

SUSTAINABLE DEVELOPMENT GOALS: TOURISM'S CONTRIBUTION TO A SUSTAINABLE FUTURE AND SUPPORTING TOURISM INDUSTRY BY THE TOOLS OF MARKETING

Sodiqova N.T

Asian international university

Khalilov B.B.

Asian international university

Annotation: *The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030. The SDGs provide a comprehensive framework for achieving sustainable development in all sectors, including the tourism industry. Goal 8 of the SDGs specifically aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. This goal recognizes the critical role that economic growth and job creation play in reducing poverty, promoting social inclusion, and achieving sustainable development.*

Key words: *Marketing, tourism, economic opportunities, industry, branding, advertising, social benefits, environmental benefits.*

The tourism industry can contribute to achieving Goal 8 by promoting sustainable tourism practices and using marketing tools to support sustainable tourism development. Sustainable tourism practices aim to minimize the negative impacts of tourism on the environment, cultural heritage, and local communities while maximizing the positive ones. This approach recognizes that tourism can be a significant driver of economic growth and job creation, but it needs to be managed responsibly to ensure that it benefits all stakeholders, including the local community and the environment.

Marketing tools such as branding, advertising, and public relations can be used to promote sustainable tourism practices and raise awareness among tourists. For example, a tourism destination can develop a brand that emphasizes its commitment to sustainability and uses marketing campaigns to promote responsible tourism practices such as reducing waste, conserving energy, and supporting local communities. This approach not only helps to protect the environment and preserve cultural heritage, but it also helps to create economic opportunities for local communities.

Tourism can be a significant driver of economic development, job creation, and poverty reduction in many regions around the world. In many developing countries, for

example, tourism is a crucial source of foreign exchange earnings and an important generator of employment opportunities, particularly in the service sector.

However, the tourism industry can also have negative impacts on the environment, cultural heritage, and local communities. For example, tourism can contribute to environmental degradation through overuse of natural resources, pollution, and greenhouse gas emissions. It can also lead to the erosion of cultural heritage through the commodification of local traditions and the homogenization of local cultures to cater to tourists.

Sustainable tourism aims to minimize the negative impacts of tourism while maximizing the positive ones. This approach recognizes that tourism can be a powerful driver of economic growth and job creation, but it needs to be managed responsibly to ensure that it benefits all stakeholders, including the local community and the environment.

