

TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI
HUZURIDAGI ILMIY DARAJALAR BERUVCHI
DSc.03/2025.27.12.I.23.01 RAQAMLI ILMIY KENGASH

TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI

SODIQOV MIRZIYO ODILJON O‘G‘LI

TURIZM SOHASINI RIVOJLANTIRISHDA RAQAMLI REKLAMADAN
FOYDALANISHNI TAKOMILLASHTIRISH

08.00.17 – Turizm va mehmonxona faoliyati

Iqtisodiyot fanlari bo‘yicha falsafa doktori (PhD) dissertatsiyasi
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KIRISH (falsafa doktori (PhD) dissertatsiyasi annotatsiyasi)

Dissertatsiya mavzusining dolzarbligi va ahamiyati. Jahonda raqamli texnologiyalarning tez sur'atlarda tarqalishi global turizmni tubdan o'zgartirdi, sayohatchilar safarlarini rejalashtirishda onlayn qidiruv, shaxsiylashtirish va bron qilish asosiy vositalarga aylandi. Kuchli raqamli mavjudlik mamlakatga o'zining noyob turistik obyektlari va yangi takliflarini keng ommaga namoyish etish, shuningdek, ijtimoiy tarmoqlar, qidiruv tizimlari va mobil ilovalardan faol foydalanadigan zamonaviy auditoriya ehtiyojlariga mos javob berish imkonini yaratadi. Raqamli reklama butun dunyo bo'ylab eng zarur marketing vositalaridan biriga aylandi. "Internetdan foydalanish ko'rsatkichlarining o'sishi va onlayn kontentga bo'lgan talabning ortib borayotgani sababli, global raqamli reklama xarajatlari 2025-yilda 694 milliard AQSh dollariga etishi prognoz qilinmoqda. Bugungi kunda turizm global YIMning qariyb 10 foizini tashkil etadi, 2023-yilda 975 million xalqaro safar qayd etilgan va 2025-yilga borib bu sohada 2 trillion AQSh dollarigacha sarf qilinishi kutilmoqda"¹. Shu bois O'zbekiston global bozorda samarali raqobatlashish, xizmatlar sifatini oshirish va kengayib borayotgan bozor ulushidan katta foyda olish uchun nishonga yo'naltirilgan, innovatsion hamda ma'lumotlarga asoslangan raqamli kampaniyalardan foydalanishi zarur.

Raqamli transformatsiya turizm sohasida tobora muhim ahamiyat kasb etib, sayohatchilar bilan muloqot qilish va xizmat ko'rsatish shaklini tubdan o'zgartirmoqda. Sayohatchilar smartfonlar, onlayn platformalar va tezkor ma'lumotlarga ko'proq tayanar ekan, sun'iy intellekt asosidagi chatbotlar, mobil bron qilish ilovalari, virtual turlar va real vaqt rejimidagi yangiliklar kabi raqamli vositalarning integratsiyasi mijozlar tajribasini sezilarli darajada yaxshiladi. Ushbu vositalar orasida raqamli reklama o'sishning asosiy harakatlantiruvchi kuchi sifatida ajralib turadi, chunki u turistik bizneslarga global auditoriyaga shaxsiylashtirilgan, ma'lumotlarga asoslangan kontent bilan chiqish imkonini beradi. Ijtimoiy tarmoqlar, qidiruv tizimlari va sayohat platformalaridagi nishonli reklama orqali yo'nalishlar o'zining noyob madaniy tajribalari, aksiyalari va sayohat imkoniyatlarini to'g'ri auditoriyaga, to'g'ri vaqtda taqdim etishlari mumkin. Bu esa xalqaro ko'rinuvchanlikni oshiribgina qolmay, balki konversiya ko'rsatkichlarini oshirish va raqobatbardosh global bozor sharoitida uzoq muddatli brend sadoqatini shakllantirishga xizmat qiladi.

O'zbekistonda turizm sohasini rivojlantirishda raqamli reklama mexanizmlarini takomillashtirish bo'yicha davlat siyosatining ustuvor yo'nalishlari sifatida milliy turizm portalini rivojlantirish, elektron-viza tizimini keng joriy etish, ijtimoiy tarmoqlar va qidiruv platformalari orqali mamlakat sayyohlik brendini targ'ib qilish hamda raqamli marketing ko'nikmalariga ega kadrlar tayyorlash vazifalari belgilangan. Turizmni rivojlantirish konsepsiyasi va "Raqamli O'zbekiston-2030" strategiyasi doirasida internet-asosli reklama kanallari, mobil ilovalar va onlayn-bronlash xizmatlarini integratsiya qilish orqali turizm xizmatlarining ommabopligi va shaffofligini oshirish chora-tadbirlari ko'rilmogda.

¹ Statista. (2025, May 20). Global digital advertising expenditure 2014-2027.

https://www.statista.com/statistics/273717/global-internet-advertising-expenditure/?utm_source

Turizm sohasida raqamli reklama vositalaridan kompleks foydalanish mamlakatning raqobatdosh turizm brendini shakllantirish va xalqaro bozorda ko‘rinishini kuchaytirishga xizmat qiladi. Shu bois mazkur yo‘nalishda belgilangan vazifalarni amalga oshirish jarayonini ilmiy asosda tahlil qilish va raqamli reklama mexanizmlarini takomillashtirish bo‘yicha maxsus tadqiqotlar olib borish yuqori amaliy ahamiyatga ega hisoblanadi.

O‘zbekiston Respublikasi Prezidentining 2025-yil 30-yanvardagi PF-16-son “O‘zbekiston–2030” strategiyasini “Atrof-muhitni asrash va “yashil iqtisodiyot” yilida amalga oshirishga oid davlat dasturi to‘g‘risida”, 2025-yil 15-maydagi PF-87-son “Turizmning iqtisodiyotdagi o‘rnini keskin oshirish va 2025-2026-yillarda turistik oqimlar hajmini ko‘paytirish orqali xizmatlar ko‘lamini kengaytirish chora-tadbirlari to‘g‘risida”, 2024-yil 21-fevraldagi PF-37-son “O‘zbekiston–2030” strategiyasini “Yoshlarni qo‘llab-quvvatlash yili Davlat dasturi to‘g‘risida”, 2024-yil 18-martdagi PF-146-son “Hududlarning investitsiya va turizm jozibadorligini oshirish bo‘yicha qo‘shimcha chora-tadbirlar to‘g‘risida”, 2023-yil 11-sentyabrdagi PF-158-son ““O‘zbekiston–2030” strategiyasi to‘g‘risida”, 2022-yil 28-yanvardagi PF-60-son “2022–2026-yillarga mo‘ljallangan Yangi O‘zbekistonning taraqqiyot strategiyasi to‘g‘risida”gi Farmonlari, 2023-yil 26-apreldagi PQ-135-son “Respublikaning turizm salohiyatini jadallik bilan rivojlantirish va ichki hamda tashqi turistlar sonini ko‘paytirish bo‘yicha qo‘shimcha chora-tadbirlar to‘g‘risida”gi Qarori va ushbu sohadagi boshqa me‘yoriy-huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishda ushbu dissertatsiya tadqiqoti muayyan darajada xizmat qiladi.

Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga mosligi. Dissertatsiya respublika fan va texnologiyalari rivojlanishining I. “Demokratik va huquqiy jamiyatni ma‘naviy-axloqiy hamda madaniy rivojlantirish, innovatsion iqtisodiyotni shakllantirish” ustuvor yo‘nalishiga muvofiq bajarilgan.

Muammoning o‘rganilganlik darajasi. Raqamli texnologiyalar jadal rivojlanayotgan hozirgi sharoitda raqamli reklama O‘zbekistonning turizm salohiyatini targ‘ib qilishda alohida ahamiyat kasb etmoqda. Biroq uni samarali qo‘llash qator omillar bilan murakkablashmoqda, jumladan, raqamli infratuzilmaning cheklanganligi, raqamli marketing sohasida yetarli darajada malakali kadrlarning yetishmasligi va raqamli strategiyalarning turizm biznes jarayonlariga kam integratsiyalashganligi. Mazkur tadqiqotning asosiy muammosi – O‘zbekistonning turizm salohiyatini targ‘ib qilishda raqamli reklamadan foydalanishni takomillashtirish yo‘llarini aniqlashdan iborat bo‘lib, bu borada mavjud omillar majmuyini hisobga olish talab etiladi.

Turizmda raqamli transformatsiyaning nazariy va amaliy jihatlari, aqlli turizm, raqamli marketing va yo‘nalishni ilgari surish bo‘yicha kommunikatsion

strategiyalar xalqaro olimlar D. Buhalis², I. Tussyadiah³, J. Pesonen, G. Gretzel, D. Chaffey⁴, P. Kotler⁵, H. Kartajaya, I. Setiawan, Z. Xiang⁶, Q. Du, Y. Ma, W. Fan, D. Pulker⁷, B. Tranter, N. Scott, J. Navio-Marco⁸, L. M. Ruiz-Go‘mez, C. Sevilla-Sevilla hamda McKinsey & Company⁹ tadqiqotlarida keng yoritilgan. Ularning ilmiy ishlari turizm, shuningdek, iqtisodiyotning boshqa tarmoqlarida ham raqamli marketing strategiyalarini baholash va tatbiq etish uchun mustahkam ilmiy-amaliy asos yaratadi.

O‘zbekiston turizm sohasining holati, mavjud muammolar va ularning yechimlari masalalari mahalliy olimlar va amaliyotchilar K.X. Abdurahmonov, A.Sh. Bekmurodov, A.M. Abduvahidov, A.A. Eshtayev, M.K. Pardayev, A.N. Norchayev, I.A. Axmedov, D.K. Usmonova, B.Sh. Safarov, M.T. Aliyeva, S.S. Ruziyev, U.R. Matyakubov, Z.I. Usmonova, S.R. Safayeva, D.I. Abidova, X.F. Ochilova, S.Sh. Xalilov, Sh.S. Sayfutdinov, M.Z. Nurfayziyeva, T.G. Ravshanov va Sh.N. Isakulov¹⁰ tadqiqotlarida ko‘rib chiqilgan.

Dissertatsiya mavzusining oliy ta‘lim muassasasi ilmiy-tadqiqot rejasiga muvofiqligi. Dissertatsiya mavzusining tadqiqot ishida (GIZ) Germaniya xalqaro hamkorlik jamiyatining “Supporting economic reforms and sustainable economic development in regions of Uzbekistan” (O‘zbekiston hududlarida iqtisodiy islohotlarni qo‘llab-quvvatlash va barqaror iqtisodiy rivojlanishni ta‘minlash) loyihasi doirasida bajarilgan.

²Buhalis, D. (2020). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*. <https://doi.org/10.1108/TR-06-2019-0258>

³Tussyadiah, I., & Pesonen, J. (2018). Drivers and barriers of peer-to-peer accommodation stay – an exploratory study with American and Finnish travellers. *Current Issues in Tourism*, 21(6), 703–720. <https://doi.org/10.1080/13683500.2016.1141180>

⁴Chaffey, D. (2022). *Digital Marketing: Strategy, Implementation, and Practice* (8th Edition). Pearson Education.

⁵Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.

⁶Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2021). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 85, 104309. <https://doi.org/10.1016/j.tourman.2021.104309>

⁷Pulker, D., Tranter, B., & Scott, N. (2023). Smart sustainable tourism: Reviewing technologies for environmental sustainability. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2023.2188883>

⁸Navío-Marco, J., Ruiz-Gómez, L. M., & Sevilla-Sevilla, C. (2023). Digital transformation and tourism competitiveness in European destinations. *Sustainability*, 15(5), 4201. <https://doi.org/10.3390/su15054201>

⁹McKinsey & Company. (2023). The future of travel: New consumer trends and digital strategies. <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights>

¹⁰Абдурахмонов К.Х. Менеджмент туризма: Учебное пособие. – Т.: Филиал ФГБОУ ВПО «РЕУ им. Г.В. Плеханова» в г. Ташкенте, 2013; Pardayev M.Q., Atabayev R. Turistik resurslarni tahlil qilish va baholash. – Samarqand: SamISI, 2006. – 137 b.; Norchayev A.N. Zamonaviy turizm infratuzilmacining shakllanish va rivojlanish tendensiyalari: i.f.d. (DSc) diss. – Т.: 2021. – 246 b.; Eshtayev A.A. Turizm industriyasini boshqarishning marketing strategiyasi. (Monografiya). – Т.: Fan, 2011; Усманова Д.К. Особенности формирования туристского продукта и перспективные направления его развития: дисс ...канд. экон. Наук. – С.: СамИСИ, 2009. – 157 с.; Safarov B.Sh. Milliy turizm xizmatlar bozorini innovatsion rivojlantirishning metodologik asoslari. – Т.: Fan va texnologiya, 2016. – 184 b.; Matyakubov U. Ekologik vaziyatni inobatga olib turizm samaradorligini oshirish yo‘nalishlari va istiqbollari (Xorazm viloyati misolida). i.f.n. nomz. diss. – Samarqand, 2011; Usmanova Z.I. O‘zbekistonda turistik-rekreatsion xizmatlarni rivojlantirish xususiyatlari va tendensiyalari. i.f.d. (PhD) diss.avt. – Samarqand, 2018. – 32 b.; Xalilov S.Sh. Turistik xizmatlar eksportini diversifikatsiya qilishning konseptual yo‘nalishlari. iqt.f.dokt. (PhD) diss.avt. – Samarqand, 2019. – 50 b.; Sayfutdinov Sh.S. O‘zbekistonda turizm industriyasini barqaror rivojlantirish strategiyasi. iqt.f.dokt. (PhD) diss.avt. – Toshkent, 2022. – 64 b. Nurfayziyeva M.Z. Analysis and ways to solving of the problems of the impact of the covid 19 pandemic on the tourism economy. “Экономика и образование” 2021., (2), 231–234. Ravshanov T.G. Characteristics of development of ziyarah tourism in our country// *Journal of Management Value & Ethics Gwalior Management Academy (GMA) Publications C-17, Kailash Nagar, Near New High Court. Sh.N.Isakulov, Level of safety of tourists in Uzbekistan. Axmedov I.A. Korxonalar tashqi iqtisodiy faoliyatida xalqaro marketingni faollashtirishning metodologik jihatlarini takomillashtirish: i.f.d. (DSc) diss. – Т.: 2021.*

Tadqiqotning maqsadi. O‘zbekistonning turizm salohiyatini oshirish maqsadida raqamli reklama vositalaridan foydalanishni takomillashtirishga oid ilmiy va amaliy tavsiyalar ishlab chiqishdan iborat.

Tadqiqotning vazifalari:

zamonaviy ilmiy manbalar va konseptual yondashuvlar asosida raqamli reklamaning evolyutsiyasini nazariy asoslash;

turizm sohasida qo‘llaniladigan asosiy raqamli reklama turlari va funksiyalarini tasniflash;

raqamli reklama bozoridagi xalqaro tajribani xorijiy davlatlar misolida tahlil qilish;

O‘zbekistonda raqamli reklama qo‘llanilishini statistik tahlil qilish va asosiy omillarni aniqlash;

xorijiy turistlarning raqamli ilovalardan foydalanishi misolida turizm raqamli marketingni o‘rganish;

turizm sohasida raqamli texnologiyalarning ta’siri, hozirgi tendensiyalar va dolzarb muammolarni tadqiq etish;

O‘zbekistondagi turizm salohiyatini oshirish maqsadida raqamli reklamaning istiqbolli yo‘nalishlarini aniqlash;

Samarqand va Alhambra shaharlarida barqaror smart meros turizmini rivojlantirishda raqamli marketingdan foydalanish bo‘yicha taqqoslov tahlil o‘tkazish;

raqamli transformatsiya jarayoni va uning kelajak istiqbollari o‘rganish, jumladan innovatsiyalar, reklama tendensiyalari tahlil qilish va prognozlar berish orqali takliflar va amaliy tavsiyalar ishlab chiqish.

Tadqiqotning obyekti bo‘lib O‘zbekistonning turizm sohasini tashkil qiluvchi subyektlar tizimi hisoblanadi.

Tadqiqotning predmeti bo‘lib turizm salohiyatini targ‘ib qilishda raqamli reklama vositalari va texnologiyalaridan foydalanishdagi munosabatlar tizimi hisoblanadi.

Tadqiqotning usullari. Tadqiqot jarayonida kuzatish, tahlil va sintez, iqtisodiy-statistik tahlil, so‘rovnomalar o‘tkazish va ularni tahlil qilish, prognozlash kabi ilmiy tadqiqot usullaridan foydalanilgan.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

uslubiy yondashuvga ko‘ra, “raqamli reklama” tushunchasining iqtisodiy mazmuni turistik bozorda talab va taklifni algoritmik tarzda moslashtiruvchi, segmentatsiyalangan narx belgilash, personallashtirilgan takliflar, ko‘p tomonlama platformalar iqtisodiyoti va tarmoqli samaralar orqali reklama byudjetlarini riskka moslashgan, ko‘p mezonli optimallashtirishga xizmat qiluvchi raqamli bozor mexanizmi sifatida takomillashtirilgan;

turizm subyektlari, raqamli kanallar va davlat turistik idoralari o‘rtasidagi o‘zaro munosabatlarni birlashtirilgan ma’lumotlar bazasi, maqsadli segmentatsiya, qayta maqsadga yo‘naltirish, dasturiy sotuv va A/B testlar orqali boshqariladigan yagona ekotizim ko‘rinishida shakllantirish orqali raqamli reklamani turistlar

oqimini segmentlar kesimida boshqarish va prognozlash vositasiga aylantirish taklifi asoslangan;

turizm sohasidagi raqamli brend, vizual obraz, hikoyalash va foydalanuvchi kontentning tizimli tashkil etilishi orqali blogerlar, inflyuenserlar, mahalliy aholi, kichik biznes va rasmiy turizm idoralarining o‘zaro bog‘langan “kontent klasteri” asosida barqaror ishlaydigan raqamli brend ekotizimini yaratish taklifi asoslangan;

O‘zbekistonda turizm sohasida reklama bozorining to‘liq raqamli formatga o‘tishi, investitsiyalarning dinamikasi va dasturiy texnologiyalarning evolyutsiyasi hisobga olingan holda trend tahliliga asoslangan raqamli reklamani rivojlantirishning 2030-yilga qadar prognoz ko‘rsatkichlari ishlab chiqilgan.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati. Tadqiqot natijalarining ilmiy ahamiyati tadqiqot jarayonida ishlab chiqilgan nazariy-uslubiy tavsifdagi xulosa va takliflardan zamonaviy ilmiy manbalar va konseptual yondashuvlar asosida raqamli reklamanning evolyutsiyasini nazariy asoslash, turizm sohasida qo‘llaniladigan asosiy raqamli reklama turlari va funksiyalarini tasniflash, raqamli reklama bozoridagi xalqaro tajribani tahlil qilishga yo‘naltirilgan ilmiy tadqiqotlarning uslubiy asoslarini takomillashtirishda foydalanish mumkinligi bilan izohlanadi.

Tadqiqot natijalarining amaliy ahamiyati tadqiqot jarayonida ishlab chiqilgan amaliy-uslubiy tavsifdagi xulosa va takliflardan bevosita O‘zbekiston turizm sohasini raqamli reklama orqali rivojlantirish, xususan, raqamli reklama turlarining tasnifi, strategiyalar tahlili, xalqaro tajribalarni moslashtirish, raqamli kampaniyalarning turistik ko‘rsatkichlarga ta‘sirini baholash, shuningdek, strukturaviy so‘rovnoma va ekonometrik tahlillar natijalari asosida turizm tashkilotlari, marketing mutaxassisleri hamda davlat idoralari uchun aniq strategik qarorlar ishlab chiqishda foydalanish mumkinligi bilan izohlanadi

Tadqiqot natijalarining joriy etilishi. O‘zbekistonning turizm salohiyatini oshirishda raqamli reklama vositalaridan foydalanishni takomillashtirish bo‘yicha ishlab chiqilgan ilmiy takliflar va amaliy tavsiyalar asosida:

uslubiy yondashuvga ko‘ra “raqamli reklama” tushunchasining iqtisodiy mazmunini turistik bozorda talab va taklifni algoritmik tarzda moslashtiruvchi, segmentatsiyalangan narx belgilash, personallashtirilgan takliflar, ko‘p tomonlama platformalar iqtisodiyoti va tarmoqli samaralar orqali reklama byudjetlarini riskka moslashgan, ko‘p mezonli optimallashtirishga xizmat qiluvchi raqamli bozor mexanizmi sifatida takomillashtirishga oid nazariy-uslubiy ishlanmalardan oliy o‘quv yurti talabalari uchun tavsiya etilgan “Promotion of Tourist Destinations” nomli o‘quv qo‘llanmani tayyorlashda foydalanilgan (Toshkent davlat iqtisodiyot universiteti rektorining 2025-yil 15-maydagi 194-sonli buyrug‘i). Mazkur ilmiy taklifning amaliyotga joriy etilishi natijasida Turizm va mehmondo‘stlik ta‘lim yo‘nalishida tahsil oladigan talabalarda zamonaviy raqamli marketing metodikasi bo‘yicha tushunchalarni o‘qitishda foydalanish imkoni yaratilgan;

turizm subyektlari, raqamli kanallar va davlat turistik idoralari o‘rtasidagi o‘zaro munosabatlarni birlashtirilgan ma‘lumotlar bazasi, maqsadli segmentatsiya, qayta maqsadga yo‘naltirish, dasturiy sotuv va A/B testlar orqali boshqariladigan

yagona ekotizim ko‘rinishida shakllantirish orqali raqamli reklamani turistlar oqimini segmentlar kesimida boshqarish va prognozlash vositasiga aylantirish taklifi O‘zbekiston Respublikasi Prezidentining 2024-yil 12-yanvardagi PF-9-sonli “O‘zbekiston Respublikasiga xorijiy turistlar oqimini keskin oshirish va ichki turizmni yanada faol rivojlantirish chora-tadbirlari to‘g‘risida”gi Farmonida inobatga olingan (O‘zbekiston Respublikasi Turizm Qo‘mitasining 2026-yil 15-yanvardagi 03-17/477-son -sonli ma‘lumotnomasi). Mazkur ilmiy taklifning amaliyotga joriy etilishi natijasida regressiya modeli yordamida ijtimoiy tarmoqlardagi faollik, raqamli platformalarning samaradorligi va yosh ko‘rsatkichi reklama samaradorligi ustida muhim omillar sifatida raqamli platformalarning samaradorligi ($p < 0,001$) va yosh segmenti ($p < 0,01$) reklama natijalarini belgilash, yosh auditoriyaga moslashtirilgan yangi kontent strategiyalari ishlab chiqilib, uchta yirik operator CTR (Click-Through Rate) ko‘rsatkichining o‘rtacha 18% ga, CPA (Cost Per Action) ning esa 12% ga yaxshilanishiga olib kelgan, natijada turizm sohasida raqamli reklamani amaliy tatbiq natijalari yanada mustahkamlanishi ilmiy asoslangan;

turizm sohasidagi raqamli brend, vizual obraz, hikoyalash va foydalanuvchi kontentning tizimli tashkil etilishi orqali bloggerlar, inflyenserlar, mahalliy aholi, kichik biznes va rasmiy turizm idoralarining o‘zaro bog‘langan “kontent klasteri” asosida barqaror ishlaydigan raqamli brend ekotizimini yaratish taklifi O‘zbekiston Respublikasi Prezidentining 2025-yil 15-maydagi PF-87-sonli “2025–2026-yillarda turizm xizmatlari hajmini tezkor kengaytirish va turistlar oqimini tubdan oshirish orqali turizmning iqtisodiyotdagi o‘rni va ahamiyatini oshirish chora-tadbirlari to‘g‘risida”gi Farmonida inobatga olingan (O‘zbekiston Respublikasi Turizm Qo‘mitasining 2026-yil 15-yanvardagi 03-17/477-son -sonli ma‘lumotnomasi). Mazkur ilmiy taklifning amaliyotga joriy etilishi natijasida raqamli media, virtual ko‘rgazmalar va onlayn platformalardan milliy madaniy mahsulotlar va turistik resurslarni targ‘ib qilishda foydalanish imkoni yaratilgan;

O‘zbekistonda turizm sohasida reklama bozorining to‘liq raqamli formatga o‘tishi, investitsiyalarning dinamikasi va dasturiy texnologiyalarning evolyutsiyasi hisobga olingan holda trend tahliliga asoslangan raqamli reklamani rivojlantirishning 2030-yilga qadar ishlab chiqilgan prognoz ko‘rsatkichlari O‘zbekiston Respublikasi Prezidentining 2023-yil 26-apreldagi PQ-135-son “Respublikaning turizm salohiyatini jadal rivojlantirish hamda mahalliy va xorijiy turistlar sonini yanada oshirishga doir qo‘shimcha chora-tadbirlar to‘g‘risida”gi Qarorida inobatga olingan (O‘zbekiston Respublikasi Turizm Qo‘mitasining 2026-yil 15-yanvardagi 03-17/477-sonli ma‘lumotnomasi). Mazkur ilmiy taklifning amaliyotga joriy etilishi natijasida “Digital = Total” trend-prognoz modeli ishlab chiqilib, ushbu model orqali turizm bozorida reklama investitsiyalarining o‘sishi lineyer-eksponent kombinatsiyasi orqali modellashtirilib, bu esa investorlar, turizm kompaniyalari va davlat organlariga strategik qarorlar qabul qilish imkonini yaratgan.

