5].

The principles of development of ecological systems are widely used in the construction and operation of hotels in our country and abroad. In particular, the analysis of construction projects based on the concept of zero energy consumption, using "green" technologies, is a proof of this.

The fifth problem is to show the presence of seasonality in hotels located in our country. In particular, taking into account that the average temperature in autumn and spring in the country is in the range of +15-+35, this period is considered a tourist season. But in winter and summer, our country attracts less visitors. It goes without saying that most hotel rooms remain empty during this period. Such a problem occurs not only in Uzbekistan, but in all countries with four seasons. In this case, it is possible to attract customers to the hotel by offering hotel-club service or SPA services.

Another thing to note is that the activities of our country's hotels are focused on attracting customers, and their official websites do not have special programs for the promotion or development of employees.

Conclusion

So, we can see that all these problems are very global because they are based across the country. Because of this, the hospitality sector itself is suffering for most of our hotels cannot provide the level required to effectively develop this sector in the future. Accordingly, it takes a lot of work and effort to establish a quality service and eliminate all possible problems.

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A POST-CORONAVIRUS PANDEMIC WORLD: SOME POSSIBLE TRENDS AND THEIR IMPLICATIONS FOR HIGHER EDUCATION IN UZBEKISTAN

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ABSTRACT

This article examines trends in teleworking, e-commerce, and human labor automation accelerated by the pandemic, and assesses the long-term impact of the pandemic on demand in various types of occupations and types of activities, the mix of occupations and skills needed in countries with different economic models and labor markets, and as well as the need for retraining or job change.

Introduction

The crisis caused by the COVID-19 has caused significant social and economic changes around the world, and most experts are inclined to believe that the pandemic will forever change the course of history and its further development, which will undoubtedly affect the labor market, and, accordingly, education.

Back in 2019, The Future of Jobs report from the World Economic Forum predicted the disappearance of about 5 million jobs by 2020 due to labor automation. (Fidler, 2016) Devin Fidler, scientific director of the Institute for the Future, a long-term forecasting research organization, noted that the world is undergoing an era of fundamental shifts that will change the very nature of work in the next decade, making jobs that yesterday were considered stable and safe, almost unclaimed. (Fidler and Gorbis, 2016)

According to estimates given at the same forum, over the next three years, up to 37% of vacancies were planned to be created in the service sector; 17% in sales, marketing and content creation; 16% in the data and AI industry; 12% in engineering and cloud

computing; and 8% in the social and cultural fields.

However, due to the pandemic, a significant part of the forecasts underwent an adjustment already at the beginning of 2020. For a separate number of professions, this led to the transition to remote work. For many service workers, these changes have forced a reassessment of the relevance of qualifications, providing a glimpse into a future where machines and IT technologies may displace humans as many companies continue to consider opportunities to increase productivity and reduce operating costs. Workforce reductions and subsequent automation of production, which in turn revealed a fundamental lack of social protection and the precarious nature of some types of work.

For those working in education and medicine, this has led to a long overdue global reassessment of the significance and importance of the profession, as well as the need for quality training in these areas. Also, during the quarantine, the online education industry faced a significant increase in interest and active connection to various online educational platforms, which in turn revealed a number of shortcomings

associated with overloads and insufficient readiness and relevance of content.

In order to better prepare for the impacts of the coming industrial revolution, governments, companies and employees themselves have begun to place greater emphasis on upskilling and retraining. At the moment, it has become clear that the consequences of the pandemic will significantly accelerate digitization and automation in a number of industries and sectors, which in turn will require new investments and mechanisms for training and retraining, taking into account the so-called "soft and hard skills".

So, what are the areas worth paying attention to, and what experts should be heeded?

John Williams, Co-Head of Global Human Resources, Organizational Design and Change Advisory Services at PwC, notes in the organization's annual report: "What can we as humans do to survive and thrive despite the challenges brought by the new reality? The secret to a brighter future for me lies in flexibility and the ability to rediscover and reinvent yourself. If it seems to you that the future belongs to STEM skills (skills in the field of science, technology, engineering and mathematics) and you are interested in this, study. But, come to terms with the idea that the world doesn't need a lot of programmers. If you're an excellent accountant whose business thrives on building strong client relationships, think about how you can use those abilities without being an accountant. Think of yourself as a "combination of skills and abilities, not who you are by profession and specialty". (*Brown and Gosling, 2022*)

Development of human resources and project management.

Special attention of experts is paid to such areas as: retraining and advanced training, improvement of working conditions, effective retraining and rotation of

personnel within the organization, support for the professions of the future and direction of the education system in the right direction, where students receive not just a specific profession, but also a set of skills, high adaptability and multitasking.

The World Economic Forum, also highlights the global trend towards telecommuting, increasing automation, and the notable lack of social protection in the gig economy, a modern economic model that presupposes a free and short-term form of employment - freelancing, where a huge number of professionals with a wide variety of skills are the driving force behind economic growth.

No one doubts that the future lies in the development of high technologies and developments in all sectors of the economy. At the same time, it is worth understanding that even the most talented and advanced specialists, as a rule, must first be "found", hired, and also comfortably arranged in a team of like-minded people. Young talents, in turn, need the right assessment, development and direction of their abilities. Otherwise, rough diamonds run the risk of getting lost in the general mass of average workers and never bring proper benefit to society.

Of course, some talents are lucky, and they meet attentive leaders and mentors who are able to notice, evaluate and direct in the right direction. But, alas, this happens quite rarely or takes too much time, and often, a highly motivated young university graduate who has consciously studied his specialty for 4-7 years, as a result, loses interest in the profession and changes his place of work and even occupation, or, goes freelance.

Why it happens? - the question is by no means rhetorical. Moreover, it is relatively easy to solve. To the question, "what is the secret of the success of the organization and its development?", Almost anyone will answer - in the effective selection of specialists and competent management of

properly selected personnel. After all, even the most effective leader will not be able to fully fulfill his key responsibilities for the strategic development of the organization, constantly engaging in micromanagement, or eliminating the consequences of incorrect personnel decisions.

It is an obvious fact that certain tasks in an organization must be performed by specially trained and trained professionals. It would never occur to anyone to put a graduate of the Faculty of Psychology in the accounting or finance department, in the hope that with time he will somehow orient himself, learn "paper work" and develop the necessary skills. However, when it comes to HR departments, this practice is by no means uncommon. Moreover, often many managers by "personnel development" mean personnel records, not suspecting what opportunities they are depriving their organization and what dangers they are exposing it to, just entrusting such an important front of work to a person without special education.

The same dangers lie in wait for any organization in the process of performing certain tasks and projects, for the execution of which the best personnel in their narrow specialization are sent. At the same time, it is often not taken into account that project management, first of all, requires a holistic approach to solving problems, knowledge and experience in a number of contiguous disciplines, such as finance, management, marketing and personnel management. Only such a manager will be able to properly plan, implement and complete the project.

What to do? - Learn from the best. Take a cue from countries and organizations with successful experience. After all, if this did not work and did not bring profit to companies, this would not exist, and the professions of a project manager and a human resources development specialist would not be in the global ranking of the most highly paid specialties (Standard & Poors Global Ratings). Moreover, it is worth noting that in the Western market, these professions have been consistently popular for many decades, and income is growing exponentially (from \$80,000 for beginners to \$200-350,000 for highly qualified professionals who have proven themselves). The Steps to be taken further is a question that awaits future research.

Conclusion

This paper summarises factors and emerging trends for higher education following from the disruption caused by the coronavirus pandemic and the responses of providers and governments. It was framed as a provocation to stimulate discussion about futures for higher education in Uzbekistan and beyond following the immediate COVID-19 disruption. While the evolving response to the pandemic makes prediction fraught, to provide concrete indication of the trajectory of many trends this paper draws on research into and past experience of similar economic, political and social 'shocks' to the provision of higher education in advanced economies. It was examined how the coronavirus pandemic magnified existing pressures for universities and how it is providing new possibilities.

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MAIN DIRECTIONS FOR ACHIEVING SUSTAINABILITY IN TOURISM

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ABSTRACT

It is challenging to identify key conditions for the integration of sustainable tourism in public or environmental policy, both in national and international context. Therefore, this article aims to contribute insight into how sustainability can be integrated into environmental policy by studying a number of recent planning processes related to tourism. Sustainable tourism concept has been assuming a lot of importance especially since late 1980s. Tourism specialists are also doing ample researches on this topic. However, sustainability issues have not found its exact solutions so far. Especially, environmental impact of tourism is an alarming issue in some parts of the world. That is why, this study has been carried out being motivated by both existing issues and relevant environmental policies which are being instituted by nationally and globally. Findings indicate that main clogs for reaching sustainability in tourism are: A) Lack of responsibility by humans towards their surrounding world, ecology, nature. B) Less promotion of sustainable travel in tourism industry. C) Lack of political or governmental participation in reaching sustainability in tourism sector. The study targets analyzing the main issues and offering some relevant solution.

Introduction

"The development of sustainable tourism meets the needs of the tourists and the current hosts of the region, at the same time as it protects and improves the opportunities of the future. It is focused on the management of all the resources in such a way as to satisfy all the economic, social and aesthetic needs, and at the same time as it respects the cultural integrity, the essential ecological processes, the biological diversity and the life support systems" [1].

Tourism is a very complex sector, and it greatly differs from other industries. Tourism can offer a variety of products to the customers, from budget to luxury class. Its complexity can be seen in the great amount of tourist flow to the sites and their impact on the local community and the location itself. More people require more accommodation, more transportation, food

and beverages demand, and other essential services. Cities and villages which receive a large number of tourists undergo this type of challenges. A glance at the phenomenon may show that these demands are positive and it will help the development of infrastructures in the site. However, how much construction waste, how much environmentally bad impact they create is a serious issue. International tourist arrivals are expected to reach 1.8 billion by 2030 [2]. This prediction can show that sustainability is the main concern for authorities all over the world. People only choose to visit the place which is clean, comfortable and beautiful. If sustainability measures are not applied in time, many tourism destinations may suffer from ecological problems. John De Vial describes the case very clearly: "In the end it's all about protecting our product. If the product – our destinations – aren't protected in environmental and social terms, then

people won't want to visit them; it is as simple as that" [1].

The travel and tourism sector must show how it can help economies to rebuild – and stop being seen as victims or villains, say industry bosses. The sector must demonstrate its importance in destinations around the world, which are threatened by instability because of job losses and sustainability concerns [3]. Nowadays, more people are traveling than ever before, and 53% of global travellers want to travel more sustainably in the future to reduce the negative impact on local cultures and the environment [4]. Of course, it is a good understanding and approach by people. However, we are not sure if this approach is always put into practice or not. This study, thus, focuses on analyzing the current role of travelers and host communities (including governments, stakeholders) on the way towards sustainability.

The remaining part of the paper is structured as follows: First, review of the extant literature that led to the development of our hypotheses. Second, representation of our methodology, followed by analysis. Fourth, discussion of our results in light of theory development and managerial implications. The final paragraph highlights the conclusion with limitations and avenues for future research.

Literature review

A systematic review of the literature related to sustainable tourism, tourism development, impact of tourism, environmental issues, government and international policies on sustainable tourism was conducted during the research. In addition, the authors used the online research database to find relevant materials

for the research: Social Sciences Citation Index (SSCI), and Arts and Humanities Citation Index (A & HCI). Around 300 papers and articles were analyzed and the most relevant ones were used for the research. Excluded papers were not directly related to tourism or the data they contain were not reliable. However, Scholars have extensively shown the connection between tourism and development theories in an evolutionary manner, using well-known development theories, such as modernization, dependence, neo-liberalism, and sustainable development [5].

The term sustainable tourism emerged in the late 1980s. Fennell described it as such: "Ecotourism is a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally-oriented. [6] Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones [6].

According to the UNWTO sustainable tourism definition, it describes a tourism in which the needs of today are not placed before the needs of tomorrow. Since travel experiences contain a wide range of different activities and industries, all sectors and stakeholders need to collaborate in order for it to be successful [7]. The main goal of sustainable tourism is to make the best use of natural resources while having a positive impact on the conservation of natural heritage and biodiversity, the economy and rural communities. This

means that a truly responsible tourism should provide **more benefits than negative impacts**, considering the needs of both visitors and residents of a destination, and resulting in a mutual "give and take" relationship [8].

Methodology

The method of analyzing previous researches in the field has been used to conduct this research. Apart from that, some essential interviews have been carried out with the university tourism professors and specialists. Our choice of respondents stems from several reasons. First, professors, as those surveyed, have accurate knowledge of the specifics of a given destination, more so than tourists and other stakeholders. Second, they have a deep understanding of tourists' behavior. Tourists might have a better assessment of the quality of tourism services, destinations attractions, and resources. However, destination tourism policy, social responsibility, and sustainable development evaluation required a wider viewpoint about the general business environment, social elements, management, policy, and destination issues, which are beyond traditional tourists' attributes. Third, tourists are more concerned about the attractiveness of the destinations as compared to the policy, management, and social responsibility, or other supporting factors of STD. Thus, their focus on destination attractiveness may have an impact on their evaluation, which could be influenced by their set of preferences. Finally, managers at tourism companies are all residents and live in Langkawi/Penang Island, therefore, they are bound to be more concerned about the development of the

tourism industry and its subsequent impacts [9].

Findings

A socially responsible investment (SRI) investor is constantly balancing the potential profitability of an organisation against how sustainable and responsible its business model is. When it comes to the tourism sector, this makes for a complex investment strategy [10].

The tourism sector is heterogeneous and segmented, encompassing catering, hotels and resorts, and travel services. However, there are common issues that affect the whole sector. Trends such as climate change, resource depletion and health and wellness, have an impact on a companies' attractiveness [1].

Here are the key issues an SRI investor into the tourism sector should consider:

1. Carbon and other emissions

Although the tourism sector may not be one of the major greenhouse gas contributors, the development of international travel and an increase in air traffic has contributed to its carbon footprint. An increasing regulatory burden may affect companies' future profitability, while the elimination – and eventually recycling of – restaurant grease and efforts to limit cruise ship exhausts illustrate other operational concerns that must be noted.

2. Energy consumption and water waste

The tourism sector tends to have high energy consumption levels, particularly at hotels. A strong positive correlation is usually observed between a hotel's star rating and the energy consumption per room. While heating and cooling remain the

main source of consumption, luxury services such as a heated pool, spa, golf or laundry services all increase energy bills. Extra amenities, combined with changes in consumer patterns, mean new hotels consume twice as much energy as the average hotel built in the 70s. Similar trends are observed in tap water consumption levels. As a consequence, an SRI investor should better value hotels of a lower standard (such as those in the budget or economy category), having implemented measures to monitor their energy and water consumption.

3. Job creation and contribution to local economy

The leisure industry is a major source of income for many emerging and developed countries. A recent report by The World Travel Organisation found tourism represented more than 9% of global GDP. The quality of a company's ties to local communities should also be under SRI investors' scope. The stability of partnerships with local authorities is often a key competition factor.

4. Working conditions

While the tourism industry might be a significant source of employment, it can also be synonymous with tough working conditions, low-level remuneration and part-time contracts, particularly in the hotel and restaurant segments. As a result, companies often suffer from a shortage of skilled workers and face difficulties in retaining qualified staff. These challenges can result in a high turnover rate (in some cases 150% for employee position), which is responsible for high recruitment costs and declining productivity.

5. Responsible sourcing

Consumers' increased interest in sustainability has driven the sector towards more open communication on suppliers, starting when some hotels explained the water consumption of their laundry suppliers. SRI Investors should definitively consider companies' purchasing criteria, with a particular focus on the restaurant and catering segment. Looking at food servicing, a major part of the environmental footprint is at the upstream level.

6. Franchising and hotel network values

The hotel industry has experienced a great deal of franchise development, cession of walls and management contracts. Such changes to ownership models are supposed to be invisible to final clients, but they influence the management of environmental and social matters at local level. SRI investors should consider how hotels are monitoring these risks, considering clients' satisfaction is directly correlated to hotel staff motivation.

7. Health and wellness

Obesity prevention and food allergies are both driving new consumption patterns as well as growing attention from health authorities. Some big fast food restaurant chains have even spent millions to offer alternative cooking methods delivering same taste with less salt, or guaranteeing non-use of hydrogenated oils. Operations and marketing practices are deeply affected by these considerations, as companies don't want to be targeted by regulators or miss a new consumer trend.

8. Food safety

Catering and restaurant companies must now ensure full product traceability and

well implemented hygiene measures to prevent outbreaks. Chemical and bacterial contaminations are high-profile and consequently impact companies' reputations.

Conclusion

The present study contributes to the sustainability literature by reporting the unexplored relationships between sustainable tourism policy and destination management, destination social responsibility, tourist value orientation, and sustainable tourism development. The study attempts to depict the dependency of sustainable development of tourism on effective sustainable policies and management. As emerged from the tourism literature review, there is a lack of knowledge about the role of STPDM and DSR for STD in presence of anti-environmental behavior of tourists, and there were no prior frameworks systematically presenting these relationships. Moreover, as the globe grapples with the reality of the COVID-19 pandemic, there is a chance to reconsider the future of tourism and grasp the opportunities for development of sustainable tourism [11]. Sustainable development has enormous economic, environmental and social implications as a core principle of development. The development of the tourism industry is also tied with three aspects of sustainable development linked to the modern world.

The analyses of new ways present in the modern world are important for the tourism industry, as global economic, social, and environmental mechanisms are expanding. It adopts that sustainable destination is best conceived of as an upper-level competence that involves the coordination of a range of

different factors. STPDM and DSR intend to reduce adverse effects of tourism and tensions created by a complex interaction between tourists, environment, and host communities. Subsequently, development of sustainable tourism facilitates host community wellbeing, promotes sustainability education, and protects the environment, it also provides a better tourism experience, and promotes cultural exchange between tourists and natives. Tourists perform many activities that negatively influence destination sustainability. Hence, tourists' anti-environmental behavior needs to cope up with better management and planning strategies for sustainable development of tourism destinations.

This study addressed a research gap by establishing empirical evidence for the development of sustainable tourism through sustainable policies, management, and DSR. Additionally, research indicates that anti-environmental behavior of tourists can be coped up with effective sustainable management strategies. The findings of this study reveals that sustainable tourism policy and destination management empower local communities and facilitate tourist requirements via managing and controlling tourism destination activities. The results supported that STPDM positively and significantly influences STD. Moreover, DSR partially mediates the relationship between STPDM and STD. Although the theorized moderating effect of tourist value orientation was not supported, we yielded an interesting result: the relationship between destination social responsibility and sustainable tourism development becomes stronger when tourist value orientation is high [12].

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THE CURRENT STATE AND PROSPECTS FOR THE DEVELOPMENT OF EXCURSION SERVICES IN THE REPUBLIC OF KAZAKHSTAN

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ABSTRACT

This article examines the current state of the excursion business in the Republic of Kazakhstan, as well as its potential for further development. The author mentioned what works are being carried out at this time to develop excursion services and train workers in this area, also mentioned the shortcomings of this case.

Introduction

At this time, the excursion business is gaining popularity and is developing day by day in the Republic of Kazakhstan. However, despite this, the excursion service is not yet sufficiently developed for us to compete with developed countries. The designated vector of development entails the need for the development of all types of tourism, the improvement of excursion services, the training of highly qualified guides. In turn, all this is impossible without the modernization of excursion service methods, which is becoming especially important at the present stage of development of the Republic of Kazakhstan.

In the course of the study, the ways of developing excursions in the Republic of Kazakhstan, the standards of excursion service were analyzed. Thus, the task of this research work is to show how relevant this topic is, that is, excursion service, analyze its current state and reveal further prospects for the development of this business.

The first thing to say is that at this time in the Republic of Kazakhstan, work is

actively underway to improve tourism and sightseeing. For example, professional training courses are being created for the tourism industry, and do not forget about conferences and projects that are dedicated to the development of this business. An increase in the number of purchases of sightseeing services via the Internet, an increase in demand for tour packages is also a good indicator for our country. On the other hand, it is worth considering the fact that until now the problem of preparing students for excursion activities has not received sufficient coverage in the domestic pedagogical science. Considering the statistics, it became known to us that for many years Kazakhstan was not included in the world market for tourism and sightseeing. The shortage of workers in this specialty is also one of the important problems. Specialists in this field should have certain skills and abilities, have knowledge and possess excursion management. The reason for this is that the guide is the hallmark of the city and the country, the image of the country depends on him.

It is difficult to come to terms with the fact that at the moment we do not have an integrated system of ideas and views on the problem of training excursion personnel at a university that meets modern standards in the tourism industry, and this, of course, in turn upsets. Many universities in our country do not even have this specialty, not to mention getting a quality education. In the modern world, there are a lot of companies that offer their services in this area. However, do not forget that some of them have low-quality tourist and excursion services. In the course of research, it was revealed that many guides of those companies do not have access to the excursions for which they undertake. This, in turn, is a violation of the law and may lead to a legal showdown.

First of all, it is worth noting that the training of qualified specialists in the field

of sightseeing is our main task. Also, it is important to understand that excursions contribute to the expansion of horizons, so it is worth paying attention to the development of the excursion business. I believe that if the government tries hard and offers solutions to this problem, then our country has a good chance of becoming competitive in this area.

Cooperation between Kazakhstan and Uzbekistan as a key to the development of tourism and sightseeing services

It should be noted that at this time these countries are popular among tourists, especially Uzbekistan. Next, we will compare the statistics of the busiest tourist cities of these two countries, that is, Samarkand and Turkistan, which are located on the Silk Road:

Table 1. Data for 2021-2022

City	Samarkand	Turkistan
Number of tourists	1 million 204 thousand foreign tourists and 4 million 247 thousand domestic tourists (total: 5 million 451 thousand)	1.1 million people
Number of tour operators	250	131

As we can see, according to the results of this table, Uzbekistan is one step ahead of us in the field of tourism. The reason for this is the good development of the service and the level of service. The following measures will help in the development of tourism in the two countries:

1. Launch combined tours: gives you the opportunity to visit several places in two Republics in one trip;
2. Simplify border crossing rules. Thus, it will be more convenient for tourists to travel;

3. Transport corridors. For example, the Turkistan-Tashkent railway lines. It is also worth sending our students future tour guides to Uzbekistan in order to improve their skills. The exchange of students between these countries will help young specialists gain new experience.

Research methods and methodology:

In the course of research on this topic, it was revealed that the excursion business in our country is developing at a slow pace and not

enough effort has been made. A theoretical research method was used.

The main method of this research was the logical method, that is, logical research, based on the facts, terms, conclusions gathered in the course of the work, and to draw conclusions and conclusions from this, there is also a method of analysis and synthesis. With the help of the analysis, the objects of the study were studied, considering it in a partial way.

Research methods:

1. Bibliographic analysis of the literature;
2. System analysis;
3. Analysis of the received data.

Conclusion

This study shows the prospects of the excursion business and reveals the concept of "excursion service", also reveals the functions of the excursion. Based on all this, I would like to offer my own solutions to this problem:

1. Training of qualified specialists in the field of sightseeing;
2. To interest young people in this science and so that in the future they can give a quality education to the next generation;
3. Pay more attention and budget to this matter from the government;
4. To develop the internal and external economy of the country (since the economy is directly related to tourism and sightseeing);
5. Restoration of historical sites;
6. Creating amenities for tourists and good places to relax;
7. Historical places of course have their own special place in the excursion business, but the construction of new interesting places will not hurt, but on the contrary, there will be something to show tourists and our compatriots.

Based on our analysis, a swot analysis was carried out and the following table was compiled:

Table 2. The swot analysis

<i>Advantages:</i> Kazakhstan has a beautiful nature, a huge territory, amazing historical places to attract tourists from all over the world	<i>Opportunities:</i> Our country has a huge potential for the development of this business thanks to the resources that we have.
<i>Weaknesses:</i> Lack of workers in the field of tourism and excursion services; lack of qualifications, lack of professionalism of workers.	<i>Threats:</i> The decline of the economy due to insufficient coverage of this problem.

Despite all our efforts, we are lagging behind some countries and we need to take into account the fact that this business is not as popular in our country as in other countries. It is sad to realize that many people consider this case to be frivolous, or rather do not believe in the future of this case and that it has further prospects. The reason for this is many factors, perhaps one

of them is that this business is starting to gain popularity only recently, that is, it has only begun to develop. Up to this point, many people had no idea what kind of profession it was. Plus, a few decades ago, the economy of our country was not so well developed and as a result, tourism and sightseeing were not so in demand. The number of tourists who visited our country

was not so much. Of course, this negatively affected the tour service in general.

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TOURISM 2023: SUSTAINABLE HOSPITALITY TRENDS

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ABSTRACT

This article provides an overview of current trends in tourism for 2023, with a focus on sustainable trends in the hospitality industry. With a rapidly changing global tourism landscape and heightened environmental and social awareness among travelers, this study identifies key development trends impacting the industries. Current tourism trends for 2023 are first examined, including changes in traveler preferences due to the COVID-19 pandemic. A recovery in tourism activity and adaptation to new safety standards are highlighted, as well as increased digital innovation in booking and travel. The focus is on sustainable trends in hospitality. The impact of environmental and social responsibility on hospitality development strategies are analyzed. The growing interest in sustainable travel and eco-travel is pointed out, where hotels and tour operators are actively adopting practices to reduce negative environmental impact. The role of hotels in maintaining local cultural and traditional values and providing authentic experiences for guests is examined. Additionally, technological innovations used to enhance guest experience and optimize operational processes are discussed. Also discussed are measures to ensure the safety and health of guests and staff in light of the ongoing pandemic. Additionally, ideas are offered. The final abstract emphasizes that sustainability has become an integral part of tourism and hospitality development in 2023. Environmental responsibility, authentic experiences, digital innovation, and concern for safety are creating new standards for the industry to adapt to the changing dynamics of global tourism and remain attractive to today's travelers.

Introduction

Green is beneficial for the environment and for attracting today's (and tomorrow's) visitors. Aside from the laudable objective of decarbonization, economic forces are also pushing the industry's march toward sustainability. For an increasing number of ecologically and socially concerned visitors, eco-friendliness has progressed from a nice-to-have to a must-have priority. According to a Nielsen Company survey on millennial customer behavior, sustainability is a buying priority among this powerful and travel-prone age. Indeed, 66% of worldwide respondents said they would "pay more for products and services from companies committed to positive social and environmental impact" (Nielsen, 2015). Similarly, a TUI worldwide poll

discovered that two-thirds of vacationers are ready "to make lifestyle trade-offs to benefit the environment";

Several elements have a detrimental impact on the environment during the building phase of a hotel and during its life cycle, such as the use of water, electricity, and fossil fuels, as well as emissions to the environment. However, because to technical advancements and increased environmental consciousness, it is now feasible to dramatically minimize CO₂ emissions and the environmental effect of creating a hotel using sustainable or eco design. In order to fit into the surroundings and not impair the major architectural feature, the hotel must consider the preservation of the surrounding natural and built environment during the projection era.

Furthermore, depending on the development site, the hotel may be able to requalify degraded regions and promote historic protection.

More and more people are becoming aware that the usage and production of sustainable food and drinks contribute considerably to global sustainability, with the hotel business playing a key role due to the large number of meals served each year. In this sense, the author *Walker* (2012) defines sustainable food and drinks as the use of local goods, as this allows businesses to cut transportation expenses while also contributing to the local economy. They must also pay attention to the entire manufacturing process in order to ensure energy efficiency and minimal CO₂ emissions. *Sloan et al.* (2009), on the other hand, adds to his definition the notion that sustainable food production must inherently respect natural resources, that is, it cannot utilize these resources in an unsustainable manner.

Because of this, the kitchen is regarded as one of the most energy-intensive sections in a hotel, the fact that, for the most part, there is inefficiency in the food preparation and storage processes. This use, however, may be lowered by one-third by installing

For example, efficient energy equipment and proper personnel training (*Sloan et al.*, 2009). As a result, there are three major approaches to assure energy efficiency in a kitchen: its layout, the equipment it utilizes, and the activities of its staff.

Unfortunately, many managers today only examine the initial investment of a company without considering other possibilities that might become far more profitable in the long term, which is what

happens with sustainability. Many of the previously listed sustainable policies have a high acquisition cost or demand higher sensitivity on the part of managers, but in the long term, they can provide more advantages and even become a competitive advantage. According to *Matias and Sardinha* (2008), adopting sustainable practices yields primarily two benefits: cost reduction and distinction from the competition. Lowering water use, as well as more effective energy and waste management, are two ways to cut costs.

The emergence of a new market sector concerned with environmental and social concerns, provides new prospects for product and service growth; to do so, businesses must fully exploit technology breakthroughs, which increasingly offer sustainable solutions.

