



ISSN 2091-5187

# СЕРВИС

№3

ИЛМИЙ-АМАЛИЙ  
ЖУРНАЛ

2025



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ИЛМИЙ-АМАЛИЙ ЖУРНАЛ 2025 йил, 3-сони

Муассис: Самарқанд иқтисодиёт ва сервис институти

Ўзбекистон Матбуот ва ахборот агентлиги томонидан 2008 йил 31 декабрда  
0561-рақам билан рўйхатга олинган.

ЎзР ОАК Риёсатининг 19.03.2017 й., 239/5-сонли қарори билан эътироф этилган

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<p><b>M.Vafoqulova</b></p> <p><b>Oilaviy biznesning Samarqandda turizmning barqaror rivojlanishidagi o‘rni</b></p> <p><b>Annotatsiya.</b> Ushbu maqolada Samarqand-da turizm rivojlanishiga oilaviy bizneslar-ning ijtimoiy-iqtisodiy hissasi tahlil qilinadi. 103 nafar respondent ishtirokidagi miqdoriy so‘rov usullari qo‘llaniladi. Tadqiqot ular-ning ish o‘rinlari yaratish, madaniy merosni saqlash va turizm o‘shishidagi muhim rolini ko‘rsatadi hamda moliyalashtirish, avlodlar davomiyligi va raqamli ko‘nikmalar kabi muammolarni ta’kidlaydi.</p> <p><b>Kalit so‘zlar:</b> Samarqand, turizm, oilaviy biznes, barqaror turizm, madaniyat, merosni saqlash, iqtisodiy o‘shish, KOB, O‘zbekiston, mahalliy rivojlanish, tadbirkorlik.</p>	<p><b>М.Вафокулова</b></p> <p><b>Роль семейного бизнеса в устойчивом развитии туризма в Самарканде</b></p> <p><b>Аннотация.</b> В данной статье анализируется социально-экономический вклад семейных предприятий в развитие туризма в Самарканде. Используются количественные методы опроса с участием 103 респондентов. Исследование показывает их ключевую роль в создании рабочих мест, сохранении культурного наследия и росте туризма, а также отмечает такие проблемы, как финансирование, преемственность и цифровые навыки.</p> <p><b>Ключевые слова:</b> Самарканд, туризм, семейный бизнес, устойчивый туризм, культура, сохранение наследия, экономический рост, МСП, Узбекистан, местное развитие, предпринимательство.</p>
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**MODERN APPROACHES TO THE DEVELOPMENT OF CULTURAL TOURISM**

**Abstract.** This article examines modern approaches to the development of cultural tourism. Due to the diverse interpretations of tourism, its social, economic, and cultural significance is explored. The study highlights the tourism system and factors affecting its growth, new initiatives — tourist destinations, demographics of incoming visitors, opportunities for space tourism, the role of online maps, and the impact of climate change on travel. It also analyzes practical research in Europe, Africa, and Latin America, including management, economic development, sports tourism, hotel industry growth, and restoration of historical monuments.

**Keywords:** tourism development, sustainable tourism, visitor demographics, space tourism, climate change, tourism innovation, and cultural heritage.

**Introduction.** Following the 2023 referendum, Uzbekistan has witnessed significant growth in its tourism sector. Key drivers of this development include increased investments, improved infrastructure, and a renewed focus on cultural and business tourism. The government has prioritized the modernization of transportation systems, restoration of historical sites, and the creation of new tourist routes beyond traditional destinations like Tashkent, Samarkand, and Bukhara. Ecotourism is also on the rise, supported by the development of national parks and nature reserves. The easing of visa policies and an increase in visitors from China and CIS countries further demonstrate Uzbekistan’s commitment to becoming a major international tourist destination. These initiatives collectively highlight tourism as a vital component of the nation’s economic development strategy.

**Literature review.** Tourism plays a vital role in the modern world, contributing not only to leisure but also to social interaction and economic growth. Uzbekistan has been actively modernizing its tourism industry since gaining independence, focusing on preserving cultural heritage, improving tourist destinations, and offering diverse activities like rock climbing and skiing. According to the National Statistics Committee, tourism contributed about 2% to Uzbekistan’s GDP between 2014 and 2016 and accounted for 11% of exports in 2017, up from 7% in 2014.

