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- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellash
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 08.00.01 – Iqtisodiyot nazariyasi
- 08.00.02 – Makroiqtisodiyot
- 08.00.03 – Sanoat iqtisodiyoti
- 08.00.04 – Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 – Ekonometrika va statistika
- 08.00.07 – Moliya, pul muomalasi va kredit
- 08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 – Jahon iqtisodiyoti
- 08.00.10 – Demografiya. Mehnat iqtisodiyoti
- 08.00.11 – Marketing
- 08.00.12 – Mintaqaviy iqtisodiyot
- 08.00.13 – Menejment
- 08.00.14 – Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 – Turizm va mehmonxona faoliyati

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MUNDARIJA

RASMIY RIVOJLANISH YORDAMI (OFFICIAL DEVELOPMENT ASSISTANCE, ODA) ORQALI O'ZBEKISTONDA DAVLAT MOLIYASINI BOSHQARISH (PUBLIC FINANCIAL MANAGEMENT, PFM) TIZIMINI TAKOMILLASHTIRISH	24
Pulatov Dilshod Haqberdiyevich, Ulug'ova Maftunabonu To'liqinova	
INNOVATIVE TECHNOLOGIES IN LEADING WHEAT-PRODUCING COUNTRIES.....	28
Turayeva Gulizahro	
BLOKCHEYN TIZIMLARI UCHUN XESH FUNKSIYALARNI TANLASH MEZONLARI VA SAMARADORLIK KO'RSATKICHLARI TAHLILI	32
Abduraximov Baxtiyor, Allanov Orif, Turdibekov Baxtiyor	
RIVOJLANGAN DAVLATLAR TAJRIBASI ASOSIDA KICHIK KORXONALARDA ISHLAB CHIQARISHNI SAMARALI TASHKIL ETISH MODELLARI: NAMANGAN VILOYATI MISOLIDA	39
Xonto'rayev Obbosxon Kamolxon o'g'li	
ISSIQLIK AKKUMULYATORINING RAZRYADLANISH JARAYONIDA SUYUQLIK QATLAMLARIDA HARORAT TAQSIMLANISHINING BIR O'LCHOVLI MODEL	43
B.A. Hikmatov, M.S. Mirzayev	
ISLOM MOLIYASI TAMOIYILLARI ASOSIDA YASHIL LOYIHALARNI MOLIYALASHTIRISH IMKONIYATLARI.....	49
Safarova Nasiba Gulmurod qizi	
ПРИМЕНЕНИЕ ИНТЕЛЛЕКТУАЛЬНЫХ СИСТЕМ В ОБУЧЕНИИ СПЕЦИАЛИСТОВ ПО ИНФОРМАЦИОННЫМ ТЕХНОЛОГИЯМ.....	54
Даниярова Улбосын Куатбаевна	
YANGI TURDAGI IKKI QATLAMLI TRIKOTAJ TO'QIMALARI KO'RSATKICHLARINI KOMPLEKS BAHOLASH	58
Ergasheva Rashida Abdug'aniyevna	
HALQALI YIGIRISH MASHINASIDA BURAM UCHBURCHAGINING IP UZILISHIGA BOG'LIQLIGINI TADQIQI.....	62
Soliyev Azizbek Kamoldinovich	
НОВЫЕ ТЕНДЕНЦИИ ТУРИЗМА 2030: СТРАТЕГИЧЕСКИЕ ОРИЕНТИРЫ И РЕКОМЕНДАЦИИ ДЛЯ УЗБЕКИСТАНА	69
Голышева Елена Вячеславовна	
STRATEGIK JARAYONNING MODELLARI	76
Musayeva Dilnoza Dilshatovna	
