



ISSN 2091-5187

СЕРВИС

ИЛМИЙ-АМАЛИЙ
ЖУРНАЛ

2024
2/2-сон



Шахриёр Шодиёрович Тураев Юридик хизматларнинг таркибида адвокатлик фаолиятининг ўрни ва унинг назарий масалалари	74
ТУРИЗМ ВА МЕҲМОНХОНА ХЎЖАЛИГИ	
Мамаюнус Қаршибаевич Пардаев, Росулбек Исломович Пардаев Яшил иқтисодиёт шароитида халқаро экотуризмнинг замонавий концепцияси ва амалиёти	79
Юлдуз Пирназаровна Урунбаева Ўзбекистонда янги-музей туризмни ташкил қилиш ва ривожлантиришнинг мақсади ва вазифалари	83
Latofat Tolibovna Yuldosheva Tourism System: Tourism Supply and Bridging Components. Evidence from Samarkand	87
Shaxnoza Shuxrat qizi Xashimova Xorij mamlakatlarida sog‘lomlashtirish turizmi va uning rivojlanish xususiyatlari	93
Зухрали Турсуналиевич Абдулхакимов Халқаро туризм индустриясининг ривожланиш динамикаси, шаклланиш тенденциялари	99
Мохинур Ўлмас қизи Ўроқова Навой вилоятида сафари туризмни ташкил қилиш ва такомиллаштириш истиқболлари	104
Мухауво Вахрллоевна Хамроева Turizm sohasidagi hududiy transport xizmatlarining iqtisodiy ko‘rsatkichlari tahlili	109
Парвина Аслиддин қизи Холматова Ўзбекистонда экологик туризмни ривожлантиришнинг иқтисодий ва ижтимоий аҳамияти	113
Kamol Sharifovich Yuldashev Sayohatni mustaqil rejalashtirishda qo‘llaniladigan axborot texnologiyalari va uning bosqichlari	117
Анжим Айдосбаевна Ембергенова Қорақалпоғистон Республикасида замонавий туризмни ривожлантириш йўналишлари	123
МЕНЕЖМЕНТ ВА МАРКЕТИНГ	
Гўзалхон Акром қизи Абдурашидова Маркетинг тизимида нархларни шакллантириш механизми тамойиллари ва усуллари	129
Мохиғул Эркиновна Ахтамова Стратегическое управление проектами в Республике Узбекистан: ключ к экономическому развитию	135
Nargiz Toxirovna Sattarova Mamlakatimizda sanoat korxonalarini boshqarish jarayonini takomillashtirish	139
ИНВЕСТИЦИЯ	
Акрам Одилович Очилов, Дурдона Хасан қизи Рахмонова Развитие экономики Кашкадарьинской области на основе внедрения инвестиций	143
МОЛИЯ, ПУЛ МУОМАЛАСИ ВА КРЕДИТ	
Jaxongir Rasulovich Zaynalov, Shaxnoza Maxmudovna Latipova Iqtisodiyotni erkinlashtirish sharoitida moliyaviy siyosatni rivojlantirish yo‘llari	148

Latofat Tolibovna Yuldosheva – PhD student, “Silk Road” International University of Tourism and Cultural Heritage

TOURISM SYSTEM: TOURISM SUPPLY AND BRIDGING COMPONENTS. EVIDENCE FROM SAMARKAND

Abstract: this article explores the theoretical and practical approaches developed about the elements of the tourism system: supply and demand. The activity of touristic organizations of Samarkand region is covered in detail on the basis of statistical comparative analysis, several suggestions are given about the work that should be carried out in the tourism system of the region.

Keywords: tourism supply and demand, smart tourism destinations, image congruence, government tourism policy, economic income.

Introduction. In actuality, tourism is a multifaceted phenomena made up of various sectors. In the tourism sector, there are very few companies that offer goods and services to visitors directly [1]. Few businesses are wholly associated with the tourism sector; however, some businesses are set up so that visitors can utilize their services, but these businesses are not regarded as official divisions of the tourism sector [2].