Government efforts include the 1999 Law on Tourism and the establishment of the National Tourism Company in 1992 by the first president, Islam Karimov. In 2016, the State Committee for Tourism Development replaced the former tourism department, playing a key role in promoting Uzbekistan internationally. Uzbekistan’s membership in the World Tourism Organization since 1993 and participation in international agreements like the Samarkand Declaration and Khiva Declaration highlight its commitment to sustainable and cultural tourism. UNESCO has recognized over 7,000 unique cultural sites in Uzbekistan, including Bukhara, Khiva, Samarkand, and Shahrisabz. The government continues to improve infrastructure and services to enhance the tourist experience, leading to growth in tourism businesses and organizations.

**Methodology.** This study examined contemporary approaches to the development of cultural tourism. Based on the definition provided by the United Nations World Tourism Organization (UNWTO), cultural tourism was analyzed as travel primarily for cultural purposes, including study tours, festivals, visits to historical monuments, and exploration of folklore and the arts. The research incorporated statistical data and practical experiences from various countries, with particular attention to the development indicators of cultural tourism in Florida, including tourist participation patterns and expenditure levels.

The research methodology comprised the following stages:

1. **Data Collection** – Statistical and qualitative data on tourist sites, cultural heritage, and historical landmarks were collected in collaboration with local communities and tourism offices. Additionally, audience analysis was conducted to examine demographic characteristics and visitor interests.
2. **Analytical Methods** – The collected data were analyzed to assess the potential of communities to promote cultural heritage and the arts, evaluate tourism management strategies, and determine the efficiency of resource utilization.
3. **Classification and Segmentation** – Cultural tourism was categorized into heritage tourism (historical sites, museums), art tourism (galleries, concerts), creative tourism (participation in local crafts and workshops), urban cultural tourism (city landmarks and nightlife), rural cultural tourism (agritourism, national parks), and indigenous cultural tourism (managed by local communities).
4. **Analytical Assessment** – The study evaluated the impact of cultural tourism on local economies, preservation of history, and enhancement of cultural understanding, while also considering environmental and social challenges such as pollution, rising living costs, and cultural disruption.
5. **Practical Recommendations** – Strategies were developed to promote meaningful exchanges between tourists and host communities, including authentic experiences such as tasting local cuisine, attending festivals, and interacting with local residents.

Through this methodological approach, the study provides evidence-based recommendations for the sustainable development of cultural tourism and the preservation of local cultural heritage.

**Results and discussions.** People can discover the core of a culture and gain knowledge of its customs history and way of life through cultural tourism. Cultural tourism benefits more than just the tourists. Local communities gain a great deal as well because it can boost their economy. The money generated by tourism can be used to fund community initiatives that will enhance the area and create more jobs for residents. We engage with the locals and show respect when we

travel to new places to learn about their cultures. We don't just observe. It's important to realize that each culture has a distinct identity that has developed over many generations of history. As individuals who enjoy discovering new cultures it is crucial that we make an effort to recognize and appreciate these distinctions. We can find the unique beauty in the way others view and experience our shared human journey when we maintain an open mind.

In order to foster positive interactions it is crucial that visitors and residents treat one another with respect. Anybody who disrespects or damages the location they are visiting may face long-term consequences. Long-term damage can result from traveling to a community purely for the purpose of taking photos for social media without taking the time to fully enjoy the setting. You can enjoy cultural tourism wherever you go because there are so many diverse cultures in the world.

You'll discover that there is a lot more to discover than you may have imagined when you travel to new places. Many ethnic groups with distinct religions, cultures, languages, cuisines, and other traits may exist in a single nation. Let's take a look at some amazing destinations for cultural tourism. Depending on your preferences you will select the location. One popular location in Japan to immerse yourself in the culture is Kyoto. Kinkaku-ji (Temple of the Golden Pavilion) is one of the many ancient Buddhist temples and Shinto shrines located there. You can fully comprehend Japan's past as a formidable empire by visiting Kyoto.

**Research objective 1.** See Gion, a well-known geisha neighborhood with traditional homes where aspiring geishas train to become full-fledged and don't miss the tea ceremony. Bali's cultural center Ubud is a must-visit for anyone interested in discovering the depths of the island's customs and history.

This town resembles a postcard with lush forests, rice fields, and historic Hindu temples all around. In contrast to popular tourist destinations like Seminyak, Kuta, and Canggu, Ubud provides visitors with a more genuine and engaged experience. Discover Balinese traditions, take part in art classes, and even try your hand at cooking here. Aside from that, Ubud's thriving art scene offers a variety of activities such as modern art exhibits and traditional dances. Being the home of the Dalai Lama and the seat of the Tibetan government in exile, Dharamsala is a well-known city in northern India. You can study and participate in Buddhist rituals when you visit the Dalai Lama temple. Not only is Dharamsala religiously significant, but the locals' customs and food reflect a distinctive fusion of Tibetan and Indian cultures.