Tadqiqot natijalarining aprobatsiyasi. Dissertatsiyada ishlab chiqilgan ilmiy takliflar va amaliy tavsiyalar 4 ta xalqaro va 2 ta respublika miqyosidagi ilmiy-

amaliy konferensiyalarda taqdim etilib, muhokama qilingan.

Tadqiqot natijalarining e’lon qilinishi. Dissertatsiya mavzusi bo’yicha jami 19 ta nashr amalga oshirilgan, jumladan: O‘zbekiston Respublikasi Oliy attestatsiya komissiyasi tomonidan doktorlik dissertatsiyalari asosiy natijalarini chop etish uchun tavsiya etilgan ilmiy jurnallarda 9 ta maqola (shu jumladan, 5 ta milliy va 4 ta xalqaro jurnallarda) hamda 10 ta konferensiya tezislari chop etilgan.

Dissertatsiyaning tuzilishi va hajmi. Dissertatsiya kirish qismi, uchta bob, to‘qqizta bo‘lim, xulosa, foydalanilgan adabiyotlar ro‘yxati va ilovalardan iborat. Dissertatsiyaning umumiy hajmi 156 betni tashkil etadi.

DISSERTATSIYANING ASOSIY MAZMUNI

Kirish qismida dissertatsiya mavzusining dolzarbligi va zarurati asoslangan, tadqiqotning respublikada olib borilayotgan fan va texnologiyalar rivojlanishining ustuvor yo‘nalishlariga mosligi, muammoning o‘rganilganlik darajasi, tadqiqotning maqsadi va vazifalari, obykti va predmeti, uning ilmiy yangiliklari va amaliy natijalari izohlab berilgan, olingan natijalarning ilmiy-amaliy ahamiyati yoritilgan, tadqiqot natijalarining joriy qilinganligi, nashr qilingan ishlar va dissertatsiyaning tuzilishi hamda hajmi bo’yicha ma’lumotlar berilgan.

Dissertatsiyaning **“Theoretical and evolutionary foundations of digital advertising in the tourism industry (Turizm sohasida raqamli reklamalarning nazariy va evolyutsion asoslari)** deb nomlangan birinchi bobida raqamli reklama va raqamli marketing har ikkisi ham raqamli texnologiyalar bilan harakatlantiriladi. Raqamli reklama Internet raqamli texnologiyalaridan keng foydalanish orqali reklama qamrovini kengaytiradi va hisoblash reklamalari orqali aqlli texnologiyalarni yaratish va joriy etishni ilgari suradi. Raqamli reklama raqamli marketingning umumiy taraqqiyotining asosiy harakatlantiruvchisidir. Raqamli reklama – bu Internetga asoslangan reklama sohasidagi transformatsion rivojlanish bo‘lib, unda mahsulotlar onlayn reklama platformalari orqali targ‘ib qilinadi. Raqamli reklama turizm sohasida tobora muhim ahamiyat kasb etmoqda. Zamonamizda raqamli texnologiyalar va internet xizmatlari asosida ishlovchi reklama usullari orqali turistlarga yo‘nalishlar, xizmatlar va mahsulotlar taklif etiladi¹¹. Gretzel¹² ta’kidlashicha, raqamli rivojlanish va umumiy “ulashilgan xizmatlar inqilobi” (shared services revolution) turizmدا axborot tarqatish kanallarini tubdan o‘zgartirdi. Bu o‘zgarishlar orqali turistik agentliklar ijtimoiy tarmoqlar, mobil ilovalar, veb-saytlar va qidiruv tizimlari orqali global auditoriyaga samarali tarzda chiqish imkoniyatiga ega bo‘ldi¹³. POPsA¹⁴ning tadqiqotlarida ta’kidlanishicha, zamonaviy raqamli reklama uslublari – masalan, sun’iy intellekt,

¹¹ Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management. *Tourism Management*, 29(4), 609–623.

¹² Gretzel, U. (2016). The Changing Role of the Tourist Information Center: from analogue to digital. *Tourism Review*.

¹³ Başer, G. (2019). Digital marketing and its importance in the tourism industry. *International Journal of Marketing Studies*; Zed, P. (2023). Augmented Reality and Social Media Marketing in Travel Decision Making. *Journal of Tourism Technology*.

¹⁴ POPsA, R. (2023). The impact of digital transformation in tourism businesses. *Journal of Smart Tourism*

bulutli texnologiyalar, AR/VR va katta hajmdagi ma'lumotlarni tahlil qilish – turistik tashkilotlarning daromadlarini oshirish, innovatsiyalar joriy qilish va raqobatbardoshligini ta'minlashga xizmat qilmoqda.

“Turizmda raqamli reklama” – bu zamonaviy raqamli platformalar (ijtimoiy tarmoqlar, qidiruv tizimlari, mobil ilovalar, veb-saytlar) orqali sayyohlik xizmatlari va manzillarini maqsadli auditoriyaga interaktiv, individuallashtirilgan va innovatsion shaklda targ‘ib etishga qaratilgan marketing faoliyatidir. Ushbu reklama turi nafaqat brend xabardorligini oshiradi, balki foydalanuvchi tajribasini shaxsiylashtirish, turistik qarorlarni tezlashtirish va turizm sohasining raqamli iqtisodiyotdagi ishtirokini kuchaytirishga xizmat qiladi. Turizm sohasida raqamli reklamaning mazmuni va ahamiyati turli mualliflar tomonidan har xil yondashuvlar asosida izohlanadi. 1-jadvalda Gretzel, Popşa va M.Sodiqov tomonidan ilgari surilgan fikrlar solishtirilib, raqamli reklama vositalarining turizmga qanday o‘rin tutishi, zamonaviy texnologiyalar bilan integratsiyasi hamda ular orqali erishiladigan natijalar tahlil qilingan.

1-jadval

Turizmga raqamli reklama bo‘yicha yondashuvlarning taqqoslanmasi¹⁵

Muallif	Ta’rif va yondashuv	Asosiy jihatlar	Yangi texnologiyalar	Maqsad va samaradorliklar
Gretzel	“Ulashilgan xizmatlar inqilobi” raqamli reklama orqali turizmga axborot tarqatish tizimlarini tubdan o‘zgartirdi.	Ijtimoiy tarmoqlar, veb-platformalar orqali global auditoriyaga chiqish imkoniyati.	Internet, mobil ilovalar, qidiruv tizimlari	Global auditoriyaga samarali chiqish, axborot oqimini boshqarish
Popşa	Sun’iy intellekt, bulutli texnologiyalar, AR/VR va Big Data orqali raqamli reklama turizmga daromad va raqobatbardoshlikni oshiradi.	Innovatsiyalar, texnologik integratsiya, tashkilot daromadlarini oshirish.	AI, Cloud, AR/VR, Big Data	Raqobatbardoshlikni oshirish, xizmatlarni modernizatsiya qilish
M.Sodiqov	zamonaviy raqamli platformalar (ijtimoiy tarmoqlar, qidiruv tizimlari, mobil ilovalar, veb-saytlar) orqali sayyohlik xizmatlari va manzillarini maqsadli auditoriyaga interaktiv, individuallashtirilgan va innovatsion shaklda targ‘ib etishga qaratilgan marketing faoliyatidir.	Shaxsiylashtirish, foydalanuvchi tajribasi, brend xabardorligi, tezkor qaror qabul qilish.	Raqamli platformalar (ijtimoiy tarmoqlar, saytlar, ilovalar)	Turizmga raqamli iqtisodiyot ishtirokini kuchaytirish, maqsadli auditoriyaga chiqish

¹⁵ Muallif tomonidan adabiyotlar sharhi va keystadilar asosida tuzilgan.

Raqamli marketingning nazariy asoslari onlayn auditoriyani samarali jalb qilish uchun ishlatiladigan keng qamrovli strategiyalarni o'z ichiga oladi. Shuni ta'kidlash lozimki, 2-jadvalda raqamli reklamani turli shakllari va ularning asosiy xususiyatlari, jumladan banner, ijtimoiy tarmoq, ilova ichida, onlayn e'lonlar, video, audio va qidiruv reklamalari keltirilgan. Mumkin bo'lgan strategiyalarga e-mail marketing, mobil qurilmalarga yo'naltirilgan to'g'ridan-to'g'ri xabar marketingi, video oqimi va ijtimoiy media e'lonlari kiradi. Ba'zi marketologlar raqamli marketingning nazariy asoslariga oflayn marketing strategiyalarini kiritmoqda. Bunga gazeta reklamasi, mahsulot broshyuralari, mahalliy marketing texnikalari va boshqa yondashuvlar kiradi.

2-jadval

Raqamli reklama turlari va ularning asosiy xususiyatlari¹⁶

Reklama turi	Asosiy xususiyatlari	Misollar
Audio reklama	Tinglovchilarni jalb qilish uchun musiqa, jingle va ovozlardan foydalaniladi.	Spotify reklamasi, Podkast homiyliklari
Video reklama	Jalb qiluvchi vizual hikoya qilish; yuqori esda qolish darajasi.	YouTube reklamalari, Instagram Reels reklamasi
Banner reklama	Veb-saytlar va ilovalarda statik yoki dinamik rasm asosidagi reklamalar.	Google Display Network, Facebook reklamasi
Ijtimoiy tarmoq reklamasi	Facebook, Instagram va Twitter kabi platformalarda brendlarni targ'ib qilish.	Homiyli postlar, Influencer marketing
E'lonlar reklamasi	Ish, ko'chmas mulk va mahsulotlar uchun qisqa matnli reklama.	Craigslist, Gumtree e'lonlari
Ilova ichidagi reklama	Mobil ilovalarda joylashtirilgan reklama.	Mobil o'yin reklamalari, mukofotli video reklamalar
Qidiruv reklamalari	Qidiruv tizimlarida ko'rsatiladigan pullik reklama natijalari.	Google Ads, Bing reklamalari

Onlayn reklama ko'rinishlaridan biri bo'lgan raqamli displey reklamalariga sarflanadigan mablag' yil sayin ortib bormoqda. Bu reklama shakli turli formatlarni o'z ichiga oladi, jumladan: banner reklamalar, video reklamalar, rich media (boy media) va homiylik (sponsorship) reklamalar. Hayes ¹⁷(2022) ta'kidlaganidek, 2020-yilda displey reklama segmentida banner reklamalarning ulushi 31,5% ni tashkil etgan va bu raqam yil sayin ortib bormoqda. Statistik prognozlariga ko'ra, 2025-yilga kelib global raqamli reklama bozori hajmi 798,7 milliard AQSh dollariga yetishi kutilmoqda, bu esa 2024-yilga nisbatan (740,3 mlrd dollar) 7,9% o'sishni anglatadi (Statista, 2023)¹⁸. Raqamli reklama xarajatlarining katta qismi aynan displey reklamalarga to'g'ri keladi va bu reklamalarning aksariyati programmatik

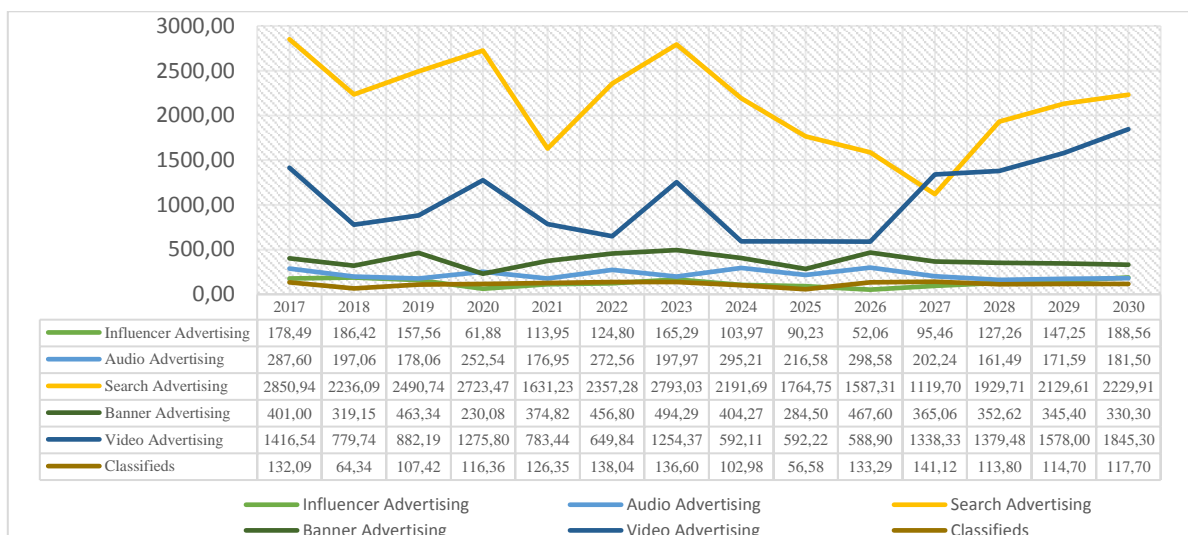
¹⁶ Muallif tomonidan adabiyotlar sharhi va keystadilar asosida tuzilgan.

¹⁷ Hayes, A. (2022). Banner Ad Definition and Example: Digital Display Advertising. Investopedia. <https://www.investopedia.com/terms/b/banner-ad.asp>

¹⁸ Statista (2023). Digital Advertising Worldwide – Statistics & Facts. <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

reklamalar (ya'ni avtomatlashtirilgan real-vaqtli savdo tizimlari) orqali amalga oshiriladi. eMarketer'ning prognoziga ko'ra, 2025-yilda displey reklama xarajatlarining 90% dan ortig'i aynan programmatik tizimlar orqali bo'ladi. Shuningdek, 2025-yilda barcha turdagi media reklamalarning 75% dan ortig'i raqamli platformalar orqali amalga oshirilishi kutilmoqda¹⁹. Bu tendensiya raqamli displey reklamalarning ahamiyatini oshirib, banner reklama, videoreklama va boy media reklamalarning umumiy strategiyadagi o'rnini mustahkamlab bormoqda.

Turistlar ijtimoiy tarmoqlarni – raqamli marketingning bir shakli sifatida – ma'lumot olish va fikr almashish vositasi sifatida tez-tez qo'llashadi. Ijtimoiy tarmoqlar foydalanuvchilar o'rtasida virtual jamoalar shakllanishini ta'minlaydi va odamlarning sayohat tajribalari bilan ochiq almashuvi qaror qabul qilish jarayoniga sezilarli ta'sir qiladi. Mehmonlarning real vaqt rejimida ishtirok eta olish qobiliyati turli xil kontentlarni kuzatish va muhokama qilishni osonlashtiradi, bu esa yaqin do'stlar va qarindoshlarning sayohat tafsilotlaridan xabardor bo'lib turishini ta'minlaydi. Ijtimoiy tarmoqlarning turizm sohasi uchun eng muhim ijobiy ta'sirlaridan biri bu – maskanlar va xizmatlar uchun misli ko'rilmagan darajadagi ko'rinuvchanlik va ta'sir doirasini ta'minlashidir.



1-rasm. 2017–2030-yillar davomida Shveysariyada raqamli reklama daromadlarining turli oqimlari bo'yicha prognoz qilingan o'sish dinamikasi tahlili²⁰.

Turizm marketingida raqamli reklamaning turlari turistlarga turli usullar orqali ta'sir ko'rsatadi. Audio reklama podkastlar va radio orqali tinglovchilar bilan hissiy bog'lanish yaratadi. Video reklama esa sayyohlik yo'nalishlarini jonli va dinamik tarzda namoyish etib, auditoriyani jalb qiladi. Ijtimoiy tarmoqlardagi reklama brendlarni ilgari surish va sayohatchilarning qarorlariga ta'sir ko'rsatishda muhim vositaga aylangan. Qidiruv tizimlaridagi reklama foydalanuvchilarga zarur ma'lumot va chegirmalarni topishda yordam beradi. Ilova ichidagi reklama (in-app

¹⁹ eMarketer (2023). Global Digital Ad Spending Forecast 2023–2025. Insider Intelligence.

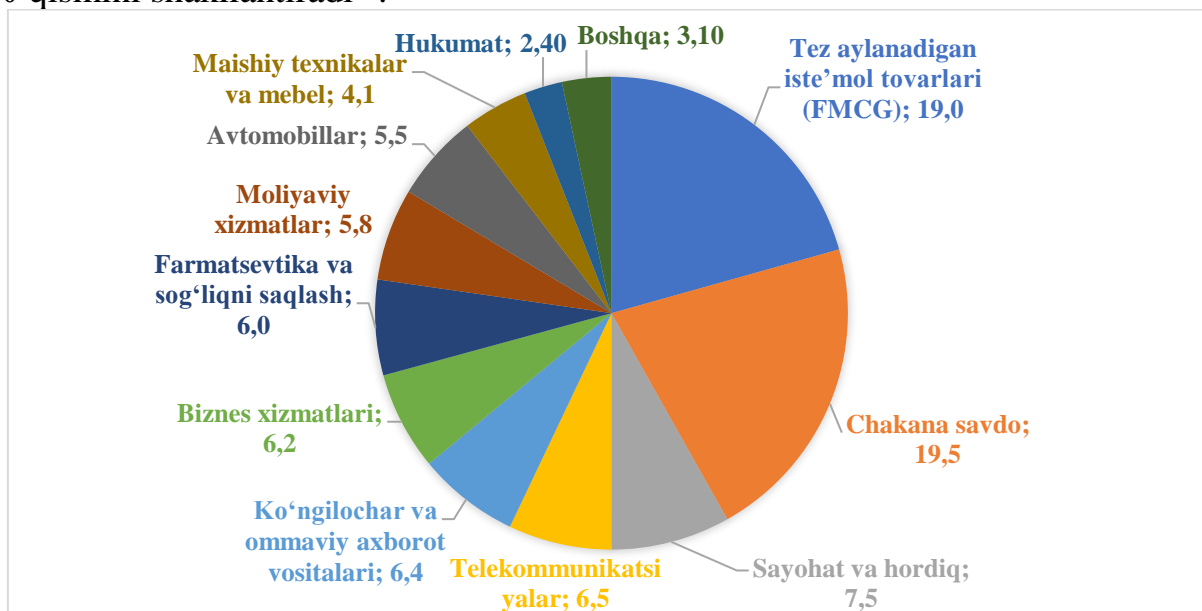
<https://www.emarketer.com/content/global-digital-ad-spending>

²⁰ Statista.com (2024) Digital Advertising — switzerland: Market forecast, Statista.com. Available at:

<https://www.statista.com/outlook/dmo/digital-advertising/switzerland>.

advertising) foydalanuvchilarning joylashuviga asoslangan shaxsiylashtirilgan takliflarni yetkazib, reklama strategiyasining samaradorligini oshiradi.

1-rasmda ilgari ko‘rib o‘tilgan raqamli reklamaning ko‘plab ko‘rinishlari tasvirlangan. 2017–2028-yillarni qamrab olgan statistik ma‘lumotlar tahlili orqali so‘nggi yetti yil davomida Shveysariyada qo‘llanilgan turli reklama strategiyalarining samaradorligini aniqlash, shuningdek, ularning keyingi to‘rt yil uchun muvaffaqiyat prognozini tuzish mumkin. 2024-yilga kelib, Digital Advertising sektorida reklama xarajatlari 4 065,0 mln AQSh dollariga yetishi prognoz qilinmoqda. 2 165,0 mln AQSh dollari kutilayotgan bozor hajmi bilan Search Advertising (qidiruv reklamalari) sektori yetakchilik qiladi. 2024-yilda ushbu sektorda bitta foydalanuvchi uchun reklama xarajatlari o‘rtacha 261,0 AQSh dollarini tashkil etishi kutilmoqda. 2028-yilga borib, Digital Advertising sektoridagi reklama xarajatlarining 47% qismini mobil qurilmalar egallashi prognoz qilinmoqda. Shuningdek, programmatik reklama 2028-yilda sektor daromadining 77% qismini shakllantiradi²¹.



