

WOMEN'S ENTREPRENEURSHIP IN RURAL TOURISM AS A DRIVER OF POVERTY REDUCTION IN BUKHARA REGION: A CIRCULAR BIOECONOMY APPROACH

Akhmedova Dilbar Buranovna

Associate Professor

Department of Green Economy and Agribusiness,

Bukhara State University;

Chair of the Bukhara Regional

Association of Business Women (Tadbirkor Ayol)

ORCID: 0009-0003-2707-523X

E-mail: dilbar.ahmedova@mail.ru

Аннотация

В статье были изучены возможности развития женского предпринимательства и сокращения бедности через сельский туризм в Бухарской области на основе циркулярной биоэкономики. Применялись кластеризация районов, разведочные опросы туристов, представителей отрасли и сельских жителей, а также сценарная оценка. Были выявлены заинтересованность населения в предоставлении туристических услуг и условия её реализации. Разработана цепочка создания стоимости, объединившая местную продукцию, семейные гостевые дома, ремёсла и переработку биологических отходов. Предложена пятиэтапная программа обучения, финансирования и поддержки выхода женщин на туристические рынки. Определены показатели мониторинга доходов, занятости и использования ресурсов. При интерпретации результатов были учтены ограничения небольших выборок и необходимость последующей проверки эффективности предложенной программы в регионе.

Ключевые слова: сельский туризм, женское предпринимательство, циркулярная биоэкономика, сокращение бедности, семейные гостевые дома, цепочка создания стоимости, Бухарская область.

Annotatsiya

Maqolada Buxoro viloyatida qishloq turizmi orqali ayollar tadbirkorligini rivojlantirish va kambag'allikni qisqartirish imkoniyatlari sirkulyar bioiqtisodiyot yondashuvi asosida o'rganildi. Tumanlarni klasterlash, sayyohlar, soha vakillari va qishloq aholisi o'rtasidagi dastlabki izlanish so'rovlari hamda ssenariyli baholash usullaridan foydalanildi. Tahlilda aholining turizm xizmatlarini ko'rsatishga qiziqishi va uni tadbirkorlik faoliyatiga aylantirish uchun zarur sharoitlar aniqlandi. Mahalliy mahsulotlar, oilaviy mehmon uylari, hunarmandchilik va biologik chiqindilarni qayta ishlashni birlashtiruvchi qiymat zanjiri ishlab chiqildi. Ayollarni o'qitish, moliyalashtirish va turistik bozorlarga olib chiqishga qaratilgan besh bosqichli dastur taklif etildi. Dastur natijalarini daromad, bandlik va resurslardan foydalanish ko'rsatkichlari orqali kuzatish belgilandi. So'rov natijalarining kichik tanlanmalar doirasida talqin qilinishi hisobga olindi.

Kalit so'zlar: qishloq turizmi, ayollar tadbirkorligi, sirkulyar bioiqtisodiyot, kambag'allikni qisqartirish, oilaviy mehmon uylari, qiymat zanjiri, Buxoro viloyati.

Abstract

The article examined opportunities to develop women's entrepreneurship and reduce poverty through rural tourism in Bukhara region using a circular bioeconomy approach. District clustering, exploratory surveys of tourists, stakeholders and rural residents, and scenario assessment were applied. The analysis identified residents' interest in tourism services and conditions needed to translate that interest into business activity. A value chain integrating local produce, family guest houses, crafts and biological waste processing was developed. A five-stage programme covering training, financing and market access was proposed. Monitoring indicators addressed income, employment and resource use. Small sample limitations and the need for programme evaluation were acknowledged.

Keywords: rural tourism, women's entrepreneurship, circular bioeconomy, poverty reduction, family guest houses, value chain, Bukhara region.

INTRODUCTION

Rural poverty remains one of the most persistent development challenges even in economies that are growing rapidly. Its roots are structural: rural households have fewer income sources, weaker infrastructure and lower labour-force participation, particularly among women. At the same time, rural areas hold precisely the assets that are scarce elsewhere - natural landscapes, agricultural produce, living cultural traditions and craft skills. Rural tourism turns these assets into income without requiring large capital, and it does so through activities - hospitality, cooking, crafts - in which women already hold the skills [10]; [11].

The contemporary understanding of rural tourism goes beyond accommodation. The "new rural tourism" concept [6] places the host community, environmental sustainability and local culture at its centre. This is where the circular bioeconomy becomes relevant: guest houses and rural food services generate biological waste streams and depend on water and energy, and the cascading use of local biomass, composting, organic production and natural-material crafts can simultaneously lower costs, improve the visitor experience and strengthen the local economic linkage of tourism spending [3]; [9].