Enjoy delectable delicacies like thukpa and momos (dumplings) while chatting with amiable locals. The breathtaking Dhauladhar mountain range, which envelops Dharamsala, is a must-see for hikers seeking breathtaking vistas. Attend educational seminars led by knowledgeable locals to gain additional knowledge about traditional Ayurvedic medicine. The UNESCO World Heritage Site of Marrakech, Morocco, is well-known for its medieval district or medina. You can stroll through the bustling markets and winding streets where regional artisans sell their wares.

Travelers can dive into Morocco's past and enjoy an amazing cultural experience by touring the stunning Bahia Palace or the storied Saadian Tombs. Don't forget to try traditional Moroccan fare like couscous and mouthwatering tajine at the lively and enjoyable Jemaa el-Fna square. Istanbul's cultural exploration is fantastic. The convergence of Europe and Asia in this singular city results in an intriguing fusion of Eastern and Western influences. While in Turkey, you can investigate the palpable relics of its long past. Discover the architectural wonders that are the Blue Mosque, Topkapi Palace, and Hagia Sophia. Vibrant colors, alluring scents, and mouthwatering flavors abound in the busy bazaars. The rich and varied Turkish culture includes both intriguing religious customs like the dancing dervishes and well-known foods like kebabs and baklava. Modern neighborhoods such as Beyoğlu showcase Turkey's blend of modernity and tradition with their eclectic mix of modern art galleries and quaint cafes. Rome, sometimes referred to as the Eternal City, is a living museum. Rome has many fascinating stories about the ancient Romans and how they continue to influence modern society from the Vatican to the Colosseum.

Culture-loving travelers frequent this location. The Vatican Museums have incredible Renaissance artwork that you can view in addition to exploring the ancient Roman Forum ruins. Romes vibrant culture and fascinating history are truly experienced on each stroll through the city. With its lovely Moorish architecture and charming cobblestone streets Granada is an excellent destination for those interested in cultural tourism in Europe. With a unique blend of Christian and Moorish architectural elements this city is located in southern Spain at the base of the Sierra Nevada mountains. Beyond the Alhambra Granada has a plethora of fascinating sites to discover. UNESCO-approved Albayzín area with its narrow streets lined with shops and breathtaking views. Dont forget to visit Sacromonte which is well-known for its colorful flamenco bars and gypsy caves that have been converted into houses. Take in a genuine flamenco show that features fervent dancing and music from southern Spain. Salvador the capital of Brazils state of Bahia is a bustling metropolis with a rich cultural legacy. Portuguese settlers established it in 1549 and it soon became a major hub for the trafficking of slaves.

Pelourinhos unique art scene influenced by Africa Europe and the local indigenous population is the result of the blending of various cultures there. This explains why Pelourinho is one of Brazils most visited tourist destinations. Its stunning beaches fascinating history exciting festivals and unique customs entice tourists to visit. Brazils Pelourinho known for its rich cultural legacy is regarded as the historic core of Salvador de Bahía which is also a World Heritage Site. Wander around its charming streets to find historical landmarks historic structures fascinating museums mouthwatering eateries lively bars cozy lodgings talented musicians and exciting capoeira performances. Cusco Peru is well known for its extensive history and vibrant culture that have been passed down through the ages. Cusco a historic city in Peru is a great place to go if you want to learn about the many cultures in South America.

**Research objective 2.** People in Uzbekistan are living better lives as a result of the rise in tourism. By promoting its magnificent natural beauty historic sites and rich cultural heritage Uzbekistan hopes to grow its tourism sector. By making it easier for citizens and foreign visitors to explore the nation the Uzbekistan - 2030 plan seeks to increase tourism. Ninety-eight percent of Uzbekistans foreign visitors in 2019 arrived before the pandemic. 6. 748 million foreign visitors entered the nation in 2019 and that number dropped to 6. 626 million in 2023.

However the recuperation process has been swift. Uzbekistan has developed new travel routes invested in large projects planned special events and made it easier to obtain visas in an effort to draw in more foreign tourists. In Uzbekistan 508 projects were finished in 2023 resulting in the creation of 9492 new job opportunities. In addition a total of 3458 accommodations were created with the opening of 183 new hotels and 232 guesthouses. Due to the opening of 810 new tourist organizations there are now 2649 of these organizations overall.

