“BARQAROR RIVOJLANISH VA YASHIL TRANSFORMATSIYANING ZAMONAVIY MEXANIZMLARI”

Xalqaro ilmiy-amaliy anjuman materiallari to‘plami

I-qism











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

SAMARQAND IQTISODIYOT VA SERVIS INSTITUTI

“REAL IQTISODIYOT” KAFEDRASI

“BARQAROR RIVOJLANISH VA YASHIL TRANSFORMATSIYANING ZAMONAVIY MEXANIZMLARI”

xalqaro ilmiy-amaliy anjuman

MATERIALLARI TO‘PLAMI

2026-yil 25-may

I bo‘lim

SAMARQAND-2026

UO‘K: 332.1:502.131.1(06)
KBK: 65.04+20.18
A 80
Artikov, Z.S.
“Barqaror rivojlanish va yashil transformatsiyaning zamonaviy mexanizmlari” Xalqaro ilmiy-amaliy anjuman materiallari to‘plami (I-II qism) [Matn] / Z.S. Artikov ; muharrir O.M. Pardayev va boshq.- Toshkent: TURON NASHR (Mirzo Abdullo nur savdo), 2026.-406 b.

TO‘PLOVCHI VA NASHRGA TAYYORLOVCHI:
Z.S.Artikov – iqtisodiyot fanlari bo‘yicha falsafa doktori, professor.

NASHR UCHUN MAS’ULLAR:
O.M.Pardayev – iqtisodiyot fanlari doktori, professor;
G.M.Shadiyeva – iqtisodiyot fanlari doktori, professor;
T.S.Sharipov – iqtisodiyot fanlari nomzodi, dotsent;
Sh.A.Sultonov – iqtisodiyot fanlari nomzodi, professor;
R.J.Qurbonova – iqtisodiyot fanlari bo‘yicha falsafa doktori, dotsent;
Z.I.Abdullayeva – iqtisod fanlari bo‘yicha falsafa doktori, dotsent;
D.S.Musinov – iqtisodiyot fanlari bo‘yicha falsafa doktori, dotsent;
B.O.Do‘stmatov – iqtisodiyot fanlari bo‘yicha falsafa doktori, dotsent;
Z.I.Sattarova – dotsent v.b;
Z.K.Raximov – iqtisodiyot fanlari bo‘yicha falsafa doktori, dotsent;
M.E.Erdonov – iqtisodiyot fanlari bo‘yicha falsafa doktori, dotsent v.b.;

SAHIFALOVCHILAR:
M.E.Erdonov – SamISI “Real iqtisodiyot” kafedrasi PhD, dotsent v.b.
S.B.Iskandarov – SamISI “Real iqtisodiyot” kafedrasi assistenti;
Sh.N.Mirzayeva – SamISI “Real iqtisodiyot” kafedrasi assistenti;
A.I.Asrorov – SamISI “Real iqtisodiyot” kafedrasi assistenti;
V.A.Fozilov – SamISI “Real iqtisodiyot” kafedrasi assistenti;
Sh.SH.Mirzaxadjayeva – SamISI “Real iqtisodiyot” kafedrasi assistenti.

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.

UO‘K: 332.1:502.131.1(06)
KBK: 65.04+20.18

ISBN 978-9910-5219-5-9

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THE IMPACT OF SEASONAL DEMAND FLUCTUATIONS ON HOTEL REVENUE PERFORMANCE IN UZBEKISTAN

KUVANDIKOV SARDOR AKBAROVICH
Republic of Uzbekistan, “Silk Road” International University of Tourism and Cultural Heritage, Department of Tourism, Assistant Lecturer
Muallifning elektron manzili: sardor.quvondiqov@univ-silkroad.uz
ORCID: 0009-0004-9569-7839

Abstract. This thesis examines the impact of seasonal demand fluctuations on hotel revenue performance in Uzbekistan. Particular attention is paid to the uneven distribution of tourist flows throughout the year, changes in demand for hotel services during peak and off-peak seasons, and their effects on room rates, occupancy levels, and overall hotel revenues. The study also explores opportunities to mitigate the negative effects of seasonality, stimulate demand for hotel services throughout the year, and ensure the financial sustainability of hotel businesses. Furthermore, recommendations are developed to improve hotel revenue management strategies and enhance the competitiveness of accommodation establishments under changing seasonal demand conditions.

Keywords: hotel industry, seasonal demand, tourist flows, hotel revenue, room occupancy, pricing policy, revenue management, tourism market, service efficiency, financial sustainability.

