“BARQAROR RIVOJLANISH VA YASHIL TRANSFORMATSIYANING ZAMONAVIY MEXANIZMLARI”

Xalqaro ilmiy-amaliy anjuman materiallari to‘plami

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Ilmiy-amaliy anjuman materiallarida barqaror rivojlanish va yashil transformatsiyaning zamonaviy mexanizmlarini shakllantirishga doir nazariy-metodologik yondashuvlar, iqtisodiyot tarmoqlarida ekologik barqarorlikni ta’minlash jarayonida yashil texnologiyalarni joriy etish bilan bog‘liq muammo va yechimlar, hududlarni ijtimoiy-iqtisodiy rivojlantirishda resurslardan oqilona foydalanish, energiya samaradorligini oshirish, kam uglerodli rivojlanish tamoyillarini qo‘llash masalalari yoritilgan. Unda yashil iqtisodiyotga o‘tish jarayonlarini jadallashtirish, ekologik xavfsizlikni ta’minlash, innovatsion va investitsion mexanizmlarni takomillashtirish, davlat va hududiy rivojlanish strategiyalarida yashil transformatsiya ustuvorliklarini belgilash bo‘yicha nazariy qarashlar hamda amaliy tavsiyalar o‘z ifodasini topgan.

Ushbu to‘plamda professor-o‘qituvchilar, doktorantlar, mustaqil tadqiqotchilar, magistrlar va iqtidorli talabalarning xizmatlar sohasida tarkibiy o‘zgarishlarni amalga oshirishning zamonaviy texnologiyalariga bag‘ishlangan maqola va tezislari o‘rin olgan.

To‘plam materiallaridan iqtisodiyot yo‘nalishida tahsil olayotgan bakalavrlar, magistrlar, doktorantlar, mustaqil izlanuvchilar, davlat idoralari xizmatchilari va shu soha mutaxassislari o‘z faoliyatlarida foydalanishi mumkin.

Tezislar mualliflar tahririda bosilmoqda. Ularda keltirilgan raqamlar, faktlar, xulosa va tavsiyalarga mualliflar mas’ul. Ularning ayrim fikrlari tashkiliy guruh qarashlariga to‘g‘ri kelmasligi mumkin.

В материалах научно-практической конференции освещены теоретико-методологические подходы к формированию современных механизмов устойчивого развития и зелёной трансформации, проблемы и пути их решения, связанные с внедрением зелёных технологий в процессе обеспечения экологической устойчивости отраслей экономики, а также вопросы рационального использования ресурсов, повышения энергоэффективности и применения принципов низкоуглеродного развития в социально-экономическом развитии регионов. В них также нашли отражение теоретические взгляды и практические рекомендации по ускорению процессов перехода к зелёной экономике, обеспечению экологической безопасности, совершенствованию инновационных и инвестиционных механизмов, а также определению приоритетов зелёной трансформации в государственных и региональных стратегиях развития.

В сборнике собраны статьи и тезисы профессоров, преподавателей, докторантов, независимых исследователей, магистров и талантливых студентов о современных технологиях реализации структурных изменений в сфере услуг.

Материалы сборника могут использовать бакалавры, магистры, докторанты, независимые исследователи, сотрудники государственных органов и специалисты данной области, обучающиеся в области экономики.

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The materials of the scientific-practical conference highlight theoretical and methodological approaches to the formation of modern mechanisms for sustainable development and green transformation, as well as problems and solutions related to the introduction of green technologies in ensuring the ecological sustainability of economic sectors. They also address issues of rational resource use, improving energy efficiency, and applying low-carbon development principles in the socio-economic development of regions. The materials further present theoretical views and practical recommendations on accelerating the transition to a green economy, ensuring environmental security, improving innovation and investment mechanisms, and defining green transformation priorities within national and regional development strategies.

This collection contains articles and theses by professors, doctoral students, independent researchers, masters and talented students on modern technologies for implementing structural changes in the services sector.

The materials in the collection can be used by bachelors, masters, doctoral students, independent researchers, government officials and specialists in this field studying in the field of economics.