Between 2017 and 2023 there will be significantly more foreign visitors to Uzbekistan. 2. 7 million tourists traveled to the nation in 2017. At 6. 6 million there were 2. 5 times as many tourists in 2023 as there were in 2017 and 1. 3 times more than in 2022. In 2023 the number of visitors from Japan increased fivefold while those from Italy and India increased three times and those from the United States doubled. Approximately 77. 7% of foreign visitors in 2023 originated from neighboring countries 11. 5 % from other CIS nations and 7. 8 % from other countries. Travelers stay 1. 5 times longer on average now than they did in 2022 when they only spent three days. Todays travelers usually stay for four to five days.

This demonstrates how hard the nation has worked to provide visitors all the conveniences they need for a comfortable stay. In addition domestic travel is expanding quickly. 15 million people traveled throughout the country and explored 21 million different locations as part of the Adventure in Uzbekistan! initiative. In addition to 570000 youth social support offered travel opportunities to 1100 people with disabilities. Exports of tourism services are expected to bring in 2. 1435 billion dollars by 2023—a 1. 3 increase over 2022. Furthermore the tourism sector and allied industries added about 70000 new jobs. This indicates that the nation has all it takes to attract tourists which will enhance the economy and quality of life for all. Global recognition of the nation is enhanced by the rise in tourism.

For instance Uzbekistan ranked 13th out of 140 nations in the Global Muslim Travel Index (GMTI-2023) for tourism related to pilgrimages. Furthermore at the Halal In Travel 2023 event Khiva was named the Islamic Heritage Tourist Destination of the Year. . Sentob village in Uzbekistan took home the title of Best Tourist Village 2023 at the 25th UNWTO General Assembly which took place in Samarkand in 2023. A special certificate for being the Best Travel Destination 2024 was also given to Uzbekistan by the well-known travel company Lonely Planet. With World Statistics ranking Uzbekistan as one of the best places to travel in 2024 the countrys tourism sector is probably going to see an increase in foreign visitors. Uzbekistan looks good on the international scene because of all these factors. Uzbekistans tourism industry is doing well overall and expanding. Given the initiatives being taken to promote tourism as well as the opportunities that lie ahead it is clear that this industry is vital to the nation. In addition the Uzbekistan - 2030 plans objectives for growing tourism will contribute to raising peoples incomes generating new jobs and ensuring the welfare of the populace. People from various backgrounds have consistently been drawn to Uzbekistan by its tourism appeal.

**Conclusion and recommendations.** The Action Strategy for the countrys growth from 2017 to 2021 was decided upon by the Uzbek president five years ago. During that period Uzbekistan endeavored to establish a democratic state enhance civil society expand the economy through the application of free market principles and ensure a prosperous and peaceful existence for its populace. Another goal was to make Uzbekistan a powerful force in the world stage. A new significant decree was unveiled as a component of The Development Strategy of New Uzbekistan for 2022-2026 a plan.

This plan is critical to Uzbekistans future. For everyone who wants Uzbekistan to succeed this is essential. Diverse opinions exist regarding this plan. Many people are curious as to how Uzbekistans new development strategy differs from the one that was selected five years prior. These are common questions so lets make sure to address what is piqueing peoples interest. Over the next five years Uzbekistan is expected to accomplish 100 goals in seven critical areas of development according to the New Uzbekistan Development Strategy. To assist in achieving these objectives in 2022 398 steps have been planned. There is a well-defined strategy in place to accomplish these aims. They help to enhance the effectiveness and efficiency with which things are done. To put it simply a system is being put in place to assess whether or not planned changes are successfully achieving development goals.

Second a greater number of people in our nation are now participating in the formulation and approval of the Development Strategy as opposed to the Action Strategy. Its increased popularity is a result of this. Over 17000 comments were made during public discussions on three major websites. It is important to note that our five years of starting the Action Strategy with people has greatly benefited our communication with them. We created a direct line of communication between the public and government agencies by carrying out the Action Plan activities. Every year this enhanced openness greatly enhancing the publics opinion of the government. People are now actively engaging in change-making showing more trust and being more involved. Its fantastic that there are more avenues for citizens to bring up issues with government agencies. Furthermore, the policy paper delineates the principal goals for the nations forthcoming development. As quick fixes give way to long-term growth strategies the main objective is to maintain the smooth and steady progress of reforms. Using a multitude of resources and experience the Action Plan started by putting significant changes into place in a number of areas.