МАТЕМАТИЧЕСКИЕ МОДЕЛИ ОЦЕНКИ СТОИМОСТИ КВАРТИР В МНОГОЭТАЖНЫХ ДОМАХ.....	81
Уринов Адхамжон Акбарович	
MATERIALLARNI MURAKKAB YASSI TRAEKTORIYALAR BO'YICHA DEFORMASIYALANTIRISHDA PLASTIK DEFORMASIYALANISH JARAYONLARI	88
A.Xakimov, X.Xakimov	
TIJORAT BANKLARI TOMONIDAN LOYIHALARNI ISLOM MOLIYA INSTRUMENTLARI ORQALI MOLIYALASHTIRISH YO'LLARI.....	95
Xaitov Shaxzod Sharipboyevich	
SANOAT KORXONALARINING RAQOBATBARDOSHLIGINI OSHIRISH CHORA-TADBIRLARINING KETMA KETLIGI	102
Xusanova Maloxat Mengnorovna	
TO'QIMACHILIK KORXONALARIDA LOGISTIKA XARAJATLARI TAHLILI	107
Saidova Kamola Xoshimovna	



OZIQ-OVQAT SANOATINI IQTISODIY RIVOJLANTIRISHDA EKOLOGIK MUAMMOLAR VA ULARNI YECHISHNING METODOLOGIK YONDASHUVLARI	111
Tleuv Niyetulla Raxmanovich	
YUQORI MUSTAHKAM KOMPOZIT ARMATURALARDAN FOYDALANILGAN TEMIRBETON KONSTRUKSIYALARINING YUK KO'TARUVCHANLIGI VA UZOQ MUDDATLI DEFORMATSIYALARINI BAHOLASH	114
Mamajanova Odina Alisher qizi	
KORXONALARDA DAROMADLILIK KO'RSATKICHLARINI BAHOLASHNING ZAMONAVIY YONDASHUVLARI	119
Farog'at Xo'jabekova, Eshankulova Nafisa Komiljon qizi	
TEMIR YO'L INFRATUZILMASIDA YASHIL IQTISODIYOT TAMOIYILLARINI QO'LLASH: CSR, ESG VA PRI ASOSIDA BARQAROR RIVOJLANISH STRATEGIYASINI SHAKLLANTIRISH	124
Abduraxmanova Muqaddas Toxtasinovna	
THE ROLE OF ARTIFICIAL INTELLIGENCE IN OPTIMIZING MARKETING AND EDUCATIONAL PROCESSES IN HIGHER EDUCATION	128
Sadikov Shoxrux Shuhratovich	
BANK FAOLIYATIDA "YASHIL" MOLIYAVIY VOSITALARDAN FOYDALANISHNING NAZARIY ASOSLARI.....	133
Abduraxmonov Alimardon Sodiq o'g'li	
TIJORAT BANKLARI TOMONIDAN LOYIHALARNI ISLOM MOLIYA INSTRUMENTLARI ORQALI MOLIYALASHTIRISH YO'LLARI	139
Xaitov Shaxzod Sharipboyevich	
BOSHQARUV PSIXOLOGIYASIGA DOIR MUAMMOLARNI BARTARAF ETISHNING ZAMONAVIY YO'NALISHLARI	145
Aripov Oybek Abdullayevich	
TADBIRKORLIK SUBYEKTLARIDA INNOVATSIYALARNI JORIY ETISHNING IQTISODIY SAMARALARI	150
Karimov Nodirbek	
УТИЛИЗАЦИЯ ПОБОЧНЫХ ПРОДУКТОВ ПЕРЕРАБОТКИ ХЛОПКА ДЛЯ СИНТЕЗА АНТИКОРРОЗИОННЫХ КОМПОЗИЦИОННЫХ ПОКРЫТИЙ.....	155
Ситмуратов Тулкинбек Сабирбаевич, Баходиров Худайберган Баходир угли	
SANOAT KORXONALARIDA MOLIYAVIY BARQARORLIKNI TA'MINLASHNING METODOLOGIK ASOSLARI.....	163
Ergashev Muhibbek Aslam o'g'li	
O'ZBEKISTON TO'QIMACHILIK SANOATIDA XORIJIY INVESTITSİYALAR SAMARADORLIGINI OSHIRISH YO'NALISHLARI	168
Nazarova A.N.	