2-rasm. 2017–2030-yillar oralig‘ida Shveysariyada sanoatlar bo‘yicha reklama xarajatlari ulushi (%)²².

2-rasmda Shveysariyada 2017–2025-yillar oralig‘ida turli sohalarda raqamli reklama xarajatlarining o‘zgaruvchan darajasini ko‘rsatadi. To‘rt yil davomida FMCG²³ sektori raqamli reklama uchun o‘z byudjetining eng katta ulushini – 19,5% ni ajratgan. FMCG sektoridagi o‘shishdan so‘ng, 2023-yilda chakana savdo (retail) sohasi reklama xarajatlarini 19,0% ga yetkazgan holda sezilarli kengayishni namoyish etdi. Chakana savdo sohasi yillik barqaror o‘shishni boshdan kechirmoqda va kelgusi yillarda ham kengayishda davom etishi prognoz qilinmoqda. 2017-yilda ushbu sohaning xarajatlari umumiy reklama bozorining 15,8% ini tashkil qilgan bo‘lsa, 2025-yilga kelib bu ko‘rsatkich 19,0% ga yetishi kutilmoqda.

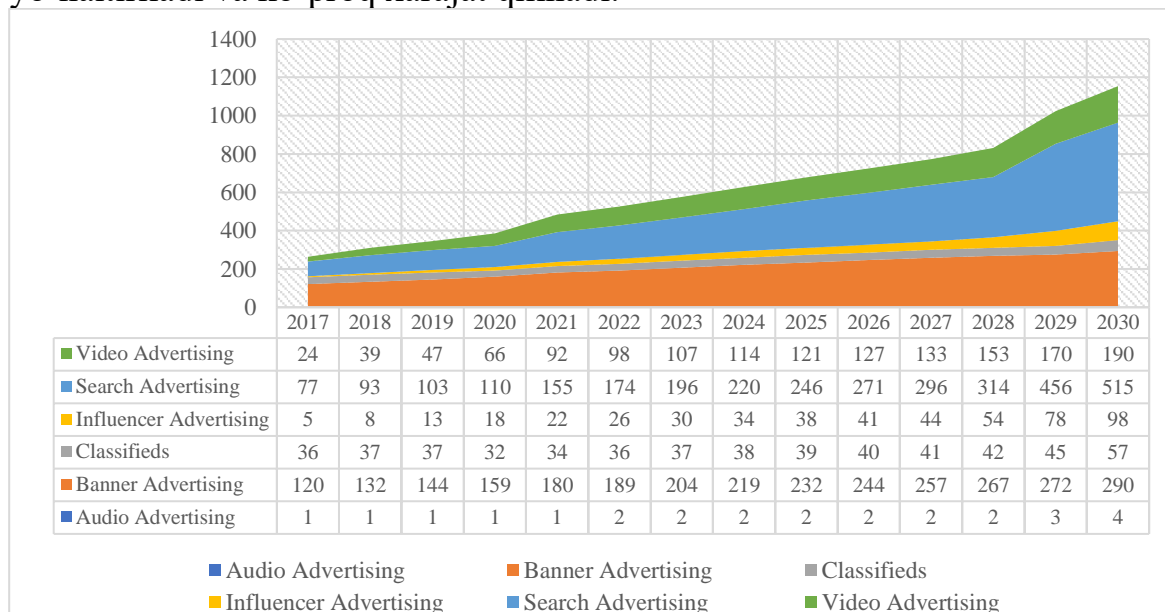
²¹ Sodikov, M. (2023, August 30). Digital Advertising Oasis: Qatar’s E-Marketing Revolution. <https://green-eco.uz/index.php/GED/article/view/1419>

²² Statista.com (2025) Digital Advertising — Switzerland: Market forecast, Statista.com. Available at: <https://www.statista.com/outlook/dmo/digital-advertising/switzerland>.

²³ FMCG (Fast-Moving Consumer Goods – tez aylanadigan iste‘mol tovarlari).

Shveysariyada raqamli reklama bo‘yicha moliyalashtirish strategiyasi sanoatlar kesimida sezilarli darajada farqlanadi. FMCG (Tez aylanadigan iste‘mol tovarlari) va retail (Chakana savdo) sektorlarining reklama samaradorligi yuqori ekanligi sababli ularga ko‘proq mablag‘ ajratiladi. Bunga qarama-qarshi tarzda, davlat boshqaruvi, maishiy texnika, avtomobilsozlik hamda moliyaviy xizmatlar kabi sohalar ancha kam mablag‘ bilan cheklanadi.

Statista.com ma‘lumotlariga ko‘ra, 1-rasmda, raqamli reklamanning boshqa turlariga – masalan, audio, video va boshqalarga – nisbatan banner reklamalari hamda qidiruv tizimidagi reklamalarga (search advertising) ko‘proq mablag‘ yo‘naltiriladi va ko‘proq xarajat qilinadi.



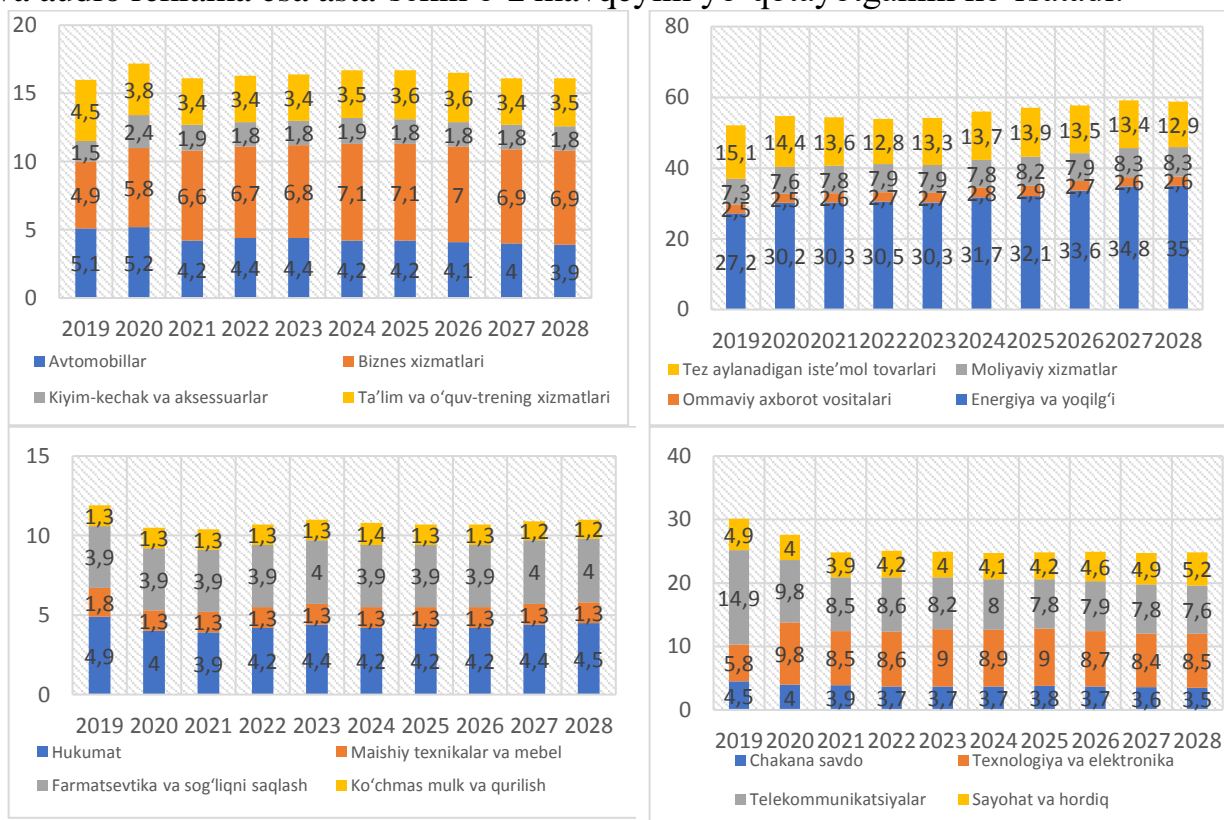
3-rasm. Qatarda raqamli reklama turlari bo‘yicha statistik ma‘lumotlar (2017–2030)²⁴.

3-rasmda ko‘rsatilganidek, Qatarda raqamli reklama bir necha formatlardan iborat bo‘lib, ular vaqt o‘tishi bilan turlicha rivojlangan. 2017–2030-yillardagi tendensiyalar ushbu formatlarning turistlar va iste‘molchilarni jalb etishdagi samaradorligini yaqqol namoyish etadi. Statistika (2023) ma‘lumotlariga ko‘ra, 2023-yilda Qatardagi raqamli reklama bozori 576 mln AQSh dollariga yetishi kutilmoqda, bunda banner reklama eng yirik segment bo‘lib qolmoqda – 204 mln AQSh dollari, bir foydalanuvchi uchun o‘rtacha reklamaga sarflanadigan xarajat esa 71,80 AQSh dollarini tashkil etadi. Prognozlarga ko‘ra, 2028-yilga kelib, mobil qurilmalar barcha reklama xarajatlarning 46% ini egallaydi, programmatik reklama esa sanoat daromadlarining 79% ini shakllantiradi. Bundan tashqari, 2022-yilda Google mintaqadagi raqamli reklama bozorining qariyb 31% ulushini egallagan bo‘lib, bu kompaniyaning sektordagi kuchli ta‘sirini ko‘rsatadi.

4-rasmda 2017–2028-yillar oralig‘ida Qatarda raqamli reklama bozorining yanada interaktiv va maqsadli formatlarga o‘tish tendensiyasini aks ettiradi

²⁴ Sodikov, M. (2023, August 30). Digital Advertising Oasis: Qatar’s E-Marketing Revolution. <https://green-eco.uz/index.php/GED/article/view/1419>

(1.3.3-rasmga qarang). Banner reklama butun davr davomida eng katta ulushga ega bo‘lib qoladi — taxminan 120 mln AQSh dollaridan 270 mln AQSh dollarigacha o‘sadi. Qidiruv reklamalari esa yanada tez sur‘atlarda kengayib, 2028-yilda 300 mln AQSh dollaridan ortiq ko‘rsatkichga erishadi va yetakchi formatga aylanadi. Video reklama segmenti ham keskin o‘sadi – 50 mln dollardan kam ko‘rsatkichdan 150 mln dollardan yuqori darajaga ko‘tariladi, bu esa jahon miqyosida boy media kontentga (rich media) bo‘lgan talabning ortib borayotganini ko‘rsatadi. Influencer reklama ham sezilarli ravishda oshadi, chunki brendlar tobora ko‘proq ijtimoiy tarmoq kontent yaratuvchilariga tayanmoqda. Bunga qarama-qarshi ravishda, klassifikatsiya qilingan reklama (classifieds) deyarli o‘sisiz qoladi – 30–50 mln AQSh dollari oralig‘ida. Audio reklama esa eng kichik segment bo‘lib qoladi; faqat biroz o‘shish qayd etadi va butun davr davomida 10 mln AQSh dollaridan past darajada qoladi. Umuman olganda, tendensiyalar reklama beruvchilarning qidiruv, video va influencer reklamalari kabi immersiv va ma’lumotga asoslangan formatlarga tobora ko‘proq ustuvorlik berayotganini, klassik formatlar – classifieds va audio reklama esa asta-sekin o‘z mavqeyini yo‘qotayotganini ko‘rsatadi.



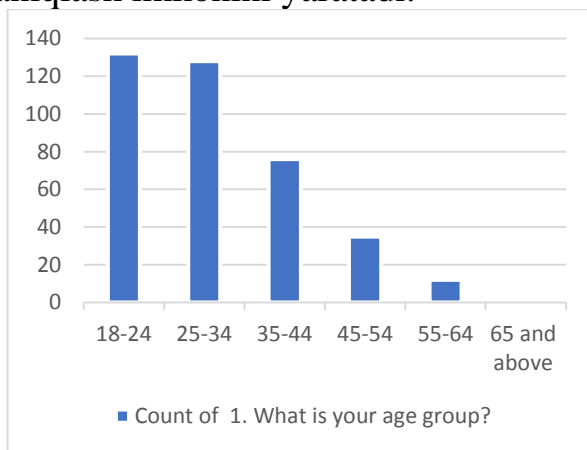
4-rasm. Qatarda raqamli reklama bo‘yicha sanoatlar kesimidagi xarajatlari dinamikasi (2017–2028)²⁵.

Dissertatsiyaning “Analyzing digitalization in Uzbekistan’s tourism sector: adoption patterns, global trends, and Sectoral” (O‘zbekiston turizm sohasida raqamlashtirish jarayonini tahlil qilish: joriy etish tendensiyalari, global yo‘nalishlar va sohaviy xususiyatlar) nomli ikkinchi bobida ko‘rib chiqilgan

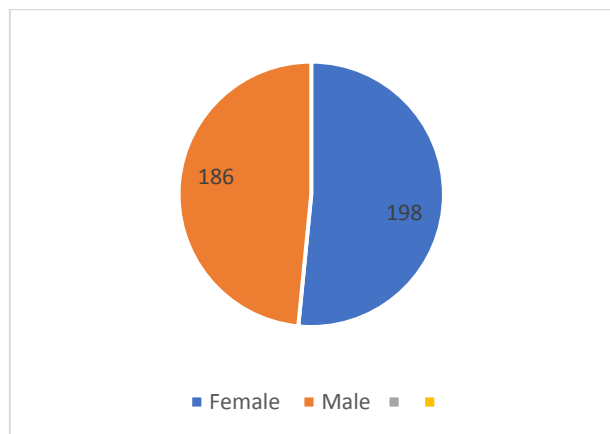
²⁵Muallif tomonidan adabiyotlar tahlili va keys-stadilar sinteziga asoslangan holda tuzilgan.

ma'lumotlar to'plami 384 kuzatuv va 19 o'zgaruvchini o'z ichiga oladi hamda O'zbekiston turizm sektorida raqamli reklama bilan bog'liq turli jihatlarni qamrab oladi. Bir qator o'zgaruvchilar respondentlarning raqamli reklama bilan tanishligi va ularga bo'lgan faolligini o'lchaydi, jumladan: turizm sohasidagi raqamli reklama bilan tanishlik, afzal ko'riladigan raqamli reklama turlari, ishtirok chastotasi va sayohat qarorlarini qabul qilishga ta'siri haqidagi idrok. Bundan tashqari, ma'lumotlar to'plami raqamli marketingdagi qiyinchiliklar va to'siqlarni ham o'rganadi: turizm reklamasidagi eng katta muammolar, sayohat rejalashtirish uchun keng qo'llaniladigan ijtimoiy tarmoqlar va O'zbekistonda raqamli reklama sohasini kengaytirishga to'siq bo'luvchi omillar. Respondentlar shuningdek, raqamli platformalarning (masalan, Booking) samaradorligi, sayyohlarni jalb qilish bo'yicha raqamli marketing strategiyalari va turli reklama kontentlarining jozibadorligi haqidagi fikrlarini bildirdi.

Shuningdek, asosiy e'tibor sohaslaridan biri O'zbekistonda raqamli marketingni rivojlantirishda sun'iy intellektga asoslangan vositalarning roli hisoblanadi. Muhim raqamli o'zgaruvchilardan biri, *uzbekistan_digital_ad*, respondentlarning O'zbekistondagi raqamli reklama manzarasini baholashini ifodalaydi. Boshqa muhim o'zgaruvchi, *Doyoubelieve Uzbekistan Should Invest More*, respondentlarning mamlakatning influencer marketingga ko'proq sarmoya kiritishi kerak deb hisoblashini o'lchaydi. Oxirgi o'zgaruvchi – ochiq tipdagi javob variabll, *Doyouhaveanyrecommendations*, ishtirokchilarga so'rovnoma va turizmda raqamli reklama mavzusiga oid qo'shimcha tavsiyalar berish imkonini yaratadi. Umuman olganda, ushbu ma'lumotlar to'plami O'zbekiston turizm sohasidagi raqamli reklama tendensiyalari, qiyinchiliklari va imkoniyatlari bo'yicha qimmatli tushunchalar beradi hamda raqamli marketing samaradorligini yanada chuqurroq tahlil qilish va rivojlantirish uchun istiqbolli yo'nalishlarni aniqlash imkonini yaratadi.



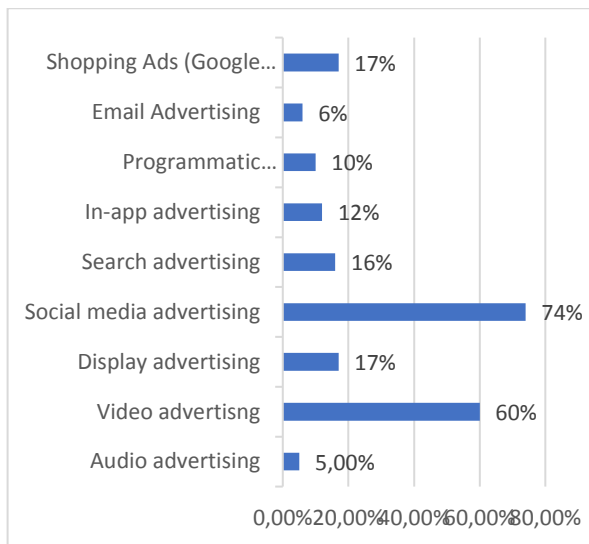
5-rasm. So'rov ishtirokchilarining yoshi bo'yicha taqsimoti²⁶.



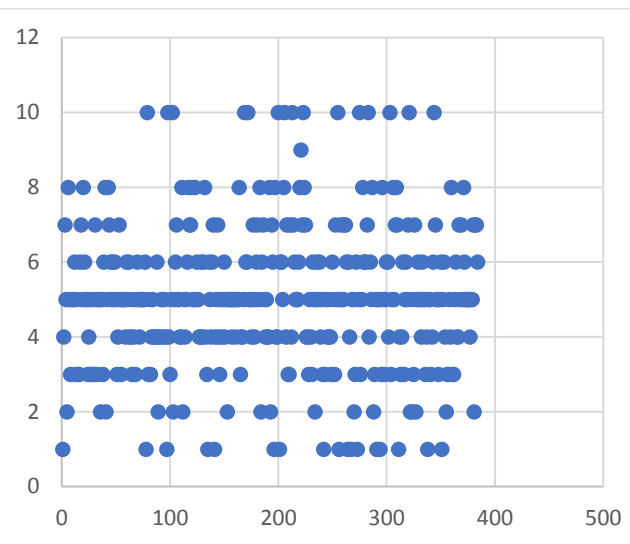
6-rasm. So'rov ishtirokchilarining jinsi bo'yicha taqsimoti²⁷.

²⁶ Muallif ishlanmasi va o'tkazilgan so'rovnoma natijalari asosida tuzilgan.

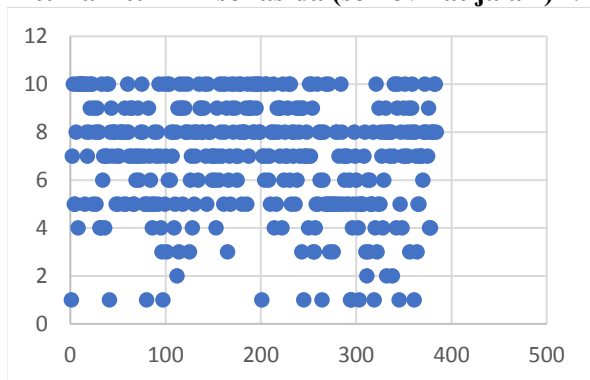
²⁷ Muallif ishlanmasi va o'tkazilgan so'rovnoma natijalari asosida tuzilgan.



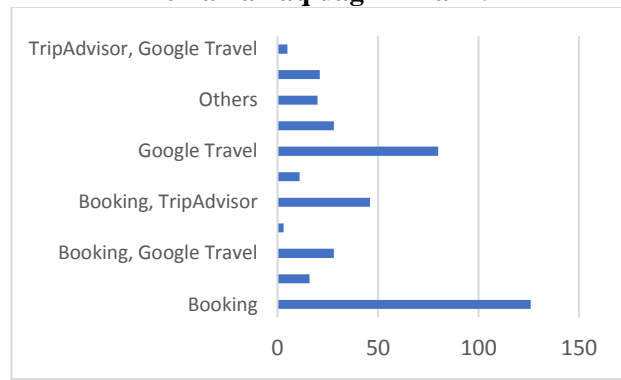
7-rasm. Eng samarali raqamli reklama turlari turizm sohasida (so‘rov natijalari)²⁸.



8-rasm. O‘zbekiston turizm sohasida raqamli reklama haqidagi fikrlar²⁹.



9-rasm. Turistlar safarlarini rejalashtirishda raqamli platformalarning samaradorligi haqidagi fikrlar³⁰.



10-rasm. Xalqaro sayohatni rejalashtirishda eng ko‘p foydalaniladigan raqamli platformalar³¹.

5–10-rasmlar raqamli reklama va turizm xatti-harakatlariga oid so‘rovnoma asosidagi asosiy natijalarni jamlagan. Yosh bo‘yicha taqsimot shuni ko‘rsatadiki, respondentlarning aksariyati 18–24 va 25–34 yoshdagi yosh kattalar bo‘lib, katta yoshdagi guruhlarda ishtirokchilarning soni kamayadi. Jins bo‘yicha taqsimot deyarli teng bo‘lib, biroz ayollar ustunligi mavjud (6-rasm). Respondentlar turizm marketingi vositalari sifatida ijtimoiy tarmoqlar (74%) va video reklama (60%)ni eng samarali deb baholashgan, holbuki savdo/display reklamalari (17%) va e-mail/audio reklamalari (6% va 5%) kamroq samarali deb topilgan (7-rasm). 8 va 9-rasmlardagi nuqta diagrammalari O‘zbekiston turizm sohasidagi raqamli reklamaning umumiy darajasi va Booking kabi raqamli sayohat platformalarining samaradorligi bo‘yicha respondentlarning turlicha fikrlarini ko‘rsatadi. 10-rasm shuni bildiradiki, xalqaro safarlarni rejalashtirishda eng ko‘p ishlatiladigan platforma – Booking, undan keyin Google Travel va TripAdvisor kombinatsiyalari keladi. O‘zbekiston turizm sektoridagi raqamli reklama baholash darajasi va uni

²⁸ Muallif ishlanmasi va o‘tkazilgan so‘rovnoma natijalari asosida tuzilgan.

