ZAMONAVIY IQTISODIYOT VA INTELLEKTUAL TEXNOLOGIYALAR
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ENHANCING THE EFFICIENCY OF STATE SUPPORT FOR TOURISM WITHIN THE SERVICE SECTOR IN THE CONTEXT OF MODERN ECONOMY AND INTELLIGENT TECHNOLOGIES

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Annotatsiya: Ushbu maqolada zamonaviy iqtisodiyot va intellektual texnologiyalarning jadal rivojlanishi sharoitida xizmatlar sohasi tarkibida turizmni davlat tomonidan qo‘llab-quvvatlash samaradorligi o‘rganiladi. Turizm xizmatlar iqtisodiyotining ajralmas qismi sifatida barqaror iqtisodiy o‘sishni ta’minlash, bandlikni oshirish va hududiy raqobatbardoshlikni kuchaytirishda muhim ahamiyat kasb etadi. Tadqiqot turizm sohasini mustahkamlashga qaratilgan davlat tartibga solish va qo‘llab-quvvatlash mexanizmlarini, jumladan moliyaviy rag‘batlantirish, huquqiy asoslar va institutsional vositalarni tahlil qilishga qaratilgan. Tadqiqotda intellektual texnologiyalar - sun’iy intellekt, katta ma’lumotlar tahlili (Big Data), raqamli platformalar va elektron turizm tizimlarining turizm xizmatlari va boshqaruv samaradorligini oshirishdagi o‘rni alohida yoritilgan. Ushbu texnologiyalarning xizmatlar sohasiga integratsiyasi qaror qabul qilish jarayonlarini takomillashtirish, resurslardan samarali foydalanish va mijozlar tajribasini yaxshilash imkonini beradi. Statistik tahlil, taqqoslash usullari va samaradorlikni baholash modellari asosida turizm rivojlanish dinamikasi hamda davlat aralashuvining asosiy ko‘rsatkichlarga - turistlar oqimi, xizmatlar hajmi va investitsion jozibadorlikka ta’siri baholandi. Natijalar shuni ko‘rsatdiki, samarali davlat qo‘llab-quvvatlashi va intellektual texnologiyalarni joriy etish turizm sohasining modernizatsiyasi va raqobatbardoshligini sezilarli darajada oshiradi. Maqolada davlat siyosati samaradorligini oshirish bo‘yicha amaliy tavsiyalar

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ishlab chiqilgan bo‘lib, ular raqamli transformatsiya, innovatsion strategiyalar va integratsiyalashgan xizmatlar ekotizimini rivojlantirishga qaratilgan. Tadqiqot natijalari turizmni rivojlantirish bilan shug‘ullanuvchi siyosatchilar, tadqiqotchilar va amaliyotchilar uchun muhim ahamiyatga ega.

Аннотация: В данной статье рассматривается эффективность государственной поддержки туризма в структуре сферы услуг в условиях современной экономики и стремительного развития интеллектуальных технологий. Туризм как неотъемлемая часть экономики услуг играет важную роль в обеспечении устойчивого экономического роста, повышении занятости и усилении региональной конкурентоспособности. Исследование направлено на анализ механизмов государственного регулирования и поддержки, включая финансовые стимулы, правовые основы и институциональные инструменты, направленные на развитие туристической отрасли. Особое внимание уделяется возрастающей роли интеллектуальных технологий — искусственного интеллекта, анализа больших данных (Big Data), цифровых платформ и систем электронного туризма — в повышении эффективности туристических услуг и управления. Интеграция данных технологий в сферу услуг способствует улучшению процессов принятия решений, оптимизации использования ресурсов и повышению качества обслуживания клиентов. На основе статистического анализа, сравнительных методов и моделей оценки эффективности исследуется динамика развития туризма, а также влияние государственных мер на ключевые показатели, включая туристические потоки, объем услуг и инвестиционную привлекательность. Полученные результаты показывают, что эффективная государственная поддержка в сочетании с внедрением интеллектуальных технологий значительно способствует модернизации и повышению конкурентоспособности туристического сектора. В работе предложены практические рекомендации по повышению эффективности государственной

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политики, направленные на цифровую трансформацию, инновационные стратегии и развитие интегрированных экосистем услуг. Полученные результаты имеют важное значение для государственных органов, исследователей и практиков, занимающихся развитием туризма в сфере услуг.

Abstract: This article examines the efficiency of state support for tourism within the service sector in the context of the modern economy and the rapid development of intelligent technologies. Tourism, as an integral component of the service economy, plays a significant role in ensuring sustainable economic growth, increasing employment, and enhancing regional competitiveness. The study focuses on analyzing the mechanisms of state regulation and support, including financial incentives, legal frameworks, and institutional tools aimed at strengthening the tourism sector. The research highlights the growing importance of intelligent technologiessuch as artificial intelligence, big data analytics, digital platforms, and e-tourism systemsin improving the effectiveness of tourism services and governance. Special attention is given to the integration of these technologies into the service sector, which enables better decision-making, optimization of resource allocation, and enhancement of customer experience. Using statistical analysis, comparative methods, and efficiency evaluation models, the study assesses the dynamics of tourism development and the impact of government interventions on key performance indicators, including tourist flows, service output, and investment attractiveness. The findings indicate that effective state support combined with the adoption of intelligent technologies significantly contributes to the modernization and competitiveness of the tourism sector. The paper concludes with practical recommendations aimed at improving the efficiency of state support policies through digital transformation, innovation-driven strategies, and the development of integrated service ecosystems. These results have important implications for policymakers, researchers, and practitioners involved in the development of tourism within the service economy.