Demand and supply in the tourism sector are geographically distributed [3], with production and consumption taking place in the same location. One of the most important responsibilities of the government is to manage the tourism sector effectively by fostering positive relationships between the supply and demand sides [4]. Travel intermediaries help to streamline the buying and selling of tourism and travel-related goods by giving suppliers the chance to sell their products while lowering financial risk [5] and giving customers the ease and confidence to purchase the goods [6].

The components of the destination's tourist supply are connected by the tourism system. Infrastructure, services, amenities, and attractions make up the destination's supply. In order to create a comprehensive package of travel-related goods and services that would satisfy customers, the tourism supply chain's vertical, horizontal, and diagonal suppliers must be interconnected [7]. Suppliers who have a thorough understanding of the significance of digitization in a cutthroat market are required to participate in emerging smart tourism destinations [8]. Attractions for tourists comprise the initial part of the tourism supply. Providing tourists with digital interactive tourism activities is contingent upon the presence of smart tourism attractions, as these serve as a driving force behind tourists' visits to the destination [9].

Tourism scholars have identified several factors that impact the success of attractions. These include having enough resources and professional management skills; being in an easily accessible location for both tourists and locals; having shops, parking spaces, restrooms, trash cans, seats, and facilities for the disabled; and providing high-quality services with courteous staff appearances. several games and pastimes [10].

Travel-related services and amenities make up the next part of the supply for tourists. One of the most important ways to improve service quality, economical operations, innovative activities, and management tools is for hotels to become more competitive [11]. The benefits of tourism growth cannot be realized without adequate lodging and food and beverage services. The infrastructure for tourism is the third part of the supply. The interaction between public utilities, road infrastructure, local community satisfaction, and the environment and economy all affects how tourism develops at a destination[12, 13].

We believe that by examining the relationship between elements of the tourism supply and visitor happiness in two different approaches, the current study seeks to close a research gap. (i) The study examines how the tourism industry's bridging elements relate to current supply trends.(ii) The current study statistically evaluates the elements of the tourist system using data from the National Statistics Agency in Samarkand. Tourism policy makers are given with the consequences of this article for destination tourism procedure management. A discussion of the results follows the study's conclusion.

Literature review. Two streams of previous studies are reviewed in this research: tourism supply elements and demand side of tourism. In this section, the relevant studies are reviewed.

Tourism supply

The research of tourism supply has been investigated on a large scale. The term of tourism supply means the organizations and businesses that are engaged in producing the products and services for tourist consumption by the Lieper The framework of tourism: towards a definition of tourism, tourist and the tourist industry, *Annals of Tourism Research*[14]. But the products and services are not only consumed by tourists, for example, hotel and restaurant facilities are used by local people too. Tourism Satellite Accounts which are constructed on the basis of the tourism surveys and statistical analysis which are used to measure the real economic impact of tourism within a specific destination by Mak Tourism and the Economy Understanding of Economics of Tourism.

Considering the direct, indirect, and causative effects of the tourist sector on the economic income as defined by Okumus et al.'s literature, could inequalities in tourism affect economic output? One of the key economic mechanisms is the *Annals of Tourism Research* [16], where it is deemed reasonable to conduct significant analytical and monitoring procedures. Functional methods by Baxter, I. and Littlejohn, D. Researchers identified the structure of the travel and tourist supply industry. The public sector produces, transacts, and provides support services as part of the tourist supply function[18].

Suppliers of tourism operate in a variety of industries, including lodging, transportation, cruises, and attractions. An enormous revolution in the travel sector is the emergence of sharing economy providers for lodging, transportation, and attractions. However, the financial risk and safety components of the sharing economy have a negative impact on visitors' decisions to utilize it, which lowers the sector's competitiveness according to literature. Changsok, Yuan, G. Yi, and Yoob, Ch. The impact of perceived risk on the tourism industry's embrace of the sharing economy. Six components make up a tourist destination: cost, people resources, image and character, accessibility, and public and private facilities and attractions[20].

Image and price are two of them that set them apart from the traditional framework of the tourism supply notion. One distinctive quality of image and character is that it makes tourists more aware of the tourist destinations and their services. The scenery, eco-friendly tourist services and amenities, high standards of safety and security, a welcoming local population, and more all contribute to the destination's image. Following the epidemic, the literary literature has emphasized the importance of a "safe and secure" destination image in attracting authors. Li, Yunpeng, and He, Z. Huang, T., Liu, Z., Li, Y. [21]. Organizations that promote tourism to destinations are in charge of maintaining image congruence, which affects visitors' perceptions of the location[22]. One of the requirements for a destination to be competitive is price [23]. The creation of tourism products needs the collaboration of numerous parties.