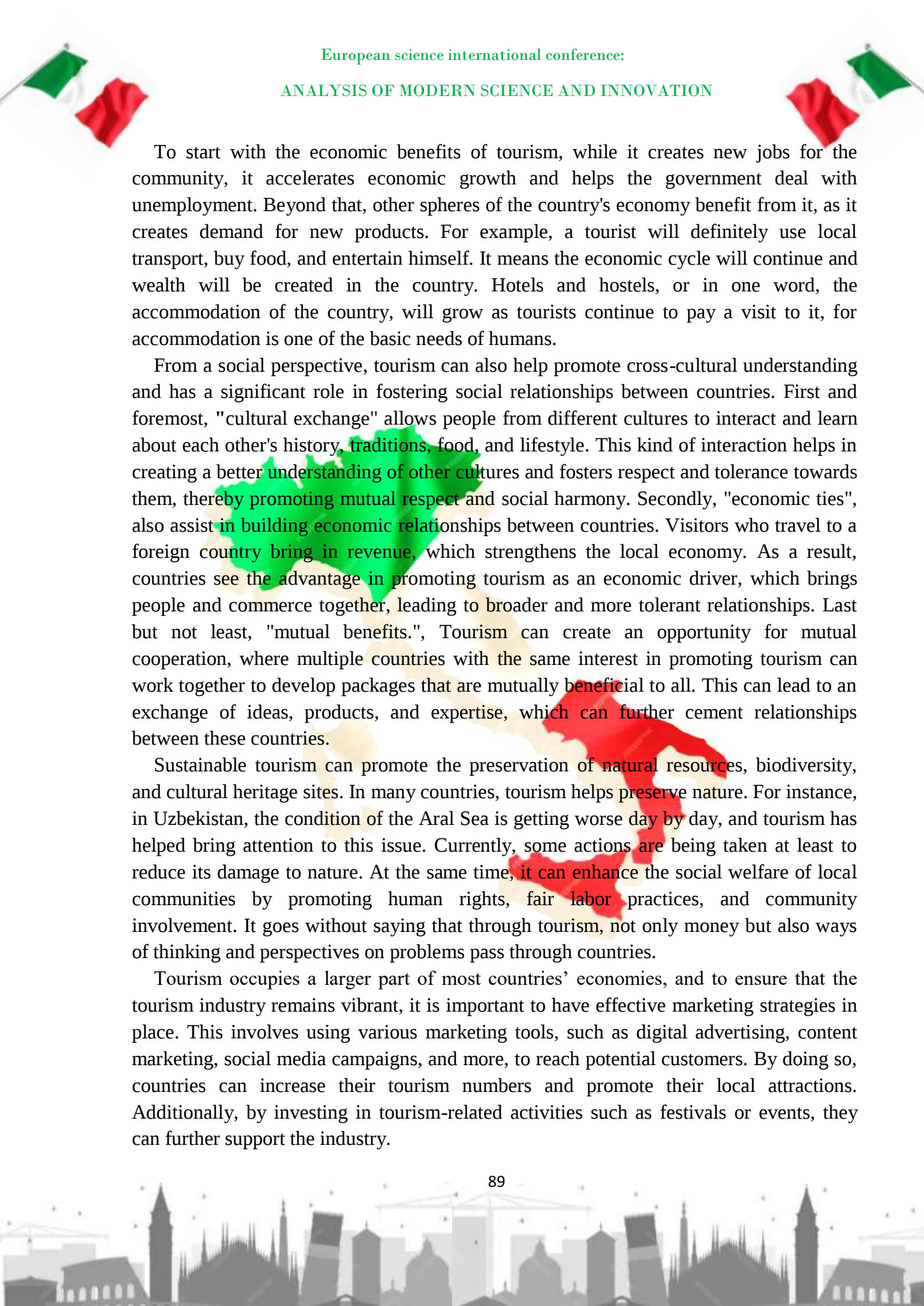
Sustainable tourism involves adopting a holistic approach to tourism development that considers the economic, social, and environmental impacts of tourism. It aims to promote responsible tourism practices such as reducing waste, conserving energy, and supporting local communities. Sustainable tourism also seeks to respect and preserve the natural and cultural heritage of the destination and to involve local communities in the planning and management of tourism.

Marketing tools such as branding, advertising, and public relations can be used to promote sustainable tourism practices and raise awareness among tourists. For example, a tourism destination can develop a brand that emphasizes its commitment to sustainability and uses marketing campaigns to promote responsible tourism practices such as reducing waste, conserving energy, and supporting local communities.

Marketing can also be used to educate tourists about the local culture and customs and encourage them to respect and preserve them. This can include promoting local food and handicrafts, highlighting cultural events, and educating tourists about the historical and cultural significance of the destination.

In addition to promoting sustainable tourism practices, marketing can also help to support the sustainable development of the tourism industry itself. For example, marketing can be used to attract investment in sustainable tourism infrastructure such as renewable energy, water conservation, and waste management systems.

Tourism has the potential to contribute to a sustainable future by providing **economic**, **social**, and **environmental** benefits. The tourism industry generates revenue, creates jobs, and, simultaneously, stimulates other economic activities such as food transportation and accommodation. When these economic benefits are generated in a sustainable and responsible manner, they can help to support local communities and preserve cultural heritage.



To start with the economic benefits of tourism, while it creates new jobs for the community, it accelerates economic growth and helps the government deal with unemployment. Beyond that, other spheres of the country's economy benefit from it, as it creates demand for new products. For example, a tourist will definitely use local transport, buy food, and entertain himself. It means the economic cycle will continue and wealth will be created in the country. Hotels and hostels, or in one word, the accommodation of the country, will grow as tourists continue to pay a visit to it, for accommodation is one of the basic needs of humans.