Abstracts are edited by the authors. The authors are responsible for the figures, facts, conclusions and recommendations presented therein. Some of their views may not reflect those of the organizational group.

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SEASONALITY, ROOM PRICING AND REVENUE MANAGEMENT IN UZBEKISTAN'S HOTEL INDUSTRY: AN EMPIRICAL ANALYSIS

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Abstract. This thesis investigates the economic relationship between seasonality, hotel room pricing, and revenue management in Uzbekistan's hotel industry. It examines the uneven distribution of tourism demand throughout the year and the effects of peak and off-peak seasons on hotel room rates, occupancy levels, and revenue performance. The study focuses on key performance indicators, including Average Daily Rate (ADR), Occupancy Rate, and Revenue per Available Room (RevPAR), to evaluate the economic efficiency of hotel operations. Particular attention is given to the role of seasonal pricing, dynamic pricing mechanisms, demand forecasting, and modern revenue management technologies in improving hotel financial performance. An empirical research framework is proposed to assess the relationship between seasonal demand fluctuations, room pricing decisions, and hotel revenues. Based on the theoretical and methodological analysis, practical recommendations are developed to optimize hotel revenue, improve room capacity utilization, and strengthen the competitiveness of Uzbekistan's hospitality industry.

Keywords: hotel industry, seasonality, tourism demand, room pricing, pricing strategies, revenue management, dynamic pricing, occupancy rate, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), revenue optimization.

Annotatsiya. Mazkur tezisda O'zbekiston mehmonxona sanoatida mavsumiylik, mehmonxona xonalari narxlarining shakllanishi va daromadlarni boshqarish o'rtasidagi iqtisodiy bog'liqlik tadqiq etilgan. Turistik talabning yil davomida notekis taqsimlanishi, yuqori va past turistik mavsumlarning mehmonxona xizmatlariga bo'lgan talabga ta'siri, xona narxlari hamda bandlik darajasining o'zgarishi tahlil qilinadi. Tadqiqotda mehmonxona faoliyati samaradorligini baholash uchun o'rtacha kunlik xona narxi (ADR), xonalar bandligi darajasi (Occupancy Rate) va mavjud xonaga to'g'ri keladigan daromad (RevPAR) ko'rsatkichlaridan foydalanishning nazariy va metodologik asoslari yoritilgan. Shuningdek, mavsumiy talab o'zgarishlari sharoitida dinamik narxlash, daromadlarni optimallashtirish va zamonaviy raqamli texnologiyalarni qo'llash imkoniyatlari asoslab berilgan. Tadqiqot yakunida O'zbekiston mehmonxona sanoatida daromadlar barqarorligini ta'minlash, xona fondidan samarali foydalanish va raqobatbardoshlikni oshirishga qaratilgan ilmiy-amaliy takliflar ishlab chiqilgan.

Kalit so‘zlar: mehmonxona sanoati, mavsumiylik, turistik talab, xona narxlari, narx siyosati, daromadlarni boshqarish, dinamik narxlash, xonalar bandligi, ADR, RevPAR, daromadlarni optimallashtirish.

Аннотация. В данной тезисной работе исследуется экономическая взаимосвязь между сезонностью, формированием цен на гостиничные номера и управлением доходами в гостиничной индустрии Узбекистана. Анализируются неравномерное распределение туристического спроса в течение года, влияние высокого и низкого туристических сезонов на спрос на гостиничные услуги, изменение стоимости номеров и уровня загрузки гостиниц. В исследовании рассматриваются теоретические и методологические основы использования таких показателей эффективности гостиничного бизнеса, как средняя цена за номер (ADR), коэффициент загрузки номерного фонда (Occupancy Rate) и доход на доступный номер (RevPAR). Особое внимание уделяется применению динамического ценообразования, оптимизации доходов и современных цифровых технологий в условиях сезонных колебаний туристического спроса. По результатам исследования разработаны научно-практические рекомендации, направленные на обеспечение стабильности доходов, повышение эффективности использования номерного фонда и укрепление конкурентоспособности гостиничных предприятий Узбекистана.

Ключевые слова: гостиничная индустрия, сезонность, туристический спрос, цены на гостиничные номера, ценовая политика, управление доходами, динамическое ценообразование, загрузка номерного фонда, ADR, RevPAR, оптимизация доходов.