Tourism Demand

Two different factors affect the tourism demand:

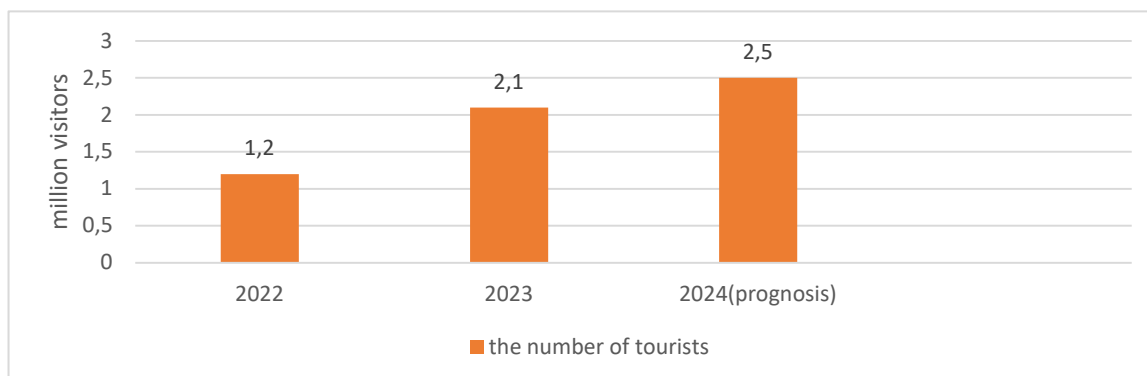
1. Price factor: tourism providers, for example, hotels and transport organizations, closely monitor the activities of competitors and independently set prices for their goods and services. The development of online trading platforms allows business representatives to compare prices easily. Price directly affects the demand: a low price ensures a high demand, if the price rises, the quantity demanded falls[26]. However, regular price reductions can lead to the perception of low quality product among buyers.

2. Socio-economic and demographic factors: population income[27], government tourism policy[28], the quality of education, number and condition of entertainment places, quality of tourist services, special public events, marketing and advertising of the area, seasonality and weather. These factors can affect the demand both positively and negatively. The new model of tourism demand forecast requires learning the spatial-temporal features of destination tourism demand.

Methodology. The research includes the recent data from the Statistical Agency of Samarkand to explore the potential of tourism suppliers and intermediaries in Samarkand. In the current study, the basic annual tourism statistics which are officially published in Samarkand are reviewed. The methods of comparative analysis, synthesis and statistical data processing methods were conducted in this research.

Research findings and discussion.

Figure1. The number of foreign tourists: Samarkand



Source: The Statistical Bulletin of the Statistics Department of Samarkand Region

The analysis of the number of foreign visitors who visited Samarkand region for travel purposes in the 2022-2023 years showed that 1,2 million visitors were provided with tourist services in 2022, and 2,1 million tourists visited Samarkand in 2023 . In 2024 the number of tourists is expected to rise to 2,5 million people.

The increased level of demand side and supply side simultaneously leads to the enhancement of competition and price reduction in destination. In the table below, the level of demand for the services and goods of the accommodation establishments in Samarkand is reviewed.

Table1

The main indicators of accommodation establishments offering tourist services and goods in Samarkand and the number of people served by them

Years	Accommodation establishments	The number of people served by them
2017	264	395708
2018	290	512843
2019	410	595780
2020	376	152521
2021	347	293517
2022	434	487600

Source: The Statistical Bulletin of the Statistics Department of Samarkand Region

Until 2020, the number of accommodation establishments increased significantly in Samarkand. In 2021, there were 347 accommodation establishments followed by reaching 434 in 2022, and in the year, the number of people served by them increased simultaneously by 87% compared to the figure in 2021.

Table 2.