Through greater commitment these reforms will eventually be improved even more. As a result the adjustments will succeed and function more effectively. Additionally the way the Development Strategy is implemented has been improved. President Shavkat Mirziyoyevs decree On the Development Strategy of New Uzbekistan for 2022-2026 formally established the National Commission for Strategy Implementation. Notably this group includes advocates from the community and representatives of the government. Under their supervision the members make sure the Development Strategy is carried out correctly. They designate a person to oversee

and keep an eye on the assignments making sure the allotted funds are spent appropriately. This makes work easier to accomplish and motivates officials to take greater responsibility. Furthermore it is noteworthy that an increasing number of individuals are participating in the Development Strategys monitoring. People now have more chances to stay informed as a result. The government works to guarantee public satisfaction with operations and improve these organizations efficiency by leveraging technology in a variety of ways and developing online platforms.

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5. Gulomkhasanov E. Roziyev B. Lazizova M. and B. Ochildiyev. (2022) investigated how transportation aids in the expansion of tourism. The economy of a nation depends heavily on tourism.
6. In a 1998 article Brewton discussed Human Resources Management Gayich Tamara M. A. of the Hotel and Restaurant Administration Quarterly published it. 2018 was one of them.
7. Makhmudova conducted research on how Uzbekistans ecotourism industry can become more competitive through the application of scientific methods.
8. An. H. P. The South Asian Journal of Marketing & Management Research published a piece that Makhmudova wrote.
9. Nabiev G. An A. as well as Bakirova O. have mastered the subject. Suggestions for enhancing the sustainability of agricultural products were made in 2017. This was covered in a publication about the developments in contemporary science along with the challenges encountered the rules to be observed and the prospective prospects down the road.
10. In her 2011 paper Buczkowska explored how schoolchildren use collaboration to learn about the arts creativity and heritage in order to get ready to launch their own businesses.
11. The temperature ranges in Poznań from 38 to 50 degrees. This was covered in a 2014 paper by Borowiecki and Castiglione.
12. In 2014 Borowiecki and Castiglione conducted a study in Poznań and found information on pages 38 to 50.
13. David Ketz conducted research on the impact of cultural participation on tourism in various regions of Italy. This research was published in the Tourism Economics journal. Creating a program for cultural heritage tourism is imperative. Historical sites offer an excellent chance to strike up a discussion.
14. Buczkowska (2011) wrote on cultural tourism emphasizing creativity the arts and legacy.
15. Melanie K. is in Poznań. A paper with the code 38-50 was published by Smith in 2003. Issues with the study of cultures are covered in Alexis Celeste Buntens book Issues in Cultural Studies which was released by Routledge in 2010.
16. Native American Enterprise in the Travel and Tourism Sector: Similar to Us. . American Indian Quarterly is a publication that discusses the ways that tourism connects indigenous communities to the capitalist system.
17. Markowitz (2001) posed the question of whether cultural tourism involves learning about or exploiting Native Americans in the United States. Pages 240 to 245 of volume 26 issue 2 of the American Indian Law Review contain the article. This articles reference number is doi:10. 2307/20070682.
18. Timothy Dallen J. wrote an article for JSTOR that contained the information. by 2021.
19. A book published by Channel View Publications in its second edition introduces cultural

- heritage and tourism. 978-1-84541-772-7 and doi:10. 21832/9781845417727 are the links to Teaching Cultural Responsiveness. . discovered on 26 April 2023.
20. Perspektivy razvitiya turisticeskogo p otenciala\_uzbekistana ([https://www . researchgate . net/publication/347169692](https://www.researchgate.net/publication/347169692)).
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<p><b>D. Narziyeva</b></p> <p><b>Madaniy turizmni rivojlantirishning zamonaviy yondashuvlari</b></p> <p><b>Annotatsiya.</b> Ushbu maqola madaniy turizmni rivojlantirishning zamonaviy yondashuvlarini tahlil qiladi. Turizm tushunchasi turlicha talqin qilinishi sababli uning ijtimoiy, iqtisodiy va madaniy ahamiyati turli jihatlarda o‘rganiladi. Maqolada turizm tizimi va uning o‘zgarishiga ta’sir qiluvchi omillar, yangi tashabbuslar – sayohat manzillari, keluvchi sayyohlar demografiyasi, kosmik turizm imkoniyatlari, internet xaritalari va iqlim o‘zgarishlarining turizm jarayoniga ta’siri yoritilgan. Shuningdek, Yevropa, Afrika va Lotin Amerikasidagi amaliy tadqiqotlar, boshqaruv, iqtisodiy rivojlanish, sport turizmi, mehmonxona sanoati va tarixiy obidalarni tiklash kabi tajribalar tahlil qilingan.</p> <p><b>Kalit so‘zlar:</b> turizm rivojlanishi, barqaror turizm, sayyohlar demografiyasi, kosmik turizm, iqlim o‘zgarishi, turizmدا innovatsiyalar va madaniy meros.</p>	<p><b>Д.Нарзиева</b></p> <p><b>Современные подходы к развитию культурного туризма</b></p> <p><b>Аннотация.</b> В данной статье анализируются современные подходы к развитию культурного туризма. Поскольку понятие туризма трактуется по-разному, рассматриваются его социальное, экономическое и культурное значение. В статье освещаются система туризма и факторы, влияющие на его развитие, новые инициативы — туристические направления, демография прибывающих туристов, возможности космического туризма, использование интернет-карт и влияние климатических изменений на туристические процессы. Также проведён анализ практических исследований в Европе, Африке и Латинской Америке, включая вопросы управления, экономического развития, спортивного туризма, гостиничной индустрии и восстановления исторических памятников.</p> <p><b>Ключевые слова:</b> развитие туризма, устойчивый туризм, демография туристов, космический туризм, изменение климата, инновации в туризме и культурное наследие</p>
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Sadoqat Qudratovna Bultakova – SamISI doktoranti

### XIZMATLAR SOHASINI DIVERSIFIKATSIYALASHNING YAPONIYA TAJRIBASI

<p><b>Annotatsiya.</b> Maqolada Yaponiyada xizmatlar sohasining rivojlanganligi, uning diversifikatsiyasi qanday amalga oshirilganligi haqida ma’lumotlar keltirilgan. Yaponiyada qanday xizmat turlarining rivojlanganligi tahlili, “Konbini” do’konlar, radiochastotali identifikatsiyalash sotuv tizimi va tibbiyotda robotlashtirilgan jarrohlik tizimlarining yo`lga qo`yilganligi bilan mashhurligi haqida to`xtalib o`tilgan. Shuningdek; savdo do`konlari va supermarketlarda chiptalar sotuvi yo`lga qo`yilganligi, energiya olishning noodatiy tarzlari haqida maqolada yoritilgan.</p> <p><b>Kalit so‘zlar:</b> choy marosimi, Konbini, elektron tijorat, “Da Vinchi” roboti, “Hinotori” roboti, fintech xizmatlari, avtomatlashtirilgan parkovka.</p>
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**Kirish.** Yaponiya iqtisodiyoti 1980-yildan boshlab rivojlanib bordi. Xizmatlar sohasini diversifikatsiya qilish uchun esa o‘z strategiyalarini qo‘lladi. Unga ko‘ra Yaponiyada tug‘ilishning kamligi va asosan aholisini qariyalar tashkil etganligini hisobga olgan holda sog‘likni saqlash xizmatlariga katta e’tiborini qaratdi. Bu sohani yanada mukammallashtirish va aholini xizmatlardan ko‘ngli to‘lishini, xizmatlardan yoshu-qari birday foydalana olishi uchun uyiga borib xizmat ko‘rsatishni yo‘lga qo‘yishdi. Xizmatlar yanada tez va samarali bo‘lishi uchun, Yaponiya innovatsion texnologiyalarga sarmoya kiritdi. Ularga; sun`iy intellekt, robototexnika, avtomatlashtirilgan xizmat turlari bo‘lib, ular borgan sari rivojlandi va hozirda Yaponiya o‘zining robotlashtirilgan tizimlari bilan dunyoga mashhur. Hozirgi kunda Yaponiya-

ISSN 2091-5187

☞ “СЕРВИС” ☞

Журнал Самарқанд иқтисодиёт ва сервис институти таҳририят  
бўлимида нашрга тайёрланди.

10.09.2025 йилда теришга берилди. 26.09.2025 йилда босишга рухсат этилди.  
Офсет босма қоғози. Қоғоз бичими 60x84  $\frac{1}{8}$ . “Times” гарнитураси. Офсет  
босма усули. Шартли босма табоғи 14,6. Ҳисоб-нашриёт  
табоғи 13,75. Адади 100 нусха. Буюртма № 0054А/25

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

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

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