From a social perspective, tourism can also help promote cross-cultural understanding and has a significant role in fostering social relationships between countries. First and foremost, "cultural exchange" allows people from different cultures to interact and learn about each other's history, traditions, food, and lifestyle. This kind of interaction helps in creating a better understanding of other cultures and fosters respect and tolerance towards them, thereby promoting mutual respect and social harmony. Secondly, "economic ties", also assist in building economic relationships between countries. Visitors who travel to a foreign country bring in revenue, which strengthens the local economy. As a result, countries see the advantage in promoting tourism as an economic driver, which brings people and commerce together, leading to broader and more tolerant relationships. Last but not least, "mutual benefits.", Tourism can create an opportunity for mutual cooperation, where multiple countries with the same interest in promoting tourism can work together to develop packages that are mutually beneficial to all. This can lead to an exchange of ideas, products, and expertise, which can further cement relationships between these countries.

Sustainable tourism can promote the preservation of natural resources, biodiversity, and cultural heritage sites. In many countries, tourism helps preserve nature. For instance, in Uzbekistan, the condition of the Aral Sea is getting worse day by day, and tourism has helped bring attention to this issue. Currently, some actions are being taken at least to reduce its damage to nature. At the same time, it can enhance the social welfare of local communities by promoting human rights, fair labor practices, and community involvement. It goes without saying that through tourism, not only money but also ways of thinking and perspectives on problems pass through countries.

Tourism occupies a larger part of most countries' economies, and to ensure that the tourism industry remains vibrant, it is important to have effective marketing strategies in place. This involves using various marketing tools, such as digital advertising, content marketing, social media campaigns, and more, to reach potential customers. By doing so, countries can increase their tourism numbers and promote their local attractions. Additionally, by investing in tourism-related activities such as festivals or events, they can further support the industry.

Digital marketing involves the use of online channels such as social media, websites, emails, and search engines to promote tourism products and services.

Content marketing involves creating and sharing relevant and valuable content, such as blogs, videos, and infographics, to attract potential tourists.

Influencer marketing involves partnering with social media influencers and bloggers.

In summary, tourism can play a significant role in economic development, job creation, and poverty reduction. However, it can also have negative impacts on the environment, cultural heritage, and local communities. Sustainable tourism aims to minimize these negative impacts while maximizing the positive ones, creating economic opportunities and promoting social and environmental sustainability. Tourism has the potential to drive environmental conservation efforts as travelers increasingly seek out authentic and sustainable experiences. The tourism industry can work to reduce its ecological footprint by promoting eco-friendly practices, conserving natural resources, and protecting fragile ecosystems.

REFERENCES:

1. Bahodirovich, X. B. (2025). O'ZBEKISTONDA BOJXONA NAZORATI XIZMATINI TASHKIL QILISHNING HUQUQIY ASOSLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(4), 65-71.
2. Bahodirovich, X. B. (2025). TIJORAT BANKLARIDA MOLIYAVIY NAZORATNI TASHKIL ETISH. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 10-16.
3. Bakhodirovich, K. B. (2023). *CONCEPTUAL FOUNDATIONS OF IMPROVING ACCOUNTING IN SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP*. *IMRAS*, 6 (6), 161–165.
4. Kayumovich, K. O. (2020). The highlight priorities for the development of digital tourism in Uzbekistan. *International scientific review*, (LXIX), 61-62.
5. Bahodirovich, X. B. (2024). MOLIYAVIY RISKLARNING IQTISODIY MOHIYATI VA TASNIFLANISHI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(2), 334-339.
6. Bahodirovich, X. B. (2024). MOLIYAVIY HISOBOT XALQARO STANDARTLARI (MHXS) NING TAVSIFI VA MOHIYATI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 218-224.
7. Bahodirovich, X. B. (2024). DIVIDEND SIYOSATINING NAZARIY ASOSLARI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 225-231.
8. Bahodirovich, X. B. (2024). KORXONALARDA SOLIQLARNI REJALASHTIRISH VA UNING BOSQICHLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 205-210.
9. Bahodirovich, X. B. (2024). MOLIYAVIY HISOBOTLARNI MOLIYAVIY HISOBOTNING XALQARO STANDARTLARI ASOSIDA TUZISHNING NAZARIY

ASOSLARI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(2), 340-346.

10. Bahodirovich, X. B. (2024). MOLIVAVIY AKTIVLARNING MOHIYATI, TASNIFLANISHI VA BAHOLANISHI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 217-219.