INTRODUCTION. Tourism is one of the key sectors contributing to economic growth, employment generation, investment attraction, and the development of the service industry in Uzbekistan. In recent years, the country has strengthened its position in the international tourism market through the development of tourism infrastructure, the promotion of cultural heritage, and the expansion of accommodation facilities. Historical cities such as Samarkand, Bukhara, Khiva, and Tashkent have become important destinations for international and domestic tourists, creating favourable conditions for the growth of the hotel industry.

Despite these positive developments, the economic performance of hotels is strongly influenced by seasonal fluctuations in tourism demand. Changes in tourist arrivals throughout the year affect hotel room occupancy, accommodation prices, operating costs, and total revenue. In particular, the spring and autumn seasons generally create favourable conditions for cultural and historical tourism, while extreme summer temperatures and winter weather may influence travel preferences and accommodation demand. Seasonality represents a significant challenge for hotel management because accommodation services are perishable. An unoccupied room on a particular day cannot be stored and sold in the

future. Therefore, hotel enterprises need to develop effective pricing policies and revenue management mechanisms to maximize the financial return from their available room capacity. Room pricing is directly connected with the level of tourist demand and the competitive environment. During peak seasons, hotels may increase accommodation prices in response to higher demand. During low-demand periods, discounts, promotional packages, and differentiated pricing strategies can encourage additional bookings. However, inappropriate pricing decisions may negatively affect occupancy rates, customer satisfaction, and overall financial performance.

In this regard, modern revenue management has become an essential instrument for improving the efficiency of hotel operations. The application of dynamic pricing, demand forecasting, customer segmentation, and digital booking technologies enables hotels to respond more effectively to changing market conditions. Internationally recognized indicators such as Average Daily Rate (ADR), Occupancy Rate, and Revenue per Available Room (RevPAR) provide opportunities to evaluate pricing efficiency and financial performance.

For Uzbekistan, the integration of seasonal demand analysis and modern revenue management practices is particularly important because tourism destinations differ in their geographical characteristics, tourism specialization, infrastructure development, and customer segments. Consequently, hotel pricing strategies should reflect regional market conditions and the specific characteristics of tourist demand. The purpose of this research is to examine the relationship between seasonal fluctuations in tourism demand, hotel room pricing, and revenue management in Uzbekistan's hospitality industry and to identify effective mechanisms for improving hotel revenue performance. To achieve this objective, the study addresses the following research tasks:

1. To examine the theoretical foundations of seasonality and revenue management in the hotel industry.

2. To identify the main factors influencing hotel room prices and occupancy rates in Uzbekistan.

3. To analyse the relationship between seasonal tourism demand and hotel revenue performance.

4. To evaluate the effectiveness of dynamic pricing and other revenue management strategies.

5. To develop an econometric framework for assessing the impact of seasonal and pricing factors on hotel revenues.

6. To formulate practical recommendations for improving revenue optimization and strengthening the competitiveness of hotel enterprises.

The research object is the economic activity of hotel enterprises operating in Uzbekistan. The research subject comprises the economic relationships associated with

seasonal tourism demand, hotel room pricing, and revenue management mechanisms. Research methodology includes statistical analysis, comparative analysis, seasonal analysis, correlation analysis, economic and mathematical modelling, and econometric methods. The scientific significance of this research lies in developing an integrated methodological approach to evaluating the relationship between seasonality, room pricing, and revenue management. The practical application of the proposed approach can contribute to more effective pricing decisions, improved room capacity utilization, and sustainable financial performance in Uzbekistan's hospitality industry.

Main part. Seasonality refers to recurring fluctuations in tourism demand that occur during particular periods of the year. These fluctuations are influenced by climatic conditions, public holidays, school vacations, international travel patterns, cultural events, religious celebrations, and business activities. In Uzbekistan, seasonality has a particularly important influence on hotels located in historical and cultural tourism destinations. Samarkand, Bukhara, and Khiva experience demand associated with international cultural tourism, historical sightseeing, and organized tourist groups. In contrast, hotels in Tashkent may also depend significantly on business tourism, conferences, exhibitions, and corporate travel. Seasonality affects hotel operations through three major mechanisms:

1. Demand fluctuations: Changes in the number of tourists influence the volume of accommodation bookings.

2. Price fluctuations: Hotels adjust room rates according to expected demand and competitive conditions.

3. Capacity utilization: Changes in occupancy rates influence the efficiency of hotel infrastructure and operating resources.