Uzbekistan has, since 2022, adopted a series of measures to diversify domestic tourism, support guest houses and "tourism mahallas" and expand women's entrepreneurship, including business training, microfinance and support for home-based enterprises [13]; [14]; [15]. Bukhara region combines UNESCO World Heritage sites and pilgrimage traditions with a rich craft culture; yet its tourist flows are concentrated in Bukhara city, and most rural districts benefit little [16; 18]. The question this article addresses is how rural tourism, women's entrepreneurship and circular bioeconomy principles can be combined into a workable mechanism for reducing rural poverty in such a region.

The article pursues four tasks: (1) to identify the target rural districts and their rural tourism specialisation through clustering; (2) to establish, from survey evidence,

the demand- and supply-side conditions for women-led rural tourism; (3) to design a women-led rural tourism value chain with embedded circular loops and a gender-lens barrier-mechanism matrix; and (4) to propose a support programme, a logic model and monitoring indicators for policy implementation.

LITERATURE REVIEW

The pro-poor tourism literature established that tourism benefits the poor through employment, small-enterprise opportunities and collective income, but that the share of tourism spending that stays in the local economy depends on local ownership and supply linkages [1]. Scheyvens [8] cautioned that without deliberate institutional design tourism income is captured by external operators, and that the poverty impact is therefore a policy variable rather than an automatic outcome. These insights underpin the emphasis in this article on locally owned guest houses and local supply chains.

Research on women in tourism shows that the sector employs a higher share of women than most others and offers entry points with low capital thresholds, but that women's businesses tend to remain informal and small unless supported in finance, skills, market access and networks [2]; [10]. A critical review of tourism gender research also notes that gender issues long remained marginal in mainstream tourism scholarship [4]. The gender-aware framework of Brush, de Bruin and Welter [2] adds “motherhood” (household and family context) and “meso/macro environment” to the classical “money, market, management” triad - a framework that is particularly apt for rural guest houses, which are run from within the family home.

The circular bioeconomy literature defines the concept as the cascading use of biomass, the conversion of biological waste into resources and the closing of nutrient and material cycles [9]. More broadly, the circular economy is understood as a regenerative system in which resource input, waste and emissions are minimised by slowing, closing and narrowing material and energy loops [5]. Its social dimension - job creation in decentralised, labour-intensive activities such as composting, organic farming and repair - is increasingly recognised [3]. Applications to tourism, however, remain rare, and applications to rural women's entrepreneurship rarer still.

Domestic research has addressed Bukhara's socio-economic development and the district-level use of tourism potential [17]; [18], but has not connected rural tourism, women's entrepreneurship and circular principles within one poverty-reduction mechanism. This article contributes such a mechanism, grounded in regional data and in the author's practical leadership of women's entrepreneurship programmes in the region.

METHODOLOGY

The study uses a mixed design. First, the 11 districts of Bukhara region were clustered on four indicators (per-capita value added, employment rate, urbanisation, per-capita investment) using K-means and Ward's method [12]; the three-cluster solution explains 87.7 per cent of variance (silhouette 0.574) [7]. Second, each district's rural tourism specialisation (pilgrimage, agro, national values, archaeological, eco-tourism) and its position on the two main tourist routes were mapped.

Third, a three-module exploratory survey was carried out by the Bukhara State University research group (Khidirova, Ruzieva) [17]; [18] with the author's participation: tourists ($n = 27$), tourism stakeholders - entrepreneurs, tour operators and local officials - ($n = 31$) and rural residents ($n = 35$). The rural tourism income multiplier was estimated from the stakeholder module on a six-sector basis (accommodation, catering, transport, crafts, guiding, farm produce) as

$$M = \sum s_i (1 + l_i), \quad (1)$$

where s_i is the share of sector i in daily tourist spending and l_i its local linkage coefficient. Formula (1) shows that the multiplier rises when a larger share of tourist spending goes to sectors with strong local linkage, such as farm produce and crafts, and falls when inputs are imported or services are supplied by external operators.

Fourth, the design of the women-led value chain, the barrier-mechanism matrix and the five-stage programme draws on the author's work as chair of the Bukhara Regional Association of Business Women (Tadbirkor Ayol), which provided qualitative insight into the constraints faced by women entrepreneurs in the region. Development scenarios to 2030 were built by the scenario-normative method from the 2024 baseline tourist flow of 3,395.4 thousand persons [18].

Limitations: the survey samples are small and exploratory, so percentages indicate direction rather than population estimates; district-level statistics on women's entrepreneurship are not published, so the women's entrepreneurship component is developed at programme-design level and the proposed indicators are intended to close this data gap.