АВТОМАТИЗИРОВАННАЯ СИСТЕМА РАСЧЁТА ПОКАЗАТЕЛЕЙ ЭФФЕКТИВНОСТИ СОТРУДНИКОВ ОРГАНИЗАЦИИ	172
Шухратов Мамуржон Шухрат угли	
BLOCKCHIAN, IOT (INTERNET OF THINGS) NING IQTISODIY SOHALARDA QO'LLANISHI	178
Avazov Ergash Xidirberdiyevich	
O'ZBEKISTONDA INVESTITSİYALARNI MOLIYAVIY BOSHQARISHNING JORIY HOLATI VA EKONOMETRIK TAHLILLAR ASOSIDA KELGUSI YILLAR PROGNOZI.....	182
Ismailov Dilshod Anvarjonovich	
QISHLOQ XO'JALIGI KLASSTERLARI MOLIYAVIY HOLATINING NAZARIY JIHATLARI	190
Dildora Yuldasheva	
TURIZM SOHASIDA TRANSPORT XIZMATLARINING HOLATI	194
Xalimov Shaxboz Xalimovich	
MAHALLA BUDJETI VA SOLIQLARNING YIG'ILUVCHANLIGINI OSHIRISH YO'LLARI	200
Abdullayev Zafarbek Safibullayevich	



BUDJET TASHKILOTLARIDA QURILISH-TA'MIRLASH XARAJATLARI HISOBINING USLUBIY JIHATLARI.....	206
Azizova Zilola Lochinovna	
KOSHI – BUNYAKOVSKIY – SHVARS INTEGRAL TENGSIZLIGI VA UNING IQTISODIYOTDAGI ROLI.....	212
Saipnazarov Shaylovbek Aktamovich	
ИНТЕГРАЦИЯ ПРИНЦИПОВ ЦИРКУЛЯРНОЙ ЭКОНОМИКИ В АГРОПРОДОВОЛЬСТВЕННЫЙ СЕКТОР УЗБЕКИСТАНА: ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ, ПЕРЕРАБОТКА БИОМАССЫ И СТРАТЕГИИ СОКРАЩЕНИЯ ПОСТУБОРОЧНЫХ ПОТЕРЬ	219
Эгамбердиев Хумоюн Хамрокулович	
HOVUZ BALIQCHILIGI XO'JALIKLARIDA REJALASHTIRISHNING MUDDATLARI VA BOSQICHLARI	227
Dosmuratova Shaxista Kengashovna, Menglikulov Bakhtiyor Yusupovich	
O'ZBEKISTON SHAROITIDA KICHIK BIZNESNI QO'LLAB-QUVVATLASH TIZIMINI TAKOMILLASHTIRISH YO'LLARI	233
Ergashev Jamshid Jamoliddinovich	
KON-METALLURGIYA KORXONALARINING KORPORATIV BOSHQARUV TIZIMIDA KPINING O'RNI VA AHAMIYATI.....	237
Ergashov Botirjon Ergashovich	
SANOAT KORXONALARIDA INNOVATSION TEXNOLOGIYALARNI JORIY ETISHNING IQTISODIY SAMARADORLIGI.....	245
Ahmadjanov Ilyosbek	
ACCELERATING SOCIOECONOMIC DEVELOPMENT IN RURAL AREAS THROUGH DIGITAL TECHNOLOGIES: A COMPREHENSIVE ANALYSIS	250
O.Q. Xudayberdiyeva, Z.B. Negmatullayeva	
ISSIQXONALARDAN FOYDALANISHNING OZIY-OVQAT XAVFSIZLIGIGA TA'SIRI BO'YICHA MUAMMONI ASOSLASH VA UNING MILLIY MANFAATLARGA ALOQADORLIGINI ANIQLASH.....	256
Otavullaev Sukhrob Sa'dullo o'g'li	
NAMANGAN VILOYATIDA DON MAHSULOTLARI NARXLARINI SHAKLLANTIRISHDA BOZOR TAJRIBASI	260
Bahriddinov Jahongirbek Ravshanjon o'g'li	
RAQAMLI IQTISODIYOTGA O'TISHNING JAHON TAJRIBASI: MUAMMO VA ISTIQBOL	264
Mamadaliyev Akmaljon	
ПОВЫШЕНИЕ СОЦИАЛЬНОЙ ЗНАЧИМОСТИ НАЛОГОВ В НОВОЙ ЭКОНОМИЧЕСКОЙ СИТУАЦИИ.....	269
Зайналов Джахонгир Расулович	
FARG'ONA VODIYSIDA KICHIK BIZNES VA TADBIRKORLIK SUBYEKTLARI FAOLIYATINI RIVOJLANTIRISHNING HUDUDIIY XUSUSIYATLARI	274
Murodxiyeva Feruza Majidovna	
TOG' VA TOG'OLDI HUDUDLARIDA IQLIM O'ZGARISHI SHAROITIDA QISHLOQ XO'JALIGI BARQARORLIGINI TA'MINLASH STRATEGIYALARI.....	280
Abduliyeva Gulshan Maxmudovna	
LABOR MIGRATION IN UZBEKISTAN: SOCIO-ECONOMIC TRENDS AND DEVELOPMENT PROSPECTS	285
Razakova Barno Sayfiyeva	
U-NET BASED POLYP SEGMENTATION ON KVASIR-SEG DATASET: PERFORMANCE EVALUATION AND COMPARISON WITH STATE-OF-THE-ART METHODS	289
Mukhriddin Arabboev, Shohruh Begmatov, Sukhrob Bobojanov	



IQTISODIYOT TARMOQLARI VA SOHALARI RIVOJLANISHIDA SUN'IIY INTELLEKTDAN FOYDALANISH MASALALARI	300
Davletov Islambek Xalikovich, Normirzayev Ulmasjon Muzaffarjon o'g'li	
IQTISODIYOTDA SAMARALI RAQOBAT MUHITINI SHAKLLANTIRISH SHART-SHAROITLARI VA OMILLARI	304
Karimova Iroda Abdusattarovna	
"MENING MAKTABIM" LOYIHASINI OMMALASHTIRISH BO'YICHA XORIJIY MAMLAKATLAR TAJRIBASI	311
Dilshod Pulatov, Xamidaxon Akbarova, Dildora Mirzayeva	
ISSUES OF SUSTAINABLE DEVELOPMENT IN THE EDUCATION MARKET	320
Inomiddin Imomov	
СОВЕРШЕНСТВОВАНИЕ МЕТОДА ОЦЕНКИ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ С УЧЕТОМ СТЕПЕНИ НОВИЗНЫ И ЭФФЕКТОВ	324
Алиева Эльнара Аметовна	
ИНТЕГРАЦИЯ ЦИФРОВЫХ БИЗНЕС-МОДЕЛЕЙ В СИСТЕМУ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ ПРЕДПРИЯТИЙ В УЗБЕКИСТАНЕ	331
Назарова Гулчехра Нурмуханбетовна	
ECONOMIC GROWTH: THEORETICAL AND PRACTICAL ASPECT	336
Bustonov Mansurjon Mardonakulovich	
AGROKLASTERDAGI XO'JALIK YURITUVCHI SUBYEKTLAR O'RTASIDAGI O'ZARO ALOQALAR MEKANIZMINING BUGUNGI HOLATI	342
Xaydarov Sardor Komil o'g'li	
SIMSIZ ALOQA TEXNOLOGIYALARI YORDAMIDA TEMIR YO'L STANSIYALARIDA POYEZDLAR HARAKATINI TASHKIL ETISH	350
Jonikulov Egamberdi Shavkat o'g'li	
GENDER SIYOSATI VA DEMOGRAFIK O'SISHNING INSON KAPITALIGA TA'SIRI	357
Ruzmetova Gulira'no Atabekovna	
СОСТОЯНИЕ ВИТАМИННО-МИНЕРАЛЬНОГО ОБМЕНА (ВИТАМИН D, КАЛЬЦИЙ, МАГНИЙ, ФОСФОР) У ДЕТЕЙ РАННЕГО ВОЗРАСТА С ОСТРОЙ ПНЕВМОНИЕЙ НА ФОНЕ ВЕГЕТАТИВНЫХ ДИСФУНКЦИЙ	364
Абдурахмонов Жасур Нематович, Шарипова Олия Аскаровна, Бахронов Шерзод Самиевич	
YASHIL IQTISODIYOTNING MOHIYATI VA TARKIBIY TUZILISHI	373
Kalandarova Elnura Muzaffar qizi	
ОСНОВНЫЕ НАПРАВЛЕНИЯ ОЦЕНКИ ФИНАНСОВОЙ УСТОЙЧИВОСТИ АО ХУДУДГАЗТАЪМИНОТ	377
Хусанов Дурбек Нишанович	
ТЕМИР YO'L TRANSPORTIDA NAZORAT GABARIT QURILMALARINING ZAMONAVIY HOLATI, TAHLILI VA HARAKAT TAKRIBI GABARITLARINI ANIQLASH USULINI TAKOMILLASHTIRISH	384
Xidirov Erkin Irgashovich	
QISHLOQ XO'JALIGIDA SUV RESURSLARIDAN FOYDALANISH VA SAMARALI TAQSIMLASHDA RIVOJLANGAN XORIJIY MAMLAKATLAR TAJRIBALARI	391
Amanbaev Amanali Ortazbaevich	
GLOBAL DARAJADA FAOLIYAT YURITADIGAN BRONLASH TIZIMLARINING ILG'OR XORIY TAJRIBALARI	396
Ismatillaeva Sitara Sayfidin qizi	
DAVLAT-XUSUSIY SHERIKLIGI ASOSIDA INFRATUZILMA LOYIHALARNI MOLIYALASHTIRISHNING NORMATIV-HUQUQIY ASOSLARI	403
Akmal Shodiyev	
QISHLOQ XO'JALIGI MAHSULOTLARI ISHLAB CHIQUVCHI KORXONALARDA LIZING MUNOSABATLARI HISOBİ	408
Inamov Abdusalom Muhamadovich, Inomov Sardor Abdusalomovich, Inomov Hasanboy Abdusalom o'g'li	



O'TKIR BRONXOLIT BILAN KASALLANGAN BOLALARDA KATAMNEZNING EKOLOGIK OMILLAR TA'SIRIDA UZIGA XOS KECHISHI.....	412
Azimova Kamola Talatovna	
THEORETICAL ASPECTS OF STUDYING CONCEPTS RELATED TO YOUTH TOURISM	416
Norboyev Allayor Ismoilovich, Mansurova Zebuniso Abdurashidovna	
THE ESSEINTIAL STRATEGIES WAYS OF SERICULTURE INDUSTRY OF THE REPUBLIC OF UZBEKISTAN.....	420
Khojimatov Ravshanbek Rasuljonovich	
BLENDED LEARNING PLATFORMASI KANSEPSIYASI, ARXITEKTURASI VA FUNKSIONAL TUZILMASI.....	425
Qobulova Madina Tuxbatillo qizi, Mirzaaxmedov Muxammadbobur Karimberdiyevich	
ASALARICHILIKNI RIVOJLANTIRISHNING AHOLI DAROMADLARI VA FAROVONLIGIGA TA'SIRI: IQTISODIY TAHLIL VA EKONOMETRIK BAHOLASH	430
Kuanishbay Berdimuratov	
MARKETING EKOTIZIMINI SHAKLLANTIRISHGA OID XORIJIY YONDASHUVLAR TAHLILI	434
Sobirov Azizbek Avazbekovich	
УЧЕТНО-АНАЛИТИЧЕСКОЕ ОБЕСПЕЧЕНИЕ УПРАВЛЕНИЯ ДЕНЕЖНЫМИ ПОТОКАМИ ОРГАНИЗАЦИИ	443
Бабахонов Бабуржон Шухрат угли	
KICHIK BIZNES SUBYEKTLARIGA SOLIQ IMTIYOZLARINI QO'LLASH MASALALARI.....	449
Ibroximov Muxammadjon Abdullajanovich	
QISHLOQ XO'JALIGIDA LOGISTIKA BOSHQARUVINING RAQAMLI MODEL VA UNING SAMARADORLIGI	453
Olimova Bahora Shuxratovna	
СУЩНОСТЬ И ЭКОНОМИЧЕСКОЕ СОДЕРЖАНИЕ ФИНАНСОВЫХ РЕЗУЛЬТАТОВ ПРЕДПРИЯТИЯ.....	463
Муминходжаева Дилноза Рамизовна	
ИННОВАЦИОННЫЕ МЕТОДЫ УПРАВЛЕНИЯ ФИНАНСОВЫМИ РИСКАМИ В СЕЛЬСКОМ ХОЗЯЙСТВЕ НА ОСНОВЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ И АНАЛИТИЧЕСКИХ ПЛАТФОРМ	468
Дурманов Акмал Шаймарданович	
УПРАВЛЕНИЕ ИННОВАЦИОННЫМ РАЗВИТИЕМ СОЦИАЛЬНОГО СЕКТОРА ЭКОНОМИКИ: ВЫЗОВЫ И НАПРАВЛЕНИЯ РЕФОРМ В СФЕРЕ ОБРАЗОВАНИЯ И ЗДРАВООХРАНЕНИЯ УЗБЕКИСТАНА.....	477
Холмуратов Джахонгир Салимбек угли	
O'ZBEKISTONDA XORIJIY INVESTITSİYALARNI JALB ETISHDA TIJORAT BANKLARINING ROLI.....	483
Yuldashev Erkin Xusanovich	
MINTAQAVIY INVESTITSIYA-INNOVASION JARAYONLARGA TA'SIR ETUVCHI OMILLAR	489
Xamrayev Quvvat Iskandarovich	
AGROKLAFTERLARDA ICHKI SOTISH JARAYONIDA TRANSFERT BAHOLARNI BELGILASH USULLARINI TAKOMILLASHTIRISH	495
Eshmuