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**YANGI  
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IQTISODIYOTI**

**“YANGI O‘ZBEKISTON IQTISODIYOTI” *jurnali* 4-son 2026 yil**

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**O‘ZBEKISTON RESPUBLIKASI  
OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI**

**MIRZO ULUG‘BEK NOMIDAGI  
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**YANGI O‘ZBEKISTON IQTISODIYOTI**

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## **GLOBAL TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM SERVICES**

### **XALQARO TURIZM XIZMATLARINI RIVOJLANTIRISHDAGI JAHON TRENDLARI**

#### **ГЛОБАЛЬНЫЕ ТЕНДЕНЦИИ В РАЗВИТИИ МЕЖДУНАРОДНЫХ ТУРИСТИЧЕСКИХ УСЛУГ**

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#### **Abstract**

This article is devoted to an in-depth analysis of the development trends in the modern tourism industry and the study of their theoretical aspects. The paper comprehensively examines the post-pandemic recovery process of the tourism sector, the impact of digital transformation, the implementation of sustainable development principles, and regional particularities. To enhance the accuracy of these findings, various statistical data from international organizations have been extensively utilized. In addition, the study explores the practical application of the concepts of Sustainable Tourism and Ecotourism, the impact of climate change on tourism, and the key factors driving the future development of this industry.

**Keywords:** international tourism, digital transformation, sustainable development, ecotourism, artificial intelligence, blockchain technology, tourism economy, tourism innovations.

Ushbu maqola zamonaviy turizm industriyasining rivojlanish tendensiyalarini chuqur tahlil qilish hamda ularning nazariy jihatlarini o‘rganishga bag‘ishlangan. Maqolada turizm sohasining pandemiyadan keyingi tiklanish jarayoni, raqamli transformatsiyaning ta’siri, barqaror rivojlanish tamoyillarining joriy etilishi va mintaqaviy xususiyatlar har tomonlama tahlil qilingan. Tadqiqot natijalarining aniqligini oshirish maqsadida xalqaro tashkilotlarning turli statistik ma’lumotlaridan keng foydalanilgan. Shuningdek, tadqiqotda barqaror turizm va ekoturizm konsepsiyalarining amaliy qo‘llanilishi, iqlim o‘zgarishining turizmga ta’siri hamda mazkur sohaning kelgusidagi rivojlanishini belgilovchi asosiy omillar yoritilgan.

**Kalit so‘zlar:** xalqaro turizm, raqamli transformatsiya, barqaror rivojlanish, ekoturizm, sun’iy intellekt, blokcheyn texnologiyasi, turizm iqtisodiyoti, turizm innovatsiyalari.

Данная статья посвящена углублённому анализу тенденций развития современной туристической индустрии и изучению их теоретических аспектов. В работе всесторонне рассматриваются процесс восстановления туристической отрасли в постпандемийный период, влияние цифровой трансформации, внедрение принципов устойчивого развития, а также региональные особенности. Для повышения точности полученных выводов широко использованы различные статистические данные международных организаций. Кроме того, в исследовании освещаются практическое применение концепций устойчивого туризма и экотуризма, влияние изменения климата на туризм, а также ключевые факторы, определяющие дальнейшее развитие данной отрасли.

**Ключевые слова:** международный туризм, цифровая трансформация, устойчивое развитие, экотуризм, искусственный интеллект, технология блокчейн, экономика туризма, инновации в туризме.

As one of the most dynamically developing branches of the modern economy, the tourism sector stands at the very center of global transformational changes. According to the World Tourism Organization (UNWTO), international tourism in 2024 completed its post-pandemic recovery phase, reaching 1.4 billion international tourist arrivals, which represents 99% of the 2019 level [1]. The global travel and tourism market is expected to experience significant revenue growth in the coming years. By 2025, the sector’s revenue is projected to reach USD 955.9 billion, with an annual growth rate of 3.9%, and to further expand to USD 1.114 trillion by 2029, which reflects a solid recovery and consistent expansion [2]. These figures clearly demonstrate the resilience of the tourism sector and its critical role in the global economy. Modern tourism is undergoing significant change under the influence of digitalization, sustainability, and evolving consumer demands. Despite the severe impact of COVID-19, the sector has entered a new stage of innovation and transformation.

The purpose of this research is to study the development trends of tourism services at the international level and to identify the modern directions of transformation in this sector. To achieve this objective, the study employed several scientific research methods, including comparative analysis, statistical data evaluation, and trend-based interpretation.

The data used in this research were obtained from the official reports and databases of international organizations, including UNWTO, WTTC, and WEF. The methodological framework relies on systemic, structural, and functional analysis to identify the relationships among technological, economic, and environmental factors affecting tourism development.

Both quantitative and qualitative methods were used to assess numerical indicators, policy approaches, sustainability initiatives, and consumer behavior. This approach made it possible to evaluate post-pandemic recovery, digital transformation, and the prospects for sustainable tourism within a unified analytical framework.

The findings of the study indicate that the number of international tourist arrivals reached approximately 1.4 billion in 2024, signifying a nearly complete recovery to pre-pandemic levels [3]. The recovery process has been driven mainly by growing demand, the strong performance of key source markets, and the gradual reopening of routes in the Asia-Pacific region.