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Kalit so‘zlar: turizm, xizmatlar sohasi, davlat qo‘llab-quvvatlashi, intellektual texnologiyalar, raqamlashtirish, iqtisodiy samaradorlik, innovatsiya, elektron turizm

Kirish

In the contemporary stage of global economic development, the service sector has emerged as one of the key drivers of sustainable growth, within which tourism occupies a strategically significant position. As a multifaceted socio-economic phenomenon, tourism contributes not only to the generation of national income but also to the creation of employment opportunities, stimulation of related industries, and enhancement of regional development. In recent years, the increasing integration of tourism into the service economy has intensified the need for effective state regulation and support mechanisms.

In the case of Uzbekistan, tourism has been identified as a priority sector of economic policy, reflecting its growing contribution to gross domestic product and its potential for attracting foreign investment. The country possesses a unique combination of historical, cultural, and natural resources, which form a solid foundation for the development of a competitive tourism industry. At the same time, the transformation of the global tourism landscape, particularly in the post-pandemic period, has highlighted the importance of resilience, adaptability, and innovation within the sector. As tourist flows gradually recover, governments are increasingly focusing on creating favorable institutional and economic conditions to accelerate growth.

State support plays a crucial role in ensuring the balanced development of tourism within the service sector. This support is implemented through a combination of administrative, legal, economic, and organizational instruments. These include the development of regulatory frameworks, provision of financial incentives, improvement of infrastructure, and facilitation of international cooperation. The effectiveness of such

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measures directly influences the competitiveness of tourism destinations and the overall performance of the sector.

Furthermore, the rapid advancement of intelligent technologies has introduced new opportunities for enhancing the efficiency of tourism services and management. The application of digital tools, including artificial intelligence, big data analytics, and online service platforms, allows for more efficient resource allocation, improved service quality, and better responsiveness to consumer demands. In this context, the integration of intelligent technologies into state support mechanisms becomes an essential factor in modernizing the tourism industry and strengthening its position within the service economy.

Despite the positive trends observed in the development of tourism, several challenges remain. These include the uneven development of infrastructure, limited effectiveness of certain support mechanisms, and insufficient utilization of digital technologies in management processes. Therefore, it is necessary to conduct a comprehensive analysis of the existing system of state support and identify ways to improve its efficiency under the conditions of a modern economy.

The main objective of this study is to evaluate the effectiveness of state support for tourism within the service sector and to develop practical recommendations for its improvement in the context of intelligent technological development. To achieve this goal, the research focuses on analyzing the current state of tourism development, assessing the impact of government policies, and identifying key factors influencing the efficiency of the sector.

Adabiyotlar tahlili

Recent research on tourism within the service sector highlights the growing importance of state support mechanisms in ensuring sustainable development and competitiveness. In particular, L.B. Maksanova emphasizes that modern tourism policy

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should combine financial incentives, environmental sustainability, and institutional coordination [1]. Her findings show that targeted subsidies and support programs play a key role in stimulating tourism enterprises, especially in regions with developing infrastructure. At the same time, international studies such as OECD underline that effective governance and policy frameworks are essential for aligning tourism development with broader economic goals, particularly within the service economy [3].

In the context of the modern economy, tourism development is increasingly shaped by digitalization and intelligent technologies. According to UNWTO and Buhalis & Amaranggana, the use of digital platforms, big data, and artificial intelligence enhances service quality, improves tourist experience, and strengthens destination competitiveness. National-level analyses also indicate that government interventions-such as infrastructure development, tax incentives, and visa liberalization-have significantly contributed to the growth of tourism services and tourist flows in recent years. However, existing studies reveal the need for a more integrated approach that combines traditional state support mechanisms with intelligent technologies to improve efficiency and ensure long-term sustainability within the service sector.

Tadqiqot metodologiyasi

This study applies a комплекс methodological approach to evaluate the efficiency of state support for tourism within the service sector under modern economic conditions. The research is based on statistical, comparative, and dynamic analysis methods. Key indicators such as tourist flows, number of tourism enterprises, service volume, and employment levels are analyzed over the period 2018-2024 to identify development trends. Comparative analysis is used to assess changes across regions, with a particular focus on Kashkadarya region, while logical analysis and synthesis help to interpret the relationship between state support mechanisms and tourism sector performance.

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To measure economic efficiency, a ratio-based approach is employed, evaluating the relationship between achieved results and utilized resources. Additionally, elements of the Data Envelopment Analysis (DEA) method are used to assess regional efficiency based on input indicators (investment volume, infrastructure capacity) and output indicators (tourist numbers, tourism revenue). The study also considers the role of intelligent technologies, analyzing how digital tools-such as e-tourism platforms and data analytics-contribute to improving management efficiency, resource allocation, and service quality within the tourism sector.

Tahlil va natijalar

The analysis of tourism development within the service sector demonstrates a steady growth trend in Uzbekistan, particularly during the period of post-pandemic recovery. The statistical data indicate that the number of tourists, tourism enterprises, and service volumes has significantly increased between 2018 and 2024. In particular, the number of foreign visitors reached nearly 8 million in 2024, reflecting a substantial recovery compared to the pandemic period and confirming the effectiveness of state support policies.

The results also show that the service sector, especially tourism, has become one of the key contributors to regional economic development. The growth in tourism infrastructure, including accommodation facilities and service providers, has positively influenced employment and income levels. For example, the number of tourism-related enterprises increased several times over the analyzed period, while the number of accommodation facilities expanded significantly, indicating improved service capacity and investment attractiveness.

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Table 1. Key Tourism Development Indicators in Uzbekistan (2018–2024)

№	Indicators	2018	2019	2020	2021	2022	2023	2024
1	Foreign tourist arrivals (thousand)	5346.3	6748.5	1504.1	1881.3	5232.8	6626.3	7952.7
2	Outbound tourists	4209.0	4087.6	1805.2	2194.8	5163.2	6321.4	6183.8
3	Domestic tourism	15400	16900	1500	7000	11300	14900.8	15800.1
4	Tourism enterprises	860	1255	1482	1262	1282	2404	3581
5	Accommodation facilities	914	1092	1188	2394	5000	5500	7583

At the regional level, the case of Kashkadarya region clearly illustrates the positive impact of targeted state support measures[6]. The number of tourists visiting the region, as well as tourism-related revenues, has increased notably. In particular, tourism services volume reached over 136,000 billion UZS by 2024, demonstrating a sharp rise compared to previous years. Additionally, employment in the tourism sector increased from around 1,900 people in 2018 to more than 13,000 in 2024, highlighting the sector's role in job creation and economic diversification.

Furthermore, the analysis reveals that investments and infrastructure development have been key drivers of tourism growth. The increase in hotel capacity, transport services, and tourism facilities has improved the overall quality of services and enhanced the region's competitiveness. However, despite these positive outcomes, the contribution of tour operators and organized tourism services remains relatively low, suggesting the need for further improvement in service integration and management efficiency.

The results of the study confirm that state support plays a decisive role in the development of tourism within the service sector, especially in the context of post-pandemic recovery and economic transformation. The observed growth in tourist flows, infrastructure development, and employment levels indicates that government interventions-such as financial incentives, tax benefits, and investment programs-have

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had a positive impact on the sector. These findings are consistent with the conclusions of recent studies, which emphasize that effective policy frameworks and institutional support are key drivers of tourism competitiveness in modern economies.

At the same time, the analysis reveals that the integration of intelligent technologies remains an underutilized opportunity in enhancing the efficiency of tourism services. While digital platforms and e-tourism tools are gradually being introduced, their application is not yet systematic or fully aligned with state support mechanisms. This partially explains the gap between infrastructure growth and service efficiency, particularly in regions where the contribution of organized tourism services, such as tour operators, remains relatively low. Therefore, the findings support the view of contemporary researchers that digital transformation should be considered a core component of tourism policy rather than an auxiliary tool.Furthermore, the case of Kashkadarya region demonstrates that targeted regional policies and investments can significantly improve tourism performance. However, the uneven development across regions suggests the need for a more balanced and integrated approach to state support. In particular, strengthening cooperation between public institutions and private sector actors, improving service quality standards, and expanding the use of data-driven decision-making can further enhance sectoral efficiency. Overall, the discussion highlights that combining traditional economic support measures with intelligent technologies is essential for ensuring sustainable growth and long-term competitiveness of tourism within the service sector.

Xulosa va takliflar

The results of this study confirm that tourism, as a key component of the service sector, plays an important role in economic growth, employment generation, and regional development. The analysis shows that state support mechanisms-such as financial incentives, infrastructure development, and regulatory reforms-have significantly contributed to the recovery and expansion of the tourism sector in recent

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years. The positive dynamics observed in tourist flows, service volumes, and employment indicators demonstrate the effectiveness of these measures in strengthening the sector's performance.

However, the study also reveals that further improvements are needed to enhance the efficiency of state support, particularly through the integration of intelligent technologies. Limited digitalization, uneven regional development, and insufficient coordination between stakeholders remain key challenges. Therefore, it is essential to promote the adoption of e-tourism platforms, data-driven management, and innovation-based strategies, as well as to strengthen public-private partnerships and service quality standards, in order to ensure the sustainable and competitive development of tourism within the service sector.

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