

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal



- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti

- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati



Yashil

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Elektron nashr. 424 sahifa, 30-iyun, 2023-yil.

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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti,
O'ZR Tabiat resurslari vazirligi,
O'ZR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

"Yashil iqtisodiyot va taraqqiyot"
jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-sonli
qarori bilan ro'yxatdan
o'tkazilgan.



MUNDARIJA

Sanoat korxonalarida energiyadan foydalanish samaradorligini oshirishning asosiy yo'nalishlari	6
Buzrukxonov Sardorxon Sarvarxon o'g'li , mustaqil izlanuvchi	
Klasterlarni rivojlantirishda fermer xo'jaliklarining strategik boshqaruvi	11
Karimova Nilufar , tayanch doktorant	
Application of Information and Communication Technology to Promote Economic Development of Tourism Services in Uzbekistan	16
Peng Xinge , PhD Researcher	
O'zbekistonda qayta tiklanuvchi energiya manbalaridan samarali foydalanishning asosiy yo'nalishlari	21
Xotamov Ibodulla Sadullayevich , i.f.n., professor, Najmiddinov Yakhyo Fazliddin o'g'li , kafedra assistenti	
Suv ta'minot korxonalarida biznes jarayonlari bo'yicha boshqaruv hisobi tizimida hisob yuritishning xususiyatlari	28
Saidakbarov Xusniddin Abdusalomovich , PhD, katta o'qituvchi	
O'zbekiston ichki oziq-ovqat tovarlari bozorini to'ldirishning o'ziga xos xususiyatlari	31
Azlarova Munira Muhammad Amin qizi , tadqiqotchi	
Assessing the Implementation of Sustainable Practices in Higher Education Institutions to Drive the Transition towards a Green Economy: A Management Perspective	40
Kuzikulova Dilfuza	
Qualitative functional development in industrial production	49
Ziyayeva Mukhtasar Mansurdjanovna , TSUE, DSc, assistant professor	
Temir yo'l transportini mahalliyashtirishni moliyalashtirish mexanizmning hozirgi holati	54
Xamrayev Djamshid Panjiyevich , mustaqil tadqiqotchi	
Enhancing Education Management for Green Development in Engineering Programs: Strategies, Challenges, and Outcomes	61
Eshbayev Oybek , Department of English Language	
Exploring the Role of Effective Management Practices in Achieving a Sustainable Green Economy	68
Rozikov Ravshan , Department of English Language	
Enhancing Vocational Competence of Future Economists through English Language Lessons in the Context of the Green Economy	76
Kurbanova Nigina , Department of English Language	
Empirical test of regional economic innovation and development along the Belt and Road	85
Kalonov Mukhiddin Bahritdinovich , professor	
Shao Junling , PhD student, researcher	
Analysis of the Impact of Cross border Investment and International Economic Integration	90
Zhao shenghan	
Yashil iqtisodiyotni moliyalashtirishda bank moliya texnologiyalarining ahamiyati	96
Abduraximova Dilora Karimovna , PhD	
Rivojlangan mamlakatlarda bilimlar iqtisodiyoti konsepsiyasidan samarali foydalanish yo'nalishlari	101
Xasanxonova Nodira Isametdinovna , PhD	
Biznes inkubator orqali kichik biznes va xususiy tadbirkorlik subyektlarini shakllantirishda "yashil logistika" tamoyillaridan foydalanish	107
Narzullayev Shodiyor Eshpulatovich , kafedra assistenti	
Innovatsion faoliyatning asosi – intellektual salohiyat	112
Kaxorova Anora Nusratovna , kafedra assistenti	
Ijro hokimiyati organlari faoliyatini baholash mezonlari tushunchasi va turlari	118
Qahramon Usmanovich Umidullayev , yuridik fanlar bo'yicha falsafa doktori (PhD)	
Temir yo'l transportida mahalliyashtirishni moliyalashtirishning huquqiy asoslari	124
Xamrayev Djamshid Panjiyevich , mustaqil tadqiqotchisi	
Moliyaviy hisobotning xalqaro standartlari bo'yicha moliyaviy hisobot: tayyorlash va avtomatlashtirish	129
Tulayev Mirzakul Salamovich , dotsent	
O'zbekistonda kichik tadbirkorlikni rivojlantirishning samarali yo'llari	133
Sh. B. Babayev , dotsent; M. R. Qulmetov , dotsent	
Sug'urta kompaniyalari to'lov qobiliyatini kengaytirish yo'nalishlari	138
G'aniyev Shahriddin Vohidovich , professor, i. f. d. (DsC), Qarshiyev Daniyar Eshpulatovich , i. f. f. d. (PhD)	