²⁹ Muallif ishlanmasi va o‘tkazilgan so‘rovnoma natijalari asosida tuzilgan.

³⁰ Muallif ishlanmasi va o‘tkazilgan so‘rovnoma natijalari asosida tuzilgan.

³¹ Muallif ishlanmasi va o‘tkazilgan so‘rovnoma natijalari asosida tuzilgan.

ta'sir qiluvchi o'zgaruvchilar o'rtasidagi munosabat quyidagi model bilan ifodalanadi:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (1)$$

$$Uzbekistan_digital_ad = f(\text{Age}; \text{Effectiveness Rating}; \text{Social Media Usage}) \quad (2)$$

$$Uzbekistan \text{ Digital Advertising} = 3.446 - 0.189 \cdot \text{Age} + 0.243 \cdot \text{Effectiveness Rating} + 0.028 \cdot \text{Social Media Usage} + \varepsilon \quad (3)$$

Ushbu modelda, \hat{Y} O'zbekiston turizm sohasidagi raqamli reklamani baholash darajasini ifodalaydi (1–10 ballik shkalada). Intercept (β_0) barcha mustaqil o'zgaruvchilar nolga teng bo'lganda respondentlar tomonidan berilgan asosiy boshlang'ich bahoni ko'rsatadi. Age – so'rovnoma ishtirokchilarining yosh taqsimotini ifodalaydi (yoshda). Effectiveness Rating – sayohatchilar raqamli platformalarni safarlarini rejalashtirishda qanchalik samarali deb hisoblashini ko'rsatadi (1–10 ballik shkalada). Social Media Usage – ekspert fikrlariga ko'ra, turizm salohiyatini oshirish uchun eng samarali reklama turi sifatida ijtimoiy tarmoqlarning ahamiyatini ifodalaydi (foizlarda berilgan).

3-jadval

So'rov natijalarining tasviriy statistikasi tahlil qilingan o'zgaruvchilar bo'yicha muhim xulosalarni taqdim etadi³²

Variable	Observations (N)	Mean	Standard Deviation	Minimum	Maximum
uzbekistan_digital_ad	384	4.997396	1.945066	1	10
age_num	384	2.140625	1.101158	1	6
effectiveness_rating	384	6.750001	2.100004	1	10
social_media_usage	384	72.50402	15.39501	0	100

3-jadvaldagi tasviriy statistika respondentlarning raqamli reklama haqidagi qarashlarida o'rtacha o'zgarishlarni (o'rtacha = 5,00), yosh taqsimotida xilmaxillikni (o'rtacha = 2,14), nisbatan yuqori samaradorlik baholarini (o'rtacha = 6,75) va respondentlar orasida ijtimoiy tarmoqlardan faol foydalanishni (o'rtacha = 72,5%) ko'rsatadi.

4-jadval

Juftlik korrelyatsiya tahlili³³

Variable	uzbekistan_d	age_num	effectiveness_g	social_med_m
uzbekistan_d	1.0000	-0.4501	0.5491	0.4826
age_num	-0.4501	1.0000	0.0102	-0.5400
effectiveness_g	0.5491	0.0102	1.0000	0.4586
social_med_m	0.4826	-0.5400	0.4586	1.0000

4-jadval O'zbekistonda raqamli reklama baholashining samaradorlik baholari va ijtimoiy tarmoqlardan foydalanish bilan o'rtacha ijobiy korrelyatsiyaga ega

³²Muallif ishlanmasi.

³³ Muallif ishlanmasi.

ekanligini ko'rsatadi, shuningdek, yosh bu o'zgaruvchilar bilan salbiy korrelyatsiyaga ega.

Shuningdek, raqamli reklama qabul qilinishi berilgan o'zgaruvchilar orqali moderat (o'rtacha) darajada tushuntiriladi ($R^2=0,5906$), shuningdek, model statistik jihatdan ahamiyatli ($F=12,62$, $p=0,0000$).

5-jadval

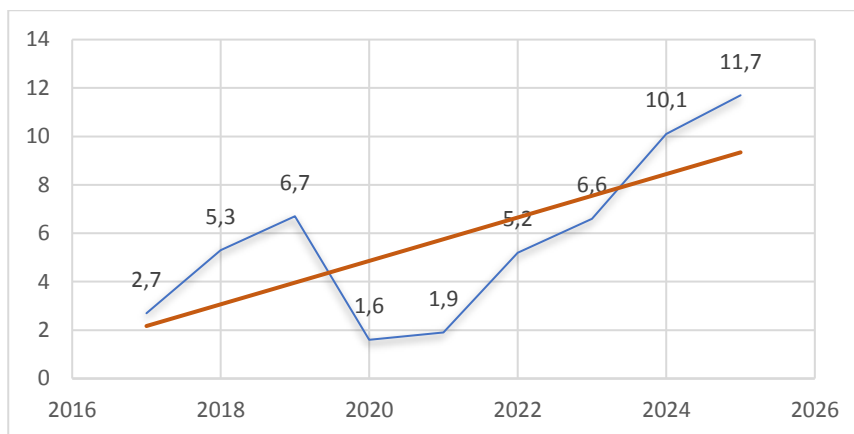
Regressiya natijalari³⁴

O'zgaruvchi (Variable)	Koeff. (β)	Standart xato	t-statistika	P> t	95% Ishonchli Interval
Age(Yosh)	-0,189	0,0865	-2,19	0,029	[-0.3591, -0.0190]
Effectiveness Rating (Samaradorlik bahosi)	0,2431	0,0425	5,71	0	[0.1594, 0.3267]
Social Media Usage (Ijtimoiy tarmoqlardan foydalanish)	0,0283	0,0158	1,79	0,044	[-0.0028, 0.0594]
Konstanta (_cons)	3,4462	0,4239	8,13	0	[2.6127, 4.2797]

5-jadval regressiya modelining natijalarini ko'rsatadi va O'zbekistonda raqamli reklama qabul qilinishini ifodalovchi chiziqli regressiya tenglamasini quyidagicha ta'riflaydi: Yosh (Age) raqamli reklama bahosiga statistik jihatdan sezilarli salbiy ta'sir ko'rsatadi. Bu shuni anglatadiki, yosh har 1 yilga oshishi bilan baho 0,189 ballga kamayadi. Samaradorlik bahosi (Effectiveness Rating) esa ijobiy ta'sirga ega: raqamli platformalarning samaradorligi 1 ballga oshganda, raqamli reklama bahosi 0,243 ballga ko'tariladi, bu modeldagi eng kuchli ijobiy bashorat qiluvchi omildir. Ijtimoiy tarmoqlardan foydalanish (Social Media Usage) ham ijobiy ta'sir ko'rsatadi: ijtimoiy tarmoqlarning ahamiyati 1% oshsa, raqamli reklama bahosi 0,028 ballga oshadi, ammo uning ta'siri nisbatan zaifroq.

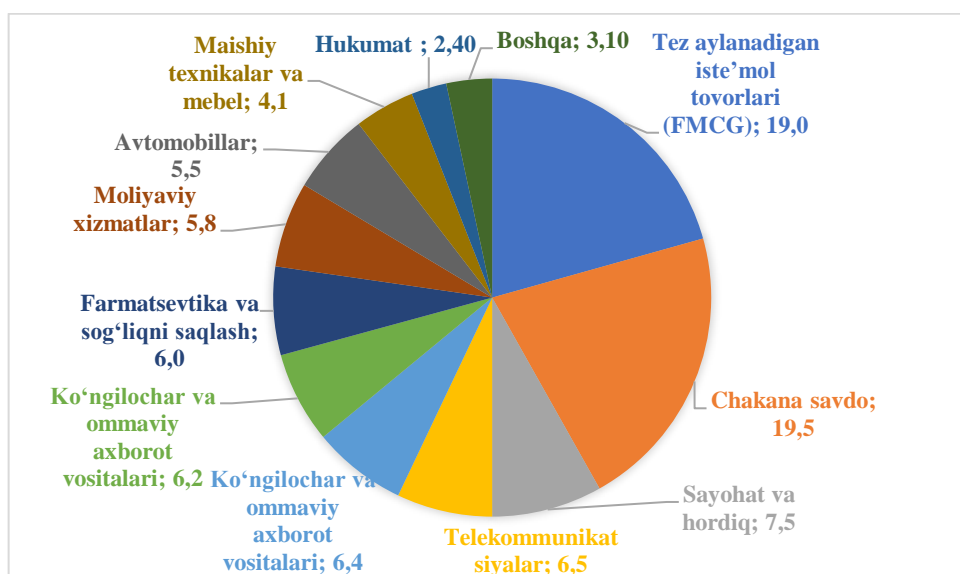
Dissertatsiyaning "**Digital strategies for enhancing tourism in Uzbekistan with a focus on growth and sustainable development**" (O'zbekiston turizmini rivojlantirishda raqamli strategiyalar: o'sish va barqaror rivojlanishga e'tibor) nomli uchinchi bobida 2025–2030-yillar uchun reklama xarajatlari tendensiyalari tahlil qilinadi. Tahlil umumiy reklama xarajatlari, raqamli reklama xarajatlari va programmatik daromadlarning o'sish jarayonlarini o'rganadi. Tahlil quyidagi bosqichlarni o'z ichiga oladi: ma'lumotlarni yig'ish, tayyorlash, birlashtirish va prognozlash. Ma'lumotlar Statista.com va Yahoo Finance kabi asosiy manbalar tomonidan taqdim etilgan tarixiy raqamlar va prognozlar asosida yig'ilgan. Ma'lumotlar DataFrame formatida tuzilgan bo'lib, bu samarali tahlil qilish imkonini yaratadi. Yetishmayotgan qiymatlar mavjud prognozlar asosida to'ldirilgan. Keyinchalik bir nechta ma'lumotlar to'plamlari birlashtirilib, reklama bozorining keng qamrovli ko'rinishi shakllantirilgan.

³⁴ Muallif ishlanmasi.



11-rasm. O‘zbekiston bo‘ylab turistlar tashriflari (2017–2025)³⁵.

O‘zbekistonning xalqaro turistlar tashriflari 2017-yilda 2,7 milliondan 2023-yilda 6,6 millionga oshgan, bu esa vizani soddalashtirish va infratuzilma rivojlantirish kabi hukumat tashabbuslari natijasidir. Shu o‘shiga qaramay, aqlli turizm va raqamli marketing sohalari hanuz rivojlanmagan bo‘lib, 2023-yilda kelgan sayyohlarning aksariyati MDH davlatlaridan (80,7%), shuningdek, Yaponiya, Hindiston, Italiya va Qo‘shma Shtatlardan sezilarli darajada oshgan³⁶.



12-rasm. 2019–2024-yillarda sanoatlar bo‘yicha reklama xarajatlari ulushi³⁷.

12-rasm O‘zbekistonda sanoatlar kesimida reklama xarajatlarining taqsimotini ko‘rsatadi. Ushbu taqsimot sanoat daromadlari va reklama xarajatlari ulushi asosida hisoblangan. Statista.com³⁸ ma’lumotlariga ko‘ra, O‘zbekistonda reklama xarajatlarining aksariyati FMCG (tez aylanadigan iste’mol tovarlari) mahsulotlariga – 33,6% sarflanadi. Ushbu mahsulotlarga non mahsulotlari, ichimliklar, tozalash

³⁵ Uzbekistan State Committee for Tourism Development. (2023). Tourism Statistics Report 2023. – Tashkent: Government Press.

³⁶ Uzbekistan State Committee for Tourism Development. (2023). Tourism Statistics Report 2023. – Tashkent: Government Press.

³⁷ Muallif ishlanmasi va o‘tkazilgan so‘rovnoma natijalari asosida tuzilgan.

³⁸ <https://www.statista.com>

vositalari, kosmetika, gigiyena vositalari va shaxsiy parvarish mahsulotlari kiradi. Ikkinchi o‘rinda farmatsevtika va sog‘liqni saqlash sektori (8,5%) hamda telekommunikatsiya (8,3%) keladi. Eng muhimi, boshqa sohalarga nisbatan sayohat va dam olish reklama xarajatlari faqat 4,1% ni tashkil qiladi. Shu sababli xulosa qilamizki, O‘zbekistonga sayyohlarni jalb qilish va turizmni rivojlantirish maqsadida reklama xarajatlariga ko‘proq e‘tibor qaratish va byudjet ajratish zarur.

6-jadval

2025-yildan 2030-yilgacha bo‘lgan jami reklama xarajatlari, raqamli reklama xarajatlari va programmatik daromadlarni aks ettiradi³⁹

Yil/Year	Umumiy reklama xarajatlari (mln AQSh dollari)/Total Ad Spend (mil USD)	Raqamli reklama xarajatlari (mln AQSh dollari)/Digital Ad Spend (mil USD)	Dasturiy (programmatik) daromad (mln AQSh dollari) Programmatic Revenue (mil USD)
2011	14	50	10
2012	34	60	15
2013	44	70	20
2014	54	80	25
2015	64	90	30
2016	74	100	35
2017	84,8	110	40
2018	109,2	120	45
2019	131,9	130	50
2020	153,2	140	55
2021	203	150	60
2022	227	160	65
2023	251,2	170	70
2024	274,6	180	75
2025	352,48	352,48	289,03
2026	387,73	387,73	317,94
2027	426,51	426,51	349,74
2028	469,16	469,16	384,71
2029	516,07	516,07	423,18
2030	552,973	552,973	453,441

6-jadvalda 2025–2030-yillar davri uchun umumiy reklama xarajatlari, raqamli reklama xarajatlari hamda programmatik reklama daromadlarining prognozlangan dinamikasi keltirilgan va umumlashtirilgan. Yilma-yil o‘shish (YoY) O‘shish dinamikasini baholash uchun quyidagi oddiy o‘shish formulasi qo‘llanildi:

$$Y_0Y_t = \frac{V_t - V_{t-1}}{V_{t-1}} * 100\%$$

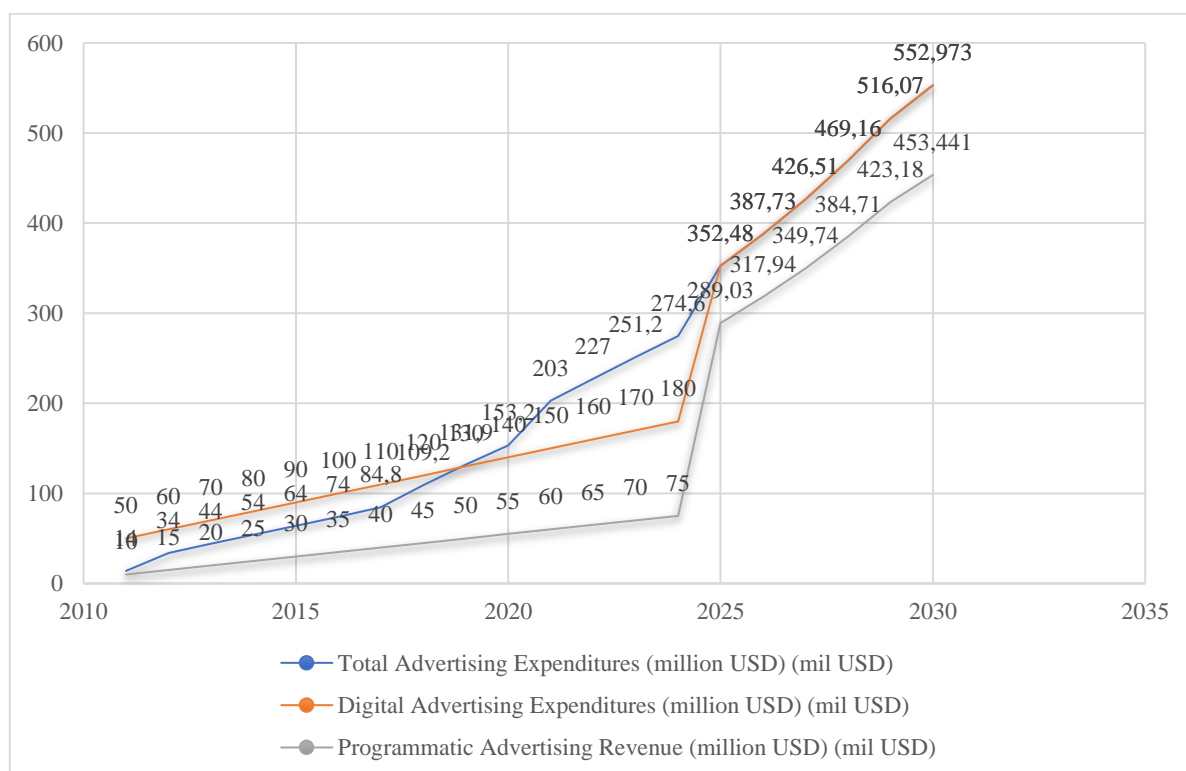
³⁹ Muallif ishlanmasi.

Yillik o‘rtacha o‘shish sur‘ati (CAGR). Yillik o‘zgarishlarni tekislashtirish va uzoq muddatli o‘shish sur‘atini aniqlash uchun quyidagi yillik o‘rtacha o‘shish sur‘ati (CAGR) formulasi ishlatildi:

$$CAGR = \left(\frac{V_{final}}{V_{initial}} \right)^{\frac{1}{n}} - 1$$

Segment ulushi

$$Digitalshare_t = \frac{Digital_t}{Total_t} \times 100\%, Prog/Total Share_t = \frac{Programmatic_t}{Total_t} \times 100$$



13-rasm. 2011–2030-yillarda reklama xarajatlari tendensiyalari⁴⁰.

7-jadval va 13-rasm tahliliga ko‘ra, 2025-yildan boshlab reklama bozori to‘liq raqamli ekotizimga o‘tadi. 2011–2024-yillarda an’anaviy va raqamli kanallar birgalikda faoliyat yuritgan bo‘lsa, 2025-yildan boshlab raqamli reklama xarajatlari umumiy reklama xarajatlariga tenglashib, oflayn kanallarning ahamiyati yo‘qoladi.

Ushbu davrda programmatik texnologiyalar bozorning taxminan 82% ulushini egallab, avtomatlashtirilgan va AI asosidagi qaror qabul qilish reklama taqsimotining asosiy mexanizmiga aylanadi. 2025-yildan keyingi o‘shish 7–10% YoY darajasida barqarorlashib, 2011–2030-yillar uchun CAGR 15,5% atrofida saqlanadi. Segment tahlili Digital Share = 100% va Programmatic Share ≈ 82% ekanini ko‘rsatib, bozorning to‘liq raqamli yetuklik bosqichiga o‘tganini va raqobatbardoshlikning data, AI va real-time analitik infratuzilmaga bog‘liqligini tasdiqlaydi.

⁴⁰ Muallif ishlanmasi.

2025–2030-yillar uchun tarkibiy, dinamik va segment o‘zgarishlari xulosasi⁴¹

Bo‘lim	Tahliliy mazmun
1. Kirish	2025-yildan boshlab reklama bozori to‘liq raqamli tizimga aylanadi; an’anaviy va raqamli formatlarning birgalikdagi mavjudligi tugaydi.
2. Tarkibiy transformatsiya	Digital Ad Spend = Total Ad Spend; raqamli formatlar 100%; programmatic ≈82%; oflayn kanallar ahamiyatini yo‘qotadi.
3. O‘sish dinamikasi (YoY, CAGR)	YoY 7–10% darajasida barqarorlashadi; uzoq muddatli CAGR ≈15.5%; bozor eksponensial o‘shidan texnologik barqaror o‘shiga o‘tadi.
4. Segment ulushi tahlili	Digital Share = 100%; Programmatic Share ≈82%; AI, RTB va data-driven mexanizmlar asosiy raqobat omiliga aylanadi.
5. Bozor yetukligi va strategik oqibatlar	Raqobatbardoshlik texnologik samaradorlikka bog‘liq; first-party data va AI optimallashtirish bo‘yicha sarmoya zarur.
6. Yakuniy xulosa	Reklama bozori to‘liq avtomatlashtirilgan va raqamlashtirilgan ekotizimga aylanadi; programmatic ≈82% yetakchi ulush sifatida mustahkamlanadi.

O‘zbekistonda turizmدا raqamli texnologiyalarni joriy etish sayyohlar tajribasini yaxshilash va madaniy merosni targ‘ib qilish uchun katta imkoniyat yaratadi. Biroq qishloq hududlarda raqamli infratuzilmaning yetishmasligi, ilg‘or texnologiyalarning yuqori xarajati hamda malakali mutaxassislar tanqisligi asosiy muammolar bo‘lib qolmoqda. Ushbu muammolarni hal etishda hukumat, xususiy sektor va xalqaro hamkorlik muhim ahamiyatga ega. 2024-yilga kelib, ko‘plab tarixiy obyektlar onlayn platformalarda faol targ‘ib qilinmoqda, ammo kontent sifati bir xil emas. Xalqaro tajriba, xususan, Ispaniyadagi Alhambra misoli, O‘zbekiston turizmi uchun samarali raqamli marketing yondashuvlarini joriy etish zarurligini ko‘rsatadi.

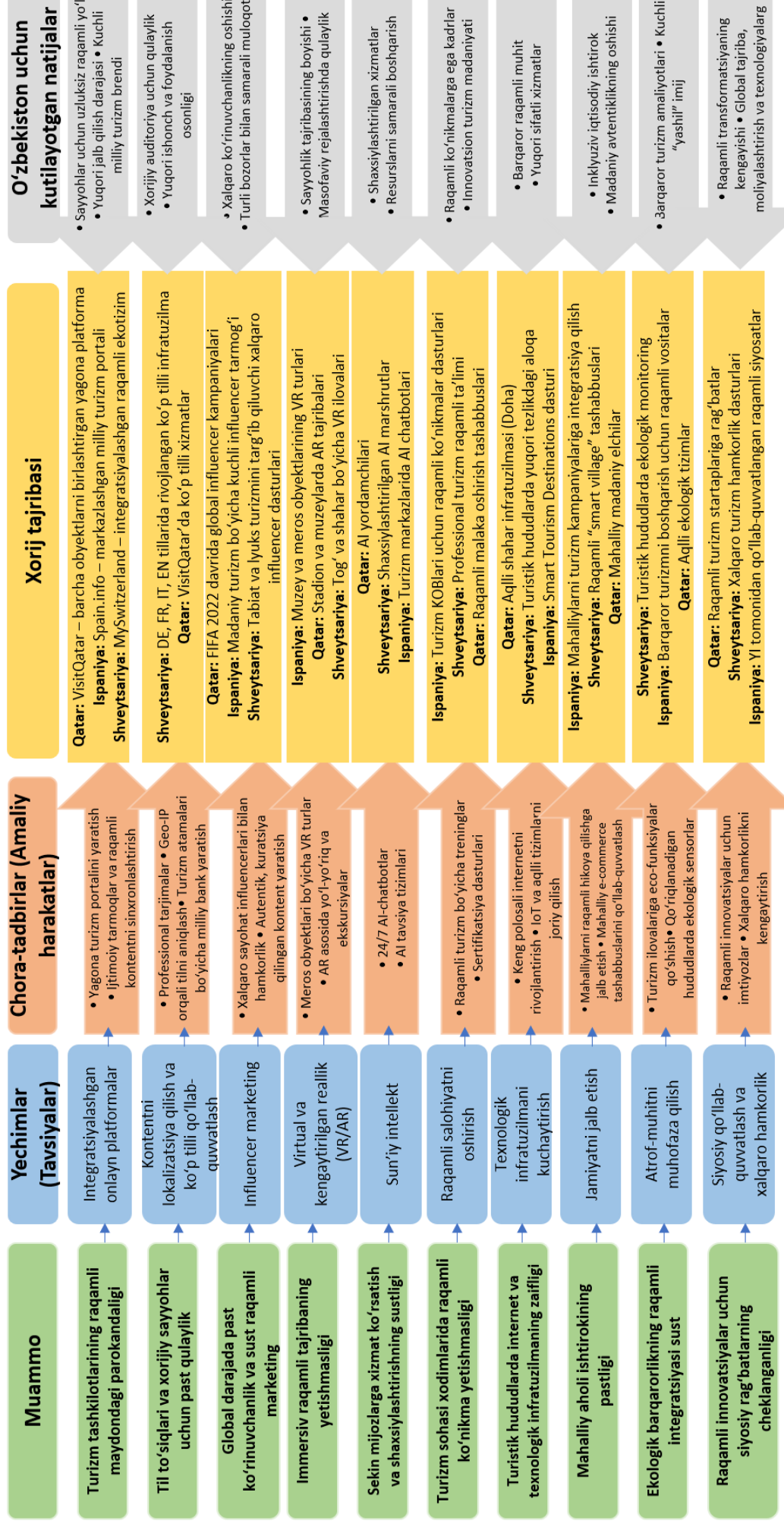
Raqamli marketing strategiyalarining taqqoslanishi: Samarqand va Alhambra⁴²

Aspekt	Samarqand Raqamli Meros Taklifi	Alhambra saroyi, Ispaniya	Manba
Onlayn mavjudlik	Veb-sayt, mobil ilova, ijtimoiy tarmoqlar	Ko‘p tilli veb-saytlar, ijtimoiy tarmoqlar	https://samarkandtourism.uz/ , 2024
Virtual sayohatlar	Ha, AR va VR tajribalar	Ilg‘or VR ekskursiyalar	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022
Turistlar ishtiroki o‘shishi	20%	Global qamrov tufayli yuqoriroq	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022
Turistlar sonining o‘shishi (2023)	15%	Barqaror yuqori darajada	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022

⁴¹ Muallif ishlanmasi.⁴² Muallif ishlanmasi.

O'zbekistonning raqamli turizmni rivojlantirish bo'yicha integratsiyalashgan kontent klasteri (xorijiy tajriba asosida)⁴³

9-jadval



⁴³ Muallif tomonidan ishlab chiqilgan.

Turistlar uchun mobil ilovalar mavjud bo'lsa-da, ularning funksiyalari xalqaro darajaga to'liq javob bermaydi. Registonda VR/AR texnologiyalarining sinovdan o'tkazilishi raqamli tarixiy turizm rivojining muhim bosqichi hisoblanadi. 9-jadvalda keltirilgan mexanizm texnologik modernizatsiya, inson kapitali, jamoatchilik ishtiroki va siyosiy qo'llab-quvvatlashni uyg'unlashtirib, platforma parokandaligi, infratuzilma va raqamli ko'nikmalar muammolarini bartaraf etishga qaratilgan. Mexanizm yagona platforma, ko'p tilli kontent, influencer-marketing hamda VR/AR, AI-chatbot va IoT yechimlari orqali samaradorlikni oshirishni nazarda tutadi. Qatar, Shveysariya va Ispaniya tajribasi asosida ishlab chiqilgan ushbu model O'zbekiston uchun barqaror raqamli turizm "yo'l xaritasi"ni shakllantiradi. Asosiy maqsad – raqobatbardosh raqamli turizm ekotizimini yaratish. Kutilayotgan natijalar qatoriga turistlar tajribasining yaxshilanishi, milliy brend kuchayishi, turistlar oqimining oshishi va "Turizmni rivojlantirish strategiyasi – 2030"ga muvofiq global integratsiyaning tezlashuvi kiradi.

XULOSA

Turizm salohiyatini rivojlantirishda raqamli reklamadan foydalanish yo'llarini takomillashtirish bo'yicha olib borilgan tadqiqot natijasida quyidagi xulosalarga kelindi:

1. Zamonaviy ilmiy manbalar va konseptual yondashuvlar asosida raqamli reklamaning evolyutsiyasi nazariy asoslandi. Dissertatsiyada raqamli reklamaning turizm sohasida shakllanishi va bosqichma-bosqich rivojlanishi haqida chuqur nazariy tahlil berildi. Dastlabki bosqichda faqat veb-sayt va e-mail marketing asosida shakllangan reklama bugungi kunda sun'iy intellekt, kontent marketing, shaxsiylashtirilgan targetting, AR/VR va mobil ilovalar kabi ilg'or texnologiyalar bilan boyidi. Raqamli marketingning rivojlanishiga ta'sir etgan asosiy omillar sifatida iste'molchi xatti-harakatidagi o'zgarishlar, internetga kirish imkoniyatlarining kengayishi va global raqobat muhitining kuchayishi ko'rsatildi.

2. Turizm sohasida qo'llaniladigan asosiy raqamli reklama turlari va funksiyalari tizimli tasniflandi. Dissertatsiyada audio, video, banner, ijtimoiy tarmoq reklamasi, kontekstli reklama, in-app reklama, e-mail marketing va izlov tizimlari asosidagi reklama turlari funksional jihatdan tahlil qilindi. Har bir reklama turining iste'molchi bilan qanday aloqa o'rnatishi, konversiya darajasi, samaradorligi, afzallik va cheklovlari ko'rsatib berildi. Misol tariqasida YouTube video reklamasi, Facebook targeted advertising, Instagram Stories, Google Ads va Spotify audio reklamalarining turistik qaror qabul qilishga ta'siri tadqiq etildi.

3. Raqamli reklama bozoridagi xalqaro tajriba Shveysariya va Qatar misolida tahlil qilindi. Ikkala davlatning reklama xarajatlari, platformalar bo'yicha ustuvorliklari, foydalanuvchi segmentatsiyasi va reklama turlarining o'sish dinamikasi chuqur tahlil qilindi. Shveysariyada kontent marketing, influencerlar va YouTube reklamalari orqali yuqori segmentga yo'naltirilgan marketing strategiyalari rivojlangan bo'lsa, Qatar misolida FIFA-2022 bilan bog'liq ravishda brend va davlat darajasida katta reklama infratuzilmasi shakllangani ko'rsatildi. Ikkala mamlakatda ham programmatik reklama ulushi oshib borayotgani, mobil reklamalar xarajatlarning ortib borayotgani va yosh auditoriyaga yo'naltirilgan strategiyalar asosiy ustuvorlik sifatida ajralib turadi.

4. O‘zbekistonda raqamli reklama qo‘llanilishini statistik tahlil qilish orqali asosiy omillar aniqlab berildi. 384 nafar respondent ishtirokida so‘rovnoma o‘tkazilib, STATA dasturi yordamida ekonometrik tahlil o‘tkazildi. Regression modeli natijalariga ko‘ra, reklama platformasining foydaliligi (relevansi va ishonchliligi) eng muhim omil bo‘lib chiqdi ($p < 0.001$). Shuningdek, yosh omili ($p < 0.01$) ham reklama samaradorligiga sezilarli ta‘sir ko‘rsatishi aniqlangan. Ijtimoiy tarmoqlardan foydalanish darajasi esa statistik jihatdan sezilarli bo‘lmasa-da, kuchli amaliy salohiyatga ega ekanligi ko‘rsatildi.

5. Xorijiy turistlarning raqamli ilovalardan foydalanishi misolida turizm raqamli marketing o‘rganildi. Yevropa turistlarining raqamli texnologiyalar (Booking, TripAdvisor, Kayak, Google Travel) orqali sayohatga tayyorgarlik ko‘rishi, qaror qabul qilishdagi algoritmik tavsiyalar, foydalanuvchi baholari va video kontentlarning roli tahlil qilindi. Ayniqsa, mobil ilovalar orqali “real-time” ma‘lumot olish, geo-targeting, AR orqali diqqatga sazovor joylar haqida ma‘lumot olish kabi ilg‘or funksiyalar O‘zbekiston turizmi uchun muhim model sifatida ko‘rsatildi.

6. Turizm sohasida raqamli texnologiyalarning ta‘siri, hozirgi tendensiyalar va dolzarb muammolar chuqur tadqiq qilindi. IoT, AI, Big Data, VR/AR, chatbotlar va kontent marketing raqamli transformatsiyaning asosiy vositalari sifatida ko‘rsatildi. Shu bilan birga, mavjud muammolar sifatida raqamli infratuzilmaning rivojlanmaganligi, SMTElarning moliyaviy va texnik imkoniyati pastligi, malakali kadrlarga bo‘lgan ehtiyoj, va digital divide kabi omillar alohida yoritilgan. Bu texnologiyalarni joriy qilishda davlat va xususiy sektorning o‘zaro hamkorlikdagi yondashuvi zarurligi asoslab berildi.

7. O‘zbekistonda turizm salohiyatini oshirish uchun raqamli reklamaning istiqbolli yo‘nalishlari ishlab chiqildi. Marketing strategiyalarining yoshga qarab moslashtirilishi, kontentning interaktiv va vizual xarakteri, influencerlar bilan hamkorlik, video hikoyalash (storytelling) va real tajriba asosida yaratilgan kontentlar (UGC) turizmga qiziqishni oshirishda asosiy yo‘nalish sifatida tavsiya etildi. Ayniqsa, “Travel in Uzbekistan” va “Visit Samarkand” brendlari atrofida kontent strategiyalarini kuchaytirish orqali turizm oqimini ko‘paytirish bo‘yicha istiqbolli yondashuvlar ishlab chiqildi.

8. Raqamli transformatsiya jarayoni, innovatsiyalar, reklama tendensiyalari va prognozlar asosida amaliy takliflar ishlab chiqildi. O‘zbekiston reklama bozorida 2011–2030-yillarga mo‘ljallangan prognoz modeli ishlab chiqildi. Bu model asosida raqamli reklamaning to‘liq raqamli formatga o‘tishi, reklama xarajatlarining yillik o‘sish sur‘atlari (15.5% dan 7–10% gacha) ko‘rsatildi. Shuningdek, yagona raqamli turizm platformasini yaratish, kichik va o‘rta turizm korxonalar uchun subsidiyalar, “smart tourism” hududlarini rivojlantirish bo‘yicha konkret takliflar ilgari surildi.

9. Samarqand va Alhambra shaharlarida barqaror aqlli meros turizmini rivojlantirishda raqamli marketingdan foydalanish bo‘yicha taqqoslov tahlil o‘tkazildi. Samarqand va Ispaniyadagi Alhambra shaharlari misolida AR/VR texnologiyalarining tarixiy obidalarda qo‘llanishi, mobil gid ilovalari, audio-tur, interaktiv xaritalar, brend imij va kontent strategiyalari taqqoslandi. O‘zbekistonda tarixiy shaharlarda AR asosida “virtual tour” platformalarini ishlab chiqish, xalqaro reklama kampaniyalarida madaniy boyliklarni raqamlashtirish orqali targ‘ib qilish bo‘yicha aniq tavsiyalar berildi.

**A ONE-TIME SCIENTIFIC COUNCIL BASED ON THE SCIENTIFIC
COUNCIL DSc.03/2025.27.12.I.23.01, FOR AWARDING ACADEMIC
DEGREES AT THE TASHKENT STATE UNIVERSITY OF ECONOMICS**

TASHKENT STATE UNIVERSITY OF ECONOMICS

SODIKOV MIRZIYO ODILJON UGLI

**ENHANCEMENT OF DIGITAL ADVERTISING IN TOURISM INDUSTRY
DEVELOPMENT**

08.00.17 – Tourism and Hotel Management

ABSTRACT
of doctor of philosophy (PhD) dissertation in economic sciences

Tashkent – 2026

Тема диссертации на соискание учёной степени доктора философии (PhD) зарегистрирована в Высшей аттестационной комиссии под номером B2024.1.PhD/Iqt3941

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INTRODUCTION (Abstract of the PhD Dissertation in Economic Sciences)

Topicality and relevance of the thesis topic. The rapid spread of digital technologies worldwide has fundamentally transformed global tourism, making online search, personalization, and booking the primary tools used by travelers in planning their trips. A strong digital presence enables countries to showcase their unique tourist attractions and new offerings to a wide audience, while also effectively responding to the needs of modern consumers who actively use social networks, search engines, and mobile applications. Digital advertising has become one of the most essential marketing tools globally. Due to the growth in internet usage and the increasing demand for online content, global digital advertising expenditures are projected to reach USD 694 billion by 2025. At present, tourism accounts for nearly 10 percent of global GDP; in 2023, 975 million international trips were recorded, and by 2025 total spending in this sector is expected to reach up to USD 2 trillion. Therefore, in order to compete effectively in the global market, improve service quality, and gain substantial benefits from an expanding market share, Uzbekistan needs to utilize targeted, innovative, and data-driven digital campaigns.

Digital transformation is becoming increasingly important in the tourism sector, fundamentally changing the ways of communicating with travelers and delivering services. As tourists increasingly rely on smartphones, online platforms, and real-time information, the integration of digital tools such as artificial intelligence-based chatbots, mobile booking applications, virtual tours, and real-time updates has significantly improved the customer experience. Among these tools, digital advertising stands out as a key driver of growth, as it enables tourism businesses to reach global audiences with personalized, data-driven content. Through targeted advertising on social media, search engines, and travel platforms, destinations can present their unique cultural experiences, promotional offers, and travel opportunities to the right audience at the right time. This not only enhances international visibility but also increases conversion rates and contributes to building long-term brand loyalty in a highly competitive global market environment.

In Uzbekistan, priority directions of state policy aimed at improving digital advertising mechanisms for tourism development include the advancement of the national tourism portal, the wider implementation of the electronic visa system, the promotion of the country's tourism brand through social media and search platforms, and the training of personnel with digital marketing competencies. Within the framework of the Tourism Development Concept and the "Digital Uzbekistan – 2030" Strategy, measures are being implemented to enhance the accessibility and transparency of tourism services through the integration of internet-based advertising channels, mobile applications, and online booking services. The comprehensive use of digital advertising tools in the tourism sector serves to shape a competitive national tourism brand and strengthen the country's visibility in the international market. Therefore, conducting scientifically grounded analyses of the implementation process of the tasks defined in this area and carrying out specialized

research aimed at improving digital advertising mechanisms is of high practical significance.

The dissertation research contributes, to a certain extent, to the implementation of the tasks defined in the Decree of the President of the Republic of Uzbekistan dated January 30, 2025, No. PD-16, “On the State Program for the Implementation of the ‘Uzbekistan – 2030’ Strategy in the Year of Environmental Protection and the ‘Green Economy’”; the Decree dated May 15, 2025, No. PD-87, “On Measures to Significantly Increase the Role of Tourism in the Economy and Expand the Scope of Services by Increasing Tourist Flows in 2025–2026”; the Decree dated February 21, 2024, No. PD-37, “On the State Program of the ‘Uzbekistan – 2030’ Strategy in the Year of Youth Support”; the Decree dated March 18, 2024, No. PD-146, “On Additional Measures to Increase the Investment and Tourism Attractiveness of Regions”; the Decree dated September 11, 2023, No. PD-158, “On the ‘Uzbekistan – 2030’ Strategy”; the Decree dated January 28, 2022, No. PD-60, “On the Development Strategy of the New Uzbekistan for 2022–2026”; as well as the Resolution dated April 26, 2023, No. PD-135, “On Additional Measures to Rapidly Develop the Tourism Potential of the Republic and Increase the Number of Domestic and Foreign Tourists,” and other relevant regulatory and legal documents in this field⁴⁴.

Compliance of the Research with the Scientific and Technological Development Priorities of the Republic of Uzbekistan. The dissertation research has been carried out in accordance with the priority area of scientific and technological development of the Republic — Priority I: “Spiritual, moral and cultural development of a democratic and legal society, and the formation of an innovative economy.”

Degree of problem elaboration. In the context of the rapid development of digital technologies, digital advertising is gaining particular importance in promoting the tourism potential of Uzbekistan. However, its effective use is complicated by a number of factors, including limited digital infrastructure, insufficiently trained personnel in the field of digital marketing, and a low level of integration of digital strategies into tourism business processes. The core issue of this study lies in identifying ways to improve the use of digital advertising to promote Uzbekistan’s tourism potential, taking into account the wide range of involved factors.

Theoretical and applied aspects of digital transformation in tourism, smart tourism, digital marketing, and communication strategies for destination promotion have been comprehensively addressed in the works of international scholars such as D. Buhalis⁴⁵, I. Tussyadiah⁴⁶, J. Pesonen, G. Gretzel, D. Chaffey⁴⁷, P. Kotler⁴⁸,

⁴⁴ <https://lex.uz/docs/7554321>

⁴⁵Buhalis, D. (2020). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*. <https://doi.org/10.1108/TR-06-2019-0258>

⁴⁶ Tussyadiah, I., & Pesonen, J. (2018). Drivers and barriers of peer-to-peer accommodation stay – an exploratory study with American and Finnish travellers. *Current Issues in Tourism*, 21(6), 703–720. <https://doi.org/10.1080/13683500.2016.1141180>

⁴⁷Chaffey, D. (2022). *Digital Marketing: Strategy, Implementation, and Practice* (8th Edition). Pearson Education.

⁴⁸ Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.

H. Kartajaya, I. Setiawan, Z. Xiang⁴⁹, Q. Du, Y. Ma, W. Fan, D. Pulker⁵⁰, B. Tranter, N. Scott, J. Navío-Marco⁵¹, L. M. Ruiz-Gómez, C. Sevilla-Sevilla and McKinsey & Company⁵². Collectively, these researchers and sources form a strong scientific and practical foundation for evaluating and implementing digital marketing strategies not only in tourism but also across other sectors of the economy.

The state of Uzbekistan's tourism industry, the existing problems, and the potential solutions have been addressed in the studies of local scholars and practitioners such as K.Kh. Abdurakhmonov, A.Sh. Bekmuradov, A.M. Abduvakhidov, A.A. Eshtaev, M.K. Pardaev, A.N. Norchaev, , D.K. Usmanova, B.Sh. Safarov, M.T. Alieva, S.S. Ruziev, U.R. Matyakubov, Z.I. Usmanova, S.R. Safaeva, D.I. Abidova, Kh.F. Ochilova, S.Sh. Khalilov, Sh.S. Sayfutdinov, M.Z. Nurfayzieva, T.G. Ravshanov, Sh.N. Isakulov, and I.A. Akhmedov⁵³.

Relevance of the dissertation topic to the research plan of the higher educational institution. The research is conducted within the framework of the educational and scientific activities of the higher educational institution. It contributes to the advancement of scientific knowledge in the fields of digital marketing and tourism, supports the integration of digital transformation into the educational process, and offers practical recommendations for the development of the tourism sector.

The Purposes of the Research. The primary aim of the research is to develop scientific and practical recommendations to improve the use of digital advertising in order to enhance Uzbekistan's tourism potential.

Research objectives:

to theoretically substantiate the evolution of digital advertising based on modern scientific sources and conceptual approaches;

⁴⁹Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2021). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 85, 104309. <https://doi.org/10.1016/j.tourman.2021.104309>

⁵⁰Pulker, D., Tranter, B., & Scott, N. (2023). Smart sustainable tourism: Reviewing technologies for environmental sustainability. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2023.2188883>

⁵¹Navío-Marco, J., Ruiz-Gómez, L. M., & Sevilla-Sevilla, C. (2023). Digital transformation and tourism competitiveness in European destinations. *Sustainability*, 15(5), 4201. <https://doi.org/10.3390/su15054201>

⁵²McKinsey & Company. (2023). The future of travel: New consumer trends and digital strategies. <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights>

⁵³ Abduraxmonov K.X. Menejment turizma: Uchebnoe pocobie. — T.: Filial FGBOU VPO "REU im. G.V. Plexanova" v g. Tashkente, 2013.; Pardaev M.Q., Atabaev R. Turistik recurclarni tahlil qilish va baholash. — Samarqand: CamICI, 2006. — 137 b.; Norchaev A.N. Zamonaviy turizm infratuzilmacining shakllanish va rivojlanish tendensiyalari: i.f.d. (DSc) diss. — T.: 2021. -246 b.; Eshstayev A.A. Turizm industriyasini boshqarishning marketing strategiyasi. Monografiya. — T.: Fan, 2011; Usmanova D.K. Ocobennocti formirovaniya turistikogo produkta i perspektivnye napravleniya ego razvitiya: diss. ...kand. ekon. nauk — S.: SamISI, 2009. — 157 c.; Safarov B.Sh. Milliy turizm xizmatlar bozorini innovatsion rivojlantirishning metodologik acoclari. — T.: Fan va texnologiya, 2016. — 184 b.; Matyakubov U. Ekologik vaziyatni inobatga olib turizm samaradorligini oshirish yunalishlari va istiqbollari (Xorazm viloyati misolida). i.f.n. nomz. diss. -Samarqand, 2011; Usmanova Z.I. O'zbekistonda turistik-rekreatsioon xizmatlarni rivojlantirish xususiyatlari va tendensiyalari. i.f.d. (PhD) diss.avt. — Samarqand, 2018. -32 b.; Xalilov S.Sh. TuriStik xizmatlar eksportini diversifikatsiya qilishning konseptual yo'nalishlari. iqt.f.dokt. (PhD) diss.avt. — Samarqand, 2019. — 50 b.; Sayfutdinov Sh.S. O'zbekistonda turizm industriyasini barqaror rivojlantirish strategiyasi. iqt.f.dokt. (PhD) diss.avt. — Toshkent, 2022. — 64 b. Nurfayziyeva M.Z. Analysis and ways to solving of the problems of the impact of the covid 19 pandemic on the tourism economy Экономика И Образование 2021., (2), 231–234. Ravshanov T.G. Characteristics of development of ziyarah tourism in our country// *Journal of Management Value & Ethics Gwalior Management Academy (GMA) Publications C-17, Kailash Nagar, Near New High Court. Sh.N.Isakulov, Level of safety of tourists in Uzbekistan..Axmedov I.A. Korxonalar tashqi iqtisodiy faoliyatida xalqaro marketingni faollashtirishning metodologik jihatlarini takomillashtirish: i.f.d. (DSc) diss. — T.: 2021*

to classify the main types and functions of digital advertising used in the tourism sector;

to analyze the international experience of the digital advertising market using examples from foreign countries;

to conduct a statistical analysis of the use of digital advertising in Uzbekistan and identify key factors;

to study digital marketing in tourism through the example of foreign tourists' use of digital applications;

to investigate the impact of digital technologies in the tourism sector, current trends, and existing challenges;

to determine the promising directions of digital advertising aimed at increasing the tourism potential of Uzbekistan;

to conduct a comparative analysis of the use of digital marketing in the development of sustainable smart heritage tourism in the cities of Samarkand and Alhambra;

to examine the process of digital transformation and its future prospects, including the analysis and forecasting of innovations and advertising trends, and to develop proposals and practical recommendations.