ANALYSIS AND RESULTS

Clustering separates the region into three groups (Table 1). Cluster I (Gijduvan, Kogon) is relatively developed and craft-rich; Cluster II (Bukhara, Peshku, Karakul) is average; Cluster III - Vabkent, Shafirkan, Romitan, Jondor, Karavulbazar and Alat - has the lowest values on all four indicators and contains most of the region's rural population. Cluster III is therefore the target group for poverty reduction through rural tourism.

Overlaying the routes on the clusters yields a policy-relevant typology. Three Cluster III districts (Vabkent, Shafirkan, Romitan) lie on the "Seven Pirs" pilgrimage route: tourists pass through, but local households capture almost none of the spending - a "flow without income" situation that can be corrected with relatively modest investment in local guest houses and food services. Three others (Jondor, Karavulbazar, Alat) are off both routes and need product development (agro- and eco-tourism) before they can benefit. Across the region, 21 specialisation positions were identified: pilgrimage in 6 districts, national values in 5, agro-tourism in 4, archaeology in 4 and eco-tourism in 2.

Table 1

District clusters of Bukhara region, rural tourism specialisation and route position¹

Cluster	Districts	Centroids (VA / employment / urbanisation / investment)*	Rural tourism assets	Route position
I - high	Gijduvan, Kogon	11.2 / 68.8 / 49.0 / 1.61	Ceramics and other crafts, pilgrimage, national values	On both routes - "locomotives"
II - average	Bukhara, Peshku, Karakul	8.7 / 56.2 / 33.7 / 1.08	Pilgrimage, archaeology, agro-tourism	Silk Road route (Karakul), peri-urban
III - low (target)	Vabkent, Shafirkan, Romitan, Jondor, Karavulbazar, Alat	4.6 / 46.9 / 14.1 / 0.35	"Seven Pirs" pilgrimage, agro, eco, national values	Vabkent, Shafirkan, Romitan on route without income; Jondor, Karavulbazar, Alat off route

The rural resident module reveals a striking pattern that can be described as a latent supply funnel (Figure 1).

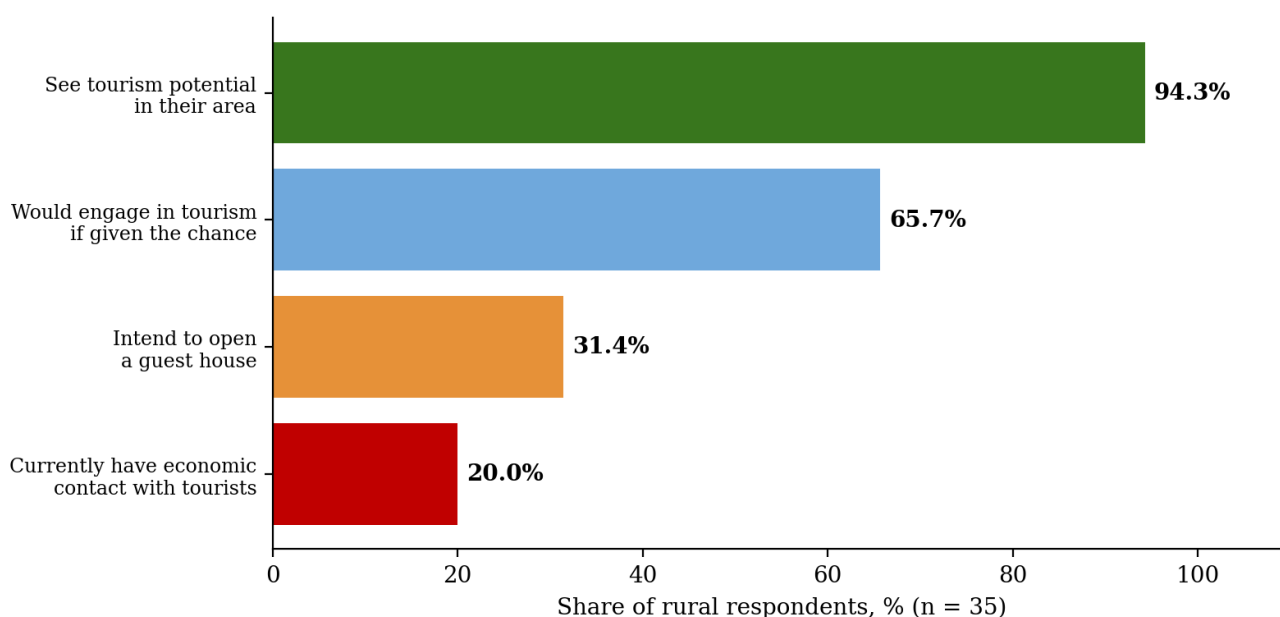


Figure 1. The latent supply funnel of rural tourism in Bukhara region²

Almost all rural respondents (94.3 per cent) recognise tourism potential in their locality; two-thirds (65.7 per cent) would participate if given the chance; nearly a third (31.4 per cent) intend to open a guest house; yet only one in five (20.0 per cent)

¹ Source: developed by the author. * VA - per-capita value added (UZS million); employment (%); urbanisation (%); per-capita investment (UZS million).