11. Bahodirovich, K. B. (2024). RISK IN BOND VALUATION. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 349-354.

12. Bahodirovich, X. B. (2024). O'ZBEKISTONDA KORPORATIV BIRLASHISHLAR VA QO'SHIB OLIHLARNING O'ZIGA XOS XUSUSIYATLARI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 343-348.

13. Bahodirovich, X. B. (2024). O 'ZBEKISTONDA INVESTITSIYA FONDLARI FAOLIYAT MEXANIZMI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 337-342. ▶

14. Bahodirovich, X. B., & Jamilova, E. (2024). AUDITORLIK HISOBOTI VA UNI XALQARO STANDARTLAR ASOSIDA TUZISH ASOSLARI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(3), 38-43.

15. Bahodirovich, X. B. (2024). AUDITORLIK XULOSASI VA UNI XALQARO STANDARTLAR ASOSIDA TUZISH. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 252-258.

16. Bahodirovich, X. B. (2024). AUDITORLIK TASHKILOTINING HUQUQLARI, MAJBURIYATLARI VA JAVOBGARLIGI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(3), 31-37.

17. Bahodirovich, X. B. (2024). AUDITDA MUHIMLIK DARAJASINI ANIQLASH. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(3), 18-23.

18. Bahodirovich, X. B. (2024). AUDITNING AXLOQ KODEKSI VA UNGA QO'YILGAN TALABLAR. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(3), 24-30.

19. Bahodirovich, X. B. (2024). BANK SIRI VA BANK AXBOROTINING MAXFIYLIGIGA RIOYA QILISH TALABLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 259-265.

20. Bahodirovich, X. B. (2024). AUDITORLIK TEKSHIRUVLAR NATIJALARINI UMUMLASHTIRISH VA BAHOLASH. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 245-251.

21. Bahodirovich, X. B. (2024). O'ZBEKISTON RESPUBLIKASIDA TIJORAT BANKLARI FAOLIYATINI TARTIBGA SOLISH. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 271-277.

22. Bahodirovich, X. B., & Rajabova, M. (2024). O'ZBEKISTONDA AUDITORLIK FAOLIYATINI RIVOJLANTIRISH ISTIQBOLLARI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 264-270.

23. Bahodirovich, X. B. (2024). MOLIVAVIY QO'YILMALARNI AUDITORLIK TEKSHIRUVIDAGI AUDIT AMALLARI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 258-263.