The number of people served by hotels according to the purpose of trip

Years	2017	2018	2019	2020	2021	2022
Visiting friends and relatives	3861	9253	2662	1053	8001	75
Leisure and recreation	99944	146981	168269	20216	35754	915
Education	5434	470	578	518	1276	-
Pilgrimage	16814	38309	30037	7650	8559	270
Transit	447	484	173	118	321	-

Health and medical care	2752	3167	1193	1487	1865	24992
Shopping	-	18	-	33	64	-
Work	29148	24046	43972	28839	34175	-
Other personal reasons	17975	8472	21483	5140	14386	-
Overall	176375	231200	268367	65054	104401	26252

Source: The Statistical Bulletin of the Statistics Department of Samarkand Region.

The results of the analysis show that in 2019 the largest number of people (268,367) were accommodated in the hotels of Samarkand region, and the main purpose of the tourists who came to Samarkand region that year was leisure and recreation with the share of 62.7%, in turn, the motive that took the second place that year was business visits with 16.3%. However, due to the pandemic, in 2020, we can see that this figure dropped sharply. The main purpose of the tourists visiting Samarkand region in 2020 was business, and the total number of visitors in the year accounted for 44.3%, and the least number of people visited for the purpose of going to shops, which was 0.5% in 2021. The number of people who visited Samarkand region and were accommodated in hotels increased from 65,054 in 2020 to 104,401, and in that year the largest number of people (34.2%) visited the region for the purpose of leisure and recreation, 32.7% people visited for business. In 2022, the number of persons placed in hotels reduced to the lowest degree, only 26,252 people visited, the largest percentage of people (95.2%) came for the purpose of health and medical treatment.

Table 3.

The number of travel intermediaries in Samarkand region

Travel intermediaries	Years						
	2017	2018	2019	2020	2021	2022	2023
Overall	57	60	68	45	41	57	68

Source: The Statistical Bulletin of the Statistics Department of Samarkand Region

Table 4.

The main activity indicators of travel intermediaries in Samarkand region

	Years				
	2018	2019	2020	2021	2022
The number of people served by the travel intermediaries	40456	56229	17612	7832	27817
The number of foreign visitors served by travel intermediaries	30678	31365	1386	1969	18751

Source: The Statistical Bulletin of the Statistics Department of Samarkand Region

According to the results of the statistical analysis, 56,200 people were provided with tourist services by tourist companies and organizations in Samarkand region. Due to the pandemic, the activity indicators of travel intermediaries fell to the lowest level recorded in the last 6 years in 2021 – only 41 travel intermediaries provided travel services to 7832 people, tour packages were sold to 1.9 thousand foreign tourists. As a result of measures and motives aimed at the development of domestic tourism, 4.6 thousand citizens of Uzbekistan used the services offered by travel intermediaries. By 2022, we can see the revitalization of the activities of travel intermediaries due to the activities carried out in order to develop tourism and revive the activities of tourist firms and organizations reducing the negative consequences of the pandemic on tourism.

Conclusion and Suggestions. Managerial implications for the tourism destination

During our research, we witnessed that statistics of tourism system in the Samarkand region have not yet been systematically implemented. This, on the one hand, prevents the determination of specific economic quantitative indicators of the region related to tourism, and on the other hand, it causes the uncertainty of programs to increase profit level in the tourism sector of the region. Therefore, we suggest that the activities of organizations that directly and indirectly related to the tourism sector should be accurately registered and taken into account in the calculation of the economic income of the region. The next suggestion of this research is increasing the competitiveness of tourist areas. The competitiveness of the tourist area embodies all the socio-economic and cultural characteristics that affect its position in the international market. Every tourist area should have the right elements of competitiveness that give it an advantage in market competition, help to increase the income from tourism and increase the number of visitors, as well as the well-being of the residents of the area and the preservation of natural capital for future generations. Ensuring competitiveness is considered the central platform of tourism policy. In order to create a competitive tourist destination, we need to focus on the following main factors:

- Establishing sustainable development in the Tourism attractions and from time to time updating the tourist products and their contents depending on market segment changes;
- Macroeconomic factors: income level and the real exchange rate should be regularly monitored in the destination. It is known from the experience of the world that if the exchange rate is too high in the region, it will be expensive for the tourism activity. In addition, the increase of tax rates on raw materials needed for tourism has a harmful economic effect;
- Innovation: The development of tourism products requires constant attention to the innovation factor. It is not always possible to develop completely new innovative plans, although we cannot develop completely new travel concepts in the area every year, we can discover new markets, launch new services and implement innovative ideas between certain time units. we must pay attention to creating conditions for growth. It is appropriate to give an attention to the development of innovative ideas in the following areas:
 - tourism product innovation;
 - innovation in the process of tourist activities (for example, the use of innovative information technologies in the process of service);
 - other specific elements of the tourism sector (new market or innovative communication methods).
- Strategic planning: the short-term and long-term success of any tourist destination depends on a thorough strategic planning process. Analysis of the current internal and external economic situation; clear definition of goals, tasks and objectives, as well as advance development of marketing strategies and practical plans ensure market success.

Reference

1. Page.S. (2019). *Tourism Management*. London: Routledge. Taylor and Francis group.
2. Inkson.C.,Minnaert.L.(2018).*Tourism Management: An Introduction*. Sage Publication page31
3. Vanhove Norbert.(2018).*Tourism Destinations:Theory and Practice*:New York:Routledge.
4. Li L ., Feng.R. , Hou.G., Xi.J , Gao.P., , Xiji Jiang.X.[2024]. Integrating tourism supply-demand and environmental sensitivity into the tourism network identification of ecological functional zone. *Ecological Indicators*. Vol(158)<https://doi.org/10.1016/j.ecolind.2023.111505>
5. M.R.Dileep.(2019).*Tourism,TransportandTravel Management*.London:Routledge
6. Page,S.J, Connell.J.(2020).*Tourism: A Modern Synthesis*..New York.Routledge.
7. Fong.V.H,I., Hong.J.F.L. Wong.I.A.,(2021) The evolution of triadic relationships in a tourism supply chain through coepetition. *Tourism Management*.Vol(84). <https://doi.org/10.1016/j.tourman.2020.104274>
8. Johnson.A.G.,Ricky.J.M.,Cabe.S.Mc.(2023). Suppliers' perceptions on engaging in smart

- destinations: Evidence from Ljubljana. *Tourism Management Perspectives*.Vol(47).
<https://doi.org/10.1016/j.tmp.2023.101125>
9. Swacha.J.,Itterman.R.(2017).Enhancing the tourist attraction visiting process with gamification: Key concepts”. *Engineering management in Production and Services*..59-66.
 10. Baygloo.Sh.R.(2021) Foreign tourists’ experience: The tri-partite relationships among sense of place toward destination city, tourism attractions and tourists’ overall satisfaction - Evidence from Shiraz, Iran. *Journal of Destination Marketing & Management*.Vol(19).<https://doi.org/10.1016/j.jdmm.2020.100518>
 11. Bernini.C, Galli.F.(2023). Innovation, productivity and spillover effects in the Italian accommodation industry. *Economic Modelling*. Vol(119).
<https://doi.org/10.1016/j.econmod.2022.106145>
 12. Kanwal.Sh.,Rasheed.I.M., Pitafi.H.A., Pitafi.A., Ren.M.(2020). Road and transport infrastructure development and community support for tourism: The role of perceived benefits, and community satisfaction. *Tourism Management*:Vol(77).
<https://doi.org/10.1016/j.tourman.2019.104014>.
 13. Vanhove.N.(2018).*Tourism Destinations:Theory and Practice*:New York:Routhledge.p100-101
 14. Lieper.N.(1979).The framework of tourism: towards a definition of tourism, tourist and the tourist industry, *Annals of Tourism Research*,6(4)
 15. Mak.J.(2004)*Tourism and the Economy. Understanding of Economics of Tourism*.Honolulu:HI: University of Hawaii Press.
 16. Okumus.F.,Kocak.E.(2023). Tourism and economic output: Do asymmetries matter? *Annals of Tourism Research*.Vol(100). <https://doi.org/10.1016/j.annals.2023.103570>.
 17. Littlejohn.D.,Baxter.I.(2006).*The structure of the tourism and travel industry*.Harlow:Pearson Education.p-21-39.
 18. Holloway.J.S.(2006).*The business of Tourism*.Harlow:Prentice –Hall.
 19. Yi.J., Yuan.G Changsok.,Yoob.Ch.(2020). The effect of the perceived risk on the adoption of the sharing economy in the tourism industry: The case of Airbnb. *Information Processing and Management*.Vol(57). <https://doi.org/10.1016/j.ipm.2019.102108>.
 20. UNWTO(2007).*A Practical Guide to Tourism Destination Management*.Madrid:UNWTO
 21. Sabiote-Ortiz.C.M., Castaneda-García.J.A, Frías-Jamilena.D.M.(2024). What shapes tourists’ visit intention in different stages of public health crises? The influence of destination image, information-literacy self-efficacy, and motivations. *Journal of Destination Marketing & Management*.Vol(31). <https://doi.org/10.1016/j.jdmm.2024.100864>.
 22. Li.Y.,He.Z., Yunpeng Li.Y., Huang.T., Liu.Z.(2023) Keep it real: Assessing destination image congruence and its impact on tourist experience evaluations. *Tourism Management*. Vol(97). <https://doi.org/10.1016/j.tourman.2023.104736>.
 23. M.Rosario Gonzalez-Rodríguez.M.R.,Díaz-Fernandez.M.C., Pulido-Pavon.N.(2023). Tourist destination competitiveness: An international approach through the travel and tourism competitiveness index. *Tourism Management Perspectives*.Vol(47).
<https://doi.org/10.1016/j.tmp.2023.101127>.
 24. Szpilko.D.(2017). *Tourism Supply Chain – Overview of Selected Literature*. *Procedia Engineering*.Vol(182) <http://creativecommons.org/licenses/by-nc-nd/4.0/>
 25. Hall’s 2008 *Tourism planning:Policies, Processes and Relationships* Harlow: Prentice-Hall.
 26. Alegre.J.,Sard.M.(2015) When demand drops and prices rise. *Tourist packages in the Balearic Islands during the economic crisis*. *Tourism Management*.Vol(46).
<https://doi.org/10.1016/j.tourman.2014.07.016>.
 27. Kandampullu.J.,Solnet.D.2018. *Service Management Principles for Hospitality and Tourism*.3rd edition.
 28. Hall,C.M.(2007) *Tourism Planning: Policies, Processes and Relationships*, 2nd edition.Harlow:Prentice Hall.
 29. Inkson.C.,Minnaert.L.(2018).*Tourism Management: An Introduction*. Sage Publication.

<p>L.Yoʻldosheva</p> <p>Turizm tizimi: turistik taklif va vositachi elementlar. Samarqand viloyati misolida</p> <p>Annotatsiya: Ushbu maqolada turizm tizimining elementlari: talab va taklif haqida ishlab chiqilgan nazariy va amaliy yondashuvlar tadqiq qilingan. Samarqand viloyati turistik tashkilotlari faoliyati statistik qiyosiy tahlil asosida batafsil yoritilib, viloyat turizm tizimida amalga oshirilishi lozim boʻlgan ishlar haqida tavsiya va takliflar keltirilgan.</p> <p>Kalit soʻzlar: turistik taklif va talab, aqlli turistik hududlar, imij muvofiqligi, davlat turizm siyosati, iqtisodiy daromad.</p>	<p>Л.Юлдошева</p> <p>Система туризма: туристическое предложение и связующие компоненты. Свидетельства из Самарканда.</p> <p>Аннотация: в данной статье исследуются теоретические и практические подходы, разработанные в отношении элементов туристической системы: спроса и предложения. Подробно освещена деятельность туристских организаций Самаркандской области на основе статистического сравнительного анализа, даны несколько предложений о работе, которую следует провести в туристической системе региона.</p> <p>Ключевые слова: туристическое предложение и спрос, умные туристические направления, соответствие имиджа, государственная туристическая политика, экономический доход.</p>
---	---

Shaxnoza Shuxrat qizi Xashimova – TDIU Turizm va servis kafedrasida tayanch doktoranti