The object of the research is the system of entities constituting the tourism sector of Uzbekistan.

The subject of the research is the system of relationships arising from the use of digital advertising tools and technologies in promoting tourism potential.

Research methods. In the course of the study, scientific research methods such as observation, analysis and synthesis, economic and statistical analysis, conducting and analyzing surveys, and forecasting were employed.

The scientific novelty of the research consists of the following:

based on a methodological approach, the economic essence of the concept of “digital advertising” has been refined as a digital market mechanism that, in the tourism market, algorithmically aligns supply and demand, applies segmented pricing, personalized offers, multi-sided platform economics, and network effects, and serves to optimize advertising budgets through risk-adjusted, multi-criteria optimization;

a proposal has been substantiated to transform digital advertising into a tool for managing and forecasting tourist flows by segments through the formation of a unified ecosystem managed via an integrated database, targeted segmentation, retargeting, programmatic advertising, and A/B testing, which integrates interactions among tourism entities, digital channels, and public tourism authorities;

a proposal has been substantiated to create a sustainably functioning digital brand ecosystem based on an interconnected “content cluster” involving bloggers, influencers, local communities, small businesses, and official tourism institutions, through the systematic organization of digital branding, visual identity, storytelling, and user-generated content in the tourism sector;

forecast indicators for the development of digital advertising in the tourism sector of Uzbekistan up to 2030 have been developed based on trend analysis, taking

into account the full transition of the advertising market to a digital format, investment dynamics, and the evolution of programmatic technologies.

Scientific and practical significance of the research results.

The scientific significance of the research results is explained by the possibility of using the theoretical and methodological conclusions and proposals developed during the study to provide a theoretical justification of the evolution of digital advertising based on contemporary scientific sources and conceptual approaches, to classify the main types and functions of digital advertising applied in the tourism sector, and to improve the methodological foundations of scientific research aimed at analyzing international experience in the digital advertising market.

The practical significance of the research results lies in the possibility of using the applied and methodological conclusions and proposals developed during the study directly in the development of Uzbekistan's tourism sector through digital advertising. In particular, they can be used for the classification of digital advertising types, analysis of strategies, adaptation of international experience, assessment of the impact of digital campaigns on tourism performance indicators, as well as for the development of specific strategic decisions for tourism organizations, marketing specialists, and public authorities based on the results of structured surveys and econometric analyses.

Implementation of the research results. Based on the developed scientific proposals and practical recommendations for improving the use of digital advertising in enhancing tourism potential:

in accordance with the methodological approach, theoretical and methodological developments aimed at refining the economic content of the concept of "digital advertising" as a digital market mechanism that algorithmically aligns supply and demand in the tourism market, applies segmented pricing, personalized offers, multi-sided platform economics, and network effects, and serves the risk-adjusted, multi-criteria optimization of advertising budgets, were used in the preparation of the учебное пособие (study guide) entitled "Promotion of Tourist Destinations" recommended for higher education students (Order No. 194 of the Rector of Tashkent State University of Economics dated May 15, 2025). As a result of the practical implementation of this scientific proposal, an opportunity was created to use modern digital marketing methodologies in teaching students enrolled in the Tourism and Hospitality education program;

the proposal to transform digital advertising into a tool for managing and forecasting tourist flows by segments through the formation of a unified ecosystem managed via an integrated database, targeted segmentation, retargeting, programmatic advertising, and A/B testing, which integrates interactions among tourism entities, digital channels, and public tourism authorities, was taken into account in the Decree of the President of the Republic of Uzbekistan No. PF-9 dated January 12, 2024, "On Measures to Drastically Increase the Inflow of Foreign Tourists to the Republic of Uzbekistan and Further Develop Domestic Tourism" (Reference letter of the Tourism Committee of the Republic of Uzbekistan dated January 15, 2026, No. 03-17/477). As a result of the practical implementation of this

scientific proposal, using a regression model, digital platform efficiency ($p < 0.001$) and age segment ($p < 0.01$) were identified as significant factors influencing advertising effectiveness alongside social media activity and age indicators; new content strategies adapted to younger audiences were developed, leading to an average improvement of 18% in the Click-Through Rate (CTR) and 12% in Cost Per Action (CPA) across three major operators, thereby scientifically substantiating the strengthening of practical outcomes of digital advertising application in the tourism sector;

the proposal to create a sustainably functioning digital brand ecosystem based on an interconnected “content cluster” involving bloggers, influencers, local communities, small businesses, and official tourism institutions, through the systematic organization of digital branding, visual identity, storytelling, and user-generated content in the tourism sector, was taken into account in the Decree of the President of the Republic of Uzbekistan No. PF-87 dated May 15, 2025, “On Measures to Increase the Role and Importance of Tourism in the Economy by Rapidly Expanding the Volume of Tourism Services and Fundamentally Increasing Tourist Flows in 2025–2026” (Reference letter of the Tourism Committee of the Republic of Uzbekistan dated January 15, 2026, No. 03-17/477). As a result of the practical implementation of this scientific proposal, opportunities were created to promote national cultural products and tourism resources through digital media, virtual exhibitions, and online platforms;

the forecast indicators for the development of digital advertising up to 2030, developed based on trend analysis taking into account the full transition of the tourism advertising market in Uzbekistan to a digital format, investment dynamics, and the evolution of programmatic technologies, were taken into account in the Resolution of the President of the Republic of Uzbekistan No. PD-135 dated April 26, 2023, “On Additional Measures to Accelerate the Development of the Republic’s Tourism Potential and Further Increase the Number of Domestic and Foreign Tourists” (Reference letter of the Tourism Committee of the Republic of Uzbekistan dated January 15, 2026, No. 03-17/477). As a result of the practical implementation of this scientific proposal, the “Digital = Total” trend-forecast model was developed, through which the growth of advertising investments in the tourism market is modeled using a linear–exponential combination, thereby enabling investors, tourism companies, and public authorities to make strategic decisions.

Approbation of research results. The scientific proposals and practical recommendations developed in the dissertation were presented and discussed at 4 international and 2 national scientific-practical conferences.

Publications related to the research. A total of 19 publications were produced on the topic of the dissertation, including: 9 articles published in academic journals recommended by the Higher Attestation Commission of the Republic of Uzbekistan for disseminating core findings of doctoral research (including 5 in national and 4 in international journals), 10 conference abstracts.

Structure and length of the dissertation. The dissertation consists of an introduction, three chapters, nine sections, a conclusion, a list of references, and appendices. The total length of the dissertation is 156 pages.

THE MAIN CONTENT OF THE DISSERTATION

The introduction is based on the relevance and necessity of the dissertation topic, the relevance of the research to the priority directions of the development of science and technology in the republic, the level of research of the problem, the purpose and tasks, the object and subject of the research, its scientific innovations, practical and scientific results of the obtained are explained. The practical significance is emphasized, information is given on the presentation of research results, published works, structure and scope of the dissertation.

In the first chapter of the dissertation entitled “**Theoretical and Evolutionary Foundations of Digital Advertising in the Tourism Industry**”, it is emphasized that both digital advertising and digital marketing are driven by digital technologies. Digital advertising broadens the reach of advertising by extensively using Internet digital technologies and pioneering the creation and implementation of intelligent technology via computational advertising. Digital advertising is a key driver of the overall progress of digital marketing. Digital advertising is a transformative development in the field of internet-based advertising, where items are promoted via online advertising platforms. Digital advertising is becoming increasingly important in the tourism sector. In today’s world, advertising methods based on digital technologies and internet services are used to promote destinations, services, and products to tourists⁵⁴. Gretzel⁵⁵ emphasizes that digital development and the overall “shared services revolution” have radically changed the information dissemination channels in tourism. Through these changes, travel agencies can effectively reach a global audience via social media, mobile applications, websites, and search engines⁵⁶. According to POPŞA⁵⁷, modern digital advertising tools—such as artificial intelligence, cloud technologies, AR/VR, and big data analytics—contribute to increasing tourism organizations’ revenues, introducing innovations, and ensuring competitiveness.

“Digital advertising in tourism” is a marketing activity aimed at promoting tourism services and destinations to a target audience in an interactive, personalized, and innovative manner through modern digital platforms (social media, search engines, mobile apps, websites). This form of advertising not only increases brand

⁵⁴ Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management. *Tourism Management*, 29(4), 609–623.

⁵⁵ Gretzel, U. (2016). The Changing Role of the Tourist Information Center: from analogue to digital. *Tourism Review*.

⁵⁶ Başer, G. (2019). Digital marketing and its importance in the tourism industry. *International Journal of Marketing Studies*. Zed, P. (2023). Augmented Reality and Social Media Marketing in Travel Decision Making. *Journal of Tourism Technology*.

⁵⁷ POPŞA, R. (2023). The impact of digital transformation in tourism businesses. *Journal of Smart Tourism*

awareness but also enhances the user experience through personalization, accelerates tourism-related decision-making, and strengthens the tourism sector’s participation in the digital economy. The essence and significance of digital advertising in the tourism sector are interpreted differently by various scholars. Table 1 compares the views presented by M. Sodikov, Gretzel, and POPşa, analyzing the role of digital advertising tools in tourism, their integration with modern technologies, and the outcomes they help achieve.

Table 1:
Comparative Approaches to Digital Advertising in Tourism⁵⁸

Author	Definition and Approach	Key Aspects	New Technologies	Purpose and Effectiveness
Gretzel	The “shared services revolution” has fundamentally transformed the tourism information dissemination system through digital advertising.	Reaching global audiences effectively via social media and web platforms.	Internet, mobile apps, search engines	Efficient access to global audiences, managing information flows
POPşa	Digital advertising utilizing AI, cloud technologies, AR/VR, and Big Data enhances revenues and competitiveness in tourism.	Innovation, technological integration, increasing organizational revenue.	AI, Cloud, AR/VR, Big Data	Increasing competitiveness, modernizing tourism services
M. Sodikov	Digital advertising is the promotion of tourism services through social media, search engines, mobile apps, and websites in an interactive and personalized manner.	Personalization, user experience, brand awareness, faster decision-making.	Digital platforms (social media, websites, apps)	Strengthening participation in the digital economy of tourism, reaching target audiences

The theoretical framework of digital marketing encompasses the comprehensive tactics used to effectively engage the online audience. It should be mentioned that Table 2 lists the many forms of digital advertising along with its primary attributes, including banner, social networking, in-app, online classifieds, video, audio, and search advertising. Possible strategies include e-mail marketing, direct message marketing targeting mobile devices, video streaming, and social

⁵⁸ Author’s compilation based on synthesis from literature review and case studies.

media announcements. Some marketers are incorporating offline marketing tactics into their theoretical framework of digital marketing. This may include tactics such as newspaper advertisements, product brochures, grassroots marketing techniques, and other approaches (Murrow, 2020).

Table 2:

Types of digital advertising and their key features⁵⁹

Type of Advertising	Key Features	Examples
Audio Advertising	Uses music, jingles, and voiceovers to engage listeners.	Spotify Ads, Podcast Sponsorships
Video Advertising	Engaging visual storytelling; higher retention rates.	YouTube Ads, Instagram Reels Ads
Banner Advertising	Static or dynamic image-based ads on websites and apps.	Google Display Network, Facebook Ads
Social Media Advertising	Promotes brands on platforms like Facebook, Instagram, and Twitter.	Sponsored Posts, Influencer Marketing
Classifieds Advertising	Short-text ads for jobs, real estate, and products.	Craigslist, Gumtree Ads
In-App Advertising	Ads embedded within mobile applications.	Mobile Game Ads, Rewarded Video Ads
Search Advertising	Paid search results appearing on search engines.	Google Ads, Bing Ads

Spending on digital display advertising, one of the main forms of online advertising, is increasing year by year. This type of advertising includes various formats, such as banner ads, video ads, rich media, and sponsorship ads. As Hayes (2022) noted, in 2020, banner ads accounted for 31.5% of the display advertising segment, and this figure continues to grow annually. According to statistical forecasts, the global digital advertising market is expected to reach 798.7 billion USD by 2025, representing a 7.9% increase compared to 2024 (740.3 billion USD) (Statista, 2023). A large portion of digital advertising spending is allocated specifically to display ads, most of which are delivered through programmatic advertising (i.e., automated real-time bidding systems). According to eMarketer’s forecast, more than 90% of display ad spending in 2025 will be through programmatic platforms. Furthermore, by 2025, over 75% of all types of media advertising are expected to be conducted through digital platforms. This trend increases the importance of digital display advertising and strengthens the role of banner ads, video ads, and rich media ads within the overall advertising strategy.

Tourists apply social media, a form of digital marketing, frequently as a resource for information and to exchange thoughts. Social media facilitates the formation of virtual communities among its users, and the public sharing of travel experiences by individuals significantly impacts decision-making. The ability of

⁵⁹Author’s compilation based on synthesis from literature review and case studies.

visitors to engage in real-time participation facilitates the monitoring and discourse of various forms of content, enabling close acquaintances and companions to remain informed about travel experiences. One of the most notable beneficial effects of social media on the tourism sector is the unparalleled expansion of visibility and influence for both establishments and tourist destinations.

In tourism marketing, types of digital advertising influence travelers through various methods. Audio advertising creates an emotional connection with listeners through podcasts and radio. Video advertising showcases destinations in a vivid and dynamic way, attracting the audience. Social media advertising has become an important tool in promoting brands and influencing travelers’ decisions. Search engine advertising helps users find necessary information and discounts. In-app advertising delivers personalized offers based on the user’s location, ensuring a more effective advertising strategy.

Figures 1 show the many expressions of digital advertising that were already covered. We can determine the effectiveness of different advertising strategies in Switzerland over the last seven years and also project their success for the next four years by means of statistical data analysis covering 2017 to 2028. By 2024, the projected US\$4,065.0m spent on advertising in the Digital Advertising sector is likely to With a US\$2,165.0m expected market volume for 2024, the Search Advertising sector dominates. It is projected that the typical Search Advertising sector user will spend on advertising in 2024 US\$261.0. Mobile devices are expected to be 47% of all ad spending in the Digital Advertising sector by 2028. Programmatic advertising in 2028 will generate 77% of the Digital Advertising revenue in the sector⁶⁰.

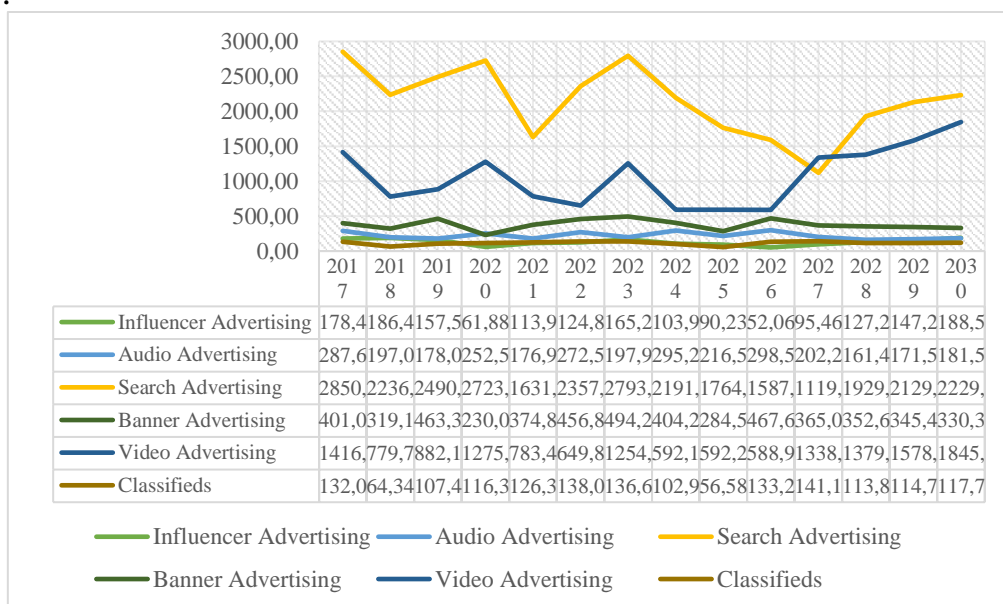


Figure 1. Analysis of the projected growth of various digital advertising revenue streams in Switzerland from 2017 to 2030⁶¹.

⁶⁰ Sodikov, M. (2023, August 30). Digital Advertising Oasis: Qatar’s E-Marketing Revolution. <https://green-eco.uz/index.php/GED/article/view/1419>

⁶¹ Statista.com (2024) Digital Advertising — switzerland: Market forecast, Statista.com. Available at: <https://www.statista.com/outlook/dmo/digital-advertising/switzerland>.

Figure 2 shows the varying levels of expenditure on digital advertising across different industries in Switzerland from 2017 to 2025. During the span of four years, the FMCG (Fast-Moving Consumer Goods) sector allocated the biggest proportion of its budget, namely 19.5%, on digital advertising. Following the growth in the FMCG sector, the retail business had a substantial increase in expenditure of 19.0% in 2023. The retail business is seeing significant annual growth and is projected to continue expanding. In 2017, the industry’s expenses accounted for 15.8% of the total, and by 2025, this figure had risen to 19.0%. Switzerland’s funding strategy for digital advertising varies based on the industry. The FMCG and retail sectors are considered significant and effective, receiving more funding compared to sectors such as government, home appliances, automobiles, and financial services.

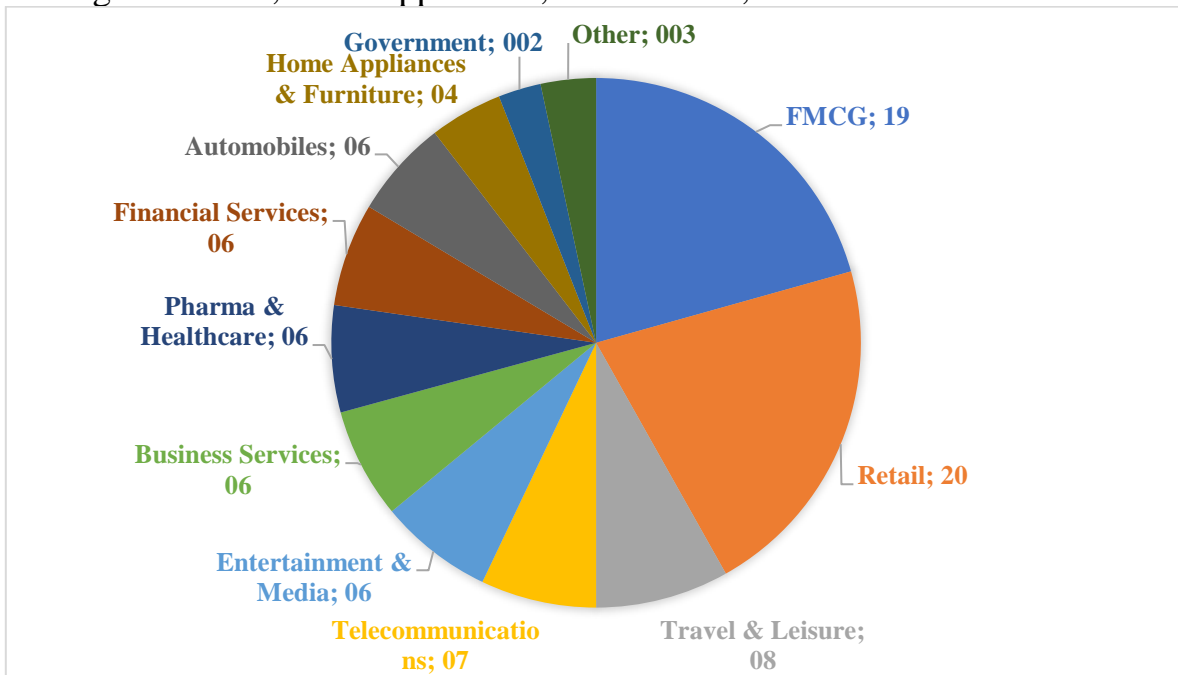


Figure 2. Industries’ Add Spending Share in Switzerland (%) between 2017 and 2030⁶².

According to data from Statista.com, demonstrates that more money is invested in and spent on banner and search advertising than on other types of digital advertising, such as audio, video, etc⁶³.

Figure 3 shows Digital advertising in Qatar consists of several formats that have evolved differently over time, and trends from 2017 to 2030 highlight their effectiveness in attracting tourists and consumers. According to Statista (2023), the digital advertising market is expected to reach USD 576 million in 2023, with banner advertising remaining the largest segment at USD 204 million and an average user spending of USD 71.80. Forecasts show that by 2028, mobile devices will account for 46% of all ad spending, while programmatic advertising will generate 79% of

⁶² Statista.com (2025) Digital Advertising — Switzerland: Market forecast, Statista.com. Available at: <https://www.statista.com/outlook/dmo/digital-advertising/switzerland>.