Аннотация. Ушбу тезисда Ўзбекистон меҳмонхона хўжалигида мавсумий талаб ўзгаришларининг даромад кўрсаткичларига таъсири тадқиқ этилган. Хусусан, туристик оқимларнинг йил давомида нотекис тақсимланиши, юқори ва паст туристик мавсумларда меҳмонхона хизматларига бўлган талабнинг ўзгариши ҳамда уларнинг хона нархлари, бандлик даражаси ва умумий даромад ҳажмига таъсири таҳлил қилинади. Шунингдек, мавсумий тебранишларнинг салбий оқибатларини камайтириш, меҳмонхона хизматларига бўлган йил давомидаги талабни рағбатлантириш ва даромад барқарорлигини таъминлашга қаратилган таклиф ва тавсиялар ишлаб чиқилади.

Калит сўзлар: меҳмонхона хўжалиги, мавсумий талаб, туристик оқим, меҳмонхона даромадлари, хона бандлиги, нарх сиёсати, даромадларни бошқариш, туризм бозори, хизматлар самарадорлиги.

Аннотация. В тезисе исследуется влияние сезонных колебаний спроса на показатели доходности гостиничного бизнеса Узбекистана. Особое внимание уделяется неравномерному распределению туристических потоков в течение года, изменению спроса на гостиничные услуги в высокий и низкий туристические сезоны, а также их воздействию на стоимость гостиничных номеров, уровень загрузки и

общий объем доходов гостиниц. Кроме того, рассматриваются возможности снижения негативных последствий сезонности, стимулирования спроса на гостиничные услуги в течение всего года и обеспечения финансовой устойчивости гостиничных предприятий. Разработаны предложения и рекомендации по совершенствованию управления доходами гостиниц в условиях сезонных колебаний туристического спроса.

Ключевые слова: гостиничное хозяйство, сезонный спрос, туристические потоки, доходы гостиниц, загрузка номерного фонда, ценовая политика, управление доходами, туристический рынок, эффективность услуг.

INTRODUCTION. Tourism is one of the important sectors contributing to economic growth, employment generation, investment attraction, and the development of service industries in Uzbekistan. In recent years, the country has been paying increasing attention to expanding its tourism potential, improving accommodation infrastructure, and strengthening its position in the international tourism market. The development of historical cities such as Samarkand, Bukhara, Khiva, and Tashkent has created new opportunities for hotel businesses and other tourism-related enterprises.

However, hotel performance is significantly influenced by seasonal fluctuations in tourist demand. The number of visitors, length of stay, room occupancy rates, and average accommodation prices may vary considerably depending on the time of year. During peak tourist seasons, hotels generally experience higher occupancy levels and increased revenues, whereas during off-peak periods, demand may decline, resulting in lower room occupancy and reduced financial performance. Seasonality therefore represents an important challenge for hotel revenue management. Effective pricing strategies, promotional activities, diversification of tourism products, and the development of year-round tourism opportunities can help accommodation establishments reduce seasonal risks. The purpose of this study is to examine the impact of seasonal demand fluctuations on hotel revenue performance in Uzbekistan and identify practical approaches to improving revenue stability and the economic efficiency of hotel enterprises.

Main part. Seasonal demand fluctuations are among the key factors affecting the economic performance of hotels. In Uzbekistan, tourism demand is influenced by several factors, including climatic conditions, national holidays, international travel patterns, cultural events, business activities, and the organization of tourism festivals. These factors determine the intensity of tourist flows and create differences in hotel performance throughout the year. One of the most noticeable characteristics of the Uzbek tourism market is the increased demand for accommodation services during spring and autumn. During these periods, favourable weather conditions encourage domestic and international tourists to visit historical and cultural destinations. In particular, Samarkand, Bukhara, and Khiva

attract visitors interested in cultural heritage, architectural monuments, and historical tourism. In contrast, extremely hot summer temperatures and colder winter conditions may influence travel preferences and reduce demand for certain types of tourism services.

Seasonal fluctuations directly affect several important hotel performance indicators. The first is the occupancy rate, which measures the percentage of available rooms occupied during a specific period. Higher occupancy rates generally contribute to increased hotel revenues, while lower occupancy levels may lead to inefficient utilization of accommodation capacity. The second important indicator is the Average Daily Rate (ADR), which represents the average revenue generated per occupied room. During periods of high demand, hotels may increase room prices to maximize revenue. However, excessive price increases can reduce competitiveness and encourage customers to choose alternative accommodation providers. Another significant indicator is Revenue per Available Room (RevPAR), which combines room pricing and occupancy performance. It is calculated using the following formula:

$$RevPAR = ADR \times Occupancy\ Rate$$

For example, if a hotel has an average daily room rate of USD 60 and an occupancy rate of 70%, its RevPAR equals USD 42. This indicator helps hotel managers evaluate how effectively available room capacity generates revenue. Seasonality also creates differences in the financial performance of hotels depending on their location, category, target market, and service specialization. Hotels operating in major historical destinations may experience stronger seasonal demand associated with cultural tourism, while business hotels may depend more heavily on conferences, corporate events, and business travel.