XORIJ MAMLAKATLARIDA SOGʻLOMLASHTIRISH TURIZMI VA UNING RIVOJLANISH XUSUSIYATLARI

<p>Annotatsiya: maqolada sogʻlomlashtirish turizmi haqida maʼlumot berilgan, dunyoda va Turkiyada sogʻlomlashtirish turizmi sohasida olib borilayotgan islohotlar haqida qisqacha bayon qilingan, sogʻlomlashtirish turizmi salohiyati tahlil qilingan, dunyo boʻylab sogʻlomlashtirish turizmiga boʻlgan qiziqishlar haqida maʼlumotlar keltirilgan, shuningdek, maqolada sogʻlomlashtirish turizmini yanada rivojlantirish boʻyicha taklif va tavsiyalar ishlab chiqilgan.</p> <p>Kalit soʻzlar: sogʻlomlashtirish turizmi, tibbiy turizm, tibbiy xizmatlar, muolajalar, Turkiyada sogʻlomlashtirish turizmi, operatsiyalar, salomatlik.</p>
--

Kirish. Sogʻlomlashtirish (Sogʻliqni saqlash) turizmi - tashxis, davolash va reabilitatsiya xizmatlariga boʻlgan ehtiyoj natijasida yuzaga keladigan bemor salohiyatidan foydalangan holda sogʻliqni saqlash muassasalarining rivojlanishiga imkon beruvchi turizm turi. Aytish mumkinki, sogʻlomlashtirish turizmi odamlarning yashash joyidan tashqarida sayohat qilish orqali davolanishga intilishlari natijasida paydo boʻlgan. Bundan tashqari, sogʻlomlashtirish turizmi konsepsiyasi oʻzi yashayotgan joyning imkoniyatlari bilan davolana olmaydigan yoki kech tuzalib ketgan odamlarning davolanishini boshqa joylardan izlashidir. Sogʻliqni saqlash turizmi bemorlar va ularning yaqinlarining qulayligini taʼminlash uchun tibbiy imkoniyatlarni taqdim etishga qaratilgan.

Sogʻlomlashtirish turizmi yilning barcha vaqtlariga toʻgʻri keladigan tuzilishga ega boʻlganligi sababli, u odatda yoz oylariga xos "mavsumiy" deb hisoblangan turizm faoliyati bilan ajratib turadi va obyektlardan yanada samarali foydalanish imkonini beradi. Chunki kasalliklar va davolanishni izlash fasli yoʻq. Sogʻlomlashtirish turizmi faoliyati toʻgʻri belgilansa, tegishli rejalashtirish amalga oshirilsa va ishga tushirilsa, mamlakatlar uchun noyob turizm salohiyatidan juda muhim iqtisodiy foyda olish mumkin. Shu bilan birga, sogʻlomlashtirish turizmi odamlarning turli kasallik muammolaridan xalos boʻlishiga yordam beradi, mamlakat ichki va xalqaro turizmini ragʻbatlantiradi, turli qoʻshimcha qiymatlarni yaratish orqali umumiy milliy daromadga hissa qoʻshadi. Sogʻlomlashtirish turizmining ahamiyati uning bevosita inson salomatligiga qaratilganligidan kelib chiqadi.

Mavzuga oid adabiyotlar tahlili. Salomatlik insoniyatning eng ajralmas asosiy ehtiyojidir. Barcha odamlar salomatlik uchun eng yaxshi sharoitlarda boʻlishni maqsad qiladi. Sogʻliqni saqlash bilan bogʻliq muassasalar bu borada shaxslarga eng yaxshi xizmatni taqdim etishga harakat qiladi. Har bir davlat sogʻliqni saqlash siyosatini belgilaydi va oʻz fuqarolarining

ISSN 2091-5187

☞ “СЕРВИС” ☞

Журнал Самарқанд иқтисодиёт ва сервис институти таҳририят
бўлимида нашрга тайёрланди.

27.05.2024 йилда теришга берилди. 14.06.2024 йилда босишга рухсат этилди.
Офсет босма қоғози. Қоғоз бичими 60x84_{1/8}. “Times” гарнитураси. Офсет
босма усули. Шартли босма табоғи 15,76. Ҳисоб-нашриёт
табоғи 12,5. Адади 100 нусха. Буюртма № 0076В/24

Самарқанд иқтисодиёт ва сервис институтининг
матбаа бўлимида чоп этилди.
Лицензия № 025316.
Реестр № Х-119112.

Манзил: Самарқанд шаҳри, Шохрух кўчаси, 60-уй.

© Самарқанд иқтисодиёт ва сервис институти, 2024.