Dynamic pricing is a modern revenue management approach in which hotel room prices are adjusted according to changes in demand, booking patterns, competitor prices, and remaining room capacity. In the context of Uzbekistan's hospitality industry, dynamic pricing can be particularly useful during international festivals, cultural events, public holidays, and periods of increased tourist arrivals. For example, hotels in Samarkand may experience increased demand during major international cultural events. In such circumstances, hotel managers can adjust room prices according to booking trends and available capacity. However, dynamic pricing should not be based exclusively on increasing room rates. It should also consider customer purchasing power, competitors' prices, service quality, and the expected probability of room sales. The theoretical and methodological analysis suggests several directions for improving seasonality management, room pricing, and revenue optimization in Uzbekistan.

First, implementation of dynamic pricing mechanisms. Hotels should adjust room rates according to seasonal demand, booking trends, customer segments, and competitive market conditions.

Second, development of year-round tourism products. The promotion of gastronomic, ecological, medical, pilgrimage, and business tourism can help reduce dependence on traditional peak tourism seasons.

Third, improvement of demand forecasting. Hotel enterprises should use historical booking information and statistical forecasting methods to estimate future accommodation demand.

Fourth, expansion of digital revenue management. The use of hotel management systems, online booking platforms, and revenue management software can improve pricing decisions and operational efficiency.

Fifth, differentiation of customer segments. Hotels should develop separate pricing packages for international tourists, domestic travellers, corporate clients, tourist groups, and long-stay visitors.

Sixth, improvement of performance monitoring. Hotel managers should regularly evaluate ADR, Occupancy Rate, RevPAR, TRevPAR, and GOPPAR to determine whether their pricing strategies generate sustainable financial results.

The implementation of these measures can improve the utilization of hotel room capacity, strengthen financial stability, and increase the competitiveness of Uzbekistan's hospitality industry.

Conclusion. The research demonstrates that seasonality, room pricing, and revenue management are closely interconnected factors determining the economic performance of hotel enterprises. Seasonal fluctuations in tourist demand influence room occupancy rates and pricing decisions, while the effectiveness of revenue management determines how successfully hotels convert available accommodation capacity into financial returns.

The analysis shows that relying exclusively on fixed room prices may limit the ability of hotels to respond to changing market conditions. Dynamic pricing, demand forecasting, customer segmentation, and digital revenue management systems provide opportunities to improve the efficiency of pricing decisions.

The application of ADR, Occupancy Rate, RevPAR, TRevPAR, and GOPPAR enables hotel managers to evaluate financial performance from different perspectives. Furthermore, the proposed econometric model provides a methodological framework for empirically examining the relationship between seasonal demand, room prices, competition, digitalization, and hotel revenues. Based on the research, the following conclusions and recommendations are proposed:

1. Hotel enterprises in Uzbekistan should introduce flexible pricing mechanisms that reflect seasonal changes in tourist demand.

2. Dynamic pricing systems should be developed to optimize room rates during peak and off-peak periods.

3. Tourism products should be diversified to attract visitors throughout the year and reduce seasonal dependence.

4. Digital technologies and demand forecasting systems should be integrated into hotel revenue management practices.

5. Hotel performance should be evaluated using a comprehensive system of financial and operational indicators rather than room prices alone.

6. Cooperation between hotels, tour operators, local authorities, and tourism organizations should be strengthened to promote year-round tourism demand.

In conclusion, the integration of seasonal demand analysis, scientifically grounded room pricing, and modern revenue management mechanisms can contribute to improving the financial efficiency of Uzbekistan's hotel industry. These approaches can increase accommodation capacity utilization, strengthen hotel competitiveness, and support the sustainable development of the country's tourism sector.

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