⁶³ Sodikov, M. (2023, August 30). Digital Advertising Oasis: Qatar’s E-Marketing Revolution. <https://green-eco.uz/index.php/GED/article/view/1419>

industry revenues. Additionally, Google held about 31% of the regional digital advertising market in 2022, reflecting its strong influence on the sector.

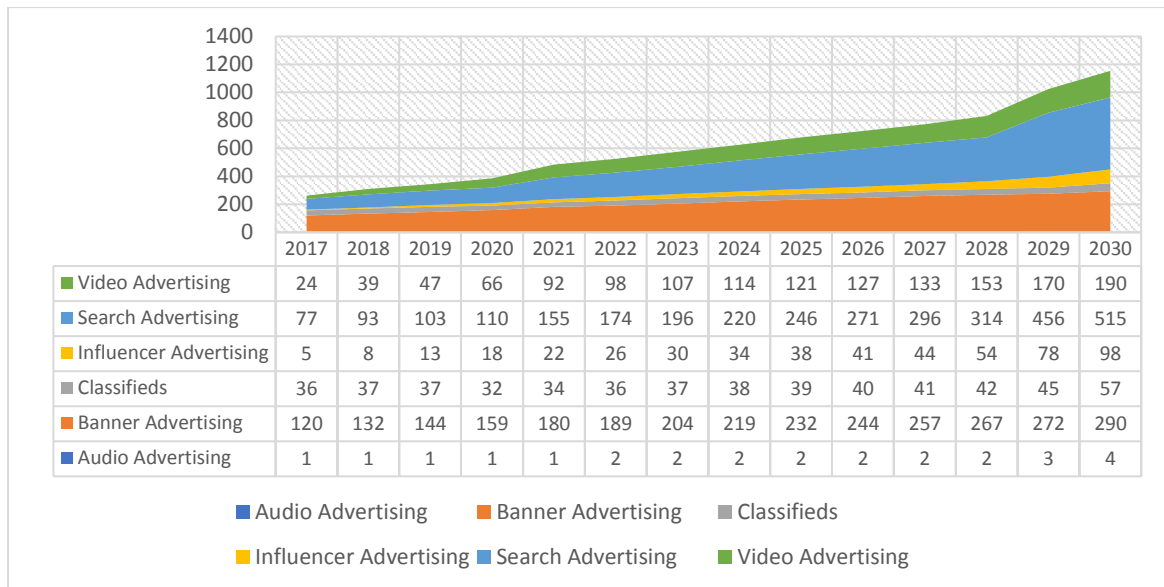
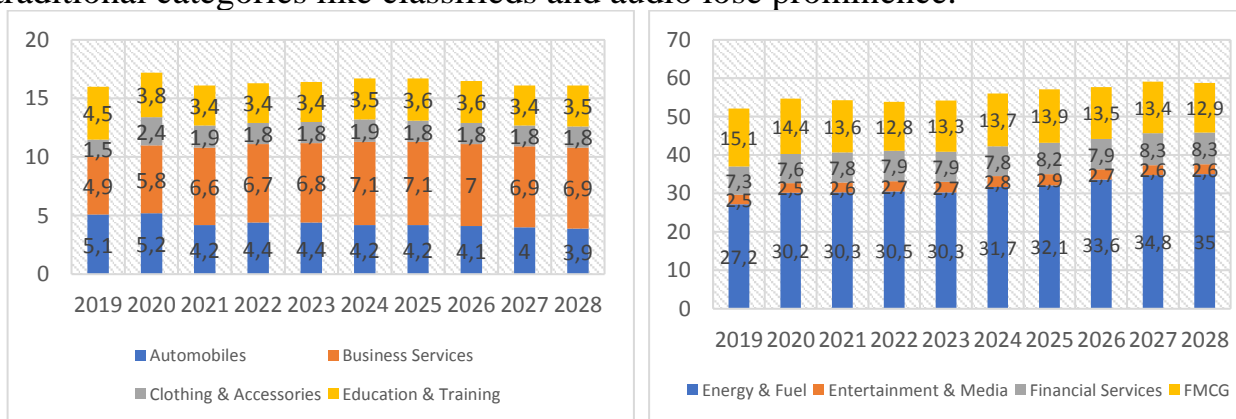


Figure 3. Statistical data on types of digital advertising in Qatar (2017-2030)⁶⁴

Figure 4 shows Between 2017 and 2028, Qatar’s digital advertising landscape shows a clear shift toward more engaging and targeted formats, as illustrated in Figure 1.3.3. Banner advertising maintains the largest share throughout the period, rising from about \$120 million to nearly \$270 million, while search advertising grows even more rapidly, surpassing \$300 million by 2028 and becoming the dominant format. Video advertising also expands significantly—from under \$50 million to over \$150 million—reflecting global preferences for rich media content, and influencer advertising rises sharply as brands increasingly rely on social media creators. In contrast, classifieds remain largely stagnant at \$30–50 million, and audio advertising stays the smallest segment, growing only marginally and remaining below \$10 million. Overall, the trend indicates advertisers’ increasing preference for immersive, data-driven formats such as search, video, and influencer ads, while traditional categories like classifieds and audio lose prominence.



⁶⁴ Sodikov, M. (2023, August 30). Digital Advertising Oasis: Qatar’s E-Marketing Revolution. <https://green-eco.uz/index.php/GED/article/view/1419>

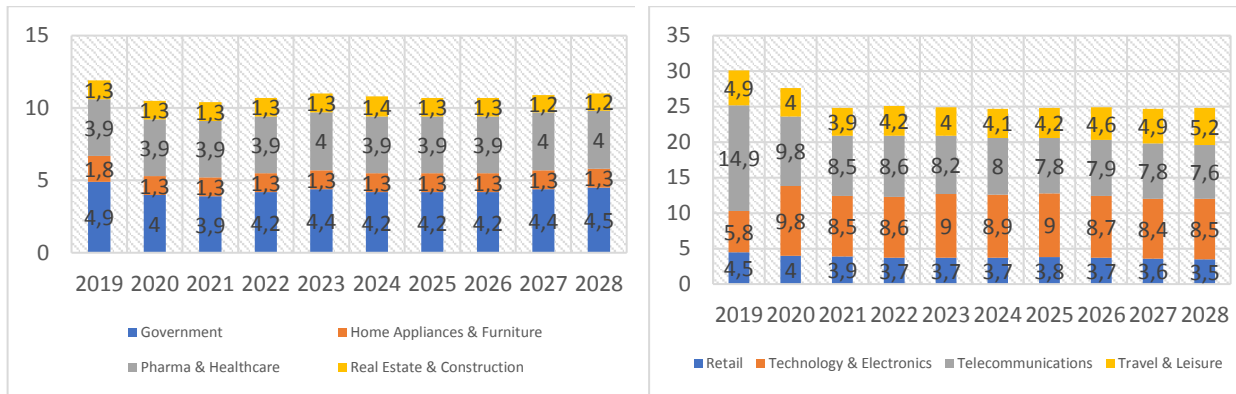


Figure 4. Industry spending patterns on digital advertising in Qatar (2017–2028)⁶⁵

In the second chapter of the dissertation entitled “**Analyzing Digitalization in Uzbekistan’s Tourism Sector: Adoption Patterns, Global Trends, and Sectoral Characteristics**”, the dataset reviewed includes 384 observations and 19 variables and covers various aspects related to digital advertising in Uzbekistan’s tourism sector. Several variables capture respondents’ perceptions and engagement with digital advertising, including familiarity with digital advertising in tourism, preferred types of digital advertising, engagement frequency, and perceived impact on travel decision-making. Further, the dataset explores challenges and barriers in digital marketing, including the biggest challenges in tourism advertising, commonly used social media platforms for travel planning, and barriers to expanding digital advertising in Uzbekistan. Respondents also provided insights into the effectiveness of digital platforms (e.g., Booking), digital marketing strategies for attracting tourists, and the appeal of different advertising content.

Additionally, one of the key focus areas is the role of AI-powered tools in improving digital marketing in Uzbekistan. A key numeric variable, *uzbekistan_digital_ad*, represents respondents’ ratings of Uzbekistan’s digital advertising landscape. Another critical variable, *DoyoubelieveUzbekistanShouldInvestMore*, measures whether respondents believe the country should invest more in influencer marketing. Lastly, the dataset includes an open-ended response variable (*Doyouhaveanyrecommendations*), allowing participants to provide further recommendations regarding the survey and the broader topic of digital advertising in tourism. Overall, this dataset provides valuable insights into digital advertising trends, challenges, and opportunities in Uzbekistan’s tourism sector, enabling a more comprehensive analysis of digital marketing effectiveness and potential areas for improvement.

⁶⁵ Author’s compilation based on synthesis from literature review and case studies.

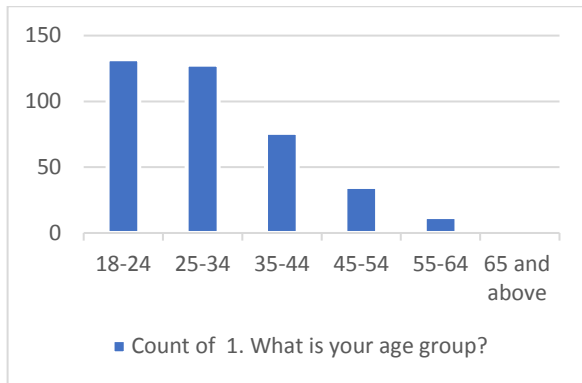


Figure 5: Age Distribution of Survey Respondents Description⁶⁶.

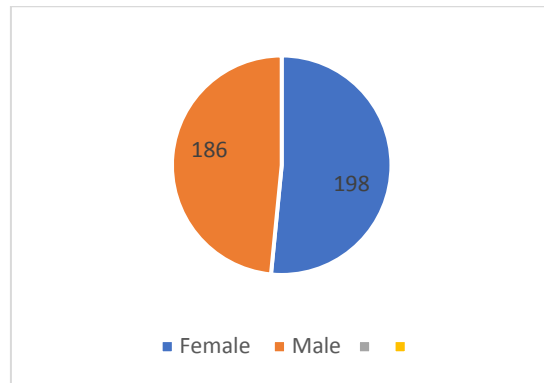


Figure 6: Gender Distribution of Survey Respondents Description⁶⁷.

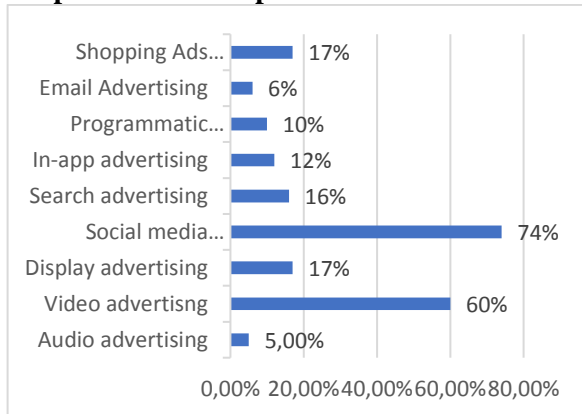


Figure 7: Most effective types of digital advertising in the tourism sector (survey results)⁶⁸.

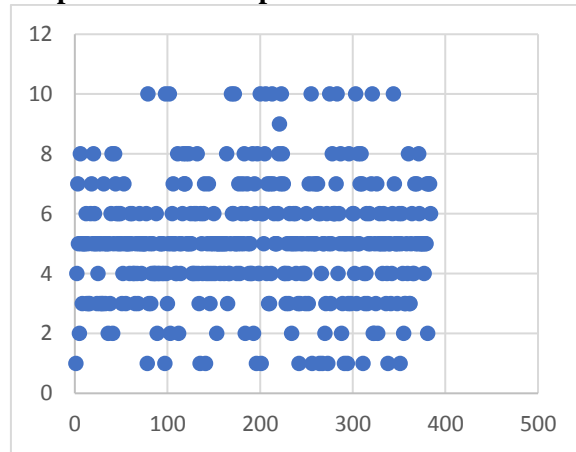


Figure 8: Perceptions of Digital Advertising in Uzbekistan's Tourism Industry Description⁶⁹.

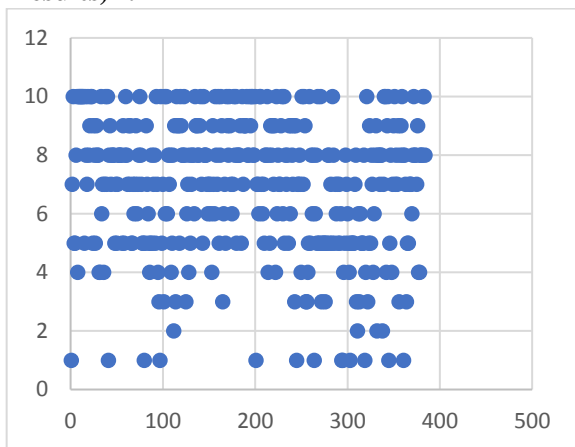


Figure 9: Perceived Effectiveness of Digital Platforms in Tourist Trip Planning⁷⁰.

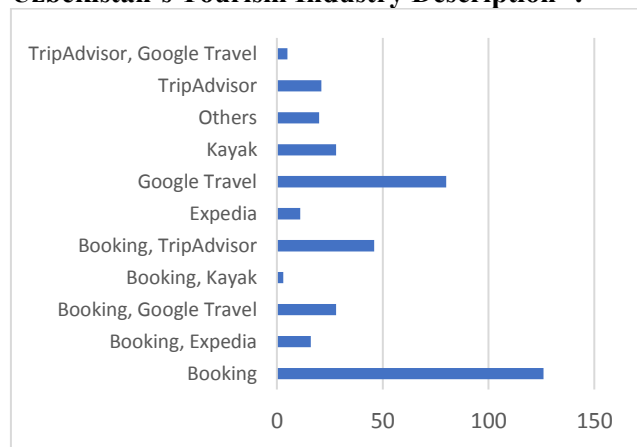


Figure 10: Most Used Digital Platforms for International Travel Planning⁷¹

Figures 5–10 summarize key survey insights on digital advertising and tourism behavior. The age distribution shows that most respondents are young adults aged 18–24 and 25–34, while participation declines among older groups. Gender distribution is nearly equal, with a slight female majority (Figure 6). Respondents

⁶⁶ Author's compilation based on survey results

⁶⁷ Author's compilation based on survey results

⁶⁸ Author's compilation based on survey results

⁶⁹ Author's compilation based on survey results

⁷⁰ Author's compilation based on survey results

⁷¹ Author's compilation based on survey results

rated social media (74%) and video advertising (60%) as the most effective tourism marketing tools, whereas trade/display ads (17%) and e-mail/audio ads (6% and 5%) were viewed as less effective (Figure 7). The dot plots in Figures 8 and 9 reveal varied opinions on the overall level of digital advertising in Uzbekistan’s tourism sector and on the effectiveness of digital travel platforms like Booking. Figure 10 shows that “Booking” is the most frequently used platform for planning international trips, followed by Google Travel and TripAdvisor combinations. The relationship between digital advertising evaluation level in Uzbekistan’s tourism sector and its influencing variables is modeled as:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (1)$$

$$Uzbekistan_digital_ad = f(\text{Age; Effectiveness Rating; Social Media Usage}) \quad (2)$$

$$Uzbekistan\ Digital\ Advertising = 3.446 - 0.189 \cdot \text{Age} + 0.243 \cdot \text{Effectiveness Rating} + 0.028 \cdot \text{Social Media Usage} + \varepsilon \quad (3)$$

In this model, \hat{Y} represents the level of digital advertising evaluation in Uzbekistan’s tourism sector (on a scale of 1–10). The intercept (β_0) indicates the baseline score given by respondents when all independent variables are equal to zero. Age refers to the age distribution of survey participants (in years). Effectiveness Rating reflects how effective tourists consider digital platforms when planning their trips (on a scale of 1–10). Social Media Usage shows the perceived importance of social media—as the most effective type of advertising for enhancing tourism potential—according to expert opinions (expressed as a percentage).

Table 3:

The descriptive statistics of the surveyed data provide key insights into the variables analyzed⁷²

Variable	Observations (N)	Mean	Standard Deviation	Minimum	Maximum
uzbekistan_digital_ad	384	4.997396	1.945066	1	10
age_num	384	2.140625	1.101158	1	6
effectiveness_rating	384	6.750001	2.100004	1	10
social_media_usage	384	72.50402	15.39501	0	100

The descriptive statistics in Table 3 show moderate variation in digital ad perceptions (mean 5.00), a diverse age distribution (mean 2.14), relatively high effectiveness ratings (mean 6.75), and strong social media usage among respondents (mean 72.5%).

⁷² Author’s original contribution

Table 4:**Pairwise Correlation Analysis⁷³**

Variable	uzbekistan_d	age_num	effectiveness_g	social_med_m
uzbekistan_d	1.0000	-0.4501	0.5491	0.4826
age_num	-0.4501	1.0000	0.0102	-0.5400
effectiveness_g	0.5491	0.0102	1.0000	0.4586
social_med_m	0.4826	-0.5400	0.4586	1.0000

Table 4 shows that digital advertising evaluation in Uzbekistan is moderately positively correlated with effectiveness ratings and social media usage, while age has a negative correlation with these variables.

Model summary shows that digital advertising acceptance is modestly explained by the variables ($R^2=0.5906$), and the model is statistically significant ($F=12.62$, $p=0.0000$).

Table 5:**Regression results⁷⁴**

O'zgaruvchi (Variable)	Koeff. (β)	Standart xato	t-statistika	P> t	95% Ishonchli Interval
Age(Yosh)	-0,189	0,0865	-2,19	0,029	[-0.3591, -0.0190]
Effectiveness Rating (Samaradorlik bahosi)	0,2431	0,0425	5,71	0	[0.1594, 0.3267]
Social Media Usage (Ijtimoiy tarmoqlardan foydalanish)	0,0283	0,0158	1,79	0,044	[-0.0028, 0.0594]
Konstanta (_cons)	3,4462	0,4239	8,13	0	[2.6127, 4.2797]

Table 5 presents the results of the regression model, articulating the linear regression equation for the acceptance of digital advertising in Uzbekistan as follows: The regression results show that age has a statistically significant negative effect on digital advertising evaluation, meaning that for every 1-year increase in age, the rating decreases by 0.189 points. In contrast, a 1-point increase in the effectiveness rating of digital platforms leads to a 0.243-point rise in the evaluation of digital advertising, making it the strongest positive predictor in the model. Social media usage also has a positive effect: a 1% increase in the perceived importance of social media corresponds to a 0.028-point increase in digital advertising evaluation, though its impact is weaker. Overall, the model suggests that younger respondents and those who view digital platforms as effective tend to give higher ratings to digital advertising in Uzbekistan's tourism sector.

In the third chapter of the dissertation titled **“Digital strategies for enhancing tourism in Uzbekistan with a focus on growth and sustainable development”**, the analysis presents advertising expenditure trends from 2025 to 2030. It examines

⁷³ Author's original contribution

⁷⁴ Author's original contribution

the growth processes of total advertising expenditures, digital advertising expenditures, and programmatic revenues. The analysis involves the following stages: data collection, preparation, integration, and forecasting. The data were compiled based on historical figures and projections, provided by key sources such as Statista.com and Yahoo Finance. The data were structured in a DataFrame format, enabling effective analysis. Missing values were filled based on available forecasts. Subsequently, multiple datasets were merged to form a comprehensive overview of the advertising market.

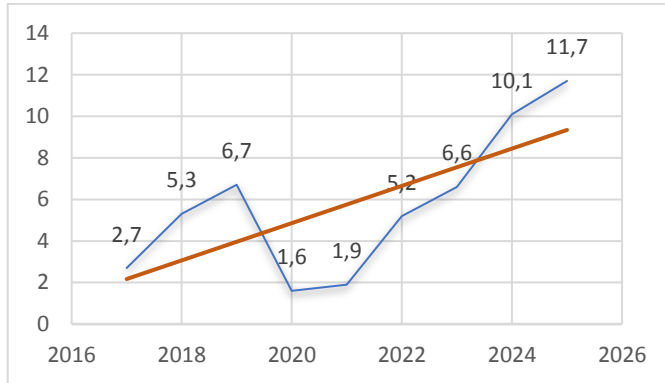


Chart 11: Tourist Visits to Uzbekistan (2017-2025)⁷⁵

Uzbekistan’s international tourist arrivals surged from 2.7 million in 2017 to 6.6 million in 2023, driven by government initiatives like eased visa requirements and infrastructure development. Despite this growth, smart tourism and digital marketing remain underdeveloped, with most visitors in 2023 coming from the CIS (80.7%) and notable increases from countries like Japan, India, Italy, and the United States.⁷⁶

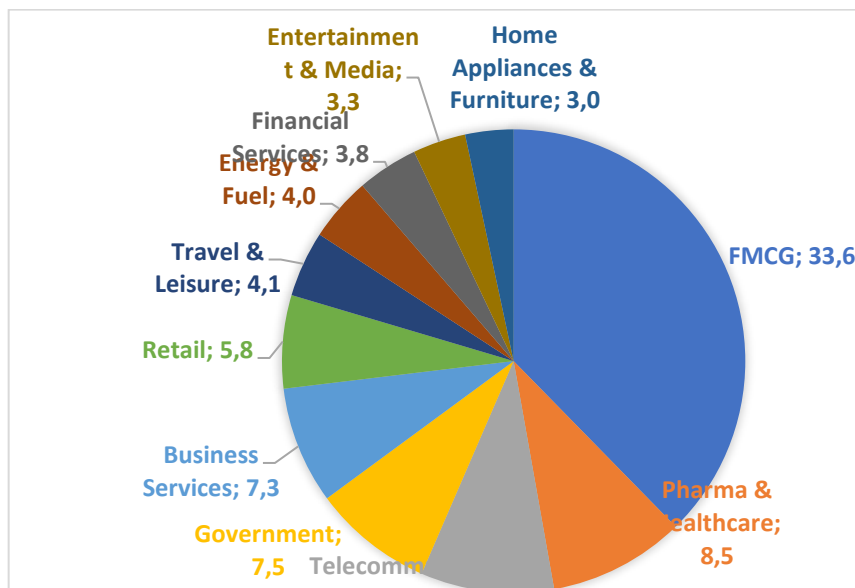


Figure 12. Ad Spending Share by Industry 2019-2024⁷⁷

Figure 12 depicts the distribution of advertising expenditure by industry. The distribution is based on the proportionate distribution of industry revenues in

⁷⁵ Author calculation based on the data of the UNWTO

⁷⁶ Uzbekistan State Committee for Tourism Development. (2023). Tourism Statistics Report 2023. Tashkent: Government Press.

⁷⁷ Author’s compilation based on literature review and case study synthesis

Uzbekistan and advertising spending. According to Statista statistics, the majority of advertising in Uzbekistan is spent on FMCG (fast-moving consumer goods) products (33.6%). These are food products such as bakery, beverages, cleaning products, cosmetics, toiletries, personal care products, and etc., in second place can be noted pharmaceuticals and healthcare 8.5% and telecommunications 8.3%, and most importantly it should be noted that travel and leisure advertising spending is given 4.1% compared to other areas. As a consequence, we can conclude that we must pay greater attention to and budget for advertising costs in order to attract tourists and boost tourism in Uzbekistan.

Table 6:

Table reflects total ad spend, digital ad spend, and programmatic revenue from 2025 to 2030⁷⁸

Year	Total Ad Spend (mil USD)	Digital Ad Spend (mil USD)	Programmatic Revenue (mil USD)
2011	14	50	10
2012	34	60	15
2013	44	70	20
2014	54	80	25
2015	64	90	30
2016	74	100	35
2017	84,8	110	40
2018	109,2	120	45
2019	131,9	130	50
2020	153,2	140	55
2021	203	150	60
2022	227	160	65
2023	251,2	170	70
2024	274,6	180	75
2025	352,48	352,48	289,03
2026	387,73	387,73	317,94
2027	426,51	426,51	349,74
2028	469,16	469,16	384,71
2029	516,07	516,07	423,18
2030	552,973	552,973	453,441

Table 6 presents and summarizes the projected dynamics of total advertising expenditure, digital advertising expenditure, and programmatic advertising revenue for the period 2025–2030. Year-over-Year (YoY). To evaluate growth dynamics, the basic growth rate formula was applied:

$$Y_0Y_t = \frac{V_t - V_{t-1}}{V_{t-1}} * 100\%$$

⁷⁸ Author's original contribution

Compound Annual Growth Rate (CAGR). To smooth out year-to-year fluctuations and determine the long-term growth rate of the market, the Compound Annual Growth Rate (CAGR) was applied:

$$CAGR = \left(\frac{V_{final}}{V_{initial}} \right)^{\frac{1}{n}} - 1$$

Segment share

$$\text{Digitalshare}_t = \frac{\text{Digital}_t}{\text{Total}_t} \times 100\%, \text{ Prog/Total Share}_t = \frac{\text{Programmatic}_t}{\text{Total}_t} \times 100$$

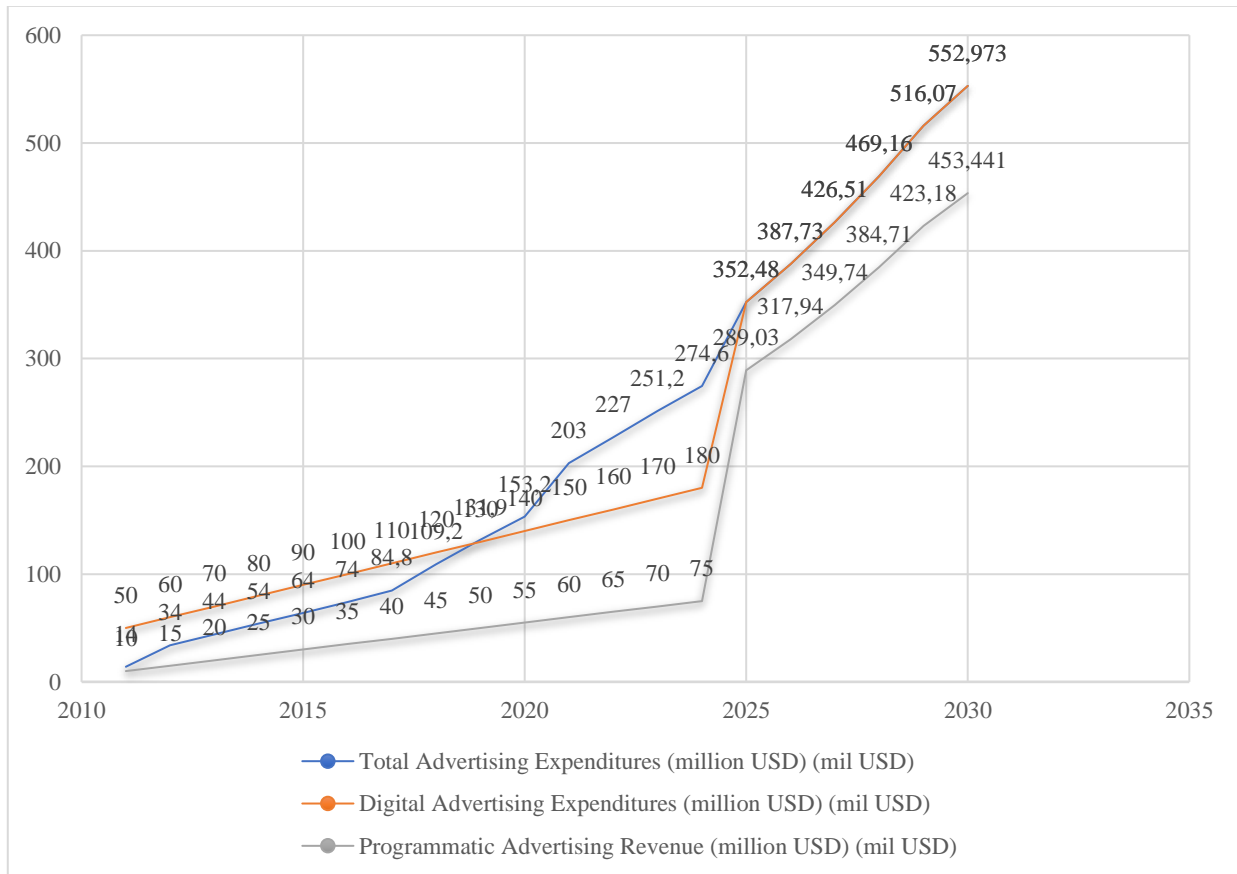


Figure 13: Advertising Spending Trends 2025-2030⁷⁹

The analysis of Table 7 and Figure 13 indicates that from 2025 the advertising market completes a full transition to a fully digital ecosystem, with Digital Ad Spend equaling Total Ad Spend. While traditional and digital channels coexisted during 2011–2024, the post-2025 period reflects complete digital saturation and the maturity of digital infrastructure. Programmatic technologies dominate the market, accounting for approximately 82%, signaling a shift toward algorithmic, AI-driven media allocation. Growth stabilizes at 7–10% YoY, with a long-term CAGR of about 15.5%, marking a transition from rapid expansion to sustainable maturity where competitiveness depends on data-driven, automated, and privacy-compliant advertising systems.

⁷⁹ Author’s original contribution

Table 7:
Summary of Structural, Dynamic, and Segment Transformations (2025–2030)⁸⁰

Section	Analytical Summary
1. Introduction	From 2025, the advertising market becomes fully digital; traditional and digital format coexistence ends.
2. Structural Transformation	Digital Ad Spend = Total Ad Spend; digital formats reach 100%; programmatic ≈82%; offline channels lose significance.
3. Growth Dynamics (YoY, CAGR)	YoY stabilizes at 7–10%; long-term CAGR ≈15.5%; market moves from exponential to stable tech-driven growth.
4. Segment Share Analysis	Digital Share = 100%; Programmatic Share ≈82%; AI, RTB, and data-driven tools become primary competitive factors.
5. Market Maturity & Strategy	Competitiveness depends on tech efficiency; requires investment in first-party data, AI optimization, and privacy-safe targeting.
6. Final Conclusion	Market becomes a fully automated, digitized ecosystem; programmatic remains dominant at ≈82%.

The integration of digital technologies into Uzbekistan’s tourism sector offers substantial opportunities to enhance visitor experiences, promote cultural heritage, and stimulate economic growth. However, progress is constrained by limited digital infrastructure in rural areas, high implementation costs of advanced technologies such as AR and VR, and a shortage of qualified digital specialists. Addressing these challenges requires coordinated action among government bodies, the private sector, and international partners through public–private partnerships and capacity-building initiatives. By 2024, many historical sites in Uzbekistan had established an online presence via government platforms and social media, though engagement remains uneven. In comparison, Spain’s Alhambra Palace demonstrates the effectiveness of advanced digital marketing tools, including multilingual platforms and VR tours, highlighting strategies that Uzbekistan’s heritage tourism sector can adapt (see Table 8).

Table 8:
Comparison of Digital Marketing Strategies: Samarkand and the Alhambra⁸¹

Aspect	Samarkand Digital Heritage Initiative	Alhambra Palace, Spain	Source
Online presence	Website, mobile app, social media	Multilingual websites, social media	https://samarkandtourism.uz/ , 2024
Virtual tours	Yes, AR and VR experiences	Advanced VR tours	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022
Growth in tourist engagement	20%	Higher due to global reach	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022
Increase in visitor numbers (2023)	15%	Consistently high level	https://samarkandtourism.uz/ , 2024; Garcia & Lopez, 2022

⁸⁰ Author’s original contribution

⁸¹ Author’s original contribution

Table 9:
An Integrated Content Cluster for the Development of Digital Tourism in Uzbekistan (Foreign Experience)⁸²



⁸² Compiled by the author.

Although mobile applications providing information on historical sites are available, their functionality remains below international standards. The pilot implementation of VR/AR technologies at Registan Square marks the initial stage of digitalization in historical tourism. The mechanism presented in Table 9 offers an integrated model combining technological modernization, human capital development, public engagement, and policy support to address fragmented digital platforms, limited digital skills, and weak infrastructure.

The mechanism consolidates digital resources into a unified platform, expands accessibility through multilingual content and influencer marketing, and integrates VR/AR, AI chatbots, and IoT solutions. Drawing on the digital tourism models of Qatar, Switzerland, and Spain, it provides an institutionally grounded roadmap for Uzbekistan. Its primary objective is to establish a sustainable and competitive digital tourism ecosystem, enhancing tourist experience continuity, national branding, international visitor flows, community involvement, and environmental responsibility in line with the Tourism Development Strategy–2030.

CONCLUSION

Key findings based on the conducted research on improving the use of digital advertising in the development of tourism potential include the following:

1. Theoretical foundations of digital advertising were substantiated based on modern scientific sources and conceptual approaches. The dissertation presents a comprehensive theoretical analysis of the formation and gradual development of digital advertising in the tourism sector. Initially based on websites and e-mail marketing, digital advertising has evolved with the integration of advanced technologies such as artificial intelligence, content marketing, personalized targeting, AR/VR, and mobile applications. Key drivers of digital marketing development include shifts in consumer behavior, expanded internet access, and increased global competition.

2. Main types and functions of digital advertising used in tourism were systematically classified. The dissertation analyzes various formats such as audio, video, banner, social media, contextual, in-app, and search engine-based advertising. For each type, its mode of consumer interaction, conversion rate, efficiency, strengths, and limitations were examined. The effects of YouTube video ads, Facebook targeted advertising, Instagram Stories, Google Ads, and Spotify audio ads on tourism decision-making were specifically explored.

3. International practices in the digital advertising market were analyzed using case studies from Switzerland and Qatar. Advertising expenditures, platform preferences, user segmentation, and trends in advertising types were

examined in depth. While Switzerland focuses on content marketing, influencers, and YouTube for high-end targeting, Qatar's example highlighted large-scale brand and state-led advertising infrastructure driven by FIFA-2022. Both countries show a growing share of programmatic and mobile advertising, with strategic focus on young audiences.

4. A statistical analysis of digital advertising in Uzbekistan identified key influencing factors. A survey involving 384 respondents was conducted, and econometric analysis was performed using STATA software. Regression results revealed that platform usefulness (relevance and trust) had the most significant influence ($p < 0.001$). Age was also a significant factor ($p < 0.01$), while the use of social networks, though statistically insignificant, demonstrated strong practical potential. The inclusion of variables like income, education, and experience allowed for a broader analysis.

5. Digital marketing in tourism was examined through the lens of foreign tourists' use of digital tools. The research analyzed how European tourists use digital platforms (Booking, TripAdvisor, Kayak, Google Travel) for trip planning, decision-making via algorithmic recommendations, user reviews, and video content. Features such as real-time updates, geo-targeting, and AR-based sightseeing through mobile apps were highlighted as important models for Uzbekistan's tourism development.

6. The impact of digital technologies, current trends, and pressing issues in tourism were thoroughly explored. Technologies like IoT, AI, Big Data, VR/AR, chatbots, and content marketing were identified as key drivers of digital transformation. However, challenges such as underdeveloped digital infrastructure, limited financial and technical capacity of SMEs, shortage of qualified personnel, and the digital divide were also emphasized. The need for public-private cooperation in implementing such technologies was substantiated.

7. Prospective directions for digital advertising in enhancing Uzbekistan's tourism potential were developed. Strategies include age-specific marketing, interactive and visual content, influencer collaborations, video storytelling, and content based on real experiences (UGC). Strengthening content strategies around brands like "Travel in Uzbekistan" and "Visit Samarkand" was recommended to boost tourist engagement.

8. Practical recommendations were formulated based on digital transformation trends and forecast models. A forecast model for Uzbekistan's advertising market covering 2011–2030 was created, projecting a transition to fully digital formats and annual advertising growth rates shifting from 15.5% to 7–10%. Proposals included developing a unified national digital tourism platform, subsidies for SMEs, and promoting "smart tourism" zones.

9. A comparative analysis of sustainable smart heritage tourism development through digital marketing was conducted using Samarkand and Alhambra (Spain) as examples. Applications of AR/VR in historical sites, mobile guide apps, audio tours, interactive maps, brand imaging, and content strategies were compared. Concrete suggestions were made for implementing virtual tour platforms in Uzbek historical cities and promoting cultural heritage via international digital campaigns.

**РАЗОВЫЙ НАУЧНЫЙ СОВЕТ НА ОСНОВЕ НАУЧНОГО СОВЕТА
DSc.03/2025.27.12.I.23.01 ПО ПРИСУЖДЕНИЮ УЧЕНЫХ СТЕПЕНЕЙ
ПРИ ТАШКЕНТСКОМ ГОСУДАРСТВЕННОМ ЭКОНОМИЧЕСКОМ
УНИВЕРСИТЕТЕ**

**ТАШКЕНТСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ**

СОДИКОВ МИРЗИЁ ОДИЛЖОНОВИЧ

**СОВЕРШЕНСТВОВАНИЕ ИСПОЛЬЗОВАНИЯ ЦИФРОВОЙ
РЕКЛАМЫ В РАЗВИТИИ ТУРИСТИЧЕСКОЙ ОТРАСЛИ**

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АВТОРЕФЕРАТ

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Ташкент – 2026

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The dissertation defense will take place at a meeting of the one-time Scientific Council established under the Scientific Council for Awarding Academic Degrees No. DSc.03/2025.27.12.I.23.01 at Tashkent State University of Economics, on "19" 02 2026 at 1400. Address: 100066, Tashkent city, Islam Karimov Street, 49. Tel.: (99871) 239-28-72; Fax: (99871) 239-43-51; E-mail: tsue@tsue.uz.

The dissertation is available for review at the Information Resource Center of the Tashkent State University of Economics (registered under No. 1914). Address: 100066, Tashkent city, Islam Karimov Street, 49. Tel.: (99871) 239-28-72; Fax: (99871) 239-43-51; E-mail: tsue@tsue.uz.

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РЕЗЮМЕ

Цели исследования — разработка научно-практических рекомендаций по совершенствованию использования цифровой рекламы для повышения туристического потенциала Узбекистан.

Задачи исследования:

теоретически обосновать эволюцию цифровой рекламы на основе современных научных источников и концептуальных подходов;

классифицировать основные виды и функции цифровой рекламы в туризме;

проанализировать международный опыт цифровой рекламы на примере зарубежных стран;

провести статистический анализ применения цифровой рекламы в Узбекистане и выявить ключевые факторы;

изучить цифровой маркетинг в туризме на основе анализа использования цифровых приложений иностранными туристами;

исследовать влияние цифровых технологий на туристическую отрасль, современные тенденции и актуальные проблемы;

определить перспективные направления цифровой рекламы для развития туристического потенциала Узбекистана;

провести сравнительный анализ использования цифрового маркетинга в развитии устойчивого умного наследия городов Самарканд и Альгамбра;

изучить процесс цифровой трансформации и его перспективы, включая инновации, рекламные тенденции и разработку прогнозов.

Научная новизна исследования является в следующем:

уточнено экономическое содержание понятия «цифровая реклама» как механизма цифрового рынка, который в туристической сфере алгоритмически согласует спрос и предложение, применяет сегментированное ценообразование, персонализированные предложения, экономику многосторонних платформ и сетевые эффекты, обеспечивая оптимизацию рекламных бюджетов на основе риск-скорректированного многокритериального подхода;

обосновано предложение по трансформации цифровой рекламы в инструмент управления и прогнозирования туристических потоков по сегментам на основе формирования единой экосистемы с интегрированной базой данных, таргетированной сегментацией, ретаргетингом, программатик-рекламой и A/B-тестированием;

обосновано создание устойчиво функционирующей цифровой бренд-экосистемы на основе взаимосвязанного «контент-кластера», включающего блогеров, инфлюенсеров, местные сообщества, малый бизнес и официальные туристические институты;

разработаны прогнозные показатели развития цифровой рекламы в туристической сфере Узбекистана до 2030 года на основе тренд-анализа с

учётом полной цифровизации рекламного рынка, динамики инвестиций и эволюции программатик-технологий.

Внедрение результатов исследования. На основе разработанных научных предложений и практических рекомендаций по совершенствованию способов использования цифровой рекламы в развитии туристического потенциала:

в соответствии с методологическим подходом теоретические и методические разработки, направленные на уточнение экономического содержания понятия «цифровая реклама» как механизма цифрового рынка, который в туристической сфере алгоритмически согласует спрос и предложение, применяет сегментированное ценообразование, персонализированные предложения, экономику многосторонних платформ и сетевые эффекты, а также обеспечивает риск-скорректированную многокритериальную оптимизацию рекламных бюджетов, были использованы при подготовке учебного пособия «Продвижение туристических дестинаций», рекомендованного для студентов высших учебных заведений (приказ ректора Ташкентского государственного экономического университета № 194 от 15 мая 2025 года). В результате практической реализации данного научного предложения была создана возможность применения современных методологий цифрового маркетинга в процессе обучения студентов по направлению «Туризм и гостиничное дело»;

предложение по трансформации цифровой рекламы в инструмент управления и прогнозирования туристических потоков по сегментам на основе формирования единой экосистемы, управляемой посредством интегрированной базы данных, таргетированной сегментации, ретаргетинга, программатик-рекламы и A/B-тестирования, обеспечивающей интеграцию взаимодействия туристических субъектов, цифровых каналов и государственных органов управления туризмом, было учтено в Указе Президента Республики Узбекистан № PF-9 от 12 января 2024 года «О мерах по резкому увеличению притока иностранных туристов в Республику Узбекистан и дальнейшему развитию внутреннего туризма» (справка Ассоциации гостиниц Узбекистана № 170 от 30 мая 2025 года). В результате практической реализации данного научного предложения с использованием регрессионной модели были выявлены статистически значимые факторы, влияющие на эффективность рекламных кампаний, включая эффективность цифровых платформ ($p < 0,001$) и возрастной сегмент ($p < 0,01$), наряду с активностью в социальных сетях; были разработаны новые контент-стратегии, адаптированные под молодёжную аудиторию, что обеспечило в среднем рост показателя кликабельности (CTR) на 18 % и снижение стоимости целевого действия (CPA) на 12 % у трёх крупных туристических операторов, тем самым научно обосновав повышение практической результативности применения цифровой рекламы в туристической отрасли;

предложение по созданию устойчиво функционирующей цифровой бренд-экосистемы на основе взаимосвязанного «контент-кластера», включающего блогеров, инфлюенсеров, местные сообщества, субъекты малого бизнеса и официальные туристические институты, посредством системной организации цифрового брендинга, визуальной идентичности, сторителлинга и пользовательского контента в туристической сфере, было учтено в Указе Президента Республики Узбекистан № УП-87 от 15 мая 2025 года «О мерах по повышению роли и значения туризма в экономике за счёт ускоренного расширения объёма туристических услуг и коренного увеличения туристических потоков в 2025–2026 годах» (Справка Комитета по туризму Республики Узбекистан от 15 января 2026 года № 03-17/477.). В результате практической реализации данного научного предложения были созданы возможности для продвижения национальных культурных продуктов и туристических ресурсов посредством цифровых медиа, виртуальных выставок и онлайн-платформ;

прогнозные показатели развития цифровой рекламы до 2030 года, разработанные на основе тренд-анализа с учётом полного перехода рекламного рынка туристической отрасли Узбекистана в цифровой формат, динамики инвестиций и эволюции программатик-технологий, были учтены в Постановлении Президента Республики Узбекистан № ПП-135 от 26 апреля 2023 года «О дополнительных мерах по ускоренному развитию туристического потенциала Республики и дальнейшему увеличению количества внутренних и иностранных туристов» (Справка Комитета по туризму Республики Узбекистан от 15 января 2026 года № 03-17/477). В результате практической реализации данного научного предложения была разработана тренд-прогнозная модель «Digital = Total», в рамках которой рост рекламных инвестиций на туристическом рынке моделируется с использованием линейно-экспоненциальной комбинации, что позволяет инвесторам, туристическим компаниям и органам государственного управления принимать обоснованные стратегические решения.

Апробация результатов исследования. Разработанные в диссертации научные предложения и практические рекомендации обсуждены на 4 международной, 2 республиканских научно-практических конференциях.

Публикации результатов исследования. Всего по теме диссертации опубликовано 19 работ, в том числе 9 статей в научных изданиях рекомендованных Высшей аттестационной комиссией Республики Узбекистан, для публикации основных научных результатов докторских диссертаций, в том числе, 5 в республиканских в 4 зарубежных, а также 10 тезисов.

Структура и объем диссертации. Структура диссертации состоит из введения, 3 глав, 9 параграфов, заключения, списка использованной литературы, а также приложений. Объем составляет 156 страниц.

E'LON QILINGAN ISHLAR RO'YHATI
LIST OF PUBLISHED WORKS
СПИСОК ИСПОЛЬЗОВАННЫХ РАБОТ
I bo'lim (I part, I часть)

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