24. Халилов, Б. Б., Нарзуллаева, Г. С., Баходиров, С., & Университети, Б. Д. (2021). ТИЖОРАТ БАНКЛАРИНИНГ ИНВЕСТИЦИОН ФАОЛИЯТИ ВА УНИ ШАКЛЛАНТИРИШ МЕХАНИЗМЛАРИ. *MODERN SCIENTIFIC CHALLENGES AND TRENDS*, 51.
25. Кадыров, Д. Х., Ходжаева, Ф. Н., Фарманов, Э. А., & Халилов, Б. Б. (2020). Развитие халяльного туризма в Узбекистане. *Вестник науки и образования*, (6-1 (84)), 31-34.
26. Sodiqova, N. (2023). A POLITICAL ECONOMY ANALYSIS OF ECONOMIC SECURITY. *Modern Science and Research*, 2(12), 559-568.
27. Sodiqova, N. T., & Qudratova, G. M. (2024). TASHKILOTNING INNOVATSION FAOLİYATI SAMARALIGINI BAHOLASH. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(2), 286-294.
28. Qudratova, G. M., & Sodiqova, N. T. (2024). RAQOBAT TUSHUNCHASI, UNING TURLARI VA USULLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(2), 459-463.
29. To'rayevna, S. N. (2024). YANGI IQTISODIYOT VA UNING MOLIYA BOZORLARIGA TA'SIRI. *Gospodarka i Innowacje.*, (45), 333-339.
30. Sodiqova, N. (2024). IQTISODIYOTNI MODERNIZATSIYALASH SHAROITIDA INNOVATSION SIYOSAT VA UNING SHAKLLANISH XUSUSIYATLARI. *Modern Science and Research*, 3(6).
31. Sodiqova, N. (2024). TECHNOLOGY DISCOURSE AND THE POLITICAL ECONOMY OF NEW MEDIA. *Modern Science and Research*, 3(2), 376-384.
32. To'rayevna, S. N. (2023). DEMOKRATIYA VA IQTISODIYOT O'RTASIDAGI MUNOSABAT" SIYOSIY SHAXS" NAZARIDAN. *Gospodarka i Innowacje.*, 42, 387-394.
33. To'rayevna, S. N. (2023). YANGI IQTISODIYOTDA RAQAMLI MEHNAT.
34. Sodiqova, N. (2024). THE MAIN METHODS OF SELECTING INNOVATIVE PROJECTS. *Modern Science and Research*, 3(6), 682-687.
35. Sodiqova, N. (2024). MANAGEMENT OF INNOVATIONS IN ENTERPRISE ACTIVITY OPPORTUNITIES TO USE FOREIGN EXPERIENCE. *Modern Science and Research*, 3(6), 688-695.
36. Sodiqova, N. (2024). THE MAIN STAGES OF THE INNOVATION PROCESS IN THE ENTERPRISE AND ITS MANAGEMENT. *Modern Science and Research*, 3(6), 703-709.
37. To'rayevna, S. N. (2023). YETAKCHILIK USLUBI SIFATIDA MURABIYOTDAN FOYDALANISH MENEJERLARNI TAYYORLASH. *Gospodarka i Innowacje.*, 42, 399-408.
38. Turayevna, S. N. (2024). THE ESSENCE AND CONTENT OF THE CONCEPT OF EMPLOYEE MOTIVATION IN BUSINESS MANAGEMENT. *Gospodarka i Innowacje.*, 48, 554-558.
39. Sodiqova, N. T., & Qudratova, G. M. (2024). STAGES OF BUSINESS VALUATION. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(2), 167-175.

40. Sodiqova, N. T., & Qudratova, G. M. (2024). O 'ZBEKISTON RESPUBLIKASI BANKLARIDA XMHSNI TADBIQ ETISH XUSUSIYATLARI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 253-258.
41. Sodikova, N. (2024). OTMda "Iqtisodiyotda axborot-kommunikatsiya texnologiyalari va tizimlari" fanini o 'qitishda raqamli texnologiyalarning o 'rni. *Modern Science and Research*, 3(1), 1-4..
42. Sodiqova, N. (2023). Digital Labor in the New Economy. *Modern Science and Research*, 2(10), 293-300.
43. Sodiqova, N. T., & Qudratova, G. M. (2024). INNOVATIVE MANAGEMENT AS A FACTOR OF SUCCESSFUL DEVELOPMENT OF AN ENTERPRISE. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(2), 315-320.
44. To'rayevna, S. N. (2024). KORXONA FAOLIYATIDA INNOVATSIYALARNI BOSHQARISHNING XORIJ TAJRIBASIDAN FOYDALANISH IMKONIYATLARI.
45. To'rayevna, S. N. (2024). TADBIRKORLIK SOHASINI MALAKALI KADRLAR BILAN TA'MINLASHNING ASOSIY YO'NALISHLARI.
46. Sodiqova, N. (2024). KORXONALARDA INNOVATSION LOYIHALARNI BAHOLASH TARTIBI VA TANLASH USULLARI. *Modern Science and Research*, 3(6).
47. Sodiqova, N. (2024). KORXONADA INNOVATSIYANING MOHIYATI VA UNING ASOSIY TUSHUNCHALARI. *Modern Science and Research*, 3(6).
48. To'rayevna, S. N. (2024). KORXONALARDA INNOVATSION LOYIHALARNI BAHOLASH TARTIBI VA TANLASH USULLARI.
49. To'rayevna, S. N. (2024). IQTISODIYOTNI MODERNIZATSIYALASH SHAROITIDA INNOVATSION SIYOSAT VA UNING SHAKLLANISH XUSUSIYATLARI.
50. To'rayevna, S. N. (2024). TEXNOLOGIYA DISKURSI VA YANGI MEDIA SIYOSIY IQTISODIYOTI.
51. Bahodirovich, K. B., & Mahmudovna, Q. G. (2025). RISK REGULATION IN BANKING SYSTEM. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(5), 231-237.
52. Bahodirovich, X. B., & Mahmudovna, Q. G. (2025). RIVOJLANGAN DAVLATLAR BANK TIZIMI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(4), 396-404.
53. To'rayevich, I. A. (2025). Attracting Investments into the National Economy and their Management: Current Status. *Miasto Przyszłości*, 56, 315-322.
54. AT, I. (2024). MINTAQALARDA TADBIRKORLIK SUB'EKTLARINING INVESTITSION FAOLLIGINI OSHIRISHNING ASOSIY YO 'NALISHLARI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 319-326.
55. AT, I. (2024). IQTISODIYOTNING REAL SEKTORIGA INVESTITSIYA QILISHNING ZAMONAVIY TENDENSIYALARI VA MINTAQAVIY XUSUSIYATLARI TAHLILI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 149-155.