Companies, on the other hand, must follow government legislation addressing environmental commitments not just to avoid penalties, but also to demonstrate their contribution to a contemporary and sustainable society. In summary, the competitive advantages derived from the practice of a sustainable activity are the consequence of the use of a set of measures that require ongoing updating and adaptability to new demands that occur.

There is also a focus on the growing importance of a well-maintained destination image, which is critical for the success of every hotel unit in the many forms of tourism, with specific emphasis on sustainable tourism. As previously said, the tourist business has the potential to produce mobility. Millions of people and, as a result, contribute to the entrance of thousands of currencies into tourist places, allowing them to thrive. Uncontrolled tourism

growth, on the other hand, can cause serious harm, including environmental and cultural degradation, the destruction of fragile ecosystems, the appearance of pollution, the generation of conflicts between tourists and the local population, and overcrowding in receiving communities (*Hopkins, 2005*).

The current state of global tourism raises the question of sustainability to an even higher level. At first glance, one may conclude that this has become the final priority of lodging units that are battling for existence these days. This research focuses on the function of digital communication.

Changing consumer behavior in distinct tourism and territorial marketing scenarios. In this regard, the communication approach employed by Turismo do Centro de Portugal and the Azores Tourism Association yields rather excellent results. The institutional communication strategy is heavily focused on social networks in an attempt to attract the public's (domestic and foreign) attention and transmit the concept that "everything will be fine" in a "post-pandemic" situation and that we will all be fine.

The major goal of this effort is to remind people of the value of social detachment and "knowing how to wait so that (in the future) everyone can travel and spend their vacations in the tourist destination Portugal". Future research should aim to validate the findings presented here, and it is suggested that quantitative methods (e.g., questionnaires with consumers) be used to establish causal linkages between consumer behavior factors (and their relationship with the customer). Tourism-related socially responsible marketing). From an interdisciplinary standpoint, the current study makes contributions to the fields of

marketing (digital communication) and tourism (in response to the COVID-19 pandemic).

Several hospitality trends can be roughly classified as safety and hygiene-related. These have become increasingly crucial in the aftermath of COVID's appearance, as the globe adjusts to the virus and attempts to restrict its spread. Hotels, restaurants, bars, and cafés must prioritize these themes.

Measures might include providing hand gel, cleaning locations where consumers will be, creating standards requiring the use of masks or other protective equipment, and ensuring social distance norms are followed. To make people feel comfortable, any particular restrictions must be made plain ahead of time and implemented.

Furthermore, your hospitality marketing efforts should stress the safety and sanitary precautions you are doing. Explaining these processes may make a difference.

Many of the biggest hospitality trends are concerned with reducing friction, and contactless payments have been one of the biggest examples. Customers save time sorting through cash or entering their PIN when accepting contactless payments. The emergence of things like Apple Pay and Google Pay also removes the need even to carry a wallet.

Aside from removing friction and improving the customer experience, the coronavirus pandemic has also increased the demand for contactless payments. Many customers and staff members feel uncomfortable handling cash, and providing the option for contactless payments may be seen by many as a necessity rather than a luxury.

Offering a mobile check-in service, which is mostly linked with hotels and other kinds of lodging, is one of the most effective hospitality trends for eliminating the need for human-to-human communication. This is a critical idea in the context of the COVID epidemic and the concomitant measures to contain the virus.

Having said that, even in more typical times, smartphone check-ins may provide consumers with self-service and make arrivals a lot speedier portion of the customer experience. Customers must have

access to an app for this to work. Include a link on your website and QR codes on company collateral.

Conclusion

Taking a hospitality course is one of the finest methods to learn about significant hospitality trends while also enhancing your professional chances. These courses can be broad or specific to the hotel business, and there are opportunities for management, marketing, and a variety of other career pathways as well.

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SPACE TOURISM: OUR FUTURE OR AN ENVIRONMENTAL CATASTROPHE?

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ABSTRACT

Space tourism is one of the actively developing areas of commercializing space services. Currently, space activities often receive government support, including investment, in many developed countries. At the same time, the emergence of private companies is clearly visible in the world market for space technologies and services. Some view the development of space tourism as a significant milestone in the history of mankind, while others consider it a catastrophic mistake.

Introduction

For centuries, people have looked at the celestial world with wonder and curiosity. Over time, technology has advanced, enabling humanity to conquer the skies and venture into space. After the first successful space flight in 1961, numerous astronauts were continuously launched, initially by the USA and the Soviet Union, and later by other countries. This marked the beginning of a new era for mankind. Many children aspired to become astronauts, even though most lacked the financial means or health required. The first steps toward the commercialization of space were taken in 1967. However, at that time, people were not ready to accept space as a tourist destination, leading to the abandonment of these ideas. Nowadays, space travel is not uncommon, often serving scientific purposes. In the past two decades, the progress of space tourism has been relentless, with continuous technological advancements and the establishment of orbital space tourism stations and specialized commercial missions.

Space tourism involves private space travel, undertaken by people for various reasons, such as entertainment or education. Space tours are an exotic form of extreme tourism. Before embarking on a flight, astronauts

understand that the journey may not always end in their return, and they acknowledge the potential risks. However, this doesn't deter them, as they believe the awe-inspiring view is worth it. One of the many astronauts, *Sergei Korolev*, stated, "The time will come when the spaceship with people will leave the Earth and go on a journey. A reliable bridge from Earth to space has already been thrown by the launch of Soviet artificial satellites, and the road to the stars is open!" [1].

Like many developments, space tourism has two sides. While it is remarkable, the environmental impact of rocket flights on our planet cannot be ignored. Space tourism has the potential to significantly affect the environment, particularly in terms of carbon emissions and waste management. It will be crucial for the industry to prioritize sustainability and responsible environmental practices as it continues to expand.

Almost all the processes of launching spacecraft are approximately the same. First, a load enters the rocket, and at its stage ten to fifteen tons of fuel are refueled. This burning propellant rises from the surface of the earth, giving the rocket great acceleration to lift itself off the surface of the earth. The weight and size of the

apparatus are also important, because the higher these two indicators, the larger and heavier the rocket launcher should be, generally speaking, the more fuel it will need to overcome gravity. The environmental footprint of such launches is rarely discussed, mainly because humans use rockets much less frequently than planes, cars, or trains, meaning that despite the high carbon emissions of each rocket launch, the benefits of rocket launches are small due to the frequency with which other daily cars are used. It is clear that in recent years these concepts will change due to the development of space tourism and the capture of this area by private companies.

Several types of rocket fuels exist, each with a similar yet distinct environmental impact. The scale of missile launches, launch frequency, and missile operating altitude primarily determine the environmental effects [2].

While individual launches might have relatively localized impacts, the cumulative effect of frequent spaceflights poses a significant risk of air pollution and climate change. The rise of mass tourism often leads to pollution, causing adverse effects on flora, fauna, and even soil erosion. Tourism-related infrastructure construction and the transformation of natural sites into attractions further compound these issues.

Currently, to reduce the environmental impact of rocket engines, space agencies and companies are exploring environmental alternatives such as methane-based fuels or efficient propulsion systems that reduce emissions. However, it is clear that the development and implementation of such alternatives are ongoing processes [3].

Newer fuels with less environmental impact possible in space tourism are Metalox and Hydrolox, which are used by Starship and New Glenn, respectively. They are considered very environmentally friendly compared to the old hyperbole and peroxides. In addition, rocket emissions

account for less than 0.000006% of global CO₂ emissions. According to the astronauts' summary data, the percentage of damage from space flights is 0.0000059% of global carbon emissions in 2018 [4].

Presently, besides Roscosmos, private companies such as Space X, Space Adventures, Virgin Galactic, Blue Origin, Boeing, Zero2Infinity are engaged in space tourism.

J. Spencer provides 4 stages of development of space tourism from 2001 to 2040 and beyond. The pioneering phase that began with Dennis Tito in 2001. It is followed by an exclusive phase. Then a phase of rapid growth (mature stage), when costs are reduced due to technology, economies of scale and competition. And finally, it is the saturation stage (mass market phase) when growth is driven by economic expansion and new markets [5].

But rocket launches are not the only environmental impact of the space industry, which is a major part of space tourism. What about when parts are thrown into the oceans or onto land? What impact does this have? Or what about space junk? Do we need to worry about how much garbage we place in space?

The number of space flights is on the rise, which is positive from a political standpoint. Nevertheless, we continually confront several challenges. One of these problems is the problem of space ecology, that is, the question of its pollution by objects of the so-called space debris.

Space debris is a big threat to spacecraft, as we know their number is growing every year. Space debris can pose a threat, including to spacecraft with a crew, this is one of the harms that poses to space tourism. In addition, according to NASA, almost every year individual fragments of spacecraft reach the Earth's surface. On Earth, we have a well-known place where space debris is thrown. Point Nemo is the most remote place on Earth from land, also

called the oceanic pole of inaccessibility. The Pole of Inaccessibility is the most difficult location to reach due to its remoteness, usually from the coastline [6]. No matter how they say that this place is lifeless and although it is located far from people, sooner or later we will have to face

the progressive pollution of the ocean. Since mankind conquered space, space debris has begun to grow over the years, as shown in the "Our world in Data" website (Figure 1) [7]. And, logically, the development of space tourism also increases the amount of space debris.

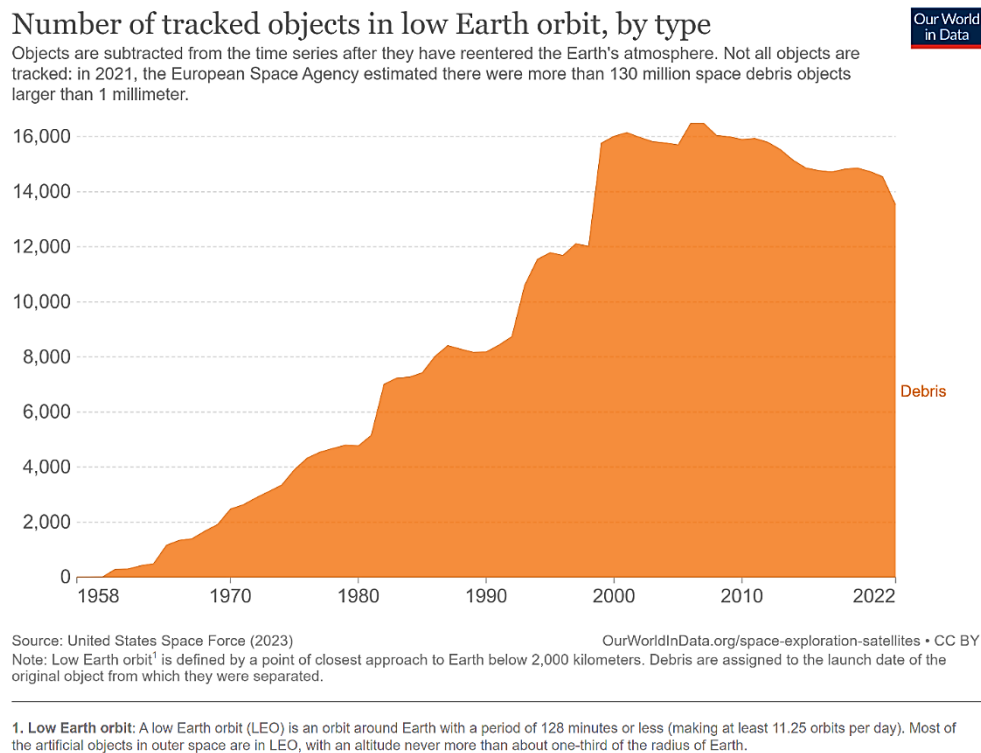


Figure 1. Number of tracked objects in low Earth orbit

* According to the website Our World in Data. URL: www.ourworldindata.org.

The development of space tourism can be seen as an inevitability that, despite its shortcomings, will become the engine of science and commerce. In any case, we are the ones who continue history, and the generation that will leave behind a glorious history. Formation of the history of the development of space tourism is currently not without problems. While a number of environmentalists argue that we do not need space tourism, lovers of science and innovation say that space tourism has a great future. For companies that employ engineers and other scientists working on complex problems, the more money from wealthy people, the better. In general, not only for engineers and scientists, but also

for generalists who can serve the industry. As space tourism develops, new destinations and new opportunities open up. Tourism includes hospitality, advertising, safety, waste management, and more specialists are required, and there are even some cities whose entire economy is based on tourism. The number of sectors in the space industry means that more engineers and scientists are being trained in space technology. This means that people will have more opportunities to find work and gain experience. One of the positive consequences of this is that the more people working in the space industry, the more people will start their own space companies.

On the one hand, each new product, be it a service, initially has a high price, and later, when the demand for the product increases, the price also decreases. That is, space tourism is considered a new commodity from an anomalous point of view.

In the process of writing the article, I interviewed on social networks the Kazakh astronaut, People's Hero of Kazakhstan, Major General of the Air Force of Kazakhstan *Aidyn Aimbetov* and amateur astronomer, science popularizer and founder of the "Astro astana" school *Artur Gaiduk*.

I asked both of them only one important question, which says: What is your opinion about space tourism and its impact on the environment?

Aidyn Aimbetov's answer: "Space tourism involves mostly private businesses, and it will be greatly developed in the future". He briefly and clearly made it clear that the development of space tourism is inevitable and this is good.

Artur Daisuke's answer: "Space tourism is cool and positive. The environment may only be affected by rocket launches, but space represents the future. Launches do not cause as much damage as all other activities on Earth. Space tourism is beneficial in all aspects. It offers a new study and experience, leading to a change in worldview. As almost all astronauts note, the view of our planet from space – without borders, restrictions, or prejudices – alters our perception of Earth as a whole and encourages us to treat it with care. Our planet is genuinely delicate, and it's wonderful that many people now have the opportunity to see it from this unique perspective". I think, could draw conclusions on my article, and *Artur Daisuke* says that there are more good sides from the development of space tourism than bad ones.

Such a new direction as space tourism requires more time to develop in

Kazakhstan. The topic of space is certainly interesting, but not grateful, especially when interesting people are at the head. We, of course, have an assembly and testing complex, but as you know, the equipment is not in our hands. We do not have a space program and this is the main problem. The remaining problems, I think, are not the main ones, since in Kazakhstan at the present time there are a lot of educated youth. As for our Baikonur cosmodrome, it is known that the Russian Federation has paid for the lease of the cosmodrome until 2050. If they returned now, it would be difficult for our country to continue doing business there. But I think before the end of the lease we will have time to develop space programs and be ready.

In space tourism, tourists cannot travel at any time, as on earth, they undergo special training before flying into space. Therefore, it is necessary to conduct various effective trainings for people involved in space tourism in the course of training on reducing environmental impact, explaining how space tourism can cause environmental problems in the future.

Conclusion

It's difficult to say which industry has the greatest impact on the environment, as different industries can have different types of impacts. For example, the space industry may have a smaller carbon footprint than some manufacturing industries, but it may have a greater impact on the atmosphere due to rocket launches and other space-related activities. Ultimately, I think it's important for all industries to prioritize sustainability and take steps to reduce their environmental impact.

However, a rocket in flight should not be taken as a simple stage of development, and it should be borne in mind that if tourism starts to grow to several flights a year, or even a quarter, this can cause great damage.

There is a well-known fact that says that nothing lasts forever and even the stars die.

Based on spectral analysis, it has been established that our Sun has about 4-5 billion years left to live. This term may seem so long to everyone, but as Michael Altshuler says "Time flies - bad news, good

news - you are the pilot of your time". Each generation must contribute to development. The time will come when our generations will have to leave the Earth and only science and innovation will allow this.

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SUSTAINABLE HERITAGE: HOW MUSEUM MANAGEMENT SUPPORTS SUSTAINABLE TOURISM

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ABSTRACT

This article explores the significant role of modern museum management in supporting sustainable tourism and preserving cultural heritage. Special attention is given to the museum's role as a platform for the preservation and promotion of sustainable cultural heritage, as well as engaging society in this process. The importance of museum exhibits as tools for education and communication is examined, contributing to the formation of environmental awareness among visitors. The culmination of the study is a conclusion drawn from the practical example of the successful initiative of the Nur Alem museum pavilion management.

Research Object

Museum management focusing on supporting and developing sustainable tourism and managing cultural resources in the context of environmental responsibility and education.

The goal of this scientific work is to identify the role of museum organizations in supporting sustainable tourism development.

Main Objectives of the Work

- Analyze the evolution of museums from cultural centers to active participants in sustainable tourism, encompassing their transformation from repositories of cultural heritage to spaces of education and innovation.
- Determine which methods and activities of museum management influence the formation of sustainable tourism experience.
- Exploring how museums serve as centers of education and inspiration for visitors, particularly in the field of sustainability.
- Examples of museums are analyzed, including the Nur Alem Museum,

demonstrating how museums become platforms for promoting sustainable new sources of energy and the development of sustainable tourism.

- Investigating the role of museums in preserving the cultural and natural heritage of a region and how this contributes to sustainable tourism.

The theoretical and methodological basis of this scientific research includes works on philosophy and art theory, aesthetics, museology, psychology of art, and museum pedagogy. In particular, key ideas for this work were derived from these papers [1-3].

Introduction In the modern world, museums play a role not only as repositories of memory but also as active agents of sustainable development, especially in the context of tourism. Museum management becomes a key tool in supporting sustainable tourism and preserving cultural heritage. These institutions acquire a new status as educational platforms, enriching public awareness and contributing to the sustainable exploration of historical and cultural values [4].



Image 1. Lecture in the “Kinetic Energy” hall at the Nur Alem museum

Museums combine education and culture, inspiring the preservation of heritage and the creation of a better future. Examples of globally recognized practices demonstrate how museums become centers of conscious and responsible tourism, contributing to the sustainable development of regions and the global community as a whole. Museums such as the Guggenheim, Indigenous Culture, Nature and Science, as well as the Louvre, illustrate the impact of museums on sustainable tourism through innovation, preservation, nature awareness, and the fusion of art. The influence of museums on the sustainability of tourism is felt through the creation of a deeper connected experience. Interactive exhibits and educational programs, similar to the aforementioned museum examples, can engage visitors in practical activities related to the preservation of cultural heritage. Museum events dedicated to sustainable development can inspire tourists to make positive changes in their daily practices.

Museums, as custodians of cultural heritage, now acquire an additional function: they become active promoters of sustainable practices among tourists and local residents. Collections, exhibits, and interactive events in museums contribute to a conscious perception of the significance of cultural values. This also fosters the development of environmental awareness

and understanding the importance of preserving the environment.

The Essence of Museum Mission in Ensuring the Preservation and Sustainability of Cultural Heritage

In today's context, museums have transcended their role as mere custodians of cultural heritage and have become key players in supporting sustainable tourism. Alongside other cultural and educational institutions like schools, libraries, and universities, museums shape public and cultural life, while also acting as custodians of sustainable heritage. Museums undertake several critical missions to advance sustainable tourism:

- 1) **Preservation and Popularization of Cultural Heritage:** Museums serve as repositories and transmitters of cultural heritage. One of their core missions is to preserve, research, and popularize historical, cultural, and national treasures. This forms the foundation for sustainable tourism by maintaining the uniqueness and authenticity of local communities, making regions appealing to tourists [5].
- 2) **Education and Enlightenment:** Museums play a vital role in education and enlightenment. They provide tourists with knowledge about culture, history, art, and nature. Education

fosters awareness and understanding among tourists about local traditions, ecological aspects, and the significance of the places they visit.

- 3) **Respect and Support for Local Communities:** Many museums actively collaborate with local communities, supporting traditions, crafts, and cultural expressions. This fosters respect for cultural heritage and creates economic opportunities for locals through tourism development.
- 4) **Economic Sustainability:** Museums, by developing cultural programs and events, can stimulate regional economic growth by attracting tourists. This generates additional income sources and jobs for local residents.
- 5) **Research and Innovation:** Museums often engage in research related to history, culture, science, and art. Their research efforts can contribute to new insights about sustainable tourism preservation in the region.
- 6) **Environmental Awareness:** Many museums focus on enlightening tourists about ecology, climate, and sustainable development. This helps cultivate tourists' understanding of the importance of environmental care.
- 7) **Tolerance and Respect Formation:** Museums offer opportunities to explore a variety of cultures and nationalities. This promotes the development of tolerant attitudes and respect for diversity, which are crucial for sustainable and harmonious tourism.

Overall, museums play numerous roles in supporting sustainable tourism. They not

only safeguard history and cultural heritage but also influence various aspects of regional development and the formation of conscientious and responsible tourists. They also contribute to cultural reconciliation, tolerance, and diversity. Their mission lies in creating a productive platform where cultural heritage serves as a bridge between the past and the future, while sustainability becomes the key to the harmonious development of regions and constructive tourism experiences.

Advancing Sustainability: Museums as a Shift from Simple Cultural Centers to Driving Forces of Tourism

In contemporary times, museums have undergone a noticeable evolution, transitioning from simple cultural centers to significant sources of sustainable tourism. This transformation is tied to changing traveler preferences, educational advancements, and the recognition of the importance of preserving cultural heritage and natural resources. Today, museums offer a rich array of interactive and educational programs, allowing visitors not only to observe but actively engage with exhibits [6].

The conversion of museums into sources of sustainable tourism is also linked to their ability to conserve cultural and natural heritage. Many museums create exhibitions dedicated to traditions, arts, and lifestyles of past eras. This fosters respect for cultural values and contributes to the preservation of traditions that are vital for the sustainability of local communities



Image 2. "Discovering Kazakhstan" Hall

Collaboration between museums and other entities within the tourism industry further enhances their role in sustainable development. They can become part of tourist routes, attracting visitors to specific regions. This promotes the distribution of tourism activity and generates economic opportunities in less developed areas.

It is worth noting that sustainability often involves the utilization of innovations and technologies to address ecological and social issues. Museum managers are incorporating new technologies for more efficient resource management and to create interactive and captivating exhibitions. Museums have transformed, entering an era where institutions aim to design exhibits using technological resources. This can encompass the use of eco-friendly materials, energy-efficient lighting and air conditioning systems, as well as a focus on waste recycling and disposal. Based on the above, it can be concluded that the pursuit of sustainability now permeates all aspects of museum management.

Museum "Nur Alem": Source of Inspiration and Impact on Sustainable Tourism and Energy

In the context of the modern era, the Nur-Alem Museum in Astana stands out as a

unique space exerting a profound impact on the development of tourism and the popularization of sustainable new energy sources. This museum transcends the role of a mere tourist destination; it emerges as a true center of enlightenment and inspiration, inviting visitors to explore cutting-edge technologies in the realm of sustainable energy. The Nur-Alem Museum, also known as the "Energy of the Future" Exhibition Pavilion, occupies a significant place in the itineraries of both domestic and foreign tourists. Its influence on tourism is palpable through the burgeoning interest in ecological and energy-related concerns [5].

The museum offers visitors a unique opportunity to acquaint themselves with contemporary technologies associated with renewable energy sources, as well as to gain a profound understanding of their role in a sustainable future. For instance, within the "Nur-Alem" museum, there are galleries such as "Energy of the Future", "Eco-City", "Natural Wealth of Kazakhstan", and "Sustainability and Culture". These spaces present interactive exhibitions showcasing alternative energy sources, principles of sustainable construction, the natural richness of Kazakhstan, and the interconnection between culture and sustainability. These knowledge-rich and

inspiring halls impact the audience, fostering understanding and advocating for

the practical implementation of sustainable tourism.



Image 3. Pie Chart: Museum "Nur Alem" Visitor Survey

During the conducted research, feedback was gathered from acquaintances and online users regarding their experience visiting the Nur Alem Museum. According to the survey results, 62% of respondents indicated that their museum visit allowed them to acquire new knowledge; prior to their visit, they had never heard about some of the alternative energy sources presented in the museum. Another 23% of visitors expressed their enjoyment of the interactivity of the exhibits, which inspired them to share their impressions with friends. Simultaneously, 8% of respondents expressed interest in integrating such energy sources into their daily lives and in the development of similar initiatives in Kazakhstan. Lastly, 7% expressed some dissatisfaction, mentioning limited interactivity and technical glitches in certain museum halls.

Conclusion

In conclusion, it becomes evident that modern museums serve not only as repositories of cultural heritage but also as crucial catalysts for sustainable tourism. They have evolved into fountains of education, inspiration, and enlightenment

among visitors. By directing attention towards alternative energy sources, ecological responsibility, and cultural diversity, museums actively contribute to the propagation of conscious tourism [7].

The Nur-Alem Museum in Astana stands as an exemplary testament to how museums are metamorphosing into innovative centers capable of impacting the tourism industry and advocating sustainability. Its interactive galleries and educational programs not only enrich visitors' knowledge about pivotal sustainability matters but also impress upon them the significance of incorporating practical changes into their daily lives [8]. The progression of museums dedicated to fostering sustainability signifies a substantial leap forward for Kazakhstan. Such museums hold the potential to transform into platforms showcasing the wealth of sustainable practices, innovations, and achievements to new audiences. They can act as environmental emissaries, illustrating the importance of sustainable culture not just for the nation but for the entire world. It is our hope that these museums continue to evolve, capturing the attention and interest of both

local residents and international tourists, thus contributing to the creation of a sustainable and prosperous future for all.

The significant role of museums in sustainable development encourages us to anticipate that their potential will be further unveiled through active collaboration between Central Asian countries like Kazakhstan and Uzbekistan. The establishment of fruitful interaction among museums can serve as a platform for discussing pertinent sustainable development issues and devising joint strategies. Collaborative research endeavors can broaden the understanding of cultural heritage and ecological facets of the region [9]. Simultaneously, the creation of cultural projects and initiatives will facilitate the enlightenment and involvement of a wide audience. The exchange of exhibitions and artifacts between Kazakhstani and Uzbekistani museums has the potential to enrich collections and provide visitors with a

unique opportunity to acquaint themselves with the cultural diversity and accomplishments of the region in the sphere of sustainability. In essence, the creation of a network of sustainability-supporting museums in Central Asian countries can contribute to the amalgamation of efforts to address shared challenges, such as preserving cultural heritage, advancing alternative energy sources, and nurturing ecological awareness [10]. Such a network could emerge as a pivotal catalyst for societal transformation and the establishment of a sustainable future for the region.

In the present day, the heartening inclination to fuse our cultural roots with novel trends in research, technology, and education augurs well for the future. Hence, it is imperative that we persist in supporting and nurturing museum management, thereby facilitating the dissemination of sustainable values and the cultivation of a more sustainable and enlightened society.

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THE TRANSFORMATIVE POTENTIAL OF LARGE LANGUAGE MODELS IN THE TOURISM SECTOR

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ABSTRACT

The fascinating world of artificial intelligence offers revolutionary innovations for the tourism industry. In this paper, the author, a student and researcher in the field of neural networks from KSTU Razzakov, demonstrates the creation of a virtual tour guide using advanced technologies such as Large Language Models (LLM) and text-to-speech models. By going from textual description to live facial animation, we not only create a unique virtual experience for the tourist, but also open the door to endless possibilities of personalization and interactivity. This article is a dive into the possibilities of technology that will undoubtedly shape the future of tourism.

Introduction

Tourism has always been a reflection of man's thirst for new discoveries, for traveling and exploring uncharted territories. Nowadays, with many corners of the world made accessible by modern means of transportation, the challenge is how to make travel even more exciting and unique. As we enter the age of digitalization, we are on the cusp of a new revolution in the world of tourism - a revolution that will be ignited by artificial intelligence technologies. These innovations could revolutionize the way we interact with historic places, cultures and events.

Neural networks and other advanced AI technologies are opening up possibilities we could only dream of before. Imagine a tour guide that adapts to your interests, suggests itineraries based on your preferences, and can even take you back in time to historical events. Sounds fantastic, doesn't it? However, it is no longer fantasy, but reality, which I am happy to demonstrate to you with practical examples.

Get ready to immerse yourself in a world where the boundaries between reality and virtuality are blurred and tourism becomes not just a journey, but a real adventure!

Diving into the wonderful world of Large Language Models (LLM)

One of the most remarkable innovations in artificial intelligence in recent years has been Large Language Models, or LLMs. These are powerful language processing tools capable of analyzing, understanding, and generating text at a level that would have seemed impossible just a few years ago.

Perhaps one of the best-known representatives among LLMs is ChatGPT. Developed by experts from OpenAI, ChatGPT has an uncanny ability to generate meaningful, coherent, and human-like texts on a variety of topics. But what is the practical use of such models for our project?

It is through the LLM that we can create a virtual tour guide with in-depth knowledge of tourism. Think of it as a guide who is always with you, able to instantly provide information tailored to your interests and

questions and make your trip more enriching (Figure 1).

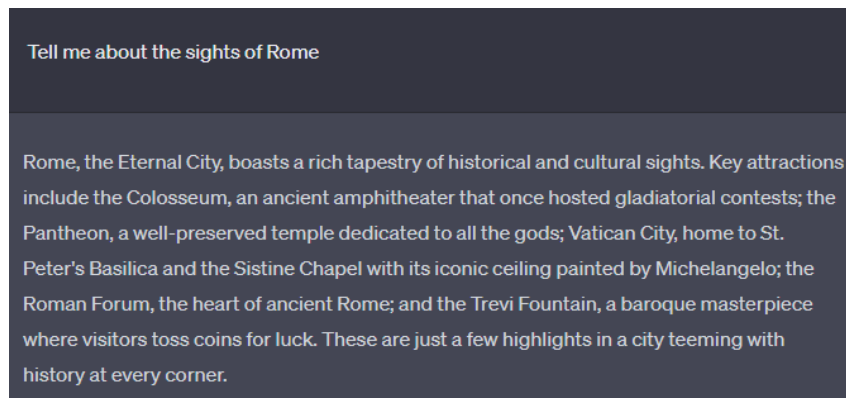


Figure 1. ChatGPT's answer to the question

Revitalizing the guide: from text to voice

Text is undoubtedly a powerful tool for conveying information, but in our daily lives we are rarely limited to it. In interactive environments such as tourism, the presence of voice interaction can make the user experience much more engaging and realistic.

This is where text-to-speech (TTS), or text-to-speech, technologies come to the rescue. With today's TTS models, we can convert

written text into natural-sounding speech. This means that our virtual guide doesn't just provide textual answers to your questions, but also communicates with you by voice, making it feel like a real conversation.

This kind of technology paves the way for truly compelling virtual assistants for tourism. Imagine listening to a story about an ancient castle directly from a guide who, although virtual, sounds like he's standing right next to you (Figure 2).

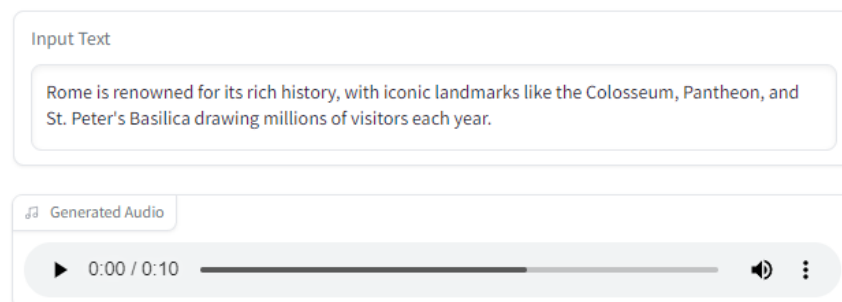


Figure 2. Text-to-speech generation with ChatGPT support

Creating the illusion of a real tour guide using AI

Voice assistant is certainly a great technology, but in our quest to bring the virtual tourist experience as close to reality as possible, we can go even further. To truly create the illusion of interacting with a live guide, we need a visual representation.

This is where Metahuman, an innovative AI facial animation model, enters the scene.

This technology allows us to visualize a virtual guide who not only talks to you, but also responds to your questions, expressing his emotions through facial expressions and gestures. By adding this element to our system, we create the impression of a video call with a real person.

The combination of Large Language Models for text generation, text-to-speech for voice interaction and Metahuman for

facial visualization gives us a powerful tool – a personal guide available right on the screen of your device. This combination of technologies gives a new level of

interaction with the user, immersing them in a unique virtual travel experience (Figure 3).



Figure 3. Metahuman: ChatGPT-powered AI facial animation model

Empowering your personal guide

Our goal is not just to create a virtual guide that tells interesting stories and facts. We strive to create a complete travel assistant that takes into account the individual needs and desires of each user.

Personalized recommendations: Travel is not only about sightseeing and sights, but also about emotions and impressions. Our recommendation system is based on artificial intelligence and preference analysis. If you like a certain tour or place, the system will suggest other locations with similar features or even inspiring reviews from other users.

Customized itineraries: Based on your interests and preferences, our virtual guide will create a unique itinerary. Do you love historical sites? Or perhaps natural scenery? Your personal guide will take this into account.

Selection of accommodations and activities: Every traveler has a different budget and plans. Based on your budget and travel dates, our assistant will find hotels,

restaurants and activities that best fit your criteria.

Virtual Tours: Using augmented reality technology, you can “resurrect” now-defunct or destroyed sites right on your phone screen. Imagine standing on a real ruin and seeing it in its original form on your phone.

Immerse yourself in history: Do you want to walk through ancient Rome in the company of Caesar or learn about the culture of ancient civilizations? Your virtual guide can embody any historical person and give you a tour, immersing you in the atmosphere of that era.

Instant translation: Modern translation technology allows you to communicate with any nation without a language barrier, simply by talking into your phone. Your guide will act as an instant translator, helping you understand and be understood in any country.

All of these capabilities are just the tip of the iceberg in the world of AI and tourism. And our job is to make the most of this

potential, so that every trip you take is unforgettable.

Conclusion

Modern technology, especially in the face of artificial intelligence, opens up astonishing horizons of possibilities. In the field of tourism, this is becoming particularly prominent. Thanks to the application of neural networks and various AI models, travelers are given the opportunity not just to visit new places, but to immerse themselves in them, experiencing every detail, learning history

and culture firsthand, adapting the route to their interests and capabilities.

All this brings the tourism industry to a new level of quality and personalization of services. However, it is worth remembering that technology is only a tool. It is the human factor, our desires, interests and passion for traveling that make this tool truly valuable. At the intersection of human curiosity and technological progress, new opportunities are being born that will undoubtedly define the future of tourism. We are standing on the threshold of this future today, and the keys to it are already in our hands.

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**IV MILLENNIALS TURIZM FESTIVALI
"TURIZM KELAJAGI – INNOVATSIYA VA
BARQARORLIKDA"
XALQARO KONFERENSIYA MATERIALLARI**

2023 yil 23 avgust
Toshkent, O'zbekiston

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ЎЗБЕКИСТОННИНГ ЭТНОТУРИСТИК САЛОҲИЯТИ

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ABSTRACT

Ушбу мақолада Ўзбекистоннинг этнотуристлик салоҳияти, уни ривожлантириш омиллари ва юртимиздаги этнотуризм шакллари таҳлил этилган. Ўзбекистоннинг қадимий шаҳарлари, халқининг бой тарихи, маданияти, миллий урф одат ва анъаналари мамлакатда этнотуризмни ривожлантириш истиқболлини белгилаб бериши асосланган. Мамлакатдаги этнотуристлик объектлар ўзининг табиий географик ва тарихий-маданий хусусияти жиҳатидан бир нечта гуруҳларга ажратилган.

This article analyzes the ethnotourism potential of Uzbekistan, the factors and forms of its development. It is based on the fact that the ancient cities of Uzbekistan, the rich history, culture, national customs and traditions of the people determine the prospects for the development of ethnotourism in the country. Ethnotourist objects in the country are divided into several groups according to their natural geographical and historical-cultural characteristics.

Кириш

Туризм соҳаси бугунги кунда жадал ривожланаётган соҳалардан бири ҳисобланади. Дунё миқёсида у аллақачон нефть ва автомобил саноатидан кейин учинчи ўринга кўтарилган. Кейинги йилларда Ўзбекистонда ҳам ички ва ташқи туризм шиддат билан ривожланиб бормоқда. Бунини Бутунжаҳон туризм ташкилоти томонидан эълон қилинган сўнгги рейтингларда Ўзбекистоннинг туризм соҳаси энг тез ривожланаётган мамлакатлар сафидан ўрин олганлиги ҳам тасдиқлайди. Шунга қарамай, юртимизда туризм соҳасидаги имкониятлардан тўлиқ фойдаланилмоқда дейиш мушкул. Масалан, Ўзбекистонда мавжуд 7000 дан ортиқ тарихий ва гўзал табиат-иқлим ёдгорликларининг фақат 1/3

қисмигина туризм учун хизмат қилмоқда¹.

Ўзбекистон халқининг бой тарихи, маданий мероси, миллий анъаналари туризмнинг маданий-маърифий соҳадаги бир нечта йўналишларини, яъни зиёрат туризми, гастротуризм, этнотуризм кабиларни ҳам ривожлантириш имконини беради. Хусусан, этнотуризм ҳақида сўз юритадиган бўлсак, Ўзбекистон кўп миллатли мамлакат бўлиб, ушбу соҳани ривожлантириш имконияти жуда катта. Чунки, юртимизнинг турли гўшаларида яшаб келаётган миллат ва элат вакиллари ўзларининг этномаданий хусусиятларини, жумладан урф-одат ва анъаналарини сақлаб келмоқда. Бугунги кунда ушбу аҳоли масканларининг

¹ Киличова, О. З. Актуальность и пути развития этнографического туризма в Узбекистане / О. З. Киличова, Ш. Б. Гаффаров. – Текст :

непосредственный // Молодой ученый. – 2020. - № 13 (303). – С. 111-113. – URL: <https://moluch.ru/archive/303/68345/>

этнотуризм имкониятларини ўрганиш муҳим аҳамият касб этади.

Ўзбекистоннинг этнотуристик салоҳиятини чуқурроқ тадқиқ этиш орқали уни кенг тарғиб ва ташвиқ қилишга соҳа мутахассислари ва туристик компаниялардан ташқари илмий жамоатчилик орасида ҳам қизиқиш юқори. Бу борада *О. Қиличева*², *Э. Мирзажонова*³ кабиларнинг ишларини мисол қилиб келтириш мумкин.

Асосий қисм

Этнотуризм бу – табиий муҳит билан уйғун ҳолда яшаб келаётган халқ вакиллариининг ҳаёти, маданияти, урф-одат ва анъаналари билан яқиндан танишиш мақсадидаги саёҳатдир. Этник хилма хиллик камайиб бораётган бугунги глобаллашув шароитида туризмнинг ушбу ўзига хос турига нисбатан талаб ҳам ортиб бормокда. Замонавий сайёҳлар саёҳатни янги билим ва таассуротлар олиш билан уйғунлаштиришни афзал кўриши ҳам этнотуризмга нисбатан қизиқишни кучайтирмоқда.

Таъкидлаб ўтилганидек, этнотуризмни ташкил этишнинг муҳим жиҳати халқ тарихи, турмуш тарзи, урф-одат ва анъаналари билан яқиндан танишишдир. Мамлакатимизга келаётган хорижлик сайёҳларнинг аксарияти Буюк ипак йўли чорраҳасида жойлашган қадимий шаҳарлар ва улардаги меъморий ёдгорликларни томоша қилиш билан бирга, халқнинг турмуш тарзи, миллий анъаналари ва урф-одатлари билан ҳам танишишни мақсад қилади. Чунки, хорижлий сайёҳлар учун юртимиз Марказий Осиё цивилизацияси ва ўрта

аср шарқ ренессансининг асосий марказларидан бири сифатида муҳим аҳамият касб этади.

Ўзбекистонда этнотуризмнинг бир нечта асосий шакллариини ажратиб кўрсатиш мумкин: очик осмон остидаги этнографик музей, этнографик музей-кўриқхона, археологик ва этнографик мажмуалар, этнографик қишлоқлар, театрлаштирилган байрамлар ва маросимлар, тарихий ва халқ ёдгорликлари асосида этнографик саёҳатлар. Уларнинг ҳар бирини алоҳида дастурлар асосида ривожлантириш мумкин.

Қадимий Хива, Бухоро, Самарқанд, Қўқон, Тошкентнинг эски шаҳар қисми кабиларни очик осмон остидаги этнографик музейларга киритиш мумкин. Ҳар икки йилда ўтказиладиган "Бойсун баҳори" халқаро этнофестивали эса театрлаштирилган байрамлар сафига киради. Айрим этнотуризм объектлари мавсумий байрам ва маросимларга, халқ ўйинларига боғлиқ ҳолда мавсумий характер касб этиши мумкин. Масалан, Фарғона вилояти Олтиариқ тумани Дўсти Худо пирим зиёратгоҳидаги Арғувон гулининг баҳорда пушти рангда очилиши муносабати билан ўтказиладиган "Тули армуғон" маросими исломий анъаналар (Қуръон оятларининг ўқиши, қурбонлик, зикр) қоришуви асосидаги табиат культига бағишланган аёлларга хос этнолокал маросим ҳисобланади⁴. Бу ҳам сайёҳларда катта қизиқиш уйғотади.

Ўзбекистонда этнотуризмнинг энг истиқболли шакллариини бири албатта этнографик қишлоқлар ҳисобланади. Бундай қишлоқлар, одатда, шаҳар ёки туман марказларидан узоқда, асосий

² Қиличова, О. З. Кўрсатилган асар.

³ Мирзажонова Э.Т. Современные подходы к развитию этнотуризма в Узбекистане // Ўзбекистонда фанлараро инновациялар ва илмий тадқиқотлар журнали. - 2022. № 12. 32-бет.

⁴ Каримова М.Б. Participants of Gʻassols (Washers of the Dead) in Morning Ceremonies (in the Example Ferghana Valley) // Молодой ученый. 2013. - № 1 (48). – С. 289-291.

цивилизация марказларидан қисман узилган, ўзининг анъанавий қиёфасини сақлаб қолган, замонавий шаҳарсозликка хос ўзгаришлар деярли таъсир қилмаган тоғ, тоғ олди ёки чўлдашт ҳудудларида жойлашган. Бу қишлоқларда аҳолининг ҳаёт тарзи кўпроқ табиий муҳит билан боғланган,

хўжалик натура ёки ярим натурага ихтисослашган, аҳоли ўзининг этномаданий анъаналарини сақлаб қолган. Мисол учун, Сурхондарё вилояти Сариосиё туманидаги Ҳуфар қишлоғи туман марказидан узоқда жойлашган (1-расм).



1-расм. Ҳуфар қишлоғи

Аҳолиси тожиклардан иборат бўлган ушбу қишлоқ қадим тарихга эга. Қишлоқ ўзининг турар жой меъморчилиги, аҳолининг турмуш тарзи, кийим кечак ва таомлари, урф-одатлари жиҳатидан алоҳида аҳамият касб этади.

Ахборотчиларнинг қайд этишларича, Ўзбекистоннинг олис тоғ қишлоқларида яшовчи аҳоли орасида турмуш тарзига замонавий ўзгаришлар умуман таъсир этмаган қишлоқлар мавжуд. Бундай қишлоқларга саёҳат қилиш нафақат кишини ўтмишга етаклайди, экзотик завқ бағишлайди, шунингдек, аجدодларнинг ҳаётидан ҳам сўзлайди.

Ўзбекистонда этник туризмни ривожлантириш учун зарур шарт-шароитлар қуйидагилардан иборат:

- 1) нафақат миллий ёки макроминтақавий миқёсда, балки алоҳида минтақаларда ва ҳатто қуйи

маъмурий бирликлар (туманлар, қишлоқлар) даражасида ҳам намоён бўладиган аҳолининг этник хилма хиллигининг юқори даражаси;

- 2) узоқ муддатли миллатлараро интеграция, аккультурация ва ассимиляция жараёнида шаклланган турли этник-маданий мажмуаларнинг, биринчи навбатда, ўтrock шаҳар аҳолисига хос ва чорвадор халқларга хос маданиятларнинг ўзига хос комбинацияси;
- 3) мамлакатда аҳолининг турмуши ва яшаш манзилларига урбанизация ва замонавий ўзгаришлар кам таъсир этган анъанавий қишлоқ ва овулларнинг мавжудлиги.

Кўп миллатли Ўзбекистоннинг этнографик атласини яратиш ва этнографик музей ташкил этиш мамлакатда этнотуризмни

ривожлантиришнинг истиқболли
тадбирларидан бири ҳисобланади.

Хулоса

Ўзбекистоннинг этнотуристик
салоҳияти юқори ҳисобланиб, унинг
этнографик қишлоқ, археологик ва
этнографик мажмуалар, мавсумий
маросим ва байрамлар билан боғлиқ
шакллари айниқса истиқболлидир.
Этнотуризм соҳаси аҳолини иш билан
таъминлаш, ҳудудларни
ривожлантириш, ҳунармандчилик ва
миллий анъаналарни сақлаб қолиш,

ёшларни тарихий мерос билан
таништиришда муҳим аҳамият касб
этади.

Маҳаллий халқлар ноёб маданият ва
иқтисодий тизимнинг ташувчилари
ҳисобланишади. Шунинг учун этник
туризмни анъанавий иқтисодиётни
сақлаш ва ривожлантириши мумкин
бўлган стратегик йўналишлардан бири
сифатида кўриш мумкин. Этник
туризмни ривожлантириш маданий
меросни сақлашга ҳисса қўшиши ва
яшаш жойларининг барқарор
ривожланишининг омили бўлиши керак.

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ТУРИЗМ СОҲАСИДА ГИД-ЭКСКУРСОВОДЛАРНИ ТАЙЁРЛАШ: ТАЖРИБА ВА МУАММОЛАР

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ABSTRACT

Ўзбекистонда туризм соҳасини ривожлантиришда гид ва экскурсоводларни тайёрлаш ва малакасини оширишнинг инновацион методлари, гидларни тайёрлаш билан боғлиқ муаммолар мақолада кенг ёритилган. Туризм соҳасига қўйиладиган халқаро талаблар, хусусан гид ва экскурсоводларни тайёрлашда таълим сифатини ошириш, назарий ва амалий жиҳатдан бугунги кун талабларига жавоб бера оладиган замонавий, инновацион ўқув қўлланма ва дарсликларни яратиш муҳим аҳамият касб этишига эътибор қаратилган.

The article broadly covered the role of guides and tour guides in the development of the tourism sector in Uzbekistan. The importance of improving the quality of training in the preparation of guides was emphasized, in particular the creation of modern – innovative textbooks and teaching aids that meet theoretical and practical international requirements.

Кириш

Туризм соҳасида амалга оширилаётган кенг қўламли ислохотлардан қўзланган пировард мақсад Ўзбекистон иқтисодиётини ривожлантириш, халқимиз турмуш фаровонлигини янада юксалтиришдан иборат. Шу жумладан, туризм соҳасига алоҳида эътибор қаратилгани ҳолда, президентимиз *Шавкат Мирзиёев* таъкидлаганларидек, туризм – иқтисодиётнинг муҳим стратегик тармоқларидан бири бўлиб, мавжуд имкониятлардан самарали фойдаланиш, ушбу тармоқни янада такомиллаштириш жуда муҳимлигини даврнинг ўзи тақозо этаётганлигини таъкидлади.¹

Ўзбекистон ҳам саёҳат, ҳам зиёрат учун барча имкониятларга эга мамлакат, зеро она заминимизда бутун дунёга маълум ва машҳур бўлган аجدодларимиз мангу

қўним топган, улар қолдирган бой маънавий-маданий меросга нафақат халқаро майдонда, балки маҳаллий аҳолининг кизиқиши ҳам кун сайин ошиб бормоқда. Шу боис, сайёҳликни янада ривожлантириш, аввало, соҳага зарур бўлган мутахассисларни тайёрлаш муҳим вазифа этиб белгиланди.² Таъкидлаш жоизки, мазкур соҳада гарчи йиллар давомида етарли тажриба тўпланган бўлса-да, ҳали ўз ечимини кутаётган муаммолар анчагина, хусусан, кадрлар масаласи.

Ушбу мақолада туризм соҳаси учун зарур бўлган мутахассисларни тайёрлашга жорий этилган “Ўзбек халқининг этник тарихи ва этногенези”, “Ўзбек халқининг моддий ва маънавий маданияти”, “Ўзбекистоннинг кам сонли этнослари” каби ўқув курсларининг тадбиқ этилиши, уларнинг мазмун-моҳияти ва вазифалари ҳақида айрим

¹ Ўзбекистон Республикаси Президентининг 2019 йил 5 январдаги ПФ-5611-сон Фармони

² Ўзбекистон Республикасининг Қонуни.18.07.2019 йилда ЎЗҚ-549-сон.

фикрларни ўртага ташлашни ният қилдик.

Гид касби бугунги кунда Ўзбекистонга ташриф буюраётган минглаб сайёҳларга хизмат кўрсатиш баробарида, ўзбек халқи тарихи, ноёб моддий ва маънавий маданияти ҳақида етарли маълумотларни беришни ҳам кўзда тутадиган касб эгасидир. Зеро, гидлар нафақат ўз вазифалари, балки дунё мамлакатлари билан узоқ ва яқин қўшничилик, ҳамкорлик муносабатларини уюштиришга хизмат қилувчи кадрлар ҳам демакдир.

Гидларга мутахассислик фанларидан ташқари, ўзбек халқининг этногенези, моддий ва маънавий маданияти, оилавий турмуш тарзи ҳамда кундалик фаолиятини қамраб оладиган туркум мавзуларни ҳам ўқув жараёнига тадбиқ этиш мақсадга мувофиқ ҳисобланади. Зеро, мазкур курслар ўзбек халқи ҳаётининг барча даврларини: ўтмиши, ҳозирги куни ва келажагини ўрганиш асносида, халқимизнинг ўзига хос ментал хусусиятларини кенг ёритадиган комплекс мавзуларни қамраб олади. "Ўзбек халқининг этник тарихи ва этногенези", "Ўзбек халқининг моддий ва маънавий маданияти" га доир бир қанча илмий, илмий-оммабоп адабиёт ва дарсликлар нашр этилган, лекин мазкур адабиётларнинг ҳаммаси ҳам бугунги кун талабига жавоб бера олади деб айта олмаймиз.

Таълим сифатини ошириш, назарий ва амалий жиҳатдан бугунги кун талабига жавоб бера оладиган ўқув қўлланма ҳамда дарсликларни яратиш муҳим аҳамиятга эга бўлиб, кўтарилаётган муаммонинг ўта муҳимлиги ҳамда долзарблиги туфайли бу масалага эътибор тубдан ўзгарди. Сўзсиз, сўнгги йилларда олий ўқув юртлари талабаларини ўқув қўлланмалар ва дарсликлар билан таъминлаш, борасида анчагина хайрли ишлар қилинди, бу таълим соҳасида амалга оширилаётган

энг қийин ва мураккаб амалий тадбирлардан биридир. Аммо, республикада гид-экскурсоводларни тайёрлайдиган кўпчилик олий ўқув юртлари, ўқув марказларини дарслик ҳамда ўқув қўлланмалар билан таъминлаш ҳолатини бугунги кун талаб даражасида деб бўлмайти ва унинг сабабларини қуйидагича изоҳлаш мумкин:

- дарслик ва қўлланмалар яратишнинг мураккаблиги шундаки, олимлар замон талабига мос дарслик ва ўқув қўлланмалар ёзишлари учун, мазкур фан соҳасида нафақат республика, балки хорижда амалга оширилаётган соҳага оид янгиликлардан қисман бўлса-да хабардор бўлишлари талаб этилади. Шу билан бирга, дарслик ва қўлланмалар тингловчиларнинг талабларини қондира олишлари, касбий имкониятлари доирасида ундан самарали фойдалана олишларини таъминлаши зарур;
- сўнгги йилларда олимлар томонидан ёзилган кўплаб асарларда ўзбек халқи этник тарихи ва этногенезига оид ноёб маълумотлар мавжуд, аммо уларни жиддий ўрганиб, таҳлил асносида зарур қисмларини дарслик ва қўлланмаларга тадбиқ этиш зарур. Лекин, ошкора тан олиш керакки, иттифоқ даврида, жумладан, истиқлол йилларида ҳам ёзилган дарслик ва қўлланмаларда бири-бирига ўхшаш, андозавий маълумотларни кўплаб учратиш мумкин. Ваҳоланки, фан доимий тараққиётда, ундаги ғоя ва назариялар янгидан шаклланиб, ривожланиб бормоқда, шу боис дарслик ва қўлланмалар ҳам давр талабига монанд бўлиши лозим.

Улкан глобализация жараёни ва информациялар алмашинувининг тезлик билан ҳаётимизга кириб бориши, дарслик, ўқув қўлланмалар яратиш борасида илмий жиҳатдан янгича

инновацион ёндашувларни талаб этади, афсуски биз бу жараёнларга тез мослаша олмаёмиз. Шу ўринда бир фикрни алоҳида қайд этиш зарурки, "Ўзбек халқи этник тарихи ва этногенези" ўқув курси узоқ йиллардан буён кўплаб олий ўқув юртларида махсус фанлар қаторида ўқитилишига қарамай, гидлар учун тарих ва этнографияга оид биронта ўқув қўлланма яратилмаганлиги ачинарли ҳол, албатта.

Таъкидлаш жоизки, шўролар даврида ёзилган илмий асарлар ва дарсликлар "мафкуравий қолипга солиниб" нима ҳақда қандай ёзиш кераклиги қатъий белгилаб қўйилганлигига қарамай, улар орасида ижобий натижаларга эга асарлар ҳам йўқ эмас. Шунинг учун ўтган йиллар нашрларидаги маълумотларнинг ҳозирги кун, қолаверса келажак авлод учун қайси жиҳатлари билан қимматли эканлигини аниқлаш, таҳлил этиш ва уларни дарслик ҳамда қўлланмаларни нашр этишда фойдаланиш мумкин.

Кутубхоналарда сақланаётган айрим нашрларнинг гарчи илмий қиймати юқори бўлса-да, улардаги маълумотлар эскирган, баъзан методологик жиҳатдан нобоп ҳамдир. Бугунги кунда бундай нуқсонлардан ҳоли бўлган, шу кун талабларига жавоб берадиган, дунё фанлари эришаётган илмий натижалардан кенг фойдаланилган ҳолда гидлар учун дарслик ва қўлланмалар яратиш асосий вазифалардан бири бўлиб турибди.

XX асрнинг 2-чи ярмидан бошлаб ўзбек халқининг келиб чиқишига доир асарларнинг жадал суръатлар билан нашр этилиши туфайли этнографиянинг бошқа мавзуларига ҳам бағишланган кўплаб илмий адабиётлар, мақолалар ёзилди, аммо бу нашрларнинг кўпидан тор соҳа вакиллари, хусусан, туризм соҳаси мутахассислари фойдаланиш имкониятга эга эмас, чунки улар академик илмий мақсадларда яратилган.

Бизга маълумки, халқнинг келиб чиқиш тарихини этнография фани ўрганади, фан эса кўпгина социология, демография, археология, тилшунослик, фольклоршунослик ва бошқалар билан ҳамкорликда ривожланиш асносида уларга оид замонавий тадқиқотлардан кенг фойдаланади. Ваҳоланки, ҳозирги глобаллашув жараёнида фанлараро ҳамкорлик замон талаби, шунинг учун гидларга тайёрланадиган ўқув адабиётлари ҳам кенг қамровли, ҳозирги кун талабларига жавоб бера оладиган бўлиши лозим.

Этнограф олимлар сўнгги йилларда асосий эътиборни ўзбек халқи этнографиясининг долзарб муаммоларига қаратишди-ю, аммо ўлкамизда яшаётган кам сонли этнослар билан боғлиқ масалалар бирмунча эътибордан четда қолди. Ўзбек халқи билан ҳамнафас яшаб келаётган турли миллат ва элатлар этнографиясини ўрганиш, тадқиқотлар олиб бориш бугунги кунда долзарб масалалардан бири эканлигини унутмаслигимиз лозим. Зеро, ўлкамизга ташриф буюраётган сайёҳлар, бу заминда яшаётган турли миллат ва элатлар ҳаётига ҳам катта қизиқиш билдиришмоқда.

Хулоса

Юқорида келтирилган фикрлардан хулоса қилиб айтиш мумкинки, мавжуд муаммоларни ҳал этиш учун:

- давр талаби ва жаҳон стандартлари асосида янги дарслик ва қўлланмалар яратиш;
- мавжуд дарслик ва қўлланмаларнинг рационал мазмунидан ва амалда синалган материалларидан кенг ва тўғри фойдаланиш;
- гидлар фойдаланиши учун қулай, аммо зарур маълумотларни ўзида мужассамлаштирган адабиётлар ва қўлланмаларни яратиш жуда муҳим.

Ўзбекистон Республикаси Маданият ва туризм вазирлиги ҳузуридаги Маданий мерос объектлари муаммоларини ўрганиш ва туризмни ривожлантириш илмий-тадқиқот институти томонидан гидларга тадбиқ этилаётган илмий адабиётлар бизнинг минтақага ташриф буюраётган сайёҳларга жаҳон стандартлари талаблари даражасида хизмат кўрсатиш, бу соҳада етарли билим ва кўникмаларни ҳосил қилиши ҳамда ҳар томонлама етук кадрлар тайёрлашга хизмат қилади деган умидамиз. Албатта замон талабига жавоб берадиган адабиётлар қаторида, инновацион ўқитиш усуллари узлуксиз равишда такомиллаштириш, гидларнинг қизиқишларини қондира оладиган ўқув материаллари ва

уларнинг замонавий технологиясини таъминлаш зарур. Муаммоларни ижобий ҳал этиш учун фанларни ўқитишнинг янги услубий ва концептуал ёндашувларни аниқ белгилаб олиш жуда муҳим, зеро бу фанлар кадрлар салоҳиятига, кўникма ва билимларига ўз таъсирини кўрсата олиши ўта муҳим аҳамият касб этади.