² Source: developed by the author.

currently has any economic contact with tourists. The funnel narrows not because of a lack of will but because of missing enabling conditions - skills, start-up finance, market access and, above all, infrastructure, which 54.3 per cent of rural respondents put first among needs. From the author's experience in the Tadbirkor Ayol association, the same constraints - finance without collateral, digital-marketing skills and access to sales channels - are precisely those that women entrepreneurs in the region cite most often, which indicates that a substantial share of the 31.4 per cent of prospective guest-house founders are women.

The tourist module (Figure 2) shows that the elements of the rural experience that are typically delivered by women score high, whereas the enabling environment scores low.

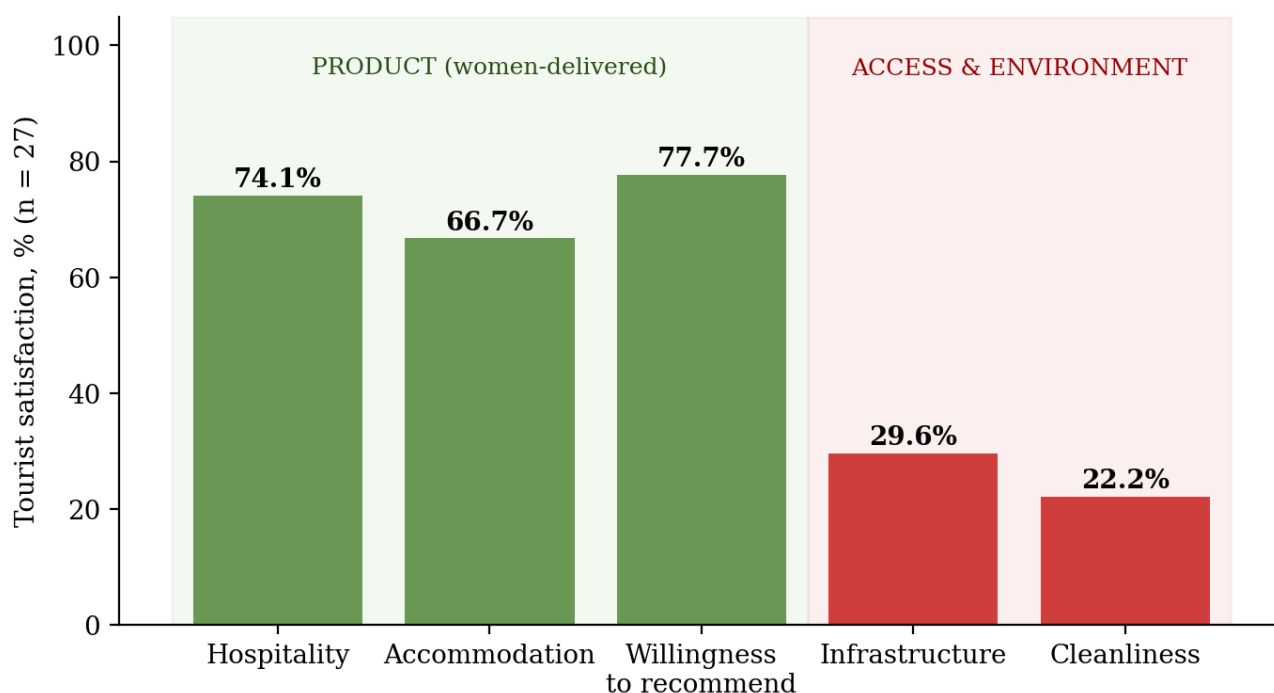


Figure 2. Tourist satisfaction: women-delivered product elements versus access and environment¹

Satisfaction with hospitality (74.1 per cent) and accommodation (66.7 per cent) and willingness to recommend (77.7 per cent) contrast sharply with satisfaction with infrastructure (29.6 per cent) and cleanliness (22.2 per cent). The demand structure further supports a women-led rural product: foreign tourists show 2.4 times higher interest in rural/ethno-tourism (38.7 per cent) than domestic tourists (16.1 per cent), while domestic demand is dominated by pilgrimage (71.0 per cent). The cleanliness result is a direct argument for circular practices: waste separation, composting and the phasing-out of single-use plastics are low-cost measures that address the weakest point of the visitor experience and can be branded as an “eco” attribute for the foreign segment.

¹ Source: developed by the author.

The stakeholder module gives a rural tourism income multiplier of 1.7: each UZS 1 of tourist spending in a rural district generates UZS 1.7 of local income. The multiplier is not fixed - it rises with the share of locally sourced inputs and falls with leakages to imported goods and external operators. Figure 3 presents the women-led value chain and the circular loops that raise local linkage at each stage.

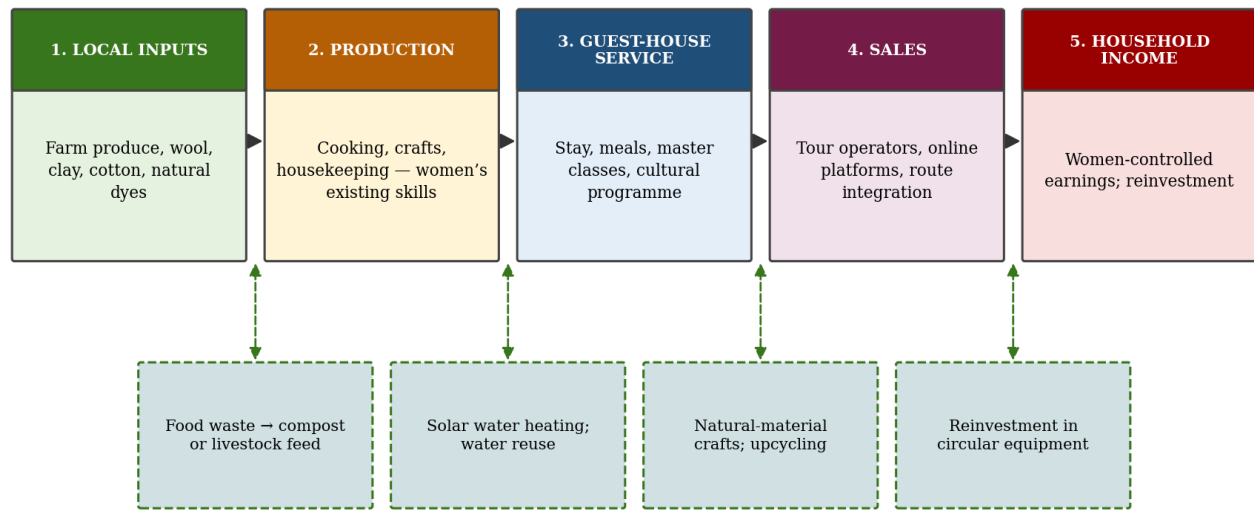


Figure 3. Women-led rural tourism value chain with embedded circular bioeconomy loops¹

Four features of the chain matter for poverty reduction. First, the inputs stage relies on farm produce, wool, cotton and clay that rural households already own, so start-up costs are low. Second, the production and service stages are those where women's existing skills (cooking, embroidery, weaving, ceramics, housekeeping) are directly monetised, which channels income to women. Third, the circular loops - food waste to compost or livestock feed, solar water heating and water reuse, natural-material crafts and upcycling - cut operating costs and reduce the environmental footprint of guest houses, addressing the cleanliness deficit. Fourth, the sales stage is where the chain most often breaks for rural women; integration into the two routes and into online platforms is therefore the critical policy lever. Table 2 sets out the gender-lens barrier-mechanism matrix derived from the survey and from the association's experience of supporting women entrepreneurs.

Table 2 shows that each of the five barrier dimensions is matched by a specific support mechanism and a circular bioeconomy link. The money and management barriers are addressed through the grant-plus-microloan package and the five-week accelerator, the market barrier through a common brand and route integration, and the household dimension through a home-based model with flexible hours. At the meso/macro level, Cluster III targeting and a regional circular standard for guest houses connect these individual measures into a single policy framework.

¹ Source: developed by the author.

Table 2

Gender-lens barrier-mechanism matrix for women's rural tourism entrepreneurship¹

Barrier (Brush et al. [2] dimension)	How it appears in rural Bukhara	Mechanism	Circular bioeconomy link
Money	No collateral, informal status, reluctance to borrow	Grant-plus-microloan package; group guarantees through Tadbirkor Ayol	“Circular starter kit” (composter, solar heater) financed within the package
Management	No formal hospitality or bookkeeping training; low digital skills	Five-week women's business accelerator adapted to rural tourism	Circular practice module (waste, water, energy, organic supply)
Market	No access to tour operators or online platforms; dependence on intermediaries	Common brand “Bukhara rural guest houses”; route integration; platform listing	“Eco” label for guest houses meeting the circular standard
Motherhood (household context)	Business run from the family home; time constraints; family consent	Home-based model; flexible hours; family-inclusive training	Home-scale loops (kitchen garden, compost) fit household routines
Meso/macro environment	Weak infrastructure; fragmented support; no district-level data on women's businesses	Cluster III targeting; single-window support; monitoring indicators	Regional circular standard for guest houses; climate-finance access

Support programme, logic model and scenarios

To convert latent supply into income, a five-stage support programme is proposed: (1) identification of prospective women entrepreneurs through mahallas in Cluster III districts, linked to the regional poverty map; (2) a five-week accelerator in hospitality, national cuisine, circular practices and digital marketing, hosted by the BSU Department of Green Economy and Agribusiness together with the Tadbirkor Ayol association; (3) financing through a grant-plus-microloan package including a circular starter kit; (4) market access through common branding, tour-operator contracts and route integration; (5) networking and mentoring through the Tadbirkor Ayol association and craft cooperatives. The programme's logic model is shown in Figure 4, and its monitoring indicators in Table 3.

Figure 4 traces the programme from its inputs (the women's business accelerator, the Tadbirkor Ayol network, microfinance and BSU expertise) through activities (identification via mahallas, five-week training, the circular starter kit and route inclusion) to outputs - certified women entrepreneurs and guest houses meeting the circular standard. These outputs are expected to raise household income and female-controlled earnings and to lower waste, water and energy use, leading to the final impact: rural poverty reduction, gender equality and environmental sustainability.

¹ Source: developed by the author.

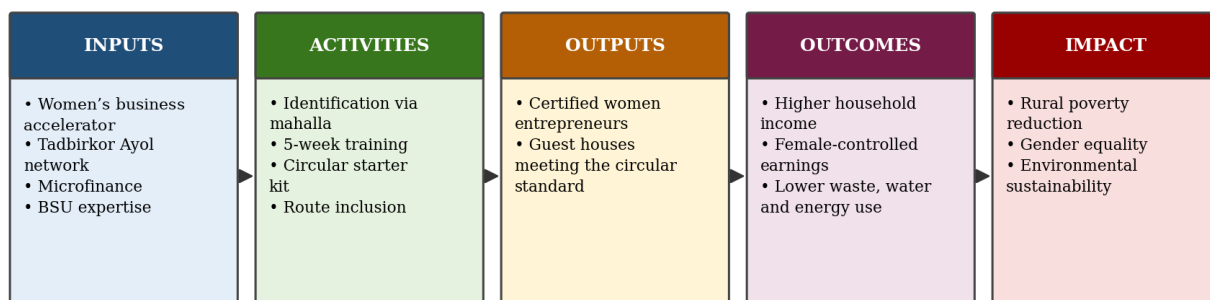


Figure 4. Logic model of the women-led rural tourism programme¹

Table 3

Monitoring indicators for the women-led rural tourism programme²

Level	Indicator	Data source	Rationale
Output	Number of women completing the accelerator; number of guest houses opened by women in Cluster III	Programme records	Tracks conversion of the 31.4% intention into enterprises
Output	Share of guest houses meeting the circular standard	Certification register	Links the programme to the cleanliness and environmental objectives
Outcome	Share of rural residents with economic contact with tourists (baseline 20.0%)	Repeat survey	Direct measure of closing the latent-supply gap
Outcome	Tourist satisfaction with cleanliness (baseline 22.2%) and infrastructure (29.6%)	Repeat tourist survey	Tests whether circular practices improve the visitor experience
Outcome	Rural tourism income multiplier (baseline 1.7); share of local inputs	Stakeholder survey	Measures local linkage and leakage
Impact	Household income of participating women; district poverty rate	Statistics office; household survey	Ultimate poverty-reduction objective

As Table 3 shows, the indicators are arranged by output, outcome and impact levels, and each outcome indicator has a survey-based baseline: 20.0 per cent economic contact with tourists, 22.2 and 29.6 per cent satisfaction with cleanliness and infrastructure, and a multiplier of 1.7. This allows the programme's progress to be measured against the starting values reported in this article.