Повышении роли цифровой трансформации банков в современном этапе развития экономики	144
Жиянова Наргиза Эсанбоена , к.э.н., проф., Азимжонов Малика Шавкат қизи , специалист первой категории	
To'qimachilik korxonalarida tejamkor ishlab chiqarishni tashkil etishda mehnat resurslari va ishlab chiqarish quvvatlaridan foydalanish samaradorligi	150
Yaxyayeva Inobat Karimovna , dotsent, PhD	
Liquidity and recent changes of government securities market in the United States, the United Kingdom and Japan.....	154
Kholikov Khamidulla Vaydulla ugli	
“История экономических учений” как основная дисциплина в подготовке конкурентоспособных кадров экономистов	160
Хакимов Назар Хакимович , доктор философских наук, профессор	
The importance of strategic management and strategic leadership	166
Reyimberdiyev Baburbek Adilbek o'g'li	
Exploring the Role of Higher Education in Fostering Green Economy Transition: A Systematic Analysis of Curriculum Integration and Skill Development.....	170
Xasanova Zarina , Department of English Language	
Inson kapitalini joriy etish tizimi va xodimlar daromadi o'rtasidagi o'zaro ta'sir tahlili.....	178
M. O. Hamroqulov , katta o'qituvchi	
Yetuk mutaxassis tayyorlash – kelajak uchun sarmoya.....	185
Farhod Bagibekovich Xalimbetov	
Analysis of new established and liquidated enterprises as a basis for jobs (On the example of Samarkand region)	188
Saidov Nurali Rakhimovich	
Basing and forecasting the priorities of introducing innovative medical services in Khorezm region.....	193
S. M. Rakhimova	
Оптимизации операционной стратегии и повышение экономического потенциала хлопково-текстильных кластеров	197
Джурабаев Отабек Джурабаевич , доцент	
Soliq to'g'risidagi qonunlarni buzganlik uchun yuridik javobgarlikka tortishning huquqiy asoslari	204
Hakimov Feruz Xurshid o'g'li , talaba	
Hayot sug'urtasining rivojlanishi va uning ijtimoiy hayotdagi o'rni	207
Baratova Dinora Alisherovna , katta o'qituvchisi	
Edge Computing texnologiyalari	213
Qulmatova S. , PhD, katta o'qituvchi; Karimov Botir , katta o'qituvchi	
Aksiyadorlik kapitalida davlat ulushini qisqartirish va xususiylashtirish holati	218
Mamatov Bahromjon Shavkatovich , PhD, dotsent	
Xususiylashtirishning ijobiy imijini shakllantirishning nazariy jihatlar.....	223
Odilova Sitora Sayfitdin qizi , katta o'qituvchi	
Tomorqa xo'jaliklarida oziq-ovqat mahsulotlari yetishtirish hajmining prognoz ko'rsatkichlari	228
Saydullayeva Fotima Jozilovna , assistant	
O'zbekiston sug'urta bozori rivojlanishining o'ziga xos xususiyati.....	235
Xasanov Xayrulla Nasrullayevich	
O'zbekiston yoshlarida volontyorlik faoliyatini rivojlantirishning ijtimoiy-siyosiy va huquqiy mexanizmlari: jahon va mahalliy tajriba	241
Qudratov Anvarmirzo Murodillayevich , siyosiy fanlar bo'yicha falsafa doktori (PhD)	
Культурологический аспект преподавания русскоязычной литературы Казахстана в ВУЗе	247
Оспан Айзада Бейсенқызы , докторант 2 курса	
Tijorat banklarida kreditlash riskini boshqarish holati tahlili.....	251
Mirzoyev Feruz Mamurjonovich , mustaqil izlanuvchi	
Tijorat banklari aktivlarini diversifikatsiyalashning zamonaviy holati va tendensiyalari.....	259
Abdualim Abdujabbor o'g'li Abdurazzoqov , mustaqil tadqiqotchi	
Significance and prospects of using economic-mathematical models in analysis of our country's economic growth	267
Rasulov Jamshid Shokir o'g'li	
Bank daromadlilik ko'rsatkichlariga makroiqtisodiy omillar ta'siri.....	274
Madraimov Xabibulla Madaminovich , assistant o'qituvchi	



Xizmat ko'rsatish sohasini rivojlantirishning ilmiy konsepsiyalari	282
Mamatov Mamajan Axmadjonovich , i.f.n., dotsent	
Qishloq xo'jalik mahsulotlari ishlab chiqarishni rivojlantirishning makroiqtisodiy barqarorligini ta'minlash	288
Ergashova Nargiza Boboxonovna , talaba	
Budjet-soliq va pul-kredit siyosatini muvofiqlashtirishning nazariy yondashuvlari	296
Hakimjon Hakimov , tadqiqotchi	
Innovatsion-brokerlik faoliyatini rivojlantirishda moliyaviy injiniringni ahamiyatini oshirish istiqbollari	301
Saipnazarov Sherbek Shaylavbekovich , dotsent	
O'zbekistonda inson kapitalini rivojlantirishda ta'lim xizmatlari bozorining ahamiyati	306
Babadjanova Malika Ruzimovna , assistent o'qituvchi	
O'zbekiston sug'urtalovchilarining moliyaviy barqarorligini ta'minlashda qayta sug'urtaning roli	312
Kamilov Baxramjon Umardjonovich	
Shaxs ma'naviy-axloqiy tarbiyasi hamisha muhim	317
Bekdavlat Aliyev , professor, falsafa fanlari doktori	
Jismoniy shaxslar daromadini soliqqa tortishning zamonaviy tendensiyalari	321
O. T. Nurmatov , PhD	
Milliy mahsulotning mazmuni, tarkibiy qismlari va harakat shakllarini tadqiq qilishning nazariy-uslubiy asoslari	327
Abdullayev Suyun Artiqovich , O'zbekiston jahon tillari universiteti prorektori	
O'zbekiston Respublikasidagi yirik tijorat banklari kreditlash amaliyotining ekonometrik tahlil va natijalari	335
Kaxxarov Ulug'bek Xalmatovich , mustaqil izlanuvchi	
Aksiyadorlik jamiyatlari faoliyatda ichki nazorat va auditning xususiyatlari	346
Saidaxmedova Aida Mirzayevna , katta o'qituvchi	
Yangi O'zbekistonda yog'-moy korxonalari personalini boshqarishni takomillashtirish	352
D. A. Azlarova , PhD	
The Intersection of Sustainability and Economic Development: Balancing Environment and Business Needs	360
Kholikova Rukhsora Sanjarovna , PhD, Izzatulloev Bakhodir Ubaydullo ugli , student	
Davlat-xususiy sheriklikni tashkil etishning huquqiy-institutsional mexanizmlari	364
Zuhra Abdikarimova , tayanch doktorant	
Zamonaviy portfel nazariyasi asosida samarali portfelni shakllantirish	370
Sindarov Fazliddin Qahramonovich , kafedra assistenti	
Iste'molchilarning qandolat mahsulotlariga bo'lgan talablarini raqamli platformalar orqali tadqiq qilish yo'llari	376
To'ychiyeva Vasila Faxriddin qizi , assistent	
Investitsiya muhiti va faoliyati natijalarini baholash uslublari	381
B. K. Tuxliyev , professor	
Sanoat korxonalarida resurslar salohiyatini tizimli tahlil qilish – korxonalarining iqtisodiy barqarorligini ta'minlash omili sifatida	386
Madraximova Gulasal Ro'zimboy qizi , PhD	
Mintaqada kichik biznes va xususiy tadbirkorlik rivojlanishi tahlili (Xorazm viloyati misolida)	391
Aminboy Sa'dullayev , i.f.n, dotsent, Dilshod Vaisov , magistr, Farhod Egamberganov , magistr	
Xizmatlar ko'rsatish korxonalarini soliqqa tortish amaliyoti va uni takomillashtirish	397
Pardayev Jamshid Muzaffarovich , tadqiqotchi	
Asosiy kapitalga yo'naltirilgan investitsiyalar: yutuqlar, kamchiliklar va yechimlari	403
Muxitdinova Kamola Alisherovna , PhD	
Directions of attracting foreign capital and specific characteristics of the eurobond transaction	407
Gafurov Olimjon , teacher, Kholmuminov Humoyun , teacher, Abrueva Sevinch , student,	
Формирование международных систем бухгалтерского учета в условиях глобализации экономики	411
Ф. Т. Абдувахидов , доцент, А. Ю. Нурмухаммедов , доцент	
Qishloqda turizmni tashkil etishning mamlakatimiz taraqqiyotiga ta'siri	417
Jo'rayeva Nargiza Abduvohidovna , dotsent	
Public debt, poverty and economic growth of Uzbekistan	420
Mirzamakhmudov Marufjan Mahamadsharif ugli	



APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY TO PROMOTE ECONOMIC DEVELOPMENT OF TOURISM SERVICES IN UZBEKISTAN

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Abstract: the development of global information and communication technology has accelerated the transformation and upgrading of the tourism industry. The wide application of big data, cloud computing, Internet of Things and other technologies has made the integration of modern information technology and cultural tourism possible. Its application has not only provided a new idea for the development of the tourism industry, but also improved its management and service level to a certain extent. Uzbekistan is located in the center of Central Asia, with superior geographical location and rich tourism resources, and has a good material foundation for the development of tourism. By consulting the literature on information technology and tourism development, the article systematically summarizes and analyzes the evolution process and characteristics of tourism services triggered by information and communication technology, and provides inspiration for the development of tourism in Uzbekistan.

Key words: information and communication technology, tourism in Uzbekistan, service economy

Annotatsiya: jahon axborot-kommunikatsiya texnologiyalarining rivojlanishi turizm industriyasining o'zgarishi va yangilanishini tezlashtirdi. Raqamli ma'lumotlar, bulutli hisoblash, Interneti va boshqa texnologiyalarning keng qo'llanilishi zamonaviy axborot texnologiyalari va madaniy turizmni integratsiyalashuviga imkon berdi. Uning qo'llanilishi nafaqat turizm industriyasini rivojlantirish uchun yangi g'oyani taqdim etdi, balki uni boshqarish va xizmat ko'rsatish darajasini ma'lum pog'onada yaxshiladi. O'zbekiston Markaziy Osiyoning yuragida joylashgan bo'lib, qulay geografik joylashuvi va boy turizm resurslariga, shuningdek, turizmni rivojlantirish uchun moddiy asoslariga ega. Maqolada axborot texnologiyalari va turizmni rivojlantirish bo'yicha adabiyotlardan foydalangan holda, axborot-kommunikatsiya texnologiyalarini turizm xizmatlarining rivojlanish jarayoniga tizimli ravishda tatbiq qilish tahlil etildi hamda O'zbekistonda turizmni rivojlantirish uchun yangi takliflar ilgari surildi.

Kalit so'zlar: axborot-kommunikatsiya texnologiyalari, o'zbekistonda turizm, xizmat ko'rsatish iqtisodiyoti.

Аннотация: развитие глобальных информационных и коммуникационных технологий ускорило трансформацию и модернизацию индустрии туризма. Широкое применение больших данных, облачных вычислений, Интернета вещей и других технологий сделало возможной интеграцию современных информационных технологий и культурного туризма. Его применение не только дало новую идею для развития индустрии туризма, но и в определенной степени улучшило ее управление и уровень обслуживания. Узбекистан расположен в центре Центральной Азии, имеет превосходное географическое положение и богатые туристические ресурсы, имеет хорошую материальную базу для развития туризма. Путем обращения к литературе по информационным технологиям и развитию туризма в статье систематически обобщается и анализируется процесс эволюции и характеристики туристических услуг, вызванные информационными и коммуникационными технологиями, и вдохновляет на развитие туризма в Узбекистане.

Ключевые слова: информационные и коммуникационные технологии, туризм в Узбекистане, сервисная экономика.

I. INTRODUCTION

Uzbekistan is a famous ancient country on the "Silk Road". Its long history and splendid culture make it known as the pearl on the "Silk Road". People are familiar with Tashkent, Samarkand, Bukhara and Shiva, which are famous historical cities in the world. Four cultural heritage sites in Uzbekistan have been included in the The World Heritage List by UNESCO, including the Shiva Historical Center, the Bukhara Historical Center, the Shahrisabuz Historical Center and the Samarkand Cultural Center ^[1]. With the rise and fall of the ancient



Silk Road, the people living on this land have created splendid civilizations and unique cultures, which have deeply affected East Asia and Western Europe. From September 15 to 16, 2022, the Council of Heads of State of the SCO member states will be held in Samarkand, the historic city of Uzbekistan. Uzbekistan will seize the opportunity to stimulate tourism potential and promote rapid growth of the national economy [2].

Since the 1980s, the development of information and communication technology (ICT), represented by the Internet, has triggered a wave of industrial change around the world. This change has also accelerated the dual reshaping of the supply side and demand side of the tourism industry. Tourists have begun to use the Internet as a tool to search for tourism information. A large number of tourism companies and tourism organizations have reformed their marketing methods and established online platforms. These changes have accelerated the transformation and upgrading of the tourism industry, continuously promoted the overall evolution and development of the tourism industry, and forged a new industrial form of the tourism industry in the information age [3].

At present, the marriage between information and communication technology industry and tourism industry has entered a mature stage. On the one hand, the development of information and communication technology continues to provide the tourism industry with the latest scientific and technological support and new value creation points. On the other hand, the new demands and new problems caused by the rapid development of tourism industry also provide new ideas for the development of information and communication technology and drive the new growth of information and communication technology industry [4]. To some extent, the growth of tourism can be reflected by the development of information and communication technology industry. Under this interaction, the relationship between information and communication technology and tourism is not shown as the parallel development of the practical application of simple information technology and the technological grafting of tourism, but as the dynamic symbiosis of complex spiral rise in different stages and different manifestations. It has become increasingly undesirable to understand the new phenomenon of tourism development from a single perspective of technology or industry. Information and communication technology has been deeply embedded in the body of tourism, changing the traditional operating mechanism of tourism, the traditional operating mechanism of tourism enterprises, and the traditional way of travel and experience of tourists. These developments have subverted people's traditional tourism concepts.

II. RESEARCH PART

1. The current situation and policy analysis of tourism development in Uzbekistan

Tourism development in Uzbekistan

According to the data of the Investment Outlook and Risk Analysis Report of Uzbekistan's Tourism Industry 2022-2026 prepared and released by the Tourism and Catering Business Department of the Uzbekistan Business Department of the Global Impression Investment Analysis, the tourism industry in Uzbekistan has been growing rapidly for several consecutive years before the epidemic. At the end of 2016, President Mirziyoyev of Uzbekistan signed the Presidential Decree on Measures to Accelerate the Development of Tourism in Uzbekistan, which confirmed the national strategic industrial status of tourism, and also opened a new stage of tourism development. With the introduction of measures such as simplifying visa procedures, launching the electronic visa system, and expanding the number of visa-free countries, the threshold for foreign tourists to visit Uzbekistan has been continuously lowered, and Uzbekistan, which is rich in tourism resources, has rapidly become an emerging tourism destination attracting international attention. Thanks to this, the number of foreign tourists visiting Uzbekistan kept breaking records. In 2019, the number of foreign tourists visiting Uzbekistan increased to 6.7 million, up 26.4% year on year [5].

However, the epidemic has temporarily slowed the pace of Uzbekistan's tourism industry, and Uzbekistan's tourism practitioners are generally under great pressure. In order to help the tourism industry better withstand the impact, the Uzbek government timely introduced a number of relief measures during the epidemic, including providing tax incentives, interest-free loans and other support to travel companies, travel agencies, hotels and hotels, with the aim of reducing the operating pressure of practitioners as much as possible.

At the same time, the Uzbek government also encouraged practitioners to grasp the "energy saving" during the epidemic, do a good job in upgrading software and hardware, and comprehensively improve the quality of tourism services. First, Uzbekistan's National Entrepreneurship Support Fund provides special subsidies to support the renovation and reconstruction of hotels; Second, provide subsidies to tour guides and travel agencies to encourage them to develop new tourist routes and products; Third, we should strengthen the training of tourism talents, especially more high-quality tour guides, so that after the epidemic, we can better introduce the traditional customs, scenic spots and catering culture of Uzbekistan to foreign tourists, and improve the tourism experience in Uzbekistan.

Current situation of tourism in Uzbekistan

Following the implementation of visa-free measures for some countries in 2018, the simplification of visa procedures for 39 citizens, and the implementation of the electronic visa system, the Ukrainian government will



continue to release more advantages in visa simplification this year. According to the Presidential Decree on Supplementary Measures for Accelerating the Development of Tourism signed by President Mirziyoyev in early January 2019, from February 1, 2019, Uzbekistan will implement visa exemption for citizens of 45 countries, including Australia, Bulgaria, Mongolia, New Zealand and Denmark, and expand the number of countries implementing electronic visas to 76. Uzbekistan will also introduce a 30-day multiple-trip visa to meet the demand of foreign tourists for peripheral travel. It is particularly noteworthy that Uzbekistan is discussing with Kazakhstan to jointly promote the "Silk Road visa" and hopes to create the "Schengen visa" in Central Asia.