Another important issue is the relationship between pricing policy and seasonal demand. Hotels should adopt flexible pricing strategies that reflect changes in market conditions. During peak seasons, differentiated pricing can help increase revenue, while discounts, special packages, and promotional campaigns during low seasons can attract additional customers. Several practical measures can improve hotel revenue performance throughout the year:

1. Diversification of tourism products: Developing gastronomic, ecological, medical, pilgrimage, and business tourism to attract visitors during different seasons.

2. Flexible pricing strategies: Adjusting room rates according to demand, occupancy levels, and competitive market conditions.

3. Digital marketing development: Using online booking platforms, social media, and targeted advertising to attract domestic and international tourists.

4. Event-based tourism development: Organizing international conferences, cultural festivals, exhibitions, and sporting events during low-demand periods.

5. Improvement of service quality: Increasing customer satisfaction and encouraging repeat visits through better service standards and personalized accommodation experiences.

Furthermore, cooperation between hotels, tour operators, local authorities, and tourism organizations is essential for reducing the negative effects of seasonality. Coordinated marketing campaigns and the development of integrated tourism products can help distribute tourist flows more evenly across different regions and periods of the year. From an economic perspective, effective seasonal demand management enables hotels to improve room utilization, optimize operational costs, increase profitability, and strengthen their competitiveness in the tourism market.

Conclusion. Seasonal demand fluctuations have a significant impact on hotel revenue performance in Uzbekistan. Changes in tourist flows throughout the year influence room occupancy rates, average daily room prices, and revenue per available room. Consequently, seasonality affects not only the financial results of individual hotels but also the overall efficiency and sustainability of the hospitality industry. The analysis demonstrates that effective revenue management requires a comprehensive approach combining flexible pricing, market segmentation, digital marketing, tourism product diversification, and continuous improvement of service quality. Based on the research, the following recommendations can be proposed:

1) Hotels should introduce dynamic pricing systems that consider seasonal demand, customer preferences, and competitive conditions.

2) Special accommodation packages should be developed to attract tourists during low-demand periods.

3) Uzbekistan should further promote year-round tourism by expanding ecological, gastronomic, medical, pilgrimage, and business tourism.

4) Hotel enterprises should use digital technologies and demand forecasting methods to improve revenue planning.

5) Cooperation between tourism enterprises and local authorities should be strengthened to organize events and attract visitors throughout the year.

In conclusion, reducing the negative effects of seasonal fluctuations is essential for ensuring stable hotel revenues and sustainable development of Uzbekistan's hospitality industry. The effective implementation of modern revenue management strategies will contribute to improving hotel competitiveness, increasing the efficiency of accommodation services, and strengthening Uzbekistan's position as an attractive international tourism destination.

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HOTEL PRICING STRATEGIES AND THEIR EFFECT ON REVENUE OPTIMIZATION IN UZBEKISTAN'S HOSPITALITY INDUSTRY

KUVANDIKOV SARDOR AKBAROVICH
Republic of Uzbekistan, "Silk Road" International University of Tourism and Cultural Heritage, Department of Tourism, Assistant Lecturer
Muallifning elektron manzili: sardor.quvondiqov@univ-silkroad.uz
ORCID: 0009-0004-9569-7839

Abstract. This thesis examines hotel pricing strategies and their impact on revenue optimization in Uzbekistan's hospitality industry. In the context of increasing competition in the accommodation market, changing tourism demand, and diversifying consumer preferences, the development of effective pricing policies has become increasingly important. The study explores the economic effectiveness of dynamic pricing, seasonal pricing, competition-based pricing, and differentiated pricing strategies across various customer segments. Particular attention is given to the application of modern digital technologies and revenue management tools to improve room occupancy rates, increase hotel revenues, and enhance profitability. Furthermore, the research identifies opportunities

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“Barqaror rivojlanish va yashil transformatsiyaning zamonaviy mexanizmlari”
xalqaro ilmiy-amaliy anjuman
MATERIALLARI TO‘PLAMI
2026-yil 25-may

ISBN: 978-9910-5219-5-9

4174

«TURON NASHR» nashriyoti
100129. O‘zbekiston Respublikasi
Samarqand viloyati, Samarqand shahri,
Xo‘ja Ahror Valiy ko‘chasi, 37-uy.
Tasdiqnoma: № 4174 (22.09.2020-y.)

Nashriyot muharriri: M.Roziqova

Musahhih: F.Tohirova

Bosishga 04.06.2026-yilda ruxsat etildi.

Qog’oz bichimi 210×297 1/4.

«Times New Roman» garniturasi.

Shartli bosma tobog’i 25.0.

Adadi 50 nusxa. Buyurtma raqami: N-33

«NAVRO‘Z POLIGRAF» MCHJ matbaa

bo‘limida chop etildi.

Tasdiqnoma: 374736 29.08.2024-yil.

Samarqand shahri, X.Abdullayev ko’chasi, 63-uy.