Three tourist-flow scenarios to 2030 frame the potential scale: inertial (6,451 thousand, 1.90 times the 2024 baseline), optimal (8,000 thousand, 2.36 times) and maximum (10,000 thousand, 2.95 times). The optimal scenario assumes full implementation of the programme and integration of Cluster III districts into the routes. Even a modest redirection of the additional flow to rural districts, at a multiplier of 1.7,

¹ Source: developed by the author.

² Source: developed by the author.

would represent a significant income gain for rural households; the survey evidence that 65.7 per cent of residents are willing to participate, and that a large share of prospective guest-house founders are women, gives reasonable confidence that the gain would reach low-income households.

Discussion and policy implications

The findings carry three implications. First, the binding constraint on rural tourism in Bukhara is not demand, nor the willingness of rural residents, but the enabling environment - infrastructure, finance, skills and market access. Policy should therefore shift from promotion to enablement, and concentrate resources where the marginal effect is highest: the Cluster III districts, and within them the three “flow without income” districts on the Seven Pirs route.

Second, a gender lens improves both the equity and the efficiency of the mechanism. Women already deliver the highest-rated elements of the rural product; supporting them as entrepreneurs, rather than as employees of external operators, keeps income within households and raises the local linkage that drives the multiplier [1; 8]. The home-based guest-house model fits the household context that the gender-aware framework identifies as decisive [2].

Third, circular bioeconomy practices are not an environmental add-on but a business case: they address the lowest-rated element of the visitor experience (cleanliness), lower operating costs and create an “eco” attribute valued by the foreign segment, whose interest in rural tourism is 2.4 times that of domestic tourists. A regional “circular guest-house standard” tied to concessional financing would institutionalise this link and open access to climate-finance instruments [15].

The approach has limitations. The survey samples are small; the women's entrepreneurship component rests on programme experience rather than district statistics; and the multiplier is a static estimate. The proposed monitoring indicators are designed to address these gaps as the programme is implemented.

CONCLUSION AND SUGGESTIONS

Rural tourism, women's entrepreneurship and circular bioeconomy principles form a coherent and mutually reinforcing mechanism for reducing rural poverty in Bukhara region. The evidence shows a large latent supply of rural tourism among rural residents, high satisfaction with the women-delivered product, low satisfaction with the environment in which it is delivered, strong foreign demand for rural experiences and a rural tourism multiplier of 1.7 that can be raised by local sourcing and circular practices.

The recommended policy package is: target Cluster III districts through the regional poverty-reduction programme; adopt a circular guest-house standard linked to concessional finance; run a women's rural-tourism business accelerator hosted by Bukhara State University and the regional Tadbirkor Ayol association; integrate rural guest houses into the Seven Pirs and Silk Road routes; build a women's rural tourism network within the Tadbirkor Ayol association with geographical indications for craft products; and institute district-level monitoring of women's entrepreneurship and rural

tourism. The mechanism and its indicators are transferable to other regions of Uzbekistan and to comparable rural areas of Central Asia.

In summary, the following recommendations are proposed:

1. Target Cluster III districts (Vabkent, Shafirkan, Romitan, Jondor, Karavulbazar, Alat) through the regional poverty-reduction programme, giving priority to the three “flow without income” districts on the Seven Pirs route.
2. Adopt a regional circular guest-house standard linked to concessional finance and a “circular starter kit”.
3. Run a five-week women's rural-tourism business accelerator hosted by Bukhara State University and the Tadbirkor Ayol association.
4. Integrate rural guest houses into the Seven Pirs and Silk Road routes and list them on online platforms under a common brand.
5. Build a women's rural tourism network within the Tadbirkor Ayol association, with geographical indications for craft products.
6. Institute district-level monitoring of women's entrepreneurship and rural tourism using the indicators in Table 3.

REFERENCES

1. Ashley, C., Roe, D., & Goodwin, H. (2001). Pro-poor tourism strategies: Making tourism work for the poor. A review of experience (Pro-Poor Tourism Report No. 1). Overseas Development Institute.
2. Brush, C. G., de Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8-24. <https://doi.org/10.1108/17566260910942318>
3. D'Amato, D., Droste, N., Allen, B., Kettunen, M., Lähtinen, K., Korhonen, J., Leskinen, P., Matthies, B. D., & Toppinen, A. (2017). Green, circular, bio economy: A comparative analysis of sustainability avenues. *Journal of Cleaner Production*, 168, 716-734. <https://doi.org/10.1016/j.jclepro.2017.09.053>
4. Figueroa-Domecq, C., Pritchard, A., Segovia-Pérez, M., Morgan, N., & Villacé-Molinero, T. (2015). Tourism gender research: A critical accounting. *Annals of Tourism Research*, 52, 87-103. <https://doi.org/10.1016/j.annals.2015.02.001>
5. Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The Circular Economy - A new sustainability paradigm? *Journal of Cleaner Production*, 143, 757-768. <https://doi.org/10.1016/j.jclepro.2016.12.048>
6. Lane, B., & Kastenholtz, E. (2015). Rural tourism: The evolution of practice and research approaches - towards a new generation concept? *Journal of Sustainable Tourism*, 23(8-9), 1133-1156. <https://doi.org/10.1080/09669582.2015.1083997>
7. Rousseeuw, P. J. (1987). Silhouettes: A graphical aid to the interpretation and validation of cluster analysis. *Journal of Computational and Applied Mathematics*, 20, 53-65. [https://doi.org/10.1016/0377-0427\(87\)90125-7](https://doi.org/10.1016/0377-0427(87)90125-7)
8. Scheyvens, R. (2007). Exploring the tourism-poverty nexus. *Current Issues in Tourism*, 10(2-3), 231-254. <https://doi.org/10.2167/cit318.0>