56. AT, I. (2024). MINTAQALAR VA MA'MURIY HUDUDLAR TADBIRKORLIK FAOLIYATINI INVESTITSIYA BILAN TA'MINLOVCHI IQTISODIY TIZIM SIFATIDA. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(2), 249-255.

57. AT, I. (2024). MINTAQALARDA TADBIRKORLIK FAOLIYATINI INVESTITSIYA BILAN TA'MINLASH STRATEGIYASINING IQTISODIY MEXANIZMLARI. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(2), 256-263.

58. EI, I. JAHON SAVDO KO 'RSATKICHLARI ISTIQBOLI VA BUNDA O 'ZBEKISTON EKSPORTCHI KORXONALARI UCHUN IMKONIYATLAR.

59. EI, I. (2024). O 'ZBEKISTONDA MAKROIQTISODIY KO 'RSATKICHLAR O 'ZGARISHLARINING 2022 VA 2023 YILLAR VA TARMOQLAR MIQYOSIDA TAHLILI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(3), 44-52.

60. EI, I. (2024). YALPI ICHKI MAHSULOT TUSHUNCHASI VA UNI HISOBLASHNING ASOSIY SHARTLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(3), 266-274.

61. Sodiqova, N. (2023). A POLITICAL ECONOMY ANALYSIS OF ECONOMIC SECURITY. *Modern Science and Research*, 2(12), 559-568.

62. Tohir o'g'li, M. T., & To'rayevna, S. N. (2024). O 'ZBEKISTON RESPUBLIKASIDA INVESTITSION SIYOSAT. *ZAMONAVIY TA'LIMDA FAN VA INNOVATSION TADQIQOTLAR JURNALI*, 2(14), 45-53.

63. Sodiqova, N. T., & Qudratova, G. M. (2025). IQTISODIYOTNI RAQAMLI KO 'RSATISHDA SANOATNING O 'RNI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(4), 42-50.

64. To'rayevna, S. N. (2024). TEXNOLOGIYA DISKURSI VA YANGI MEDIA SIYOSIY IQTISODIYOTI.

65. To'rayevna, S. N. (2024). IQTISODIYOTNI MODERNIZATSIYALASH SHAROITIDA INNOVATSION SIYOSAT VA UNING SHAKLLANISH XUSUSIYATLARI.

66. To'rayevna, S. N. (2024). KORXONALARDA INNOVATSION LOYIHALARNI BAHOLASH TARTIBI VA TANLASH USULLARI.

67. Sodikova, N. (2024). THE MAIN DIRECTIONS OF PROVIDING THE BUSINESS SECTOR WITH QUALIFIED PERSONNEL. *Modern Science and Research*, 3(1), 133-139.

68. Hakimovich, T. M., & Abidovna, A. S. (2025). PANDEMIYA SHAROITIDA O 'ZBEKISTON MILLIY IQTISODIYOTIDAGI TARKIBIY O 'ZGARISHLARNI TAKOMILLASHTIRISHNING USTUVOR YO 'NALISHLARI VA ISTIQBOLDAGI IQTISODIY O 'SISH PROGNOZLARI. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 111-123.

69. Hakimovich, T. M., & Abidovna, A. S. (2025). O 'ZBEKISTON RESPUBLIKASI SANOAT TARMOQLARIDAGI TARKIBIY O 'ZGARISHLAR VA ULARNI BAHOLASH. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 101-110.

70. Hakimovich, T. M., & Abidovna, A. S. (2025). O 'ZBEKISTON EKSPORTCHI KORXONALARI RAQOBATBARDOSHLIGINI TA'MINLASH YO 'NALISHLARI. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(4), 245-254.

71. Hakimovich, T. M., & Abidovna, A. S. (2025). O 'ZBEKISTONDA EKSPORT-IMPORT KO 'RSATKICHLARINING TAHLILI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(5), 151-159.

72. Hakimovich, T. M., & Abidovna, A. S. (2025). JAHON SAVDO KO 'RSATKICHLARI ISTIQBOLI VA BUNDA O 'ZBEKISTON EKSPORTCHI KORXONALARI UCHUN IMKONIYATLAR. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(4), 236-244.

73. Джураева, М. С., & Алимова, Ш. А. (2025). АНАЛИЗ БЕЗРАБОТИЦЫ В РАЗВИВАЮЩИХСЯ СТРАНАХ АФРИКИ И УЗБЕКИСТАНА. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(4), 122-128.

74. Джураева, М. С., & Алимова, Ш. А. (2025). ЭКОНОМИЧЕСКИЙ АНАЛИЗ ВВП СТРАН ЕВРАЗИЙСКОГО ЭКОНОМИЧЕСКОГО СОЮЗА (ЕАЭС) И УЗБЕКИСТАНА. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 149-156.

75. Джураева, М. С., & Алимова, Ш. А. (2025). СПРАВНИТЕЛЬНЫЙ АНАЛИЗ УРОВНЯ ИНФЛЯЦИИ В СТРАНАХ ЕС И УЗБЕКИСТАНА. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(4), 206-212.

76. Abidovna, A. S., & Sadilloevna, D. M. (2024). THE IMPACT OF MANAGEMENT PRACTICES ON INNOVATION IN ENTREPRENEURSHIP. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 232-237.

77. Azimov, B. F., & Qudratova, G. M. (2025). TEXNOLOGIK JARAYONNING TANNARXINI HISOBLASH. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 17-23.

78. Azimov, B. F., & Qudratova, G. M. (2025). MAHSULOT TANNARXINI HISOBLASH, XARAJATLARNI TAHLIL QILISH YONDASHUVLARI. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(5), 47-53.

79. Azimov, B. F., Shadiyev, A. X., & Qudratova, G. M. (2025). YENGIL SANOAT KORXONALARIDA INNOVATION STRATEGIYALAR. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(4), 15-22.

80. Raxmonqulova, N. O. (2025). TASHKILOTNING MOLIVAVIY REJASI VA UNING MUVAFFAQIYATGA TA'SIRI. *Science, education, innovation: modern tasks and prospects*, 2(1), 8-14.

81. Raxmonqulova, N. O. (2025). HODIMLARNI RAG 'BATLANTIRISH VA MOTIVATSIYA ORQALI ISH SAMARADORLIGINI OSHIRISH. *The latest pedagogical and psychological innovations in education*, 2(1), 29-35.

82. Raxmonqulova, N. O. (2025). TASHKILOT MAQSADLARINI BELGILASH VA ULARGA ERISHISH BO 'YICHA STRATEGIK REJALASHTIRISH JARAYONLARI. *Science, education, innovation: modern tasks and prospects*, 2(1), 22-28.