International tourism revenues have also shown a remarkable rebound. In 2024, global tourism export earnings, including travel receipts and passenger transport, rose by 11% in real terms, reaching a record USD 2.0 trillion [4]. According to WTTC, the travel and tourism sector contributed 10% to global GDP in 2024, generating USD 10.9 trillion, which was 8.5% higher than in 2023 and 6% above 2019 [5]. Employment in the sector rose to 357 million jobs, confirming tourism’s renewed growth trajectory.

Digital transformation has emerged as a driving force behind the fundamental restructuring of the modern tourism industry. Globally, tourism has become one of the leading sectors in the

digitalization of business processes — particularly in online booking systems, automated customer service, and data-driven personalization.

Artificial intelligence (AI) is expected to be integrated into most major travel companies through chatbots and virtual assistants, while company practices such as Marriott’s mobile solutions confirm the growing role of digital technologies [6]. In addition, Virtual Reality (VR) and Augmented Reality (AR) technologies are transforming the way tourists experience destinations. These innovations offer virtual tours and immersive experiences, allowing users to explore locations without physically traveling.

The Internet of Things (IoT) also plays a vital role in creating smart accommodations and destinations. IoT-enabled hotel rooms and AI-driven recommendation systems are becoming essential components of modern tourism infrastructure. Smart platforms integrate data across the travel cycle — from planning to post-travel feedback — improving decision-making, identifying priorities, and predicting challenges [7].

The conducted research reveals that the modern tourism industry is undergoing a multifaceted transformation process. At the same time, digital transformation, including AI, big data, VR, and AR, is improving both operational efficiency and customer experience, making innovation a key source of competitiveness [8].

In addition, sustainability and ecotourism are becoming central values of the industry. The growth of the ecotourism market, the impact of climate change, and the demand for sustainable transport demonstrate tourism’s increasing environmental and social responsibility. Community-based tourism also plays an important role by supporting social inclusion, preserving cultural heritage, and improving local livelihoods.

At the same time, the tourism industry faces several significant challenges and risks. According to UNWTO expert assessments, high transport and accommodation costs, as well as volatile oil prices, are expected to remain among the main challenges confronting international tourism in 2025 [9].

The future development of the tourism services sector depends on the effective integration of technological innovation, sustainability principles, quality standards, and community-oriented approaches. Digital transformation increases operational efficiency, improves customer experience, and strengthens the competitiveness of tourism enterprises. At the same time, adherence to environmental and social responsibility ensures the long-term sustainability of the industry.

In addition, maintaining service quality in accordance with international standards remains an important factor in enhancing global competitiveness. Protecting local communities and cultural heritage should also be treated as a strategic priority, since tourism serves not only as a source of economic growth but also as a means of preserving identity, traditions, and cultural diversity.

Overall, the future trajectory of tourism will be determined by the balanced combination of scientific approaches, modern technologies, and international best practices. Therefore, countries and regions should preserve their unique advantages while adopting innovative and sustainable models of tourism development.

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## **SANOAT KORXANALARI INNOVATION FAOLIYATINI BOSHQARISH**

### **УПРАВЛЕНИЕ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТЬЮ ПРОМЫШЛЕННОГО ПРЕДПРИЯТИЯ**

#### **MANAGEMENT OF INNOVATION ACTIVITIES OF AN INDUSTRIAL ENTERPRISE**

**Sadullayev Muxammad Davronbekovich**

M. Ulug‘bek nomidagi O‘zbekiston Milliy universiteti mustaqil tadqiqotchisi

#### **Аннотация**

Mazkur maqolada sanoat korxonalarida innovatsion faoliyatning ahamiyati, uning iqtisodiy samaradorligini baholash usullari va asosiy ko‘rsatkichlari tahlil qilingan. Shuningdek, innovatsion jarayonlarni samarali tashkil etish orqali korxonalar raqobatbardoshligini oshirish masalalari ko‘rib chiqilgan.

**Kalit so‘zlar:** innovatsiya, sanoat korxonalari, samaradorlik, investitsiya, texnologiya, raqobatbardoshlik.

В данной статье проанализированы значение инновационной деятельности на промышленных предприятиях, методы оценки её экономической эффективности, а также основные показатели. Кроме того, рассмотрены вопросы повышения конкурентоспособности предприятий за счёт эффективной организации инновационных процессов.

**Ключевые слова:** инновации, промышленные предприятия, эффективность, инвестиции, технология, конкурентоспособность.

This article analyzes the importance of innovative activity in industrial enterprises, the methods for evaluating its economic efficiency, and its main indicators. It also examines ways to enhance the competitiveness of enterprises through the effective organization of innovation processes.

**Keywords:** innovation, industrial enterprises, efficiency, investment, technology, competitiveness.

Hozirgi global iqtisodiyot sharoitida sanoat korxonalarining barqaror rivojlanishi ko‘p jihatdan innovatsion faoliyatga bog‘liq. Innovatsiyalar ishlab chiqarish samaradorligini oshirish, resurslardan oqilona foydalanish va yangi bozorlarga chiqish imkonini beradi. Shu bois, innovatsion faoliyat samaradorligini aniqlash va baholash muhim ilmiy-amaliy ahamiyatga ega. Milliy statistika qo‘mitasining dastlabki ma‘lumotlariga ko‘ra, O‘zbekistonda 2025-yilda 1,1 kvadrillion so‘mlik