9. Stegmann, P., Londo, M., & Junginger, M. (2020). The circular bioeconomy: Its elements and role in European bioeconomy clusters. *Resources, Conservation & Recycling*: X, 6, 100029. <https://doi.org/10.1016/j.rcrx.2019.100029>
10. UNWTO. (2019). Global report on women in tourism (2nd ed.). World Tourism Organization. <https://doi.org/10.18111/9789284420384>
11. UNWTO. (2020). UNWTO recommendations on tourism and rural development: A guide to making tourism an effective tool for rural development. World Tourism Organization. <https://doi.org/10.18111/9789284422173>
12. Ward, J. H., Jr. (1963). Hierarchical grouping to optimize an objective function. *Journal of the American Statistical Association*, 58(301), 236-244. <https://doi.org/10.1080/01621459.1963.10500845>
13. Decree of the President of the Republic of Uzbekistan No. PF-21 dated February 16, 2026, "On Additional Measures to Consistently Continue Reforms and Advance Them to a New Stage within the Framework of the Priority Areas of the Country's Development until 2030." <https://lex.uz/ru/docs/-8050769>
14. Resolution of the President of the Republic of Uzbekistan No. PQ-232 of April 30, 2022 "On additional measures to diversify domestic tourism services". <https://lex.uz/docs/5991928>
15. Resolution of the President of the Republic of Uzbekistan No. PQ-436 of December 2, 2022 "On measures to improve the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a "green" economy until 2030". <https://lex.uz/docs/6303230>
16. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 719 of December 29, 2023 "On measures for the high-quality and timely implementation of the "Uzbekistan - 2030" Strategy in Bukhara region". <https://lex.uz/>
17. Khidirova, G. R. (2019). Improving the mechanism of socio-economic development of Bukhara region [PhD dissertation]. National University of Uzbekistan.
18. Ruzieva, M. T. (2025). Priority directions and mechanisms for the effective use of tourism potential in the districts of Bukhara region [PhD dissertation manuscript]. Institute of Macroeconomic and Regional Studies.



Marketing

ilmiy, amaliy va ommabop jurnali

Muharrir:
Ingliz tili muharriri:
Rus tili muharriri:
Musahhih:
Sahifalovchi va dizaynerlar:

Turobova Hulkar Rustamovna
Oripov Mahmud Ashurovich
Xidirova Gavxar Rustamovna
Qudratov Aziz Dehqonboyevich
Sadikov Shoxrux Shuxratovich
Abidjonov Nodirbek Odijon o'g'li

2026-YIL, 24-25-SENTABR, MAXSUS-SON, V-VI-SEKSIYALAR

© Materiallar ko'chirib bosilganda "Marketing" ilmiy, amaliy va ommabop jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar mas'ul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelavermasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga murojaat qilish mumkin. Ilmiy maqola, ommabop maqola, reklama, hikoya va boshqa ilmiy-ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

Elektron pochta: info@marketingjournal.uz
Bot: [@marketinjournalbot](https://t.me/@marketinjournalbot)
Tel.: +99890 5125464, +998939266610

Jurnalning rasmiy sayti: <https://marketingjournal.uz>

Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi rayosatining 2024-yil 04-oktabrdagi 362/5 sonli qarori** bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan



"Marketing" ilmiy, amaliy va ommabop jurnali 2024-yil 15-martdan O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669517** reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan. **Litsenziya raqami: №240874**



"Marketing" ilmiy, amaliy va ommabop jurnalining xalqaro darajasi: **9710**. GOCT 7.56-2002 " Seriyali nashrlarning xalqaro standart raqamlanishi" davlatlaro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**