83. Hakimovich, T. M. (2025). PRIORITIES FOR DEEPENING STRUCTURAL CHANGE IN THE ECONOMY. *Ethiopian International Journal of Multidisciplinary Research*, 12(01), 84-90.
84. Hakimovich, T. M. (2025). HUDUDLAR IQTISODIYOTINI JADAL RIVOJLANTIRISH BO'YICHA STRATEGIYALARNING QO'LLANILISHI. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(4), 129-136.
85. Bazarova, M. (2025). O'ZBEKISTON RESPUBLIKASIDA DAVLAT MOLIYASI TIZIMIDAGI ISLOHOTLARNING ASOSIY YO'NALISHLARI. *Modern Science and Research*, 4(1), 29-36.
86. Shadiyev, A. X. (2025). A MODERN APPROACH TO THE METHODOLOGY OF TEACHING ECONOMIC DISCIPLINES. *Ethiopian International Journal of Multidisciplinary Research*, 12(01), 134-139.
87. Khudoynazarovich, S. A. (2022). Features of evaluating the effectiveness of activities at the Bukhara State University. *Galaxy International Interdisciplinary Research Journal*, 10(11), 153-159.
88. Xudoynazarovich, S. A. (2024). KORXONA VA TASHKILOTLARDA PERSONALNI BOSHQARISH TIZIMI VA TAMOIYILLARI. *Gospodarka i Innowacje*, 48, 685-690.
89. Shadiyev, A. (2024). TA'LIM MENEJMENTI. TA'LIMNI BOSHQARISH USULLARI VA QARORLARI. *Modern Science and Research*, 3(6).
90. Olimovich, D. I., & Khudoynazarovich, S. A. (2020). The cost-effectiveness of improving the quality of hotel services. *Academy*, (4 (55)), 40-42.
91. Khudoynazarovich, S. A. (2023). CREATING VALUE IN A TOURIST DESTINATION.
92. Akbarovna, N. N. (2024). GLOBALLASHUV SHAROITIDA INVESTITSION FAOLLIKNI OSHIRISHDAGI MUAMMOLAR. *Gospodarka i Innowacje*, 54, 107-112.
93. Akbarovna, N. N. (2024). STRATEGIC MANAGEMENT METHODS IN AN INNOVATIVE ECONOMY. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 407-412.
94. Akbarovna, N. N. (2024). MILLIY IQTISODIYOTNI TAHLIL QILISHDA QO'LLANILADIGAN ASOSIY KO'RSATKICHLAR. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 278-283.
95. Azimov, B. F. (2024). MOLIYAVIY SEKTORDA STATISTIK KUZATISH VA UNING USULLARI. *XALQARO KONFERENSIYA VA JURNALLARNI SIFATLI INDEXLASH XIZMATI*, 1(1), 28-31.
96. Жумаева, З. К. (2019). Современные Тенденции И Направления Развития Инвестиционной Деятельности В Регионах Республики Узбекистан. *Современные Проблемы Социально-Экономических Систем В Условиях Глобализации*, 148-152.
97. Jumayeva, Z. (2024). RAQAMLI IQTISODIYOT SHAROITIDA ELEKTRON TIJORATNING RIVOJLANISH ISTIQBOLLARI. *Modern Science and Research*, 3(6).

98. Bustonovna, J. Z. (2024). IQTISODIY MUAMMOLARNI HAL QILISHDA BARQARORLIKNI TA'MINLASHNING MUHIM SHARTLARI. *Miasto Przyszłości*, 55, 1436-1440.

99. Джураева, М. С. (2025). АВТОНОМНЫЕ И ИНТЕГРИРОВАННЫЕ МЕТОДЫ УПРАВЛЕНЧЕСКОГО УЧЕТА. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(4), 135-141.

100. Jumayeva, Z. B., & Bobojonova, M. J. (2024). BARQAROR RIVOJLANISHGA O'TISH SHAROITIDA ISHLAB CHIQUARISHNI BOSHQARISH VA TASHKIL ETISH. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(3), 307-312.

101. Jumayeva, Z. B., & Bobojonova, M. J. (2024). TIJORAT BANKLARIDA RAQAMLI MARKETINGNI QO'LLASHNING KONSEPTUAL ASOSLARI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 93-99.

102. Hakimovich, T. M., & Avazovna, R. L. (2024). IQDISODIY NOCHOR KORXONALAR TAHLILI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 284-292.

103. Avazovna, R. L., & Hakimovich, T. M. (2024). MINTAQADA MEHNAT BOZORI. MEHNAT BOZORINI TARTIBGA SOLISHNING XUDUDIY ASOSLARI, AHOLI BANDLIGI VA UNI TAKOMILLASHTIRISH YOLLARI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(3), 307-309.

104. Bazarova, M. (2023). EFFECTIVENESS OF USING PR-ADVERTISING SERVICES IN THE PROCESS OF PRODUCT DELIVERY ON THE EXAMPLE OF BUKHARA REGION. *Modern Science and Research*, 2(12), 506-512.