In order to give tourists a better tourism experience, Uzbekistan plans to accelerate the construction of tourism infrastructure and supporting facilities in various regions and launch a number of supporting policies for this purpose. For example, by January 1, 2022, the government of Uzbekistan will provide US \$100 million to subsidize the construction of three-star hotels with no less than 50 rooms and four-star hotels with no less than 100 rooms. Among them, three-star and four-star hotels can receive subsidies of 40 million soum and 65 million soum (about \$4820 and \$7830) for each room. At the same time, Uzbekistan also plans to allocate US \$10 million to encourage and support Uzbek enterprises and organizations to cooperate with world famous hotel brands, sign franchise contracts and accelerate the introduction of world hotel brands. In addition, Uzbekistan plans to create chain youth travel and hostels in major cities focusing on cost performance to meet the needs of backpackers in various countries.

Analysis of tourism policy in Uzbekistan

On December 2, 2022, the Acting President and Prime Minister of Uzbekistan Mirziyoyev signed the Presidential Decree on Taking Measures to Guarantee the Accelerated Development of Tourism, giving tourism a strategic industrial status, making it a powerful tool to promote economic development, and improving the living standard and quality of local residents by actively developing tourism potential.

The Presidential Decree calls for a comprehensive reform of the tourism industry to improve the level of national policies in this field, in order to: simplify visa, registration, passport review and customs clearance procedures, remove obstacles to the development of the tourism industry, and create favorable conditions for the main activities of the tourism industry; Take measures to ensure the personal safety and health of passengers; Develop pilgrimage, ecology, folk customs, food, sports tours, as well as rural tourism, family tourism and other new tourism formats; Expand cooperation with large international and domestic tourism organizations and promote modern service quality standards in the tourism industry; Widely attract foreign investment and promote the development of tourism infrastructure, especially the development of hotels, transportation and logistics, communications and other sectors; Open up new tourism routes and develop competitive tourism products; Improve the tourism talent training system.

The Uzbek government will establish a national tourism development committee based on the state-owned company "Uzbek Travel" and establish plenipotentiary representative offices in various places. The committee will perform supervision and management functions in such areas as enhancing the enthusiasm of enterprises in the tourism industry, removing obstacles to the development of the tourism industry, and developing competition in the tourism service market. At the same time, the committee will be responsible for issuing work permits from January 1, 2017 to further standardize the market.

2. An Analysis of the Influencing Factors of Information Technology in Tourism

A hot issue in the application of information technology in tourism is what factors affect the tendency of tourism information technology innovation, or what characteristics of tourism enterprises are more likely to adopt information technology innovation. According to Rogers' innovation diffusion theory, the adopters of innovation diffusion can be divided into five categories: innovators, early adopters, early adopters, late adopters and laggards, and their classification is based on the user's personality characteristics and the order of adoption of innovation. This theory can not only be used to explain the important characteristics of enterprise innovation, but also an important model to study the factors affecting innovation diffusion.

With the help of innovation diffusion theory, tourism researchers have carried out a series of discussions on the factors affecting the diffusion of information technology innovation in tourism enterprises. The scale of tourism enterprises and entrepreneurship are two factors that have attracted much attention in the research. The mainstream view is that large tourism enterprises have more sufficient funds and are easier to adapt to new technologies than small and medium-sized tourism enterprises, so they are more innovative. Large tourism enterprises are the most effective communicators of information technology innovation. However, many small and medium-sized tourism enterprises are not aware of the advantages brought by information technology, or lack of professional technology and sufficient capital to improve technology, so the development in the use of information technology is slow^[6]. The use of e-commerce technology by small and medium-sized tourism enterprises has also attracted the attention of scholars. Small and medium-sized tourism enterprises generally regard e-commerce as a tool to improve sales, improve marketing, contact new customers and markets, and improve overall efficiency. Siguaw et al. studied the selection and use of new technologies in the hotel industry in the United



States, and summarized the degree of adoption of new technologies by various departments of the hotel industry [7]. And by comparing the differences in the use of information technology between luxury hotels and economy hotels, it is found that the number and type of information technology used by hotels are affected by factors such as the star level, scale, complexity of property rights and operation mode of hotels. High-end hotels use more information technology than economy hotels. Specific accommodation types such as conference hotels, conference centers, casinos, etc. are more inclined to use information technology than motels, Chain hotels use more information technology than independent hotels. In addition, managers are the decisive factor in the adoption of information technology. The diffusion of information technology innovation is also affected by the pursuit and attitude of entrepreneurs. Enterprises with the concept of scientific and technological innovation and the strategic awareness of scientific and technological development are more likely to achieve technological innovation [8]. In addition, the characteristics of enterprise employees have also attracted the attention of some scholars. Li Guoxin also compared the differences of hotel employees' technology adoption psychology under different objective environments and individual characteristics from a psychological perspective. The employees' education level, work experience and knowledge of technology will affect the update and use of information technology [9].

3. Application of information and communication technology in tourism services

The integration method of information and communication technology and tourism can be based on geographic information map, carry three-dimensional virtual reality, establish a cultural tourism service platform, integrate spatial information database, virtual reality information database, cultural information resource database, tourism information resource database, and realize virtual reality display and related cultural tourism value-added services.

The data platform can provide users with positioning and navigation functions through the location-based service technology (LBS) interface provided by the communication operator service provider, provide alarm services combined with GPS and related supporting services related to positioning services, such as peripheral facility search, information push of hotels, restaurants, gas stations, etc., automatically generate the best travel routes for users, and record user tracks in real time, Automatically broadcast relevant scenic spot information according to the user's location. The specific application is as follows:

1. Virtual reality display. The virtual reality display platform is the processing and reproduction of the real scene, which shows the completely real scene. Through the virtual reality display platform, tourists can have the feeling of being in the scene, and can conduct 360°panoramic observation online, which can provide reference for future field trips.

- Dynamic view roaming service: realize the perfect playback of 360-degree panoramic video, panoramic image and dynamic caption and explanation, which is very visual impact and attraction.
- Tourist route planning: It can generate the tourist route planning plan of the scenic spot at any time and place to help tourists understand the scenery, accommodation, food conditions, etc. along the way.
- Intelligent virtual tour guide: It has the functions of weather forecast, map navigation, automatic guide, scenic spot explanation, etc., saving a lot of human resources.
- Virtual tourism services: provide virtual tourism services, so that tourists can enjoy the scenery thousands of miles away in a three-dimensional virtual environment without leaving home.
- Cultural resources push: push the unique cultural resources, information and other information of each tourist attraction to users, so that tourists can feel the spiritual charm of the regional culture at home.

Value-added services. Value-added services can provide tourist value-added service centers, enterprise marketing, self-service terminal services, cultural element identification specifications, cultural tourism knowledge base, folk cultural resources and other functional services.

III. CONCLUSIONS AND RECOMMENDATIONS

In the era of big data, the pace of innovation in the tourism industry is accelerating. For the tourism industry, to maintain a place in the future industry value chain, it must also keep pace with the pace of innovation. How to change the business model, operation mode and management mode of tourism enterprises through the mining of big data, especially how to use the favorable resources provided by big data to achieve accurate online marketing, build a new online marketing model, find "smart" to develop smart tourism, and realize the real transformation and upgrading of tourism enterprises is a topic worthy of attention.

The development of tourism cannot be separated from the support of national and local policies. "Tourism+Internet" is an important strategy and innovative policy for the development of tourism. On the one hand, studying the impact of tourism policy evolution on tourism process from the perspective of public policy is an important part of promoting tourism development; On the other hand, the tourism achievements under the information and communication technology are easy to imitate. How to innovate in the system to protect the tourism



achievements is also a problem that scholars and tourism departments should consider.

The increasingly close combination of modern information and communication technology and tourism is the inevitable trend of tourism development. The wide application of high technology in tourism has greatly enriched the connotation of tourism, improved work efficiency and service quality, and adapted to the international requirements of tourism development under the background of world economic integration.

While modern information and communication technology has changed people's lives, it has also promoted the reform and development of the tourism industry. Under the background that the Uzbek government has vigorously developed tourism and released a series of investment benefits, Uzbekistan's tourism industry needs to combine its own advantages, provide comprehensive support for its cultural tourism services and management through digital means, and promote the sustainable development of the tourism industry.

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Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2023. № 6

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«Yashil iqtisodiyot va taraqqiyot» jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027



Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi 26-uy.