Ўзбекистонга ташриф буюраётган сайёҳларга ўзбек халқининг бой тарихи маданий ва маънавий меросининг ўзига хос хусусиятларини етказишда, ўқув жараёнига киритилган ҳам назарий, ҳам амалий жиҳатдан умумбашарий тарихий жараёнларнинг моҳиятини ва тарихий миссиясини англашга ёрдам беради.

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"7 PIR" МОБИЛ ИЛОВАСИНИНГ ЎЗБЕКИСТОН ЗИЁРАТ ТУРИЗМИ ТАРҒИБОТИДАГИ ЎРНИ

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ABSTRACT

Мақола Бухоро воҳасининг нақшбандия тариқати авлиёлари ҳақида маълумот берувчи "7 PIR" мобил иловасига бағишланган. Мазкур электрон дастурнинг яратилиши, унинг имконият ва афзалликлари, Ўзбекистонинг зиёрат туризми тарғиботидаги ўрни очиб берилган.

The article is devoted to the mobile application "7 PIR", which provides information about the saints of the Nakshbandi sect of the Bukhara oasis. The creation of this electronic program, its capabilities and advantages, the role of Uzbekistan in promoting pilgrimage tourism are disclosed.

Кириш

Туризм мамлакатлар иқтисодиётининг муҳим ва сердаромад тармоғига айланиб бораётганлиги боис, Ўзбекистон Республикаси хилма-хил ҳамда йилнинг турли фаслига мос рақобатбардош туристик маҳсулотларини яратишга алоҳида эътибор қаратмоқда. Мамлакат ҳудудларида тематик туристик зоналар ва кластерларни яратиш орқали туризмнинг истиқболли турлари, хусусан экологик, этнографик, гастрономик турларни ҳисобга олган ҳолда, зиёрат туризми каби муҳим йўналишларга оид дастурларни ишлаб чиқиш бугунги куннинг долзарб муаммоларига айланди¹.

Бугун зиёрат туризми билан боғлиқ анъаналарни сақлаш, барҳаётлигини таъминлаш, маҳаллий ва хорижий

зиёратчиларга муқаддас зиёратгоҳ ва қадамжоларни тарғиб қилиш мақсадида давлат миқёсида самарали ишлар амалга оширилмоқда. Соҳа ривожига учун янги инновацион дастурлар ва илмий ишланмаларни яратиш ҳамда амалиётга тадбиқ этиш учун кенг имкониятлар очилмоқда.

Асосий қисм

Туризм фаолиятини илғор ахборот технологиялари ва телекоммуникацион тизимлар орқали амалга оширишда рақамли туризмдан кенг фойдаланилмоқда. Бухоронинг етти пир зиёратгоҳлари тарихини ўз ичига олган "7 PIR" мобил иловаси ҳам зиёратчи ва сайёҳлар учур махусус яратилган дастурдир².

Бухоро зиёрати деганда аввало кўз олдимизга етти пирлар, нақшбандия

¹ Soatova S. Comparative Analysis of Upbringing Customs in Korean and Uzbek Families // Uzbekistan and Korea: Historical, Cultural and Economic Relations. The 11 th International

Conference on Korean Studies. – Tashkent, 2011 July.

² Bobojonov Sh. "7 PIR" mobil ilovasi beshta tilda ishga tushirildi // www.xs.uz. 2021 yil, 26 aprel.

тариқатининг авлиёлари келиши шубҳасиз. Муборак зиёратгоҳларни одоби бўйича кетма-кет зиёрат қилиш, объектларни топиб бориш машаққати, улар тарихи ва ҳаёти билан батафсил таниша олмаслик зиёратчиларга кўплаб қийинчиликларни туғдирар эди. Шу мақсадда етти пирлар, уларнинг ҳаёти ва мероси, мазкур йўналишдаги жамики инфратузилма ҳақида ахборотларни жамлаган илмий ишланма тайёрланди.



1-расм. "7 PIR" иловаси логотипи

"7 PIR" электрон платформасини яратиш орқали зиёрат туризмнинг фаолиятини янада кенгайтириш, пировард натижада мазкур ҳудудларда маҳаллий аҳолининг турмуш даражасини яхшилаш, туризмнинг барқарор ривожланишини таъминлаш, туризм салоҳиятидан оқилона фойдаланиш самарадорлигини ошириш, анъаналар ва маданият сақлаш бўйича устувор вазифаларни ҳал этишга қаратилган³.

"7 PIR" мобил иловаси устида деярли 5 ой давомида ишланди. Ҳар бир объект, сервис хизмат кўрсатиш шаҳобчаларининг аниқ жойлашув координаталари аниқланди. Иловада 10 дан ортиқ хизмат турлари жорий йил

қилинган. Маҳаллий зиёратчи ёхуд хорижий сайёҳ бўладими Бухоро халқаро аэропортига киргунидан то шаҳардан учиб кетгунига қадар керак бўладиган жами хизмат кўрсатиш соҳалари киритилган.

Дастур ўзбек (лотин ва кирилл), рус, инглиз ва турк тилларида хизмат кўрсатади. Мобил илова туманлар тарихи, зиёратгоҳлар, музейлар тарихи, кутубхона ҳамда меҳмонхоналар ва бошқа хизмат кўрсатиш турларининг маълумотлар базасини ўз ичига олган. Туманлар тарихи бўлимида Бухоро шаҳри, Ғиждувон, Шофиркон, Вобкент, Ромитан ва Когон туманларининг қисқача тарихи билан танишиш мумкин. Хожагон-нақшбандия тариқатининг пирлари Абдуҳолик Ғиждувоний, Хожа Ориф Ревгарий, Хожа Маҳмуд Анжир Фағнавий, Хожа Али Ромитаний, Бобойи Самосий, Саййид Амир Кулол ва Баҳоуддин Нақшбандларнинг ҳаёти ва маънавий мероси зиёратгоҳлар қисмида баён этилган. Ҳар бир зиёратгоҳнинг фотосуратлари бирма-бир акс этган.

150 километрлик масофани ташкил этувчи 7 пир зиёрати йўналишида икки тарихий музей мавжуд⁴. Пешкў тумани Афшона қишлоғидаги Ибн Сино меъмориал музейи ҳамда Баҳоуддин Нақшбанд тарихий мажмуасидаги Нақшбандия тариқати музейларидир⁵. Мазкур икки музей ҳақида музейлар қисмида маълумот берилган.

Зиёрат давомида ташриф буюрувчиларга қулай бўлиши учун меҳмонхоналар, уларнинг хизмат турлари, темирйўл вокзали, аэропорт, туризм полицияси, улар билан боғланиш манзиллари, масжидлар, овқатланиш, банк, дорихона, шифохона, ёқилғи

³ Buxorodagi ziyoratgohlar haqida ma'lumot beruvchi «7 PIR» mobil ilova ishga tushirildi // www.kun.uz. 2021 йил, 27 апрел.

⁴ Бобожонов Ш. Зиёрат туризмида Бухоро зиёратгоҳларида ташкил этилган музейларнинг ўрни // Музейшунослик XXI асрда: тадқиқотлар,

анъаналар ва инновациялар. Халқаро илмий-амалий анжуман тўплами. 3-китоб. – Тошкент, 2023. – Б.373.

⁵ Қадимий Бухоронинг музейлари (тузувчилар: Арсланова Ф., Алиев Р). – Бухоро., 2015. – 95 б.

қуйиш шаҳобчалари, зиёратгоҳ таҳоратхоналарининг аниқ жойлашув координаталари дастурдан ўрин олган.

Мобил илова дастурида тарихий ёдгорликлар, музейларда ўрнатилган QR-кодларни ўқиш имконияти ҳам яратилган. Зиёратчилар етти пир, нақшбандия тариқати, таълимотнинг асл моҳияти хусусида кўпроқ маълумот олишлари учун кутубхона қисмида ўзбек, рус ва инглиз тилларидаги китоблар жойлаштирилган. Фойдаланувчи зерикмаслиги учун яратилган кўшимча маълумотлар базасида Бухоро тарихи, ислом дини, Нақшбандия тариқати, муқаддас манбаларга доир турли тилларда электрон материаллар жойлаштирилган.

Мазкур дастурий ишланма Бухоронинг етти пир зиёратгоҳларида зиёрат туризми фаолиятини ривожлантиришга қаратилган бўлиб, зиёратчиларни муқаддас масканларимиз билан таништиради ҳамда зиёратгоҳлар ҳақидаги маълумотларнинг аниқ ва ҳаққонийлигини таъминлайди.

Мобил илова электрон ҳисоблаш машиналари учун яратилган дастур сифатида Ўзбекистон Республикаси Адлия вазирлиги ҳузуридаги

Интеллектуал мулк агентлиги томонидан расмий рўйхатдан ўтказилган.

Мамлакатимизда зиёрат туризмини ривожлантириш, янги иш ўринларини яратиш, миллий туризм соҳасини етарли ахборот билан таъминлаш, халқаро миқёсда мамлакатимизнинг ҳақиқий имиджини шакллантиришда инновацион дартурлар катта рол ўйнамоқда. Шундан келиб чиқиб, келгусида "7 PIR" дастурини зиёратчи ва сайёҳлар эҳтиёжлари, талаб ва тақлифларидан келиб чиқиб ривожлантириш, имкониятларини кенгайтириш режалаштирилган.

Хулоса

Мобил дастур мамлакатимизга ташриф буюраётган хорижий сайёҳлар, айниқса мусулмон мамлакатлари зиёратчиларига йўлқўрсаткич, ташриф қоғози вазифасини ўташи баробарида, Ўзбекистоннинг туризм салоҳияти ва миллий имиджини тарғиб этишга хизмат қилади. Зеро, "7 PIR" дастури зиёратчиларни улуғ авлиёлар тарихидан хабардор қилиш, шунингдек, хорижда ҳам кенг тарғиб этишга хизмат қилиши билан аҳамиятлидир.

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FARG'ONA VODIYSIDA TURIZMNI RIVOJLANTIRISH YO'LLARI VA ISTIQBOLLARI

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ABSTRACT

Ushbu maqolada Farg'ona vodiysining xalqaro sayyohlik bozorida salohiyati, muammolari hamda ishga solinmagan imkoniyatlari keng yoritib berilgan. O'zbekiston Respublikasida 2010-2021 yillar davomida xorijiy va mahalliy turoperatorlar hamda sayyohlar ishtirokida o'tkazilgan so'rovnomalar va statistik tahlillar, sayyohlarni sanash hisobining yuritilishi o'rganilgan. Farg'ona vodiysi turizm obyektlarini Markaziy Osiyo mintaqasida mashhur yo'nalishga aylantirish bo'yicha xorijiy tajribalar o'rganilgan. Sayyohlarni yoshi, mamlakati bo'yicha tahlil qilingan. Sayohat uchun Ozarbayjon, Turkmaniston, Qozog'iston, Tojikiston, Qirg'iziston va O'zbekistonni tanlayotgan turistlarga Farg'ona vodiysi sayyohlik mahsulotlarini qanday tavsiya etish, ularga qulay yer usti, havo transporti bilan Vodiya kirib kelish va sifatli va arzon sayohatlardan bahramand bo'lishlari bo'yicha tahlillar misollar tariqasida yoritilgan. Ayniqsa Sharqning o'ziga xos savdo-sotiq madaniyatini saqlab qolgan Qo'qon va Andijon bozorlaridagi shopping turlar ishlab chiqish, Farg'ona vodiysi temir yo'l halqasi orqali harakatlanish, rekreatsiya va sog'lomlashtrish turizm xizmatlaridan bahramand etish ko'zda tutilgan.

In this article, the potential, problems and unexploited opportunities of the Fergana Valley in the international tourism market are widely covered. Surveys and statistical analyzes conducted with the participation of foreign and domestic tour operators and beaches in the Republic of Uzbekistan during the years 2010-2021, and the keeping of tourist counts were studied. Foreign experiences in making the Fergana Valley a popular destination in the Central Asian region were studied. Tourists were analyzed by age and country, the analysis of people entering the Valley by air transport and enjoying high-quality and cheap travel are highlighted as examples. In particular, the development of shopping tours in the markets of Kokand and Andijan, which have preserved the unique trade culture of the East, movement through the Fergana Valley railway, recreation and health tourism It is intended to enjoy the services.

Kirish

Jahonda globallashuv va integratsiyalashuvning jadallashishi natijasida yangi turdagi sifatli turizm va xizmat ko'rsatishga nisbatan ist'emol va talabning oshishi, aholi demografiyasining o'sib borishi va mintaqamizda yuz berayotgan o'zgarish va islohotlar O'zbekistonda turizm sohasini rivojlantirish, mamlakatga salohiyatli investorlarni jalb qilish, istiqbolli investitsiya loyihalarini amalga oshirish

hamda mamlakatimiz eksport imkoniyatlarini ortishiga sabab bo'layotganligi ko'pchilikka ma'lum. Boz ustiga O'zbekistonning mavjud klassik turizm yo'nalishlaridan tushayotgan daromad unga sarf etilayotgan xarajatlarni zo'rg'a oqlamoqda. Mustabid tuzim davrida O'rta Osiyoning gavhari bo'lmish Farg'ona vodiysi sayyohlik salohiyati e'tibor qaratilmagan edi. Xo'sh Farg'ona vodiysining sayyohlik salohiyati qay darajada rivojlangan?

Hozirgi kunda "Respublikada turizm bozorining turli segmentlariga yo'naltirilgan turizm mahsuloti va xizmatlarini diversifikatsiya qilish, ularning raqobatbardoshligini yanada oshirish, maqbul va qulay ichki va xalqaro ziyorat turizmi muhitini yaratish, transport yo'nalishlarini kengaytirish, transport xizmatlari sifatini oshirish, turizm mahsulotlarini keng targ'ib qilish"ni taqozo etmoqda [1]. O'zbekistonning mintaqa davlatlari bilan munosabatlari yangi bosqichga ko'tarilib, mamlakatimizning xalqaro maydondagi imidji sezilarli darajada yaxshilandi. Xususan, iqtisodiy sohada Sh. Mirziyoyev davrida sanoat tarmoqlari iqtisodiyotimiz "drayverlari"ga aylanishi uchun yetarli sharoitlar yaratilib, bunday omillar ayniqsa to'qimachilik, sanoat va qurilish materiallari ishlab chiqarish, meva-sabzavotchilik, farmatsevtika va turizm sohalarida yaqqol namoyon bo'ldi, bu sohalar tizimli ravishda qo'llab-quvvatlandi va rivojlandi [2].

O'zbekiston joriy 2023 yilda Jahon turizm tashkiloti (UNWTO)ning bosh assambleyasi 25 sessiyasiga mezbonlik qilishi [3] mamlakatning sayyohlik salohiyatini yana bir bor dunyo miqyosida namoyon qilish va ko'plab sayyohlarni O'zbekistonga jalb qilish imkoniyatini beradi.

Tadqiqotchi *Sh.G. Xoshimov* tomonidan milliy turizm hisobi mamlakat miqyosida bo'layotgan ijtimoiy, iqtisodiy jarayonlarni ifodalovchi ko'rsatkichlar tizimi, bu ko'rsatkichlarni hisoblash uslubiyati va usullari tushuniladi.

Iqtisodchi olim *B.K. G'oyibnazarov* "Mamlakat bo'yicha yaratilayotgan mahsulot va daromadlarni hisoblash uslubiyati bo'lib, ularning hosil bo'lishi, tuzilishi, taqsimlanishi hamda foydalanish jarayonlarini ifodalaydigan jamlama iqtisodiy ko'rsatkichlar tizimi hisoblanadi. Bu tizim respublika ijtimoiy-iqtisodiy hayotining barcha jabhalarini o'rganish,

tahlil qilish va istiqboldagi vazifalarni belgilashga xizmat qiladi" deb hisoblaydi.

Farg'ona vodiysi azaldan o'zining mo'tadil va yumshoq iqlimi bilan insoniyatni o'ziga jalb qilib kelgan. Mazkur maqolada Farg'ona vodiysi viloyatlaridagi ichki va tashqi turizm oqimini rivojlantirish va uning hajmini yalpi ichki mahsulotda o'stirishni nazarda tutadi. Farg'ona vodiysi bo'ylab sayyohlik xizmatlari ko'rsatish hajmini yangicha yondashuv va mexanizmlar tufayli kengaytirish muhim ahamiyat kasb etmoqda.

Ayni kunlarda, Muhtaram Prezidentimizning e'tibor va sa'y-harakatlari bilan 2018 yildan boshlab turizm mamlakat iqtisodiyotining eng ilg'or-lokomativ yo'nalishiga aylanishi, xizmat ko'rsatish tarmog'ini rivojlantirib aholi bandligini ta'minlash masalalariga ilgari surilmoqda.

Farg'ona vodiysi O'zbekiston, Qirg'iziston va Tojikistonning yettita viloyatlaridan iborat bo'lib, ular Farg'ona, Andijon, Namangan, Botken, Jalolobod, O'sh va So'g'd viloyatlarini o'z ichiga oladi.

O'ylaymanki, bu loyiha jahon turizmi integratsiyasini rivojlantirish, qo'shni davlatlar – O'zbekiston Respublikasi, Qirg'iziston va Tojikistonning tinchlikparvar siyosatini yuritishda muhim ahamiyat kasb yetadi. Bundan tashqari, bu hududlarda aholi soni kundan kunga oshib bormoqda. Shuningdek, vodiya madaniy meros obidalarini, obyektlari (*Ko'kturk, So'g'd, Qoraxoniylar, Temuriylar, Qo'qon xonligi, Chor Rossiyasi va SSSR davrlariga tegishli yodgorliklarni o'z ichiga oladi*) to'liq va maqsadli foydalanilmagan bir qancha obyektlar mavjud.

Mavzuga oid adabiyotlar tahlili

Jahon iqtisodchi olimlari tomonidan mamlakat iqtisodiyoti o'sishini uning hududlarida turizm va xizmat ko'rsatish yuksalishi bilan bog'laydilar. Iqtisodiyotining turizm tarmog'i taraqqiy

etgan Turkiya, Italiya, Fransiya, AQSH kabi davlatlarning ma'lum bir hududlarining sayyohlik imkoniyatini oshirish va bu orqali aholi turmush darajasini yuksaltirish borasida ko'plab fikrlari mavjud.

Misol uchun Turkiyalik professor, ekspert Turkiya Prezidenti Rajab Toyib Erdo'g'onning maslahatchisi *Sadik Badak* Farg'ona shahriga kelib Andijon, Farg'ona va Namangan turizm sohasidagi biznes vakillari bilan bo'lgan uchrashuvda Farg'ona vodiysi uchun umumiy strategiyalar ishlab chiqilishi zarurligi aytib o'tgan (2019 yil, 11 iyun sanasi).

Sodiq Badakning fikricha, Farg'ona, Andijon, Namangan va Toshkent viloyatlari uchun O'zbekiston Respublikasi hukumatining turizm infratuzilmasini rivojlantirishga oid qaror va boshqa hujjatlari bilan bu mintaqani davlat investitsiyasi bilan qo'llab-quvvatlash zarurligini ta'kidlaydi hamda Farg'ona vodiysi sayyohlik salohiyatini targ'ib etish va tranzit turizmini rivojlantirish borasida esa Qozog'iston, Tojikiston, Xitoy, Qirg'iziston, Rossiya Federatsiyasi hamda Ovrupa Ittifoqi bilan O'zbekistonning qo'shma xalqaro me'yoriy hujjatlari va kelishuvlari ishlab chiqishi va amalga oshirishi lozimligi va Turkiya davlatlar tashkiloti bunda tashabbuskor bo'lishi zarur deb hisoblaydi.

Mavzuga oid mintaqaviy turizm rivoji bo'yicha 2021 yilda Rossiya Federatsiyasining Irkutsk universitetida o'tkazilgan Butun Rossiya ilmiy konferensiyasida ma'ruzalarida mintaqaviy turizmning barqaror rivojlanishini ta'minlash bo'yicha zamonaviy texnologiyalar, turizm va mehmondo'stlik industriyasini rivojlantirishda raqamli iqtisodiyot texnologiyalari, mutaxassislar tayyorlash tizimini modernizatsiya qilish yo'nalishlari kabi keng ko'lamli masalalar ham qamrab olingan. Turizm va mehmondo'stlik industriyasi, mintaqadagi rekreatsion va resurs salohiyatidan

foydalanish muammolari va istiqbollari, mintaqaning turistik mahsulotini ilgari surish strategiyalari va boshqalar to'g'risida so'z boradi.

Hududlar iqtisodiyotini turizm tarmog'i bilan taraqqiy ettirish kam o'rganilgan soha hisoblanadi. Markaziy Osiyoga qo'shni Rossiya Federatsiyasi Irkutsk davlat universitetida Butun Rossiya hududlari uchun sohaga oid ilmiy konferensiya o'tkazildi. Yalpi majlisda Moskva davlat universiteti rekreatsion geografiya va turizm kafedrası professori. *M.V. Lomonosova, A.Y. Aleksandrova* universal raqamlashtirish davrida turizmni fan sifatida shakllanishi muammolarini batafsil muhokama qilindi. Rossiya davlat turizm va servis universiteti professori *M.A. Sarancha* o'z ma'ruzasida sayyohlarning tashrif buyuradigan turistik markazlarda zamonaviy texnologiyalar orqali tasvir va matn tahlilidan foydalanish imkoniyatlari mavjudligini aytib o'tdi. Shu o'rinda Irkutsk mintaqasi va Farg'ona vodiysi transkoridor nuqtai nazardan bir-biriga o'xshash (muqobil) joylashuv va imkoniyatlarga ega.

Xalqaro ilmiy turizm ekspertlari assotsiatsiyasi (AIENT) mintaqaviy turizmga quyidagicha ta'rif beradi. Mintaqaviy turizm istiqbolli faoliyat yo'nalishlaridan biri hisoblanadi. Uning ahamiyati shundaki, u nisbatan kichik kapital qo'yimlar bilan kapitalning tez aylanish sohasi bo'lib, infratuzilmani modernizatsiya qilishning samarali vositasi bo'lib, davlat va mintaqada iqtisodiyotida yangi ish o'rinlarini yaratish imkoniyatini beradi.

So'nggi paytlarda tadbirkorlik va sayyohlik va rekreatsion hududlarni rivojlantirish, milliy madaniyatimizni yuksaltirish va targ'ib qilish uchun qulay sharoitlar yaratilganini qayd etilmoqda. Turizm biznesida qo'llanilishi mumkin bo'lgan mehnat resurslarini ishga solish bilan bog'liq holda turizm biznesi alohida ahamiyatga ega ekanligi ma'lum bo'ldi.

"Turistik biznesni rivojlantirish maxsus kichik va o'rta korxonalarini tashkil etishda, shuningdek, iqtisodiyot tarmoqlarining yirik tarmoqlari: qurilish, savdo, biznesni faollashtirish va rag'batlantirishga yordam berishi isbotlangan. Bunda turizm sohasi rivoji bilan qishloq xo'jaligi, iste'mol tovarlari ishlab chiqarish, transport va aloqa sohasi ham baravar rivojlanadi". Mintaqaviy turizm biznesida faoliyatning eng xarakterli shakli aksiyadorlik jamiyati bo'lib, unda investitsiya fondlari bir xil nominal qiymatdagi aksiyalarni chiqarish yo'li bilan birlashtiriladi. Aniqlanishicha, hozirgi vaqtda turizmni davlat tomonidan qo'llab-quvvatlashning nihoyatda cheklanganligi va uni rivojlantirish uchun maqsadli byudjet investitsiyalarining yo'qligi sababli kapital jalb qilishning keng tarqalgan shakli mahalliy budjetdan ajratmalar yoki maxsus soliq, shuningdek, o'z mablag'lari bilan cheklanib qolmoqda. Turizm korxonalarini moliyalashtirishning bir qator qo'shimcha manbalaridan foydalanish maqsadga muvofiqdir, jumladan: foizsiz kredit, bank krediti, shu jumladan mulk, yer va asbob-uskunalar bilan garovga olingan kredit, kreditlashning lizing shakli, soliqlar, majburiy to'lovlar va yig'implarni to'lashni kechiktirish shaklida soliq investitsiya kreditidan foydalanish imkoniyati xalqaro tajribada qo'llanilgan.

O'zbekistonning, Farg'ona vodiysining tarixiy rivojlanish davrida Qo'qon xonligi Chor Rossiyasi va Bolsheviklar agressiyasi ta'sirida o'lka aholisining ma'naviyati tubdan o'zgartirilib, kommunistik mafkura ta'sirida ko'plab nomoddiy va moddiy madaniy meros obidalari va madaniyatining yo'q bo'lib ketish darajasiga kelib qoldi.

Tadqiqot metodologiyasi

Mintaqaviy turizm rivojlanishini tahlil qilishda turli toifalar bo'yicha qiyosiy

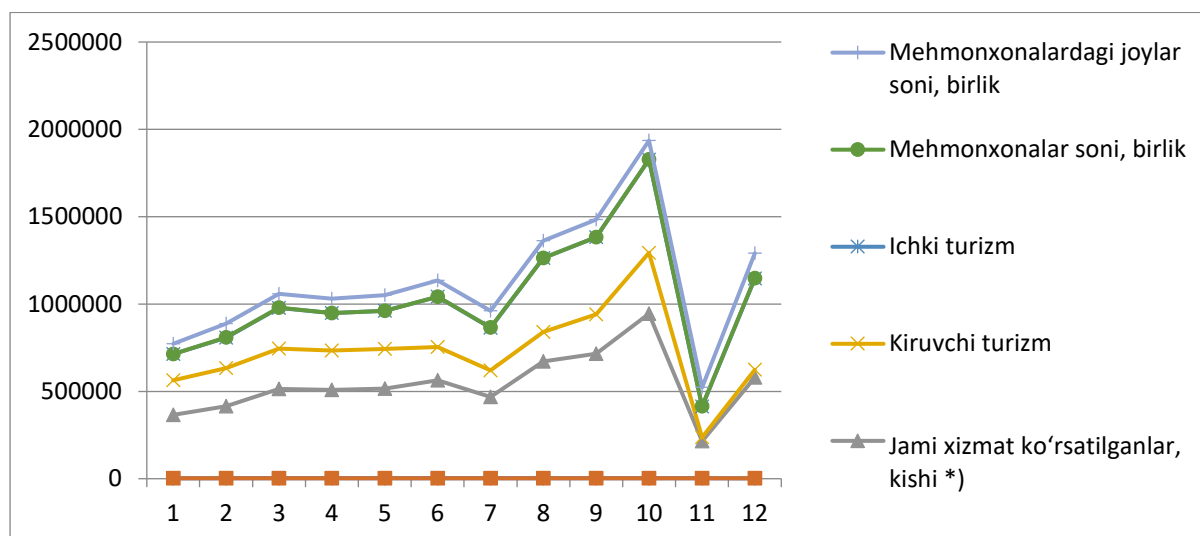
tahlillar olib borildi. Hududning sayyohlik salohiyatini kirish turizmi, chiqish turizmi va tranzit turizm bo'yicha o'rganishlar o'tkazildi.

Demak jahonda turizm rivojiga salbiy ta'sir ko'rsatgan 2019 yil davrigacha va undan keyingi davrdagi yillik statistik ma'lumotlar asosida asosiy turizm ko'rsatkichlari o'sish ko'rsatkichlari dinamikasi aks ettirildi. Sayyohlarning tashriflarini maqsad bo'yicha tasniflandi. Bundan tashqari ularni qiziqtirgan savollar bo'yicha tegishli so'rovnoma ishlab chiqildi, mummolari o'rganildi. Shu bilan birga Farg'ona vodiysi mintaqasini rivojlanayotgan davlatlar sirasiga kiruvchi Irkutsk viloyati sayyohlik salohiyati bilan taqqoslanib zarur xulosalar va ko'rsatmalar ishlab chiqildi.

Tahlil va natijalar

Ma'lumki, hududning turizm va xizmat ko'rsatish, madaniyat sohasidagi xizmatlar, umumiy ovqatlanish korxonalarining savdo aylanmasi mahalliy aholining mamlakat bo'ylab harakati, ichki turizm va xorijiy fuqarolarning tegishli maqsadlarda mintaqaga tashrif buyurishlari va ularning bir necha kun davomida qilgan sarf-harajatlari hududga iqtisodiy daromad tarzida foyda keltiradi.

O'zbekistonda turizm oqimi 2015 yildan 2019 yilgacha yuqori suratlarda oshib bordi. Bunda Farg'ona vodiysining ahamiyati ham yuqori bo'ldi. Marg'ilonda o'tkazilgan Folklor festivali va Qo'qon shahrida o'tkazilgan Xalqaro hunarmandchilik festivali sayyohlik oqimini yanada oshishiga olib keldi. Hukumat tomonidan viza rasmiylashtirishning soddalashtirishga oid qabul qilingan hujjatlar mintaqaga sayyohlarning emin-erkin kirib kelishlariga imkon yaratdi.



1-diagramma. O'zbekistonning asosiy sayyohlik ko'rsatkichlari (2015-2021yy).

Gistogrammadan 2015 yildan 2019 yilga qadar mamlakatga kiruvchi sayyohlar soni, mehmonxonalar, sayyohlarga ko'rsatilgan xizmatlar hajmi ortib brogan. Bundan tashqari, turistik korxonalar ham yildan yilga ortib borgan. Butun dunyo iqtisodiyotiga jiddiy zarar keltirgan pandemiya Markaziy Osiyo davlatlari turizm rivojlanishini to'xtatib,

"lockdown"lar davrida o'n besh yil ortga surdi, O'zbekistonga kelayotgan sayyohlar oqimi tubdan kamaydi.

Ma'lumotlar faqat viza va xorijiy pasportni rasmiylashtirish, mehmonxona va boshqa yashash joylarini band qilish xizmatlari ko'rsatilgan fuqarolarni qo'shgan holda hisoblangan.

1-jadval. O'zbekistonning asosiy sayyohlik ko'rsatkichlari raqamlarda (2015-2021yy).

Ko'rsatkichlar	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Turistik firma va tashkilotlar soni, birlik	313	332	351	348	343	398	433	449	502	517	337	288
Jami xizmat ko'rsatilganlar, kishi	363300	411736	511596	505395	514107	560406	465403	669982	713167	941990	212349	577766
Kiruvchi turizm	197886	218270	231120	225790	227475	191143	152616	167394	224796	348731	21693	44419
Ichki turizm	150233	175214	232868	214357	216877	287225	244408	422935	441547	532544	176646	522009
Mehmonxonalar soni, birlik	712	823	872	914	1000	1053	1184	1307	1400	1560	1650	1177

Mehmon xonalardagi joylar soni, birlik	57396	78659	79345	81775	89817	93048	95113	97920	100014	108255	108025	143024
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2010 yilda Respublikada jami 313 turistik firmalar faoliyat yuritgan bo'lsa, 2018 yilga kelib ular soni 502 taga yetgan yoki 160 foiz o'sish suratin tashkil etgan. Mamlakatimizda 2010 yilda 363 ming nafar xorijiy sayyohlarga xizmat ko'rsatilgan bo'lsa, 2018 yilda 713 ming xorijiy sayyohlarga xizmat ko'rsatildi, bu raqamni 196 foiz o'sish surati ikki baravarga ortgan. O'zbekistondagi joylashtirish vositalari soni mazkur davr mobaynida ikki barovarga oshdi. Buyuk Britaniya xalqaro nashrlari O'zbekistonni dunyoning eng kuchli (Top) 10 talik sayyohlik yo'nalishiga kiritgani mazkur raqamlarning isboti hisoblanadi.

Turizm salohiyati rivojlanish holatini Farg'ona vodiysi misolida tahlil qiladigan

bo'lsak, 2016 yilda yirik turizm infratuzilma obyekti ishga tushirildi. Qamchiq dovoni orqali Toshkent-Pop-Andijon tezyurar temir yo'l poyezdlari qatnovi ishga tushirildi. COVID-2019 mazkur mintaqaga ham salbiy ta'siri katta bo'ldi. Ammo Prezident Sh. Mirziyoyev tomonidan olib borilayotgan liberal iqtisodiyot siyosati tufayli Farg'ona vodiysi viloyatlari Andijon, Namangan va Farg'onada sayyohlarni jalb qilish bo'yicha 2022 yilga maqsadli ko'rsatkichlari ishlab chiqilib (2-jadval), ular ijrosini ta'minlash yuzasidan chora-tadbirlar ishlab chiqilmoqda. 2022 yil yakuniga qadar ushbu chora-tadbirlar hisobidan mahalliy byudjetga qo'shimch 681 milliard so'm tushirilishiga erishiladi.

2-jadval. Farg'ona vodiysi viloyatlariga sayyohlarni jalb qilish bo'yicha 2022 yil maqsadli ko'rsatkichlari

Farg'ona vodiysi bo'ylab jami	2724	<i>ming nafar</i>
mahalliy	2347	
xorijiy	377	
ulardan qoladigan daromad	681	<i>mlrd. so'm</i>
Andijon viloyati	478	<i>ming nafar</i>
mahalliy	381	
xorijiy	97	
ulardan qoladigan daromad	119,5	<i>mlrd. so'm</i>
Namangan viloyati	1730	<i>ming nafar</i>
mahalliy	1700	
xorijiy	30	
ulardan qoladigan daromad	432,5	<i>mlrd. so'm</i>
Farg'ona viloyati	516	<i>ming nafar</i>
mahalliy	266	
xorijiy	250	
ulardan qoladigan daromad	129	<i>mlrd. so'm</i>

Rossiyalik mutaxassis va ekspertlar Irkutsk hududi sayyohlik salohiyatini rivojlantirish Farg'ona vodiysi imkoniyatlari bilan

solishtirganda COVID-19 pandemiyasining ikkala mintaq (Irkutsk va Farg'ona)

turizmi rivojlanishiga salbiy ta'sirini ko'rishimiz mumkin.

Endilikda Irkutsk mintaqasi va Farg'ona vodiysining solishtirma raqamlarini ko'rishimiz mumkin.

3-jadval. Irkutsk mintaqasi va Farg'ona vodiysi turizm salohiyatlari solishtirma tahlili

Solishtirma ko'rsatkichlar	Irkutsk mintaqasi	Farg'ona vodiysi
Sayyohlar sig'imi kunlik (kishi)	5000	7000
Yirik Tadbirlar	Baykal tur, Baykal investitsiya forumlari	Xalqaro hunarmandchilik festivali, Folklor festivali, Atlas festivali
Mehmonxonalar soni	34	72 (46 ta Farg'ona viloyatida)
Muzeylar soni	6	34
Solishtirma afzalik xususiyatlari	Rossiya Federatsiyasi va MDH mamlakatlari tomonidan sayyohlarni jalb qilishga qulay, Xitoy va Yevropa transkoridorida joylashgan. Energoresurs (<i>elektr va tabiiy gaz</i>) va yoqilg'i mahsulotlar narxi nisbatan arzon.	Turkiy davlatlar va MDH mamlakatlari tomonidan sayyohlarni jalb qilishga qulay Xitoy va Yevropa transkoridorida joylashgan. Mehnat resurslari, kiyim-kechak va oziq-ovqat mahsulotlari arzon.

* Ma'lumotlar 2022 yil yakuni bilan hisoblandi.

* Farg'ona vodiysi raqamlarida Andijon, Farg'ona va Namangan viloyatlari umumlashgan holda aks ettirilgan.

Irkutsk viloyatida kirish turizmi asosan Baykalning yo'li orqali tranzit sayyohlikdan iborat. Chet ellik sayyohlar shaharda o'rtacha 1,5-2 kungacha qolishadi, ularning aksariyati Xitoy, Germaniya va Yaponiya sayohatchilaridir. Turistik oqimning 70 foizi yoz mavsumiga to'g'ri keladi, mehmonlar yuklamasining cho'qqisi sentyabrda "Baykal iqtisodiy forumi"ga kelishadi. 1980-yillarda har yili shaharga 40 mingdan ortiq chet elliklar tashrif buyurishgan.

2011 yilda mehmonxonalar va shunga o'xshash turar joy obyektlarining xonalari 3,9 ming o'rinni tashkil etdi. Hududda 72 ta turoperator mavjud bo'lib, turizm sohasida 23,4 ming kishi ish bilan ta'minlangan. Xalqaro darajadagi mehmonxonalardan Marriott mehmonxona tarmog'i, (*to'rt yulduzli*), shuningdek, *uch yulduzli* IBIS mehmonxonasi ochildi. O'rtacha yillik mehmonxona yuklanishi 40% dan oshmaydi. Har yili "Baykal-tur" sayyohlik ko'rgazmasi bo'lib o'tadi. Tibbiyot turizmi yo'nalishida Angara sanatoriy-kurorti, "Irkut sanatoriyasi", "Sinyushin tog'i" va

bolalar uchun "Podsnejniy" sanatoriysi bor. Irkutsk shahri yaqinida "Talts" me'moriy va etnografik muzeyi mavjud.

London fond birjasining sobiq dileri *Devild Rikardo A. Smit* g'oyalarini rivojlantirib, o'zining "Siyosiy iqtisod va soliqqa tortish tamoyillari" (1817) kitobida xalqaro savdoda ishtirok etish barcha mamlakatlar uchun foydali ekanligini isbotladi. Portugaliya va Angliyada vino va gazlama ishlab chiqarishi bilan mashhur shartli misolda *D. Rikardo* matematik usulda isbotladi.

Boshqacha qilib aytadigan bo'lsak, bu mamlakat o'zi mutlaq ustunlikka ega bo'lgan tovarlarni ishlab chiqarishdan voz kechib, boshqa, samaraliroq tarmoqlarga ixtisoslashganini, resurslari kam bo'lgan mamlakatlardan esa ishlab chiqarishdan voz kechgan tovarlarni sotib olishini anglatadi.

Farg'ona vodiysining ham mutlaq afzallik imkoniyatlari ishga solinmay kelayotir. Misol qilib aytganda, tekstil va

to'qimachilik mahsulotlari (kiyim-kechak), oziq-ovqat (qishloq xo'jaligi) O'zbekiston Respublikasining boshqa hududlariga nisbatan ikki baravar arzonligi e'tiborga molik. Turmahsulotning shakllanishidagi transport, yashash va ovqatlanish hamda boshqa turdosh xizmatlarning umumiy xarajati Ovrupa, Amerika va MDH davlatlari sayyohlarini jalb qilish imkoniyati mavjud.

Joylashtirish vositalarining kunlik narxi yangi texnologiyalardan foydalanishga va davlatning iqtisodiy siyosatiga, birinchi navbatda, soliq va amortizatsiyaga bog'liq. Rivojlanayotgan mamlakatlar, masalan, yangi texnologiyalar yordamida mehnat xarajati narxi past bo'lgan boshqa mamlakatlarga nisbatan (Misr, Tunis, Marokash) nisbatan ustunlikka ega bo'lish uchun ishchi kuchi narxini va shunga mos ravishda joylashtirish narxini pasaytirishga harakat qilmoqda.

Turistik oqim – bu mamlakat yoki ma'lum bir mintaqaga turistlarning doimiy kelishi. Turistik oqim hajmini tavsiflovchi ko'rsatkichlarga quyidagilar kiradi: uyushgan va havaskor turistlarning umumiy soni; ekskursiya kunlari soni (kechalar soni, yotoq kunlari); turistlarning mamlakatda, mintaqada (bir joyda yoki aholi punktida) bo'lishlarining o'rtacha davomiyligi (o'rtacha vaqt).

Turizmni rivojlantirish ko'rsatkichlari tizimi quyidagilarni tavsiflovchi ko'rsatkichlarni o'z ichiga oladi, turistlar oqimi hajmi, turizm moddiy-texnik bazasining holati va rivojlanishi, sayyohlik kompaniyasining moliyaviy-xo'jalik faoliyati, xalqaro turizmni rivojlantirishdan iborat.

Turistik kunlar soni sayyohlarning umumiy sonini bitta turistning mamlakat yoki mintaqada bo'lish kunlaridagi o'rtacha davomiyligiga ko'paytirish yo'li (usuli) bilan aniqlanadi:

$$D = r * t$$

D – turistik kunlar soni, kishi-kun;

r – sayyohlarning soni, kishi;

t – ma'lum bir mintaqada bitta turistning o'rtacha qolish muddati, kunlar.

Turistik oqimning notekisligini tavsiflash uchun notekislik koeffitsiyenti qo'llaniladi. Turistik oqim dinamikasini tahlil qilish maqsadi va vazifasiga qarab notekislik koeffitsiyentini hisoblashning bir necha xil usullari mavjud. Xususan,

$$K_H = \frac{D_{max}}{D_{min}} 100$$

bu yerda K_H - turistlar oqimining notekislik koeffitsiyenti, %;

D_{max} – maksimal turist oqimining oyidagi tur kunlari soni, kishi-kunlar;

D_{min} – minimal turistik oqim oyidagi tur kunlari soni, odam-kunlar.

Turistik kunlarining o'rtacha oylik soni yillik tur kunlarini 12 oyga bo'lish yo'li bilan aniqlanadi:

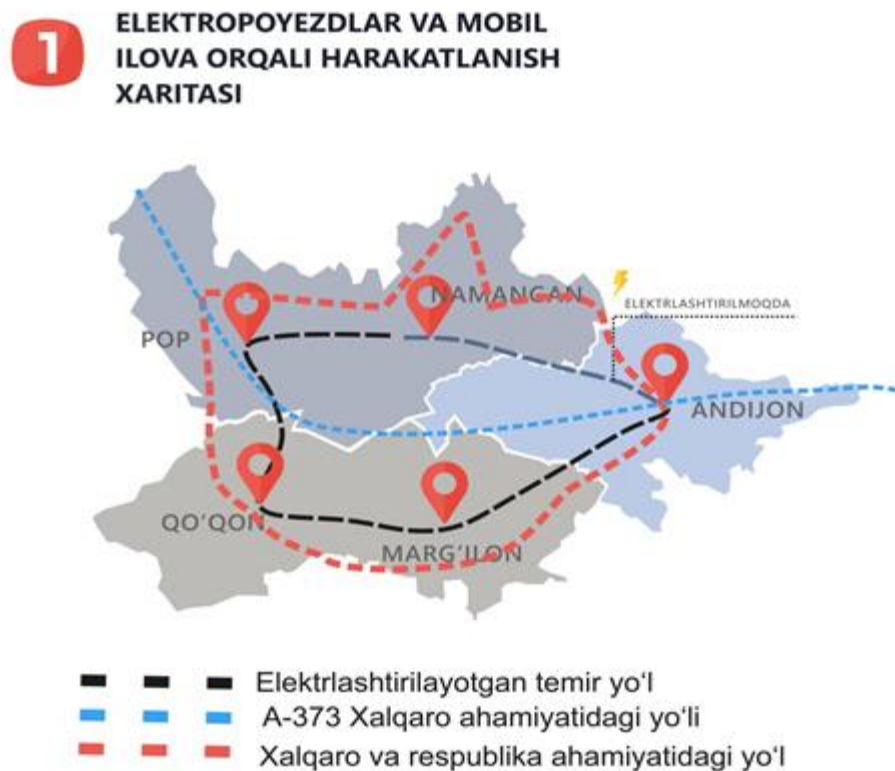
$$D_{o'o} = \frac{D_{yil}}{12}$$

Turizmning moddiy-texnika bazasining holati va rivojlanishini tavsiflovchi ko'rsatkichlar uning ma'lum bir mamlakat yoki mintaqadagi imkoniyatlarini belgilaydi. Bularga dam olish uylari, pansionatlar, sayyohlik markazlari, mehmonxonalar, sanatoriylar va boshqalarning yotoq fondi, shuningdek, mahalliy aholi tomonidan ajratilgan yotoqlar soni, turistlar uchun umumiy ovqatlanish korxonalarining savdo maydonchalaridagi joylar soni, teatrlarda turistlar uchun ajratilgan o'rindiqlar soni, sanatoriylarda turistlar uchun ajratilgan vannalar soni va boshqalar mansub bo'ladi.

Turistik kompaniyaning moliyaviy-xo'jalik faoliyati ko'rsatkichlariga quyidagilar kiradi: turistik xizmatlarni sotish hajmi yoki turistik xizmatlarni sotishdan olingan daromadlar, mehnatdan foydalanish ko'rsatkichlari (mehnat unumdorligi, mehnat xarajatlari darajasi va boshqalar); ishlab chiqarish fondlaridan foydalanish ko'rsatkichlari (kapital unumdorligi, aylanma mablag'lar aylanmasi va

boshqalar); turistik xizmatlar narxi; foyda; rentabellik; sayyohlik kompaniyasining moliyaviy ahvoli ko'rsatkichlari (to'lov

qobiliyati, likvidligi, moliyaviy barqarorligi, valyutaning o'zini o'zi ta'minlashi va boshqalar).



1-rasm. Farg'ona vodiysida elektropoyezdlar harakati rejasi (2021-2024yy).

O'zbekiston Respublikasi Prezidentining Farg'ona vodiysi viloyatlariga tashrifi davomida (Namangan, Andijon va Farg'ona) temir yo'l halqasi harakatini ishga tushirish topshiriqlari berilgan bo'lsa-da, mazkur vazifasi to'la-to'kis bajarilmadi. Bunga vodiy ichida temir qatnovlari soni juda ham kamligi, zamonaviy poyezd vagonlarining yetishmasligi hamda Farg'ona-1 temir yo'l vokzalining bugunga qadar ishga tushirilmaganini misol qilib keltirishimiz mumkin. Ushbu turizm transport infratuzilmasini zamonaviy talab darajasiga keltirilsa, O'zbekistonda, xususan Farg'ona vodiysida sayyohlarning qolish kunlari uzaytirilib, ulardan tushadigan daromadning o'sishiga erishish

imkoniyatlari mavjud. Bu borada mas'ul davlat idoralari, mahalliy hokimiyatlarning qo'shma harakatlar va e'tibori talab qilinmoqda.

Bundan tashqari Farg'ona vodiysining beshta aeroportlari (Namangan xalqaro aeroporti, Farg'ona xalqaro aeroporti, Xo'jand xalqaro aeroporti, O'sh xalqaro aeroporti va Andijon aeroporti) da tashkil etilayotgan turizm axborot markazlarida sayyohlarga bunday turdagi taksilardan foydalanishni tavsiya qilgan holda, avtotransport vositalariga nisbatan qo'llaniladigan "O'zbekturizm" logotipi bilan "Turistlar uchun taksi" yo'nalishi va xizmatlarini kengaytirish zarur.



2- rasm. Farg'ona vodiysida transc heg araviy turizm marshrutlari.

Tojikiston Respublikasi bilan qo'shnichilik aloqalari yanada yaxshilanishi munosabati bilan Farg'ona-Xo'jand-Samarqand avtobus qatnovi yo'lga qo'yildi. Mazkur yo'nalishda turizm transport korxonalari tomonidan xizmat ko'rsatish ham yo'lga qo'yilgan. Faqatgina Tojikiston va O'zbekiston turizmi imkoniyatlari mavzusida Samarqand, Istaravshan (Panjikent), Farg'ona va Qo'qon shaharlarida xalqaro infotur va

konferensiyalar o'tkazish va bu marshrutdagi destinatsiyalarini keng targ'ib etish zaruriyati tug'ilgan. Bu o'rinda Farg'ona vodiysidagi O'zbekiston, Andarxon, Do'stlik va Farg'ona chegara o'tkazish punktlarining sayyohlar uchun imkoniyatlari va sharoitlar deyarli yoritilmagan. Quyidagi turizm marshrutlari (3 va 4-rasmlar) bo'yicha sayyohlarni harakatlantirish dolzarb ahamiyat kasb etmoqda.



3-rasm. Farg'ona vodiysidagi an'anaviy sayyohlik marshruti

tadbirlar bo'yicha qator muhim tashkiliy chora-tadbirlar ta'sir ko'rsatdi. Shu bilan birga, 2022-yilga mo'ljallangan turizm, madaniyat va sport sohalaridagi tadbirlar taqvimida rejalashtirilgan qator yirik madaniy tadbirlar katta ta'sir ko'rsatmoqda.



Respondentlar o'rtasida o'tkazilgan so'rov natijalari tahlili shuni ko'rsatdiki, Farg'ona viloyatiga tashrif buyurgan mahalliy sayyohlarning (*O'zbekiston fuqarolari*) o'rtacha yoshi 42 yoshni, MDH davlatlaridan kelgan sayyohlarning o'rtacha yoshi 38 yoshni, MDHga a'zo bo'lmagan mamlakatlardan kelgan sayyohlarning o'rtacha yoshi – 38 yoshni tashkil etadi. Umuman olganda, so'rov natijalari ko'rsatganidek, 2022 yil kuzgi turizm mavsumida xorijiy davlatlar va mahalliy sayyohlar oqimining sezilarli darajada oshib borayotgani ko'zga tashlanmoqda.

Shu bilan birga, mehmonlarni ro'yxatga olish va joylashtirish tizimini qamrab oluvchi "E-mehmon" avtomatlashtirilgan axborot tizimi ma'lumotlariga ko'ra, Farg'ona vodiysiga (*Farg'ona, Qo'qon, Andijon va Namangan*) 2018 yilning mart oyida xorijlik sayyohlar soni 34 709 nafarni tashkil etgan bo'lsa, 2019 yil mart oyiga kelib bu ko'rsatkich 69 660 nafarni yoki 1,97 barobarga o'sgan holda qariyb ikki barobarga oshgan.

Shu bilan birga, sayyohlar, Qo‘qon, O‘sh, Namangan va Andijon shaharlarida mahalliy sayyohlar uchun o‘rinlarni ijaraga beradigan mahalliy aholining shaxsiy uylarida joylashtirish salmoqli ulushni tashkil etmoqda. Sayyohlik tashriflarining katta qismi savdo va ziyoratlarga borish bilan bog‘liq bo‘lsa, keyingi eng muhimi ta’til kunlarida hordiq chiqarish, hordiq

chiqarish maqsadida Farg'ona vodiysining so'lim joylariga sayohat bo'ldi.

Respondentlar o'rtasida o'tkazilgan so'rov natijalari shuni ko'rsatdiki, mahalliy sayyohlarning aksariyati bir kunlik sayohatlarni afzal ko'radi – 57%, ikki kun qolishni rejalashtirmoqda – 23%, uch kun – 10%, sayyohlarning atigi 10 foizi bir kunlik qolishni rejalashtirmoqda.

Xorijiy sayyohlarning aksariyati mahalliy sayyohlarga nisbatan ikki kun qolishni afzal ko'radilar – 36%, uch kunlik – 21%, 4 kun va undan ko'proq qolishni xorijlik sayyohlarning qariyb 25 foizi qayd etgan.

Tahlil shuni ko'rsatdiki, Farg'ona vodiysiga kelgan sayyohlarning ko'pchiligi (taxminan 60 foizi) guruh bo'lib tashrif buyurgan bo'lib, mahalliy sayyohlar tashrifining qariyb 40 foizini shaxsiy sayohatlar, jumladan, ularning oila a'zolari bilan ham tashkil etadi.

Xorijlik sayyohlar uchun vaziyat boshqacharoq, turistlarning qariyb 85 foizi Farg'onaga uyushgan guruhlar tarkibida, jumladan, sayyohlik kompaniyalari orqali tashrif buyurishadi. Oila, do'stlar, biznes hamkorlar kabi shaxsiy sayohatlar bilan Farg'onaga kelgan xorijlik sayyohlar qariyb 15 foizini tashkil qilgan.

O'rganish davrida aniqlangan kamchilik va muammolar

O'rganish bilan bir qatorda biz tizimli ravishda hal qilinishi kerak bo'lgan bir qator muammolar aniqlandi:

- turistik ko'rgazma obyektlarining turli mansubligi (*mahalliy hokimlik, Madaniyat vazirligi, Turizm vazirligi, Vaqf jamg'armasi*) va kirish chiptalarining har xil narx siyosati (mahalliy sayyohlar uchun kirish chiptalarining arzonligi (*kattalar uchun 5 ming so'm, bolalar 2 ming so'm, o'quvchilar 2 ming so'm, bolalar bog'chalari uchun*)).
- turizm namoyish obyektlariga Markaziy Osiyo davlatlaridan kelgan

sayyohlar uchun kirish chiptalarining yuqori narxi (har bir obyekt uchun 25 ming so'mdan);

- Farg'ona shahrida kechki soat 23.00 dan keyin yosh sayyohlar uchun dam olish va hordiq chiqarish uchun joylar, shu jumladan tungi klublar va boshqalar yetarli emas. Bu holat turizm sohasida yuqori haq to'lanadigan kontingent bilan ajralib turadigan yosh turistlarni jalb qilishda jiddiy to'siq bo'lmoqda;
- Farg'ona shahrida ushbu transport turiga talab yuqori bo'lgan sharoitda respublikaning yirik shaharlarini bog'lovchi, turistlarni tashishga yo'naltirilgan markazlashtirilgan avtobus yo'nalishi mavjud emas;
- Farg'ona shahrida hamda Qo'qon va Farg'ona shaharlari o'rtasida, ayniqsa, sayyohlar oqimining eng yuqori mavsumida aviachiptalar va temir yo'llarning surunkali tanqisligi;
- Andijon shahrida (Qo'qon va Farg'ona orqali) tezyurar poyezdlarga chiptalarning doimiy tanqisligi, ayniqsa, sayyohlar oqimining eng yuqori mavsumida;
- turizm sohasida yuqori malakali kadrlar yetishmaydi, Farg'ona vodiysining turistlarga xizmat ko'rsatishning o'ziga xos ijobiy madaniyati bilan ajralib turadi;
- turizm sohasi uchun kadrlarni tayyorlash, qayta tayyorlash va malakasini oshirish bo'yicha konsalting va o'quv markazlari faoliyati yetarli darajada rivojlanmagan;
- turistik ko'rgazma obyektlarida turistlar uchun noqulaylik tug'diruvchi va Farg'ona viloyatidagi turizm sohasi haqida salbiy tasavvur hosil qiluvchi tilanchilarning mavjudligi (Andijon registon maydoni, Xudoyorxon o'rdasi);
- sayyohlar uchun turistik ko'rgazma obyektlariga tashrif buyurishda noqulaylik tug'diradigan sanitariya xizmatlarining ishlash rejimining tartibga solinmaganligi;

- gidlar, farroshlar, transport kompaniyalari haydovchilari va boshqalar uchun maxsus forma va yoriqlar mavjud emas;
- transport xizmatlari va turistlar bilan munosabatlar qoidalari va axloqiy me'yorlarining yo'qligi, bu sayyohlarda mamlakatga tashrif buyurishdan salbiy taassurot qolishiga olib keladi;
- turistik namoyish obyektlarda chiqindi qutilari yo'q, tamaki mahsulotlarini chekish uchun joylarni cheklovchi belgilar mavjud emas;
- nogironlar aravachalari, shu jumladan nogironligi bo'lgan shaxslar uchun aravachalarni haydash uchun akkumulyatorlar, elektr quvvatlagichlar, shuningdek obyektlar ichidagi panduslari yetishmasligi aniqlandi.

Xulosa va tavsiyalar

Farg'ona vodiysi uchun mintaqaviy rivojlanish nuqtai nazaridan turizm barcha tovar va xizmatlar yetkazib beruvchilar uchun daromad manbasi hisoblanadi. Farg'ona vodiysida mavjud temir yo'l infraztuzilmasini takomillashtirish hamda xususiy avakorxonalar tomonidan loukoster aviaqatnovlarni yo'lga qo'yish juda ham zarur.

Bundan tashqari, mintaqaviy rivojlanish rejalashtirish jarayonida tarmoq tadbirlari ko'lamini kegaytirish, tarmoqlararo majburiyat, belgilangan strategik maqsadlarni amalga oshirish imkoniyati holati, muvofiqlik, bilim va ishlab

chiqarishga sodiqlik, mahalliy miqyoslar, mavjud mintaqaviy va mahalliy resurslar, barqarorlik, ijtimoiy va iqtisodiy muvozanatlar, sifatga yo'naltirilgan loyihalarni amalga oshirmoq lozim. (Sarica, 2001).

Respublika turoperatorlari va xorijlik turagentliklar (Qozog'iston, Rossiya) birincha navbatda ko'tariladigan Farg'ona vodiysi transport muammosini bartaraf etishda zamonaviy poyezd vagonlarining keltirilishi hamda Farg'ona shahridagi Farg'ona-1 temir yo'l vokzalini ishga tushirish uni O'sh-1 va Xo'jand temir yo'l vokzallari bilan bog'lash kirish va ichki turizmni rivojlantirish uchun asosiy bo'g'in hisoblanadi.

Qirg'iziston orqali (O'sh shahri) kirib kelgan sayyohlar oqimini 2010 yildagi natijalarga yetkazish yoki undan oshirish bo'yicha qo'shni davlat bilan qo'shma turizm siyosatini yuritish kerak.

Xulosa qilib aytganda, turizm iqtisodiyotning boshqa tarmoqlariga nisbatan rivojlanayotgan va kam rivojlangan tarmoqdir. Shunday qilib, tarmoq rivojlanish darajasi, hududlararo rivojlanish nomutanosibliklarini bartaraf etish va iqtisodiy nomutanosibliklarga barham beriladi.

Turizm sohasi tomonidan ko'rsatiladigan xizmatlar ulushi O'zbekistonning yalpi ichki mahsulotidagi o'rni 2025 yilda besh foizdan ortishi uning sayyohlik salohiyatining yanada oshishiga olib keladi.

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ZIYORAT TURIZMINI RIVOJLANTIRISHDA SAYYOHLAR PSIXOLOGIK ASPEKTLARINING AHAMIYATI

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ABSTRACT

Din – ehtiyoj, ishonch hamda turmush tarzidir. Dindorlar – Yaratuvchi mavjudligi, gunohlar va savoblar, oxirat, dunyoning yaratilishi haqida o'z e'tiqodiy qarashlariga ega shaxslar. Ziyorat esa, din vakilining e'tiqodiy darajasi, dunyoqarashidan kelib chiqib gunohlardan poklanish, ayrim o'rinlarda ma'naviy hordiq chiqarish maqsadida muqaddas makon va din ulamosi (pir, so'fiy va b.) qadamjosiga, tarixiy yodgorliklarga tashrif buyurishi. Bundan kelib chiqib ziyorat hayotimizning e'tiqodlarimiz bilan mustahkamlangan tabiiy ehtiyoji ekanligini ko'rishimiz mumkin. Maqolada O'zbekistonda bugungi kunda ziyorat turizmiga qaratilgan e'tibor, erishilgan natijalar, yangi psixologik tadqiqot va takliflar, mavjud muammolar xususida fikr yuritamiz. Ta'kidlash joizki, ziyorat turizmi yurtimizning yetakchi sohalaridan. Ziyoratchi psixologik portreti esa, bugungi kun talabiga ega, keng ko'lamda o'rganib bo'linmagan bir yo'nalishdir.

Religion is a need, a belief and a way of life. Religious people - people who have their own religious views about the existence of the Creator, sins and merits, the afterlife, the creation of the world. Pilgrimage is a visit to a holy place and religious scholar (priest, Sufi, etc.) and historical monuments in order to be cleansed from sins based on the level of faith and worldview of the representative of the religion. Based on this, we can see that pilgrimage is a natural necessity of our life, strengthened by our beliefs. In the article, we will think about the attention paid to pilgrimage tourism in Uzbekistan today, the achieved results, new psychological research and proposals, and the existing problems. It should be noted that pilgrimage tourism is one of the leading sectors of our country. And the psychological portrait of the pilgrim is a direction that is in demand today and has not been widely studied.

Kirish

Diniy turizmdan maqsad ikki xil bo'lishi mumkin: 1-ziyosat turizmi, 2-ekskursiya va ma'rifiy yo'nalishdagi diniy turizm. Ziyorat – o'tgan avliyolar orqali Tangriga murojaat qilish, ong va ruhni tinchlantirish, muqaddas haqiqatni anglash, yolg'izlik va poklanish yo'lidan o'tish. Ziyorat turizmi-keng tarqalgan, O'zbekistonda asosiy o'rinni egallovchi, ma'lum bir ma'noda madaniy va diniy ehtiyoj bo'lgan turizmning bir jabhasi. Ushbu soha muayyan vaqt talab qilinadigan e'tiqodiy ehtiyojlar sabab ziyoratgoh va muqaddas qadamjolarga sayohatni anglatadi va dunyo miqyosida salmoqli o'ringa ega. Quyida insonni diniy sayohatga undovchi omillar haqida to'xtalib o'tamiz. Ziyorat kishining diniy munosabatlari, urf-odat va amallari,

dunyoqarashi uchun katta turtkidir. Uni harakatga undovchi kuch iymon masalasi va o'z diniga tegishli qadamjo, masjid, cherkov, ibodatxona, qabriston ziyorati oliy maqsad va ehtiyojni qondiruvchi omil hisoblanadi. Bundan tashqari diniy jihatdan noto'g'ri qarashlarning ham mavjudligi shaxsiy ehtiyojlar va maqsad yo'lida "o'tgan ruhlardan ko'mak so'rash" singari buzilgan psixologik va diniy masalani oldinga qo'yishi mumkin. Zero, bu harakatlar islomda nojoiz va shaxsga sig'inish shirk hisoblansa, psixologiyada ayrim qo'ruqlar, dunyoqarash shakllanishidagi buzilishlarni anglatadi.

O'zbekiston – dinlar beshigi, madaniy sivilizatsiya o'chog'i. Markaziy Osiyo qadimdan dunyo tamaddunlari uchrashgan hududda joylashganligi bois ham, e'tiqod

tushunchalari dastlab shu yerda kurtak ochgan. Yurtimiz hududida UNESCO ro'yxatiga olingan ko'plab yirik tarixiy shaharlar, diniy majmua, 10dan ortiq nasroniylik ziyoratgohlari, buddizm ibodatxonasi va 3,5 ming islom diniga aloqador turistik obyektlar mavjud. Ushbu obyektlar sabab bo'lib, yildan yilga ularga tashrif buyuruvchi ziyoratchi va sayyohlar soni oshib bormoqda. 2017-yilda mamlakatimizga 2,7 million turist tashrif buyurgan bo'lsa, 2022-yilga kelib ularning soni 5 milliondan oshdi hamda ushbu ko'rsatkichlarning katta qismi ziyoratni maqsad qilganlardir. Bundan tashqari ichki turizm ko'rsatkichlari ham 2017-yilga nisbatan 107%ga oshdi. Yuqoridagi keng ko'lamlı yangilanishlarga Yangi O'zbekistonda amalga oshirilayotgan o'zgarishlar:

- turizm va madaniy meros vazirligining tashkil etilganligi;
- turizm eksporti uchun davlat hisobidan mablag'lar ajratilayotganligi;
- ziyorat obyektlari muhofazasi kuchaytirilib, ko'plab rekonstruksiya ishlari olib borilganligi;
- sayyohlar uchun xavfsizlik ta'minlanuvi va viza rejimi soddalashganligida ko'rishimiz mumkin.

Ziyoratchilar nega aynan O'zbekistonni tanlashadi? Ma'lumki, o'zbek diyorida qadimdan kalom, hadis, tasavvuf singari islomiy ilmlarda yuksak darajalarga ersishgan ulamolar yetishib chiqqan. Ulardan qolgan ulkan ilmiy meros dunyo musulmonlarini o'ziga jalb qilib turibdi. Imom Buxoriy, Termiziy, Naqshbandiy, Najmiddin Kubro kabi ko'plab ajdodlarimiz nomi ila O'zbekistonni bilishadi. So'fiylik va islom madaniyatiga oid muqaddas makonlar – Buxoroyi-Sharif, Sayqali ro'yi zamin – Samarqand, Amir Temur beshigi – Shahrisabz va sanab sanog'iga yetish mushkul bo'lgan qadamjoyu xonaqolar tarovatiga mahliyo bo'lmaslik imkonsiz. "Makka uzoq, O'zbekiston esa

yaqin. Mamlakatda mingyillik tarixga ega maskanlar yetarlicha", – degan edi Tatariston Respublikasi Turizm davlat qo'mitasi raisi *Sergey Ivanov*. Olimlar vatani O'zbekistondan dunyo hali ko'p narsalar kutmoqda.

Davlatimiz rahbarining "2018-2019 yillarda turizm sohasini rivojlantirish bo'yicha birinchi navbatdagi chora-tadbirlar turishida"gi qarori ijrosi mavjud resurs va obyektlar sonini yanada oshirdi. Isbot o'rnida Buxoro va Samarqand shaharlari turizm hududlari tajribasi asosida Toshkent shahri, Farg'ona viloyati, Toshkent viloyati Bo'stonliq tumanida turistik zonalar ko'paytirildi. Joriy yilda qabul qilingan turizm sohasiga oid PQ-135-sonli qarorda ham dolzarb muammolar yechim va takliflarni kutib turibdi.

Eng ko'p keluvchi sayyohlarni biz bilan aynan nimalar bog'lab turadi? Etnik jihatlar umumiy bo'lgan davlatlar aholisi yurtimizga eng ko'p tashrif buyuruvchilar ekanligi statistika ma'lumotlaridan ma'lum. Bu degani kelib chiqishi, tarixi, diniy e'tiqodlar umumiy bo'lgan davlatlar bilan munosabatlarni kuchaytirishimiz, ushbu hududlarda tariximizni namoyon qila olishimiz, hamkorlikni yo'lga qo'yishimiz ziyoratchilar soniga o'z ta'sirini ko'rsatadi. Mamlakatimizda tashrif buyurgan sayyoh va ziyoratchilarda qanday muammolar uchramoqda? Biz qanday yechimlar ko'rsata olamiz? Ziyoratchilar, albatta, o'zi uchun hali noma'lum muhitga tushganida moddiy va psixologik qiyinchiliklar tug'ilishi tabiiy. Sharoit bilan aloqador kamchiliklarimiz yo'l, transport, internet tizimi, onlayn va raqamli xizmatlarning yetarlicha emasligi kabilar va ular tez orada o'z yechimini topishiga umid qilamiz. Mazkur muammolarni bartaraf etish uchun quyidagi yechimlarni taklif etishimiz mumkin:

- stress – har qanday shaxs o'zining "komfort muhiti"ni tark etar ekan, unda noqulaylik, kayfiyatida o'zgarishlar kuzatiladi. Yechim o'rnida sayohat

rejalashtirilgan transport vositasidagi malakali xizmat, tashrif nazarda tutilgan mamlakat haqida tushuncha, undan ma'lum milliy detallar (libos, muomala, asarlar) bilan tanishtirish orqali uning holatini yengillatish;

- kutuv – har bir ziyoratchi borar manzilidan, albatta, o'zgacha-standartlardan boshqacha yangilik kutadi. Sayyohlarni qiziqtirish, ularning sonini oshirish uchun ham aeroportlarda "o'zbekona mehmonni kutib olish", "milliy qiyofa"ni yo'lga qo'yish orqali hal qilinadigan bo'lsa, O'zbekistonni dunyoga yanada kengroq tanitish uchun neyromarketingdan samarali foydalanish;
- tashrif buyuruvchilar asosida etnik tadqiqotlar o'tkazish, jihatlarini inobatga olib ularni jalb etish borasida tadbirlar ishlab chiqish;
- turizm xaritasini aniq ishlab chiqish;
- bu hududda joylashgan pir va olimlar hayotini to'liq yorituvchi, ziyoratchi ehtiyojiga mos kelib qiziqish uyg'otishi uchun ziyoratning nima uchun zarurligi va undan o'ziga nima olishi

mumkinligini bildiruvchi loyihalar ishlab chiqish va uni tadbiq eta olish.

Xulosa

Xulosa qilib aytadigan bo'lsak, ziyorat turizmi eng ommalashayotgan, e'tibor tobora kuchayayotgan soha. Bizda asosiy resurs-qadamjo, obidalar yetarli ekan vazifamiz ularni hamjamiyatga tanita olish mavjud imkoniyat va salohiyatimizni to'g'ri baholab ziyoratchilarni o'ziga yanada jalb qiluvchi infratuzilmalarni yaratish, eskilarini o'z holicha saqlash, himoyaga olinmagan obyektlarni aniqlash va ziyoratchilar uchun sharoit yarata bilish. Yuqorida keltirilgan taklif va tavsiyalarni inobatga olib ziyoratchilarning etnik, psixologik jihatlariga qaratilgan tadqiqot hamda islohotlarning olib borilishi ijobiy natija berilishi kutilmoqda. Niyatimiz dunyoga kengroq ochilish ekan, bu yo'lda milliylik urg'uni qaratishimiz shart. Urfodat va an'analarimiz, xalqimiz hamda tariximiz, kelib chiqishimiz, milliy ta'b va madaniyat jahon bilan tenglashishga arziydi.

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**МАТЕРИАЛЫ МЕЖДУНАРОДНОЙ КОНФЕРЕНЦИИ
«БУДУЩЕЕ ТУРИЗМА - ИННОВАЦИИ И
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IV ФЕСТИВАЛЬ ТУРИЗМА MILLENNIALS**

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МЕЖДУНАРОДНАЯ ПРАКТИКА ПОДГОТОВКИ КАДРОВ ДЛЯ СФЕРЫ ТУРИЗМА

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ABSTRACT

В статье автор описывает особенности подготовки кадров для сферы туризма в США и Великобритании с учётом нынешней стратегии, направленной на достижение высокого качества кадров. Подчёркивается необходимость сохранения качества обучения в условиях растущих потребностей на рынке образования. Приведены примеры образовательных стандартов стран. Отмечается важность изучения опыта Кембриджа для усовершенствования системы непрерывного образования Узбекистана.

In the article, the author describes the features of training for the tourism sector in the United States and Great Britain, taking into account the current strategy aimed at achieving high-quality personnel. The need to maintain the quality of education in the face of growing needs in the education market is emphasized. Examples of educational standards of countries are given. The importance of studying the experience of Cambridge for improving the system of lifelong education in Uzbekistan is noted.

Введение

Усиление интеллектуальной составляющей во всех сферах деятельности, формирование «экономики знаний», стали основой для установления тенденций развития высшего образования в современном мире. Как отмечалось на Третьей Всемирной конференции ЮНЕСКО по высшему образованию, которая проходила в мае 2022 года, основной темой было **новое видение процесса обучения на ближайшее десятилетие**. Сейчас в мире насчитывается 235 миллионов студентов высших учебных заведений. За последние 20 лет их количество более чем удвоилось и, скорее всего, вновь удвоится в ближайшее десятилетие. Увеличение численности студенческого контингента свидетельствуют о том, что в международном сообществе в целом и в отдельных странах происходят важные изменения. Изменяется сама структура общества, происходят структурные

преобразования в социальных группах населения, появляются новые потребности и новые стремления. Как показано на диаграмме 1, потребность в высшем образовании растет независимо от уровня доходов.

При планировании масштабной деятельности в сфере высшего образования появляются новые проблемы, с которыми сталкиваются государство и руководители предприятий. В качестве одной из весомых проблем рассматривается вопрос равновесия количества студентов и качества высшего образования. Новые требования к качеству образования должны отвечать возрастающим разнообразным потребностям отечественного и мирового рынка труда. Некоторые из указанных выше тенденций - быстрый и стойкий рост контингента студентов, повышение международной мобильности, высокая сумма затрат на высшее образование и увеличение его

стоимости, объясняют значимый потенциал высшей школы для процессов

устойчивого развития и модернизации страны.

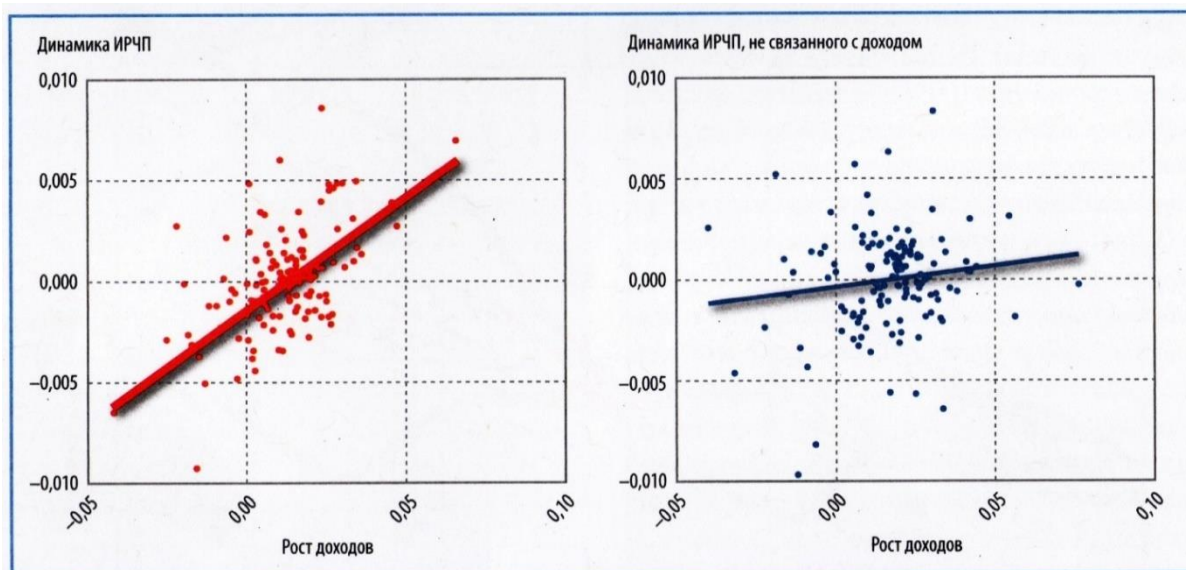


Диаграмма 1. Потребность в высшем образовании

Особенности подготовки кадров для сферы туризма определяют гибкое реагирование системы образования на изменения в туристической отрасли, общественной жизни в целом. Указанные выше тенденции приводят к относительной унификации учебных планов и программ на уровне содержания образования.

Такой подход полностью отвечает нынешней стратегии - как общемировой, так и национальной - достичь высокого качества подготовки кадров для сферы туризма.

Создание образовательного стандарта включает в себе проявление тенденции проникновения проектной культуры в образование. В 1946 г. была создана международная организация по стандартизации (International Organization for Standardization) - ИСО для решения задач разработки, координации и унификации международных стандартов, а также осуществления обмена информацией в этой области. В начале 80-х годов технические комитеты ИСО приступили к составлению стандартов, предназначенных для обучения

персонала, обслуживающего машины и механизмы. Это явилось точкой отсчета в разработке международного стандарта профессионального образования. Возрастающий интерес к проблеме образовательных стандартов отражен в докладе ЮНЕСКО «О положении дел в области образования в мире за 1993 г.», в котором выделен раздел «Поиск стандартов». Важным шагом к углублению процесса стандартизации стало принятие ЮНЕСКО Международной стандартной классификации образования (МСКО 15 СЕВ) как инструмента, способствующего сбору, компиляции и изложению статистических данных об образовании - по отношению к отдельным странам и в международном масштабе. Интересен опыт стандартизации образования на региональном, субрегиональном и межрегиональном уровнях, осуществляемый различными международными организациями, такими, как «Инициатива центра педагогических исследований (CERL)», «Европейский центр развития профессиональной подготовки (CEDEFOR)», опирающимся в своей

деятельности на Римский договор 1957 г. (ст. 128) и Решение Совета Европейского Союза о соответствии квалификационных удостоверений между странами - членами Европейского Совета. К практике образовательной стандартизации разные страны прибегают разными способами, учитывая огромные различия социокультурных условий, традиций, в которые «погружены» их системы образования.

Так, Соединенные Штаты Америки, защищая интересы потребителей услуг бурно развивающейся системы образования, нашли выход в создании и внедрении процедуры аттестации и аккредитации учебных заведений. Согласно этой процедуре устанавливалось соответствие показателей конкретного учебного заведения образовательным стандартам, которые разрабатывались и принимались профессиональными сообществами и соответственно включали в себя:

- описание стандартизированных характеристик;
- миссию и цели вуза;
- финансы;
- физические сооружения;
- материалы;
- оборудование;
- библиотеки и обучающие ресурсы;
- учебные программы и их эффективность;
- непрерывное образование и специальную учебную деятельность;
- обучающий персонал;
- администрацию;
- контингент студентов; научно-методическую и научно-исследовательскую работу, аспирантские программы.

Здесь многие годы действует развитая система тестовых оценок уровня обученности.

Из этого следует, более половины четырехгодичных колледжей и университетов США используют трехчасовой тестовый экзамен The Scholastic Attitude Test (SAT), который впервые был введен в 1926 г. как обязательная часть приемной процедуры. Количество баллов SAT колеблется от 200 до 800 единиц, и чем выше престижность колледжа или университета, тем большее количество баллов SAT требуется для поступления в такой вуз. В 1959 г. Советом колледжей были утверждены «Программа тестов американских колледжей - The American Testing Program» и оценочные экзамены - ACT Assessment. Поступающим в магистратуру предстоит справиться с тестовыми программами The Graduate Record Examination (GRE), The Miller Analogies Test (MAT), The Advanced Test. Претендент на должность в фирме, как правило, подвергается тестированию для оценки подготовленности к конкретной работе. Очевидно, что эти тестовые системы, пусть неявно и неполно, но отражают профессионально сложившиеся и устоявшиеся требования к уровню подготовки выпускника соответствующей образовательной ступени. Они могут рассматриваться и как инструмент оценки этих требований. Однако при этом явное описание требований к подготовленности выпускника отсутствует. Именно поэтому такой путь разработки системы требований нельзя считать оптимальным. Более разумной стратегией построения согласованного комплекса диагностируемых требований к подготовке выпускника является путь опережающей разработки требований. Этот вариант предполагает разработку средств оценки (процедура и инструментарий оценки). Он включает в себя создание тестов направленной валидности и последующую взаимную коррекцию требований и средств для оценки их достижения на основании

результатов экспериментального исследования. В 1991 г. в США создан Национальный комитет по образовательным стандартам и тестированию. Образование трактуется как «сокрытое сокровище», обладание которым способно «раздвинуть пределы роста цивилизации и культуры». США объявили «...общенациональный крестовый поход за новые стандарты в области образования - стандарты не федерального правительства, а общенациональные, представляющие все, что должны знать наши учащиеся, чтобы добиться успеха в условиях просвещенной экономики XXI века».

Для образовательных стандартов США характерны следующие особенности:

- стандарт рассматривается как совокупность конечных и сопутствующих целей (в области реформы образования);
 - стандарт предусматривает достижение фиксированных показателей;
 - выпускные экзамены проводятся в конце каждого уровня образования;
 - имеет место интерпретация учебного плана как общей усредненной картины по стране;
 - осуществляется фундаментализация главных академических предметов с установкой на недопустимость их ускоренного изучения;
 - устраняются проявления бессистемности, дискретности, случайного подбора предметов, эклектичности;
 - на элективные курсы отводится 25-30 % объема времени;
 - предусматривается обязательность математики и одного из предметов естествознания для будущих гуманитариев, равно как иностранного языка и одного предмета общественных наук для будущего математика/физика;
 - предусматривается изменение подхода к дифференциации, на I и II уровнях по 15 СЕВ - единая учебная академическая подготовка.
- В Великобритании образовательные стандарты разрабатываются и функционируют на основе правительственного документа «Национальный учебный план» - созданного на неконкурсной, неконкурентной основе (1987) и вводимшегося поэтапно (1991-1995), и «Закона об образовании» (1988). Особенности английских образовательных стандартов:
- «Национальный учебный план» включает 10 учебных предметов, в том числе 3 дисциплины, образующие ядро программы, и выступает как широкий и сбалансированный единый учебный план;
 - стандарт предусматривает наличие продвинутых целей и уровней для поступления в университет;
 - распределение времени между предметами осуществляется по усмотрению учебного заведения;
 - стандарт предусматривает: объем времени, отводимого на государственный учебный план, должен составлять 70-75 %;
 - стандарт обеспечивает непрерывность и преемственность образования посредством поэтапного построения курсов и регулярного контроля уровней обучения;
 - стандарт определяет количество разделов и их содержание для каждого этапа;
 - стандарт предусматривает возможность вариативности и дифференциации обучения (разным предметам - разные подходы) путем выделения «основных» и дополнительных разделов;

- стандарт обеспечивает выбор учащегося в качестве точного адресата стандарта;
- стандарт предусматривает обязательное овладение одним из 19-ти иностранных языков, дифференцированным по двум группам: а) языки стран ЕС; б) языки иных государств;
- стандарт вводит оценочные средства и технологии;
- стандарт вводит приоритетность в «Национальный учебный план» учебных дисциплин гуманитарной направленности (6 из 10).

Объектами стандартизации профессионального образования Великобритании выступают:

- учебные планы (контроль над учебными планами);
- работа образовательного учреждения в рамках государственной программы;
- экзаменационные требования.

Профессиональное образование Великобритании находится в ведении Министерства образования и науки, а также Министерства занятости.

Остановимся подробнее на процессе подготовки специалистов в Кембридже. Конкретно на работе, стоящей за разработкой учебных программ для Кембриджского уровня IGCSE и уровня О в сфере путешествий и туризма, а также квалификаций Cambridge International AS & A Level.

Пять этапов Кембриджского пути дают возможность учащимся в процессе обучения в возрасте от 3 до 19 лет плавно перейти от дошкольного образования к профессиональному, пройдя путь подготовки для достижения уровня специалиста (профессионала) отрасли. Каждый этап служит строительным блоком, помогающим школам разработать учебную программу, отвечающую потребностям

их учащихся. Уже в школах даётся возможность предлагать все этапы Cambridge Pathway или только некоторые из них.

Кембридж разработал учебные программы по путешествиям и туризму для старших классов для школьников среднего и продвинутого уровня знаний Cambridge Pathway. Учебные программы по путешествиям и туризму используются почти в 400 школах в 46 странах, включая Аргентину, Китай, Саудовскую Аравию и Новую Зеландию. В Кембридже разрабатываются программы и рамки учебных программ, чтобы способствовать развитию уверенности, ответственности, креативности и вовлеченности - свойств, необходимых каждому учащемуся Кембриджа. Цель – работать со школами и вместе развивать самостоятельных учащихся, обладающих необходимыми навыками и способных изменить мир к лучшему. Чтобы поддержать руководителей школ, было создано руководство «Внедрение учебной программы с Кембриджем», в котором изложены принципы, необходимые для успеха в разработке и реализации учебной программы. Руководство разработано, чтобы помочь руководителям и учителям эффективно внедрять Кембриджскую учебную программу в своих учебных организациях.

Для успешного и плавного перехода к Кембриджской программе учителя и другие специалисты сферы образования проводят консультации. Целью консультаций является определение предметного содержания, демонстрирующего различия уровней обучения. Консультативный подход поддерживает и обеспечивает контент включаемый в учебные программы, при выборе тематики и объёма каждого этапа обучения. В свою очередь, такой подход считается привлекательным и доступным для всех учащихся.

Консультации с учителями также помогают гарантировать, что учебные программы поддерживают педагогический подход, который позволяет учащимся играть активную роль в собственном обучении.

«Спиральный подход к обучению»

В учебных программах используется спиральный подход к развитию навыков, вводя темы на уровне Cambridge IGCSE и Cambridge O Level и более подробно рассматривая их на уровне Cambridge International AS & A. Учебная программа Cambridge IGCSE Travel & Tourism дает базовые знания и дает студентам широкое представление об этом секторе. В Cambridge International AS & A Level у учеников есть возможность вернуться к темам, чтобы изучить их глубже и работать над более подробными кейсами. В учебных программах International AS & A Level ключевые понятия были специально введены, чтобы помочь учащимся развить понимание путешествий и туризма и установить связи между различными аспектами предмета.

«Выравнивание контента»

Тематические области путешествий и туризма взаимосвязаны. Поэтому было важно согласовать предметное содержание на обоих уровнях, чтобы учащиеся получали плавный прогресс и постоянный опыт во время обучения.

«Предоставление студентам гибкость выбора своего образовательного пути»

Путешествия и туризм – это динамичная тема, и важно, чтобы учащиеся были готовы справиться с переменами, которые приносят с собой. Развитие аналитических навыков учащихся позволяет им оценивать и интерпретировать ситуацию, используя информацию, доступную в данный момент, что дает им инструменты для гибкости.

«Вовлечение студентов через сценарии из реальной жизни»

Вовлечение студентов имеет важное значение для успешной программы, и студенты находят понимание своего собственного мира и мира других людей через реальный жизненный опыт, который одновременно и приятен, и интересен. Благодаря этому предмету учащиеся узнают, что может предложить планета и что мы должны сделать, чтобы защитить ресурсы для будущего. Рассмотрение влияния путешествий и туризма на другие культуры и окружающую среду помогает развивать этическое понимание учащихся.

«Сотрудничество, общение и командная работа»

Курсовая работа в Cambridge International AS Level дает учащимся возможность работать в команде, планируя и управляя туристическим мероприятием, и привносит в класс реальную атмосферу обучения. Курсовой проект дает обучающимся возможность развивать передаваемые навыки, такие как общение и решение проблем, и все это с ориентацией на клиента (туриста), что так важно в этом секторе.

Заключение

На сегодняшний день для образования Узбекистана является немаловажным изучение опыта стран с развитой индустрией туризма, равно как и с высоким уровнем образования в изучаемой нами сфере.

Дальнейшее развитие и улучшение непрерывного образования в стране, введение ряда предметов в процесс школьного образования Узбекистана будет служить развитию навыков, необходимых в данной отрасли, среди участников и непременно поможет при выборе профессии в сфере туризма.

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РАЗВИТИЕ ЭКОЛОГИЧЕСКОГО ТУРИЗМА В РЕСПУБЛИКЕ КАЗАХСТАН

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ABSTRACT

Данная научная статья сосредотачивается на исследовании и развитии экологического туризма в Республике Казахстан. Основной целью исследования является анализ исторического развития экологического туризма, а также стремление к повышению потенциала этой отрасли в Казахстане. В статье также рассматриваются факторы, оказывающие влияние на динамику развития экологического туризма в регионе. Акцент делается на анализе ключевых успехов и вызовов, с которыми сталкивался экологический туризм в Казахстане на протяжении истории. Исследование также направлено на выявление потенциала и возможностей, предоставляемых разнообразными экологическими ресурсами страны для дальнейшего развития туристической индустрии. В рамках статьи проведен анализ сравнительных данных о развитии экологического туризма в странах Европы и Восточной Азии. Результаты этого анализа позволяют выявить успешные практики и подходы, которые могут быть адаптированы для развития экологического туризма в Казахстане. Для достижения поставленных целей был проведен опрос среди туристов и общественности, что позволило получить обратную связь и представление о потребностях и предпочтениях в сфере экологического туризма. Анализ данных опроса способствует более точному определению направлений развития и созданию наилучших условий для туристов. Сравнивая результаты исследования с мировой практикой, статья подчеркивает значимость и потенциал экологического туризма для Казахстана. Она также поднимает важный вопрос о роли экологического туризма в сохранении природных ресурсов и биоразнообразия страны.

В итоге данная статья охватывает множество аспектов развития экологического туризма в Казахстане, начиная от исторического развития до современных тенденций. Она предоставляет аналитическую основу для дальнейших исследований и формулирования стратегий развития экологического туризма в стране.

Введение

Развитие экотуризма связано напрямую с экологией и экосистемой Казахстана. Говоря об экотуризме следует понимать, что он улучшает не только экономическое положение страны, но и положительно влияет на ее экологию. В основе развития экотуризма в Казахстане лежит Экологический кодекс Республики Казахстан.

Актуальность. Экотуризм является самым быстроразвивающимся видом туризма в туристской индустрии, на долю которого приходится 25% мирового туризма. Согласно Всемирной туристской организации количество экотуристов увеличивается на 20% ежегодно. Казахстан обладает огромным потенциалом для развития экотуризма:

от бескрайних степей до самых красивейших ландшафтов природы в мире.

Основная часть

История развития экотуризма берет свое начало в 70-80-х годах XX в. Впервые термин «экотуризм» был представлен в 1983 г. мексиканским экологом Э. Себальосом-Ласкурайном. Точного и общепринятого определения экотуризму в настоящее время не существует, но есть ряд несколько вариантов определения. Одно из них звучит так: экотуризм – это ответственное путешествие в природные территории с возможностью насладиться их биоразнообразием и красотой.

Казахстан имеет все возможности для развития экотуризма за счет огромных природных территорий, разнообразной флоры и фауны, памятников природы и объектов, входящих в состав Всемирного наследия ЮНЕСКО.

Основными объектами экотуризма считаются уникальные природные комплексы Казахстана, которые привлекают экотуристов по всему свету. Экотуристов привлекают не только природные локации, но и культурно-исторические объекты и достопримечательности.

Главной задачей в развитии экотуризма является сохранение природных комплексов в первозданном виде и воспитание в людях бережного отношения к природе, а также повышение экологической грамотности у населения. Экотуризм нацелен на предотвращение губительного воздействия человека на окружающую среду.

Экономический потенциал в сфере экотуризма. Необходимость создания инфраструктуры для экологического туризма дает обеспечение доступа к удобному маршруту для туристов. Для этого необходимо создать условия для привлечения инвестиций с целью реализации таких проектов, как строительство туристского комплекса. Развитие экотуризма не только положительно влияет на окружающую среду, но и дает возможность формированию малого бизнеса в регионах. Кроме того, развитие экотуризма создает предпосылки к овладению знаниями культуре и природной красоте данной местности. Также оно должно содействовать установке гармонии между человеком и природой.

Политическое значение в развития экотуризма. С развитием данного вида туризма будет способствовать расширению международных связей и оказывает влияние на экономику страны

и создание специалистов и кадров в данной области.

Методы и методология исследования

В процессе исследования использовались такие методы, как сравнительный анализ, метод социологического опроса, метод анкетирования. Объектом работы является международный рынок экотуризм предметом является конкурентоспособность на международном рынке экотуризма.

Сравнительный анализ представляет собой эмпирический метод исследования, который позволяет определять причины и следствия, сходства и отличия, достоинства и недостатки, изменения и тенденции.

Метод социологического опроса заключается в сборе и получении первичных эмпирических сведений об определённых мнениях, знаниях и социальных фактах, составляющих предмет исследования, путём устного или письменного взаимодействия исследователя (интервьюера) и опрашиваемых (интервьюируемых, респондентов).

Методология исследования.

Теоретический сбор информации касательно исследования. Были изучены и применены статьи, посвященные развитию экотуризма в Казахстане и во всем мире.

Исследование актуальности. Тема актуальна, потому что экотуризм один из быстро развивающихся направлений в сфере туризма, однако в Казахстане развитие идет медленным темпом.

В рамках проведения исследования касательно внутреннего туризма в Республике Казахстан в 2021 году, ОЮЛ «Казахстанская туристская ассоциация» (далее КТА) провели опрос среди действующих туристских компаний, специализирующихся на внутреннем и въездном туризме. Таким образом, подводя итоги 2021 года, можно сказать

следующее: число внутренних туристов выросло на 30%.

Один из наиболее востребованных направлений туризма – экологический и сельский туризм, то есть выезд на природу.

Согласно опросу владельцев гостевых домов, проведенному КТА, в разгар туристского сезона в 2021 году гостевые дома в среднем приняли по 35-50 или менее туристов. В наиболее популярных туристских дестинациях число обслуженных посетителей одним гостевым домом доходило до 200 чел.

Результаты исследования

Метод сравнительного анализа.

Согласно данным Комитета лесного хозяйства и животного мира, Министерства экологии геологии и природных ресурсов РК, общая площадь особо охраняемых природных территорий страны составляет 26 млн. га, при этом количество туристов лишь 2 млн. человек в год. Между тем в США этот показатель достигает 200 млн. га.

Метод социологического опроса.

Исследования и опросы (около 10 000 анкет), проведенные в Германии, Великобритании, Франции, Южной Корее и Японии показали, что среди иностранцев присутствует высокая заинтересованность в экологических турах в Казахстан.

Описанные выше исследования были проведены Казахстанской туристской ассоциацией, а также Комитетом лесного хозяйства и животного мира РК ПРООН в сфере экотуризма.

Использованная литература

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Экотуризм способствует устойчивому развитию экономики. Основным турпродуктом Казахстана является экотуризм, который имеет слабую конкуренцию на международном рынке. Экотуризм, занимая лучшую позицию на мировом рынке, должен стать ключевой позицией для развития Казахстана. Для достижения цели нужно разработать программы или проекты по продвижению экотуризма, в рамках которых должно оказаться содействие развитию национальных парков, расположенных в сельской местности. И не менее важный аспект – обучение местного населения, которое необходимо начать с обучающих тренингов, курсов, экскурсий на природе, эко-сайтов и визит-центров. Для их продвижения требуется организовывать международные выставки, публикации в социальных сетях и просторах интернета, буклеты, публикации статей в газетах и журналах.

Заключение

Природа Казахстана очень богата и разнообразна, что дает возможность для развития почти всех видов туризма, в том числе и экотуризма.

Благодаря экотуризму люди становятся ближе к природе, начинают осознавать ценность, оберегать ее. Все это в совокупности поднимет уровень экономики страны, обеспечит яркое и здоровое будущее населения.

СЕЛЬСКИЙ ТУРИЗМ И НАРОДНЫЙ ХУДОЖЕСТВЕННЫЙ ПРОМЫСЕЛ: ВЕКТОР СОВМЕСТНОГО РАЗВИТИЯ

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ABSTRACT

В данном исследовании рассматриваются вопросы развития сельского туризма и народного художественного промысла, обосновывается необходимость их «симбиозного» развития. Соответственно, сельский туризм рассматривается как фактор диверсификации сельской экономики, а народный промысел – как альтернативная форма занятости сельчан. Все регионы Кыргызстана обладают потенциалом формирования и развития сельского туризма. Однако расширение спектра услуг и повышение attractiveness агротуристского продукта невозможно без предоставления товаров и услуг народного художественного промысла. Народные ремесла – эта неотъемлемая часть сельского туризма. Анализ финансовых показателей предприятий народных ремесел показал, что они не являются прибыльными. В целях совместного развития сельского туризма и народных ремесел предлагаются меры, направленные на разработку комплексных программ развития данных отраслей; создание агро- и этнотуристских кластеров; развитие семейного предпринимательства; организацию обучающих тренингов и мастер-классов; сохранение национальных традиций и местных обычаев; продвижение продукции фермерских структур, сельских домохозяйств и народных ремесленников; социально-экономическое развитие отдаленных и депрессивных районов и др.

This study examines the development of rural tourism and folk art craft, substantiates the need for their "symbiotic" development. Accordingly, the former is considered as a factor in the diversification of the rural economy, and folk craft - as an alternative form of employment for the villagers. All regions of Kyrgyzstan have the potential for the formation and development of rural tourism. However, to expand the range of services and increase the attractiveness of the agro-tourist product is impossible without the provision of goods and services of folk arts and crafts. Folk crafts are an integral part of rural tourism. An analysis of the financial performance of folk craft enterprises showed that they are not profitable. In order to jointly develop rural tourism and folk crafts, measures are proposed to develop comprehensive programs for the development of these industries; creation of agro- and ethnotourist clusters; development of family business; organization of trainings and master classes; preservation of national traditions and local customs; promotion of products of farm structures, rural households and folk artisans; socio-economic development of remote and depressed areas, etc.

Введение

Обсуждая вопросы туризма, часто обращают внимание на его экономические и экологические аспекты, то есть на получение прибыли государством и местным сообществом от туристской деятельности при условии

сохранения и приумножения природно-рекреационных ресурсов местности. Однако, мы считаем ошибкой такое ограничение, поскольку огромны место и роль туризма в развитии культурного потенциала страны и ее регионов, сохранении и демонстрации культурной

идентичности и этнокультурной особенности местного населения. Сегодня, когда меняются ценностные приоритеты туристов и формы туристской активности, культурное разнообразие, этнические особенности, народные традиции и обычаи, в том числе народно-художественные промыслы (ремесла), становятся обязательными элементами в познании и посещении туристских территорий наряду с природными объектами, в расширении палитры рекреационных ресурсов региона.

В связи с этим, вопросы развития туризма на основе использования возможностей народного художественного промысла (НХП) как особого бренда туризма страны (региона) становятся своеобразными темами многих исследователей (*Р.Г.Ахметшина* [1], *Г.М.Самостроенко* [2], *Н.В.Яковенко* [3] и др.).

В данном исследовании для нас важным является рассмотрение сельского туризма как фактора диверсификации сельской экономики, а народный промысел – как альтернативная форма занятости (самозанятости) сельчан. Их совокупность представляет «симбиозные» структуры в особенном секторе туристской отрасли. Иными словами, в любом регионе Кыргызстана развитие сельского туризма, расширение его спектра услуг и повышение аттрактивности агротуристского продукта невозможно без предоставления товаров и услуг НХП. Это особенно актуально, когда устойчивое развитие туризма определяется как удовлетворяющее нынешние потребности туристов и принимающих регионов, при этом охраняя и приумножая возможности на будущее [4].

Сельский туризм – подотрасль туризма, направленная на посещение сельских территорий с целью познания их

природных и культурных (хозяйственных) особенностей и участия в бытовой и хозяйственной деятельности сельчан. В Кыргызстане данный вид туризма приобрел популярность в начале 2000-х годов. Точнее, агротуризм развивается с 2009 года. По данным кыргызских туроператоров, если в 2015 году Кыргызстан посетили 208 агротуристов, то в 2016 году уже 443 человека [5]. Это малое количество, но факт формирования и развития сельского туризма в стране уже есть.

Данный вид туризма в стране разрабатывается и поддерживается туристским сектором и международными организациями (участие государственных органов в этом деле пока не заметно). Проводится обучение, где определяются особенности агротуристского бизнеса, создаются бытовые условия для туристов. Перед сельскими жителями открывается возможность по оказанию большого спектра услуг и получению дополнительной прибыли. В набор туристского пакета входят основные и дополнительные виды услуг. К первому относятся размещение, питание и организация туров (активного и развлекательного отдыха). Ко второму – участие в сборе урожая сельскохозяйственных культур; сбор полезных трав и диких ягод; участие в приготовлении пищи из продуктов личного подсобного хозяйства (кроме того, дегустация кумыса, жармы и других национальных напитков); организация экскурсий по естественным средам (орехово-плодовые леса, горные озера, пещеры, водопады, арчовые леса, альпийские луга и др.); мастер-классы по изготовлению национальных изделий из войлока и других природных ресурсов; участие на разных фестивалях; верховая езда и др. В Кыргызстане самым популярным видом сельского туризма является джайлоо-туризм, где

туристы с продуктами НХП могут познакомиться непосредственно в бытовых условиях (юрта и ее украшения, кухонная утварь и др.).

Разумеется, в сельском туризме, в его предложении особое место занимает НХП, являющийся фактором привлекательности сельских территорий. «Использование наследия в сельском туризме реализуется через сохранение промыслов, традиций, ремесленничества и др. Вовлечение в проекты по сохранению и использованию наследия местного сельского населения придает дополнительный импульс развитию обновленного образа сельских регионов и росту привлекательности сельской местности в глазах потенциальных как внутренних туристов, так и зарубежных» [6].

По закону «народные художественные промыслы представляют собой неотъемлемое национальное достояние и одну из форм народного творчества и культуры народов, живущих в Кыргызской Республике. Сохранение, возрождение и развитие народных художественных промыслов являются важной государственной задачей» [7]. Народно-художественный промысел – это сектор мелкого производства, основанный на ручном труде и личном мастерстве работника, его участок работы – цех, отдел, домашнее хозяйство. Поэтому он относится непосредственно к малому бизнесу. Соответственно, все предприятия НХП Кыргызстана являются субъектами малого предпринимательства и их вклад в национальную экономику пока не заметен.

В связи с этим для эффективного развития народных ремесел и повышения их значимости в туризме необходима поддержка со стороны государства и местных сообществ. Именно сельский туризм в контексте

развития с НХП, во-первых, снижает отдельные стороны негативного влияния глобализации, выявляя и показывая уникальность и особенность разных этносообществ в мире, сохраняет самобытность жизни и культуры каждого народа (к сожалению, во многих местах в процессе глобализации и урбанизации такие свойства теряются), во-вторых, дает возможность местным сообществам получить альтернативную выгоду при сохранении традиционного уклада в сельском хозяйстве, развитии народных ремесел и популяризации их продуктов. Регионы получают реальную пользу в виде повышения имиджа, приобретения бренда, притока инвестиций, создания новых рабочих мест, поступления налогов и др.

В данной отрасли самым крупным предприятием считается Национальное объединение народных художественных промыслов «Кыял» – единственное предприятие, занимающееся производством и популяризацией кыргызского народного прикладного искусства. В объединении функционируют всего 7 цехов и участков: цех точено-расписных изделий; цех художественной обработки металла; цех строчевышитых изделий; участок художественной обработки кожи; участок «Сайма»; участок по шелкографии; участок по выпуску изделий с государственной символикой [8]. По имеющимся данным и анализу можно заключить, что и данное предприятие нельзя считать прибыльным. Например, в период с 2019 по 2022 год годовая выручка предприятия (без учета налогов) увеличилась на 25%, а общие расходы (без учета налогов) увеличились на 27%. Динамика изменения общей выручки и общих затрат предприятия представлена в виде графика (Диаграмма 1).

Как видно, в 2020 году как доходы, так и расходы предприятия резко сократились

из-за экономического кризиса, вызванного пандемией COVID-19. В 2021-2022 годах наблюдается тенденция роста финансовых показателей, но, к

сожалению, темпы роста расходов оказались выше доходов. В результате в 2022 году расходы предприятия превысили доходы на 431,66 млн сомов.

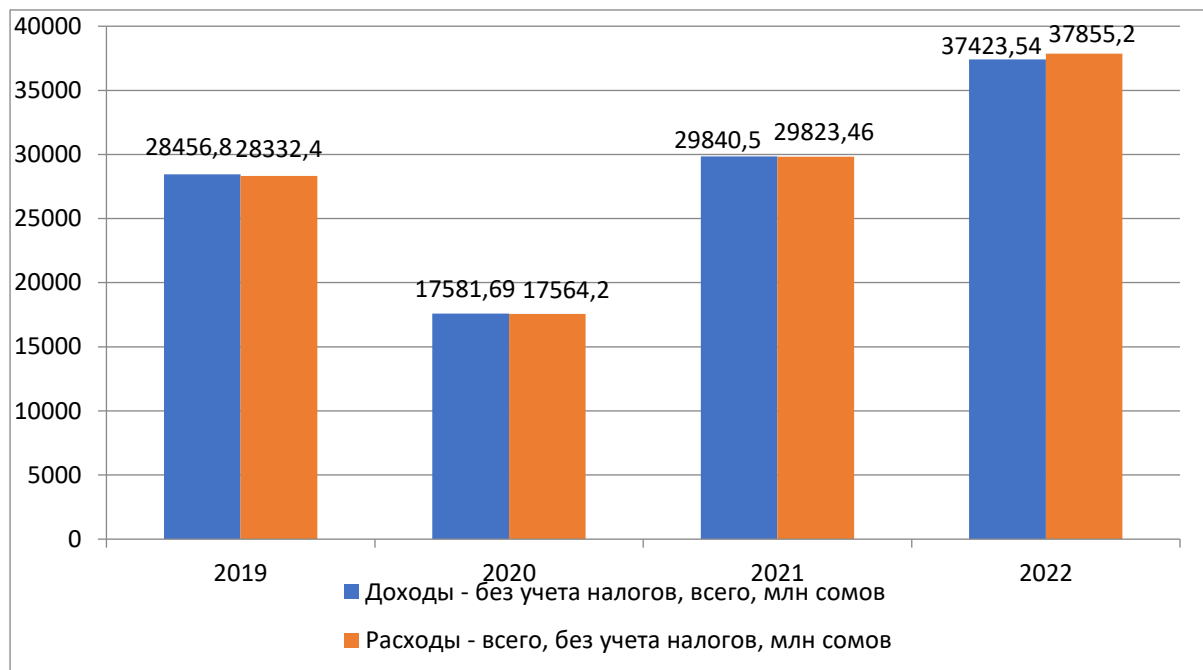


Диаграмма. 1. Динамика доходов и расходов государственного предприятия «Кыял» за 2019-2022 годы

В целях совместного развития сельского туризма и НХП и повышения их взаимовыгодной значимости необходимы меры, направленные на:

- разработку комплексных программ развития данных отраслей;
- создание агро- и этнотуристских кластеров;
- развитие семейного предпринимательства;
- организацию обучающих тренингов и мастер-классов для сельских жителей, крестьянских хозяйств, частных предпринимателей, мастеров и др.;
- сохранение национальных традиций и местных обычаев;
- продвижение продукции фермерских структур, сельских домохозяйств (личных подсобных хозяйств) и народных ремесленников (логистика, маркетинг, реклама, интернет-технологии и др.);

- социально-экономическое развитие отдаленных и депрессивных районов;
- развитие ремесленного дела и привлечение молодежи к навыкам его ведения;
- воспитание подрастающего поколения в духе национального самосознания.

Заключение

В данное время в Ошском государственном университете проводятся научные исследования формирования и развития народных художественных промыслов в контексте развития национального туризма. В частности, готовится диссертационное исследование на тему «Проблемы развития и размещения ремесла в Кыргызстане», где рассматриваются теоретические и практические аспекты развития НХП в стране и ее регионах. В рамках данной работы были

организованы научные экспедиции в регионы Кыргызстана, где были исследованы тенденции и особенности развития данной отрасли, и в ряд зарубежных стран (Россия, Узбекистан), где были изучены опыт развития народных промыслов и их роль в расширении предложения в сфере

туризма. Такие исследования позволят вскрыть еще один важный пласт привлекательности Кыргызстана и его определенных регионов путем расширения состава турпакетов в разрезе предложения НХП в его разнообразии в территориальном аспекте и товарном ассортименте.

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ТУРИЗМ КАК ОТРАЖЕНИЕ КУЛЬТУРНОЙ ИДЕНТИЧНОСТИ

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Keywords: tourism in Kyrgyzstan, ethnic style, kurak, patchwork, Kyrgyz costume, accessories

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ABSTRACT

Развитие культурного туризма как лицо страны. Одежда, обычаи и традиции кыргызов интересуют приезжих туристов. Фольклорные нотки в одежде и аксессуарах подчеркивают древнюю экзотику, самобытность, эстетичность, целесообразность кроя. Дизайнеры разрабатывают этническую самобытность костюма в сочетании с современными тенденциями. В кыргызском костюме издревле применяли технику «курак». Курак – это лоскутное шитье. «Пэчворк» это аналог «курак», который был у народов Европы и России. Эти техники на сегодня особенно актуальны в связи с экономией материалов, сохранением экологии в стране.

The development of cultural tourism as the face of the country. Clothing, customs and traditions of the Kyrgyz are of interest to visiting tourists. Folklore notes in clothes and accessories emphasize ancient exoticism, originality, aesthetics, expediency of cut. Designers develop the ethnic identity of the costume in combination with modern trends. Since ancient times, the "kurak" technique has been used in the Kyrgyz costume. Kurak is patchwork. "Patchwork" is an analogue of "kurak", which was among the peoples of Europe and Russia. These techniques are especially relevant today in connection with the saving of materials, the preservation of the environment in the country.

Одним из видов туризма является культурный туризм. Культурный туризм в Кыргызстане невозможно представить без искусства, являющегося его важной составляющей. Наслаждаясь выступлениями ансамблей национальных песен и танцев на фестивалях в юртовых лагерях и культурных центрах, можете узнать о местных музыкальных инструментах. Можно увидеть войлочные и ковровые мастерские, закупаясь памятными сувенирами на Ошском базаре в Бишкеке или одном из региональных ремесленных центров, созданных для продвижения и поддержки туризма в Кыргызстане. Изделия в этническом стиле, конечно, говорят о культуре страны, вызывают интерес у туристов. Применение этнических традиций в одежде формирует устойчивый интерес

к культуре и искусству кыргызского народа.

Привлекательность этнического стиля заключается в непереносимых принципах народного костюма каждого этноса, таких как эстетика, функциональность, практичность, рациональность кроя и исполнения. Кроме того, этнический стиль никоим образом не влияет на радость экспериментирования и новаторства, без которых не может быть дизайна, ориентированного на новейшие научно-технические достижения, технологии и материалы, последние тенденции моды и самые требовательные потребительские запросы.

Сегодня фольклорно-этно линии придают практически каждой модной коллекции старинную экзотику, яркость и гламурный шик, создают настроение

своими редкими деталями или даже становятся образом жизни. Привлекательность этнического стиля заключается в неперенных принципах народного костюма каждого этноса, таких как эстетика, функциональность, практичность, рациональность кроя и исполнения. Кроме того, этнический стиль никоим образом не влияет на радость экспериментирования и новаторства, без которых не может быть дизайна, ориентированного на новейшие научно-технические достижения, технологии и материалы, последние тенденции моды и самые требовательные потребительские запросы [1].

Этнический стиль часто называют фольклорным или народным. Например, народная одежда имеет своё внутреннее пространство, можно прикоснуться к истокам. Большое внимание кыргызские дизайнеры уделяют передаче уникальности, ценности народа с учетом современных тенденций в моде.

Любители истории и культуры могут отправиться в музеи в столице страны и узнать о традициях и быте местного населения. Посещение юртовых лагерей и локальных фестивалей даст вам возможность погрузиться в традиционный кочевой образ жизни кыргызов [2].

Кыргызский костюм как один из видов декоративно-прикладного искусства активно развивается в современном мире. В кыргызском костюме издревле применяли технику «курак». Если у кыргызов это техника называлась «курак», то у европейских народов и Руси «пэчворк».

Пэчворк – искусство шитья из лоскутков. Это занятие очень древнее. Скорее всего, оно появилось немногим позже, чем люди научились ткацкому мастерству. А причина возникновения техники - минимизация отходов, ведь некогда ткани были очень ценным

материалом. Первые находки такого типа датируются 980 годом до нашей эры. В Англии лоскутное шитье приобрело популярность в XVIII веке, когда возник дефицит ситца. Остатками текстиля украшали изделия из льна и шерсти, создавая различные узоры. Иногда из лоскутков ткани формировались целые полотна – одеяла, покрывала. [3].

Лоскутное шитье было известно в России задолго до XVIII века. Наши предки не выбрасывали лоскуты ткани в целях экономии. Домострой установил правила хранения и использования текстильных отходов. Остатки в основном использовались для изготовления текстиля для домашнего использования. Пэчворк как декоративное направление в России появился лишь в середине XIX века. Это связано с началом поставок в страну зарубежного ситца. Изделия из обрезков ткани всегда имели в крестьянских семьях практический характер.

Как уже говорилось, в кыргызском прикладном искусстве лоскутное шитье называется «курак». Курак использовали в целях экономии материала. Он представляет собой создание орнаментальных композиций из разноцветных мелких фрагментов ткани. Подбор тканей по цвету и фактуре, расположение цветковых пятен, создание рисунка «новой ткани» – это искусство, уходящее корнями в давние времена. В быту курак используется в туш-кийзах (убранство юрты) – по краям, широко применялся в одежде, а именно – белье, пояса, манжеты платьев, чапанов, выполненные в данной технике. Всё это, а также «тумары» служили защитой от дурного глаза. Даже маленьким детям дарили курак. Существует традиция – на 40-й день с момента появления ребёнка на свет его одевают в одежду, сшитую из 40 лоскутков. Это может быть халат, чапан и топу (шапочка или повязка) на юге,

чапан, платье, рубашечка, жилетик – на севере. Мастерицы из курака изготавливали одеяла, подушки, тошок, кошого; мешочки для посуды, зеркала, ложки; подчайники, достарханы [4].

В настоящее время с увеличением количества отходов при производства одежды все чаще применяется метод апсайклинга – одна из разновидностей пэчворка. Апсайклинг – это не про процесс полной переработки и восстановления вещей как в ресайклинге. Апсайклинг – это вдохновение новой жизни в старую одежду. Это отдельный вид искусства, трудоемкий процесс, который отвечает на запрос людей получать оригинальные вещи, за которыми стоит какая-то история. Опосредованным результатом этого процесса является поддержка окружающей среды, а именно сокращение отходов.

Техникой пэчворк можно создавать модную одежду, аксессуары, предметы интерьера, мебель. Это могут быть всевозможные – платья, юбки, пиджаки, жакеты, куртки, брюки, жилеты, пальто, шарфы, сумки, головные уборы и т. д. Из мебели и предметов интерьера изготавливают панно, одеяла, покрывала, наволочки, сувенирные игрушки, чехлы для стульев, коврики, подставки для посуды, ланчматы и т. д. Дизайнеры и рукодельницы используют при пошиве в основном следующие ткани: хлопчатобумажную ткань, шелк (сатин, атлас), лен, шерсть, драп. Однако могут применять и разные виды текстиля.

Особенно актуально применение использованных старых джинсовых материалов и сочетание их с другими тканями по цвету и фактуре. Так, например, с начала XX века и по настоящее время с появлением и развитием джинсовой моды образовался

переизбыток изделий из джинсов. Практически в каждой семье все его члены носят джинсы, они оказались не только модными, но и очень удобными, практичными в ношении. После их изнашивания остается текстильный мусор. Таким образом, постоянно образуется текстильный мусор из разного ассортимента одежды.

Возникшее в последние годы направление апсайклинга в моде и дизайне как метод сохранения экологии дало толчок дизайнерам для создания изделий.

Творчество модельеров Кыргызстана сегодня трудно представить без фольклорно-этнического направления. Культурное наследие каждого народа всегда было источником вдохновения для дизайнеров-модельеров. Элементы древней космологии в современном дизайне костюма прослеживаются в таких сферах, как тектоника костюма, отражающую в творческом методе авторов их культурно-исторические представления через конструктивно-формальные решения, художественное декорирование на основе космологической орнаментики, колористическое решение. В результате получаются интересные решения, которые всегда актуальны и имеют большой спрос.

Применение современных технологий, выполнение этно-декора в различных техниках дает возможность разрабатывать современный, стильный и конкурентноспособный ассортимент одежды, создавая как промышленные коллекции класса прет-а-порте, так и авторские, эксклюзивные коллекции, выражающие идею трансферта национального кыргызского орнамента в современный европейский дизайн костюма.



Рис. 1. Коллекция студентов ОШГУ



Рис. 2. Коллекция студентки Конурбаевой Асель, КГТУ им. И. Раззакова



Рис. 3. Коллекция студентки Бабыркуловой Нуржамал, КГТУ им. И. Раззакова



Рис. 4. Коллекция студентки Калыбек К. Айгерим, КГТУ им. И. Раззакова



Рис. 5. Изделия Чандыбаевой А.М.



Рис. 6. Изделия, выполненные Чандыбаевой А.М.



Рис. 7. Изделия, выполненные Чандыбаевой А.М.

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ТУРИЗМ В КЫРГЫЗСКОЙ РЕСПУБЛИКЕ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

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ABSTRACT

В статье поставлена цель рассмотреть туризм Кыргызстана, его проблемы и перспективы развития. В работе также рассматриваются и проанализированы данные о состоянии и развитии туристической сферы республики. Данные о развитии туристической сферы Кыргызской Республики представлены в таблицах, схематично изображены в диаграммах. Таким образом, представленные данные показали, что сфера туризма по данным статистики растет из года в год. Однако качество туристических услуг оставляет желать лучшего – они не соответствуют международным стандартам. Нами сделана попытка изучить вопрос туристической сферы деятельности и как обстоят в ней дела сегодня. Сделана попытка рассмотреть проблемы развития туризма в республике и предложить пути их решения. В работе сделан вывод о том, что на решение объявленных проблем большее влияние оказывает государственная политика в сфере туризма и, конечно же, кадры, обладающие новыми знаниями, компетенциями, способствующие развитию туризма республики.

The goal of the article is to consider tourism in Kyrgyzstan, its problems and development prospects. The paper also considers and analyzes data on the state and development of the tourism sector of the republic. Data on the development of the tourism sector of the Kyrgyz Republic are presented in tables, schematically depicted in diagrams. Thus, the presented data showed that the tourism sector, according to statistics, is growing from year to year. However, the quality of tourist services leaves much to be desired and that they do not meet international standards. We have made an attempt to study the issue of the tourism sector and how things are going in it today. An attempt was made to consider the problems of tourism development in the republic and suggest ways to solve them. The paper concludes that the solution of the announced problems is more influenced by the state policy in the field of tourism and, of course, personnel with new knowledge and competencies that contribute to the development of tourism in the republic.

Введение

Туристическая сфера, а также перспективы развития туристического бизнеса в современных условиях зависят от состояния и развития инфраструктуры. Инфраструктура туризма – это группа производств, обеспечивающих пассивный туристический баланс.

Инфраструктура представляется собственными ресурсами, такими как:

- Природные ресурсы;
- Рекреационные ресурсы;
- производственные фонды – предприятия обслуживания
- кадры;
- связи с другими секторами экономики;

- ресурсы, обеспечивающие размещение;
- питание;
- отдых;
- информационное и транспортное обслуживание туристов.

Правильно и грамотно представленная инфраструктура туризма дает возможность туристам отдыхать с комфортом, со всеми необходимыми ресурсами. Неразвитая инфраструктура и слабый маркетинг туристической сферы в Кыргызской Республике еще далек от достижения своего туристического потенциала. Неширокий (ограниченный) выбор и низкое качество туристических продуктов, их короткая сезонность также препятствуют развитию туристического сектора в республике. Со стороны государства принимаются законодательные и нормативные акты (документы), которые должны дать толчок развитию туризма в Кыргызстане с организационной точки зрения. Однако, несмотря на все усилия по развитию туризма в Кыргызстане, хороших результатов его развития пока не наблюдается, доля туризма в ВВП пока еще остается очень низкой. Инфраструктура туризма развивается очень слабо. Туризм в Кыргызстане держится только на его самобытности, уникальности природной красоты, национальной кухни и др. Более развит пляжный туризм. Однако пляжный туризм имеет короткий срок, и обеспечить трудовые ресурсы годовым стабильным доходом не легко. Сегодня стал популярным отдых на горнолыжных базах. Уникальность и красота природы являются приоритетными в развитии туристической сферы в республике, соответственно можно отметить, что туризм в Кыргызстане является приоритетной отраслью развития экономики. Благодаря проводимым реформам в республике, в настоящее

время уже сложился рынок туристических услуг, но следует отметить, что в настоящее время в сфере туризма преобладает доля частного сектора. Например, на Ысык-Куле в настоящее время множество частных пансионатов, однако они не соответствуют мировым требованиям (стандартам), но стоимость предлагаемых ими туристических услуг высокая и, увы, уровень услуг не отвечает потребностям активно развивающегося туризма.

Элементы туристического продукта и основные туристические услуги

Туристический продукт состоит из следующих основных (обязательных) составляющих:

- 1) транспорт;
- 2) размещение;
- 3) питание;
- 4) привлекательность;
- 5) сопровождение;
- 6) снабжение.

Состав туристического продукта объединяет ряд отраслей национальной экономики, которые участвуют в ВВП отрасли и страны. Туристические компании в Кыргызстане предоставляют довольно широкий спектр услуг.

Основные туристические услуги, которые предоставляют частные туристические компании, это:

- резервирование и продажа авиабилетов;
- резервирование гостиниц и транспорта;
- размещение и встреча туристов;
- оказание услуг по оформлению загранпаспортов, виз, страховых полисов;
- услуги гида-переводчика;
- организация туров и поездок;
- предоставление транспортного и экскурсионного обслуживания с

- помощью своих ресурсов, а также с помощью зарубежных партнеров;
- оказание прочих услуг.

Анализ развития инфраструктуры

Туризм является одной из приоритетных отраслей экономики Кыргызстана. Для развития внутреннего и международного туризма страна располагает богатым природно-рекреационным и экологическим потенциалом. В Кыргызстане расположены такие известные горные вершины, как пик Победы (7439 м), пик Ленина (7134 м), Хан-Тенгри (6995 м). Один из самых протяженных ледников «Энльчек» также является достопримечательностью мирового масштаба. На территории республики действует 14 курортно-рекреационных

зон, 10 горных туристских и альпинистских зон. Рекреационное значение страны обусловливается наличием больших запасов лечебных грязей, богатством минеральных и термальных источников, экологически чистыми и почти не тронутыми цивилизацией ландшафтами. Все это создает уникальные условия для туризма и курортного отдыха в Кыргызстане. Кроме природных достопримечательностей, Кыргызстан имеет богатое историческое прошлое. Через него проходил Великий шелковый путь. На территории республики находится более 5 тысяч исторических и культурных памятников. Рассмотрим и проанализируем развитие туристической инфраструктуры Кыргызстана, представленное ниже в таблицах.

Таблица 1. Предприятия туризма, имеющие возможность размещения туристов

Наименование	2018	2019	2020	2021	2022
Предприятия туризма	899	813	928	220	1 709
Баткенская область	110	-	-	-	50
Джалал-Абадская область	-	-	-	-	-
Иссык-Кульская область	324	556	1 939	40	1 017
Нарынская область	263	238	307	-	164
Ошская область	-	-	-	-	-
Таласская область	-	-	-	-	-
Чуйская область	116	134	106	180	394
г. Бишкек	-	-	-	-	-
г. Ош	-	-	-	-	84

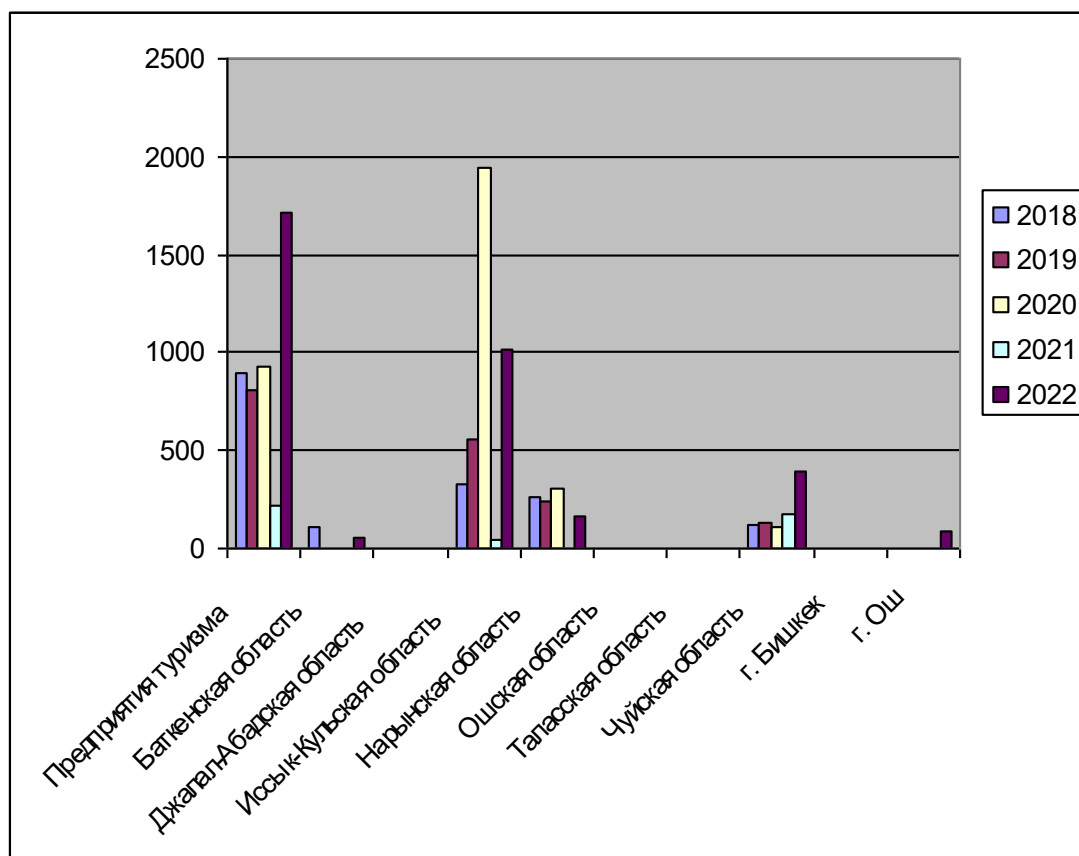


Диаграмма 1. Предприятия туризма, имеющие возможность размещения туристов

Из данных, представленных в таблице 1 и схематично изображенных в диаграмме 1, видно, что за последние 5 лет (с 2018 по 2022 годы) растет число предприятий туризма, которые имеют возможность размещения туристов. В

2022 году их число составляло 1 709 предприятий туризма, из них 1 017 предприятий расположены в Иссык-Кульской области (это предприятия туризма, которые расположены вдоль озера Иссык-Куль).

Таблица 2. Деятельность специализированных средств размещения по территории в 2022 г.

	Единовременная вместимость субъектов, мест	Число мест/коек в месяц максимального развертывания, мест	Численность лечившихся и отдыхавших, человек
Туристские базы	1 268	1 508	8 275
Джалал-Абадская область	640	640	4 319
Иссык-Кульская область	258	258	3 048
Чуйская область	344	534	599
Нарынская область	26	26	309
Санатории	13 389	15 549	85 760
Джалал-Абадская область	1 874	4 034	20 430
Иссык-Кульская область	10 241	10 241	62 853
Чуйская область	1 274	1 274	2 477

Детские санатории	994	1 564	2 896
Джалал-Абадская область	362	532	1 776
Иссык-Кульская область	152	152	596
Чуйская область	480	480	524
Санатории-профилактории	1 567	2 525	9 064
Иссык-Кульская область	160	160	1 958
Ошская область	767	1 725	4 188
Чуйская область	100	100	1 214
г. Ош	440	440	1 596
Баткенская область	100	100	108
	Единовременная вместимость субъектов, мест	Число мест/коек в месяц максимального развертывания, мест	Численность лечившихся и отдыхавших, человек
Дома отдыха	2 436	2 436	15 144
Джалал-Абадская область	30	30	90
Иссык-Кульская область	2 406	2 406	15 054
Пансионаты отдыха	19 768	31 230	185 775
Джалал-Абадская область	840	840	4 568
Иссык-Кульская область	18 928	30 390	181 207
Пансионат с лечением	240	360	1 710
Чуйская область	240	360	1 710
Базы отдыха	1 041	1 191	10 419
Баткенская область	22	22	943
Иссык-Кульская область	783	783	6 726
Джалал-Абадская область	66	66	1 414
Чуйская область	20	20	35
Ошская область	150	300	1 301
Санаторно-оздоровительные лагеря	1 565	1 565	5 843
Иссык-Кульская область	283	283	2 253
Джалал-Абадская область	1 112	1 112	2 850
Ошская область	170	170	740
Спортивно-оздоровительные лагеря	3 237	3 467	14 622
Иссык-Кульская область	2 537	2 617	13 217
Таласская область	280	280	765
Баткенская область	420	570	640

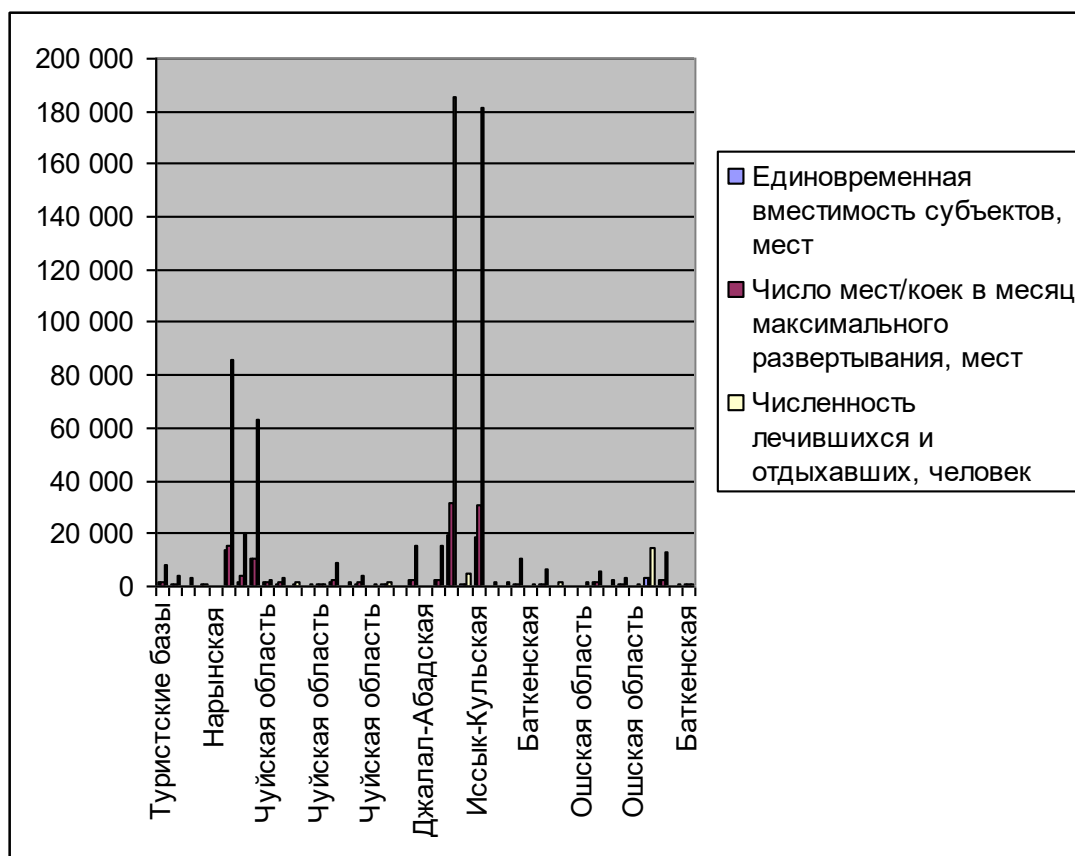


Диаграмма 2. Деятельность специализированных средств размещения по территории в 2022 г.

В таблице 2 представлена деятельность специализированных средств размещения по территории в 2022 г., где представлена единовременная вместимость субъектов (мест), число мест/коек в месяц максимального развертывания (мест), численность лечившихся и отдыхающих (человек). По всем представленным данным видна динамика роста.

Таблица 3. Финансовые показатели деятельности предприятий и организаций туризма, учреждений отдыха (млн. сомов)

	2018	2019	2020	2021	2022
1	2	3	4	5	6
Выручка	2 065,1	2 161,4	988,0	2 320,0	2 872,5
Прибыль	344,9	426,6	116,3	553,1	611,5
Убытки	51,5	37,6	129,8	43,1	79,8
Справочно					
Количество отчитавшихся предприятий	492	574	563	553	574
1	2	3	4	5	6
Количество прибыльных предприятий	142	152	84	120	156
Количество убыточных предприятий	128	134	161	95	76

Удельный вес прибыльных предприятий в общем числе предприятий, процентов	28,9	26,5	14,9	21,7	27,2
Удельный вес убыточных предприятий в общем числе предприятий, процентов	26,0	23,3	28,6	17,2	13,2

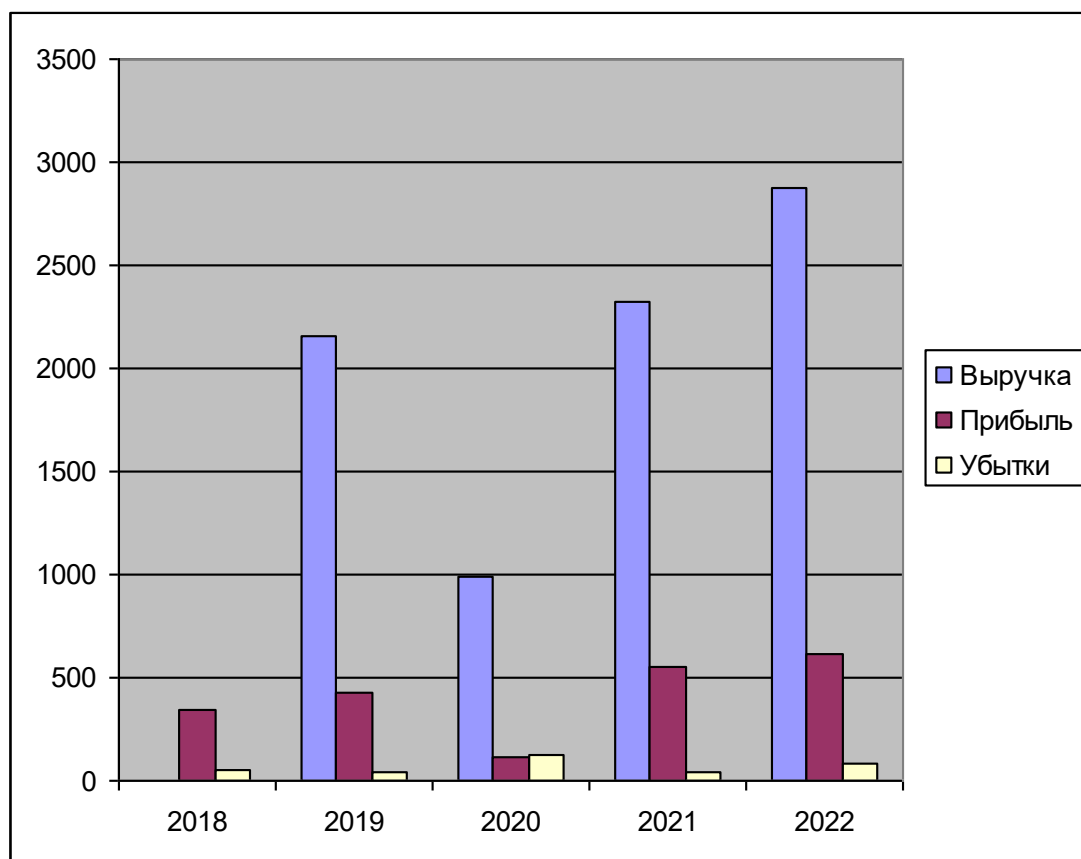


Диаграмма 3. Финансовые показатели деятельности предприятий и организаций туризма, учреждений отдыха (млн. сомов)

Из данных таблицы 3 видно, что финансовые показатели деятельности предприятий и организаций туризма, учреждений отдыха (млн. сомов) из года в год растет. Растет как выручка, так и полученная прибыль от деятельности предприятий туризма за 5 лет (с 2018 по 2022 годы).

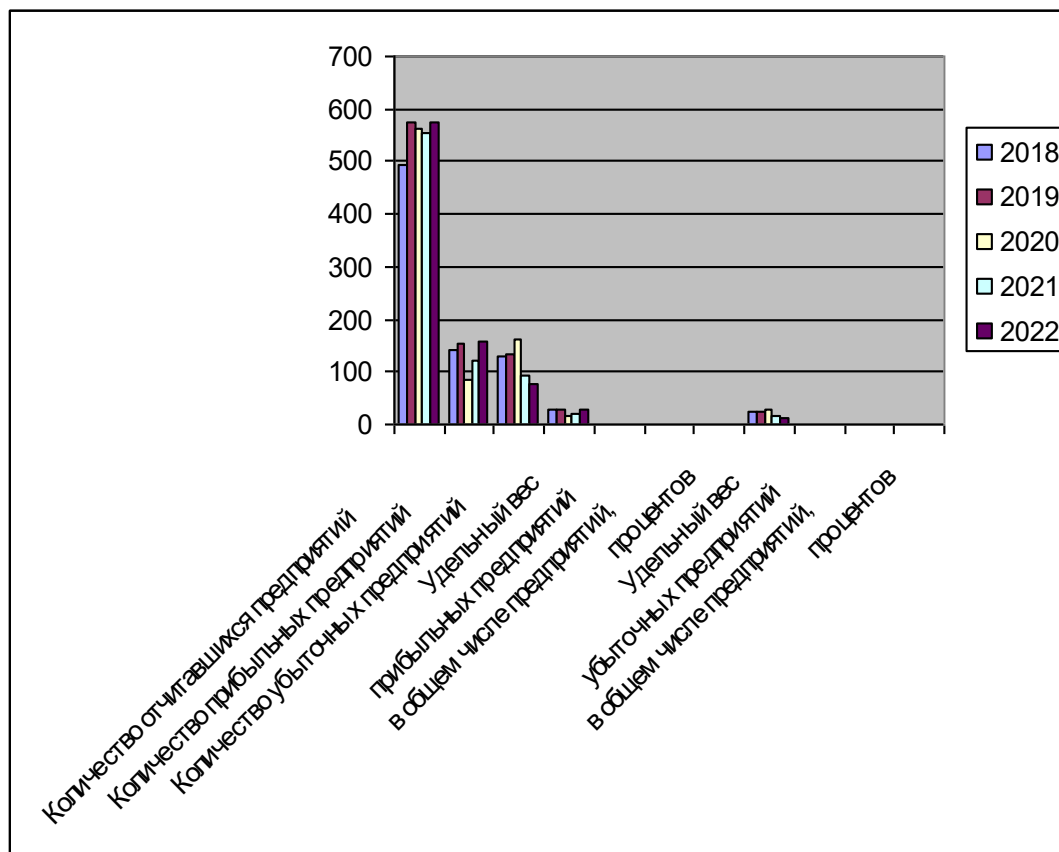


Диаграмма 4. Финансовые показатели деятельности предприятий и организаций туризма, учреждений отдыха (млн. сомов)

Из данных таблицы 3 видно, что количество прибыльных предприятий туристической отрасли растет из года в год и в 2022 году их число составило 156 прибыльных предприятий туризма, а число убыточных предприятий туризма за исследуемый период сократилось с 95 до 76 предприятий, что является положительным результатом деятельности предприятий туризма республики.

Таблица 4. Поступление прямых иностранных инвестиций в сферу туризма по странам (без учета оттока, тысяч долларов США)

	2018	2019	2020	2021	2022
1	2	3	4	5	6
Отдых и туризм	59 680,5	157 777,9	39 811,6	41 456,4	49 809,7
в том числе из:					
Стран вне СНГ	55 559,2	157 066,8	39 584,5	42 456,7	48 200,3
Австрия	8,7	-	-	-	-
Бангладеш	-	-	-	0,1	-
Болгария	-	-	-	0,3	0,3
Виргинские острова, Британские	25,4	65,0	-	34,1	214,4
Германия	-	2,3	34,2	141,3	1 516,4
Грузия	-	-	-	1,0	4,4

Индия	-	-	0,1	265,6	-
Италия	-	14,5	0,7	0,1	0,5
Иран, Исламская Республика	-	-	-	-	1,1
Катар	7 123,9	178,1	323,6	-	-
Кипр	11,2	3 469,1	-	-	-
Китай	503,7	973,7	113,1	506,4	5 337,4
Латвия	-	12,1	44,9	8,1	5,0
Ливан	-	-	-	0,1	-
Литва	-	0,1	-	0,9	-
Монголия	-	-	-	0,1	-
Нидерланды	34 049,2	32 660,8	37 062,0	34 814,6	27 194,8
Новая Зеландия	-	-	-	-	15,2
Норвегия	6,2	25,2	-	-	-
Объединенные Арабские Эмираты	0,1	-	-	76,7	12 520,7
Пакистан	-	-	-	0,2	0,3
Корея, Республика	-	-	-	1,3	1,4
Саудовская Аравия	-	-	-	-	0,3
Сейшелы	-	-	-	-	170,6
Сирия	-	-	-	0,2	-
1	2	3	4	5	6
Соединенное Королевство (Великобритания)	12,6	5,9	95,1	62,6	-
Соединенные Штаты Америки	495,5	556,8	1 909,6	2 655,9	847,3
Турция	89,6	18 116,1	1,2	28,1	298,5
Франция	-	75,0	-	0,1	6,0
Швейцария	13 233,1	100 912,1	-	2 112,9	46,3
Швеция	-	-	-	-	19,3
Шри-Ланка	-	-	-	0,2	-
Эстония	-	-	-	-	0,1
Стран СНГ	4 121,3	711,1	227,1	3 234,9	1 609,4
Азербайджан	-	197,9	27,5	0,1	112,9
Казахстан	31,1	15,9	17,5	106,1	328,9
Россия	4 090,2	483,6	182,1	3 123,1	1 134,5
Таджикистан	-	5,6	-	-	-
Узбекистан	-	8,1	-	5,6	33,1

Из таблицы 4 видно, что поступление прямых иностранных инвестиций в сферу туризма по странам (без учета оттока, тысяч долларов США) составило в 2022 году около 50 млн. долларов

США. По сравнению с 2019 годом инвестиции в сферу туризма в Кыргызской Республике снизились в три раза.

Проблемы и пути решения

Попытаемся представить четыре проблемы, от решения которых зависит будущее туристического сектора в Кыргызской Республике.

Эти проблемы не решаются в течение долгого времени, но являются жизненно важными для развития сферы туризма.

Первая проблема исходная, из нее следуют и все остальные. Это слабость государственной политики в туристической отрасли.

Вторая проблема, заключается в недостаточной известности Кыргызстана за рубежом.

Мы часто говорим, что наша страна занимает высокие места в международных рейтингах, но фактически за границей мало знают о ней, в частности, на наших потенциальных рынках. Речь о странах дальнего зарубежья, например, европейских.

Третьей проблемой названа труднодоступность Кыргызстана для иностранных туристов в части перелетов.

Четвертая проблема связана с безопасностью туристов.

Что, если произойдет несчастный случай? Турист погибнет в горах, потому что у нас нет спасательных вертолетов. Одной из главных наших проблем в сфере туризма является отсутствие гарантии помощи, если человек попадет в чрезвычайную ситуацию.

К сожалению, Кыргызстан на сегодня является страной с неразвитой инфраструктурой, не имеющей выхода к морю. Слаборазвитая инфраструктура бросается в глаза каждому путешествующему по стране. По мнению международных экспертов, проблема инфраструктуры препятствует

не только туризму, но и развитию всех секторов экономики Кыргызстана. До 1991 года туристическая система СССР, руководимая профсоюзами, развивалась в направлении предоставления дешевого отдыха для трудящихся и не была интегрирована в мировую систему туризма. Естественно, что после распада СССР огромное туристическое хозяйство оказалось совершенно не пригодным к работе в новых условиях. Начало 90-х годов было периодом поиска новой модели развития туризма, однако до сегодняшнего дня эффективные пути развития этих объектов не найдены. Эти туристические объекты находятся в очень плохом состоянии, на наш взгляд, государство само должно управлять этими объектами или создать государственно-частное партнерство. Можно оживить опыт работы этих предприятий как было при Союзе, т.е. можно и нужно наладить прямые связи с крупными промышленными предприятиями стран ЕАЭС, составляя долгосрочные договоры, распространяя путевки коллективу этих предприятий.

Существующие проблемы в сфере туризма определяют приоритетные направления развития туристической отрасли:

- 1) совершенствование нормативно-правовой базы;
- 2) повышение качества услуг до уровня международного управления;
- 3) привлечение инвестиций в управление;
- 4) наличие работы по известности Кыргызстана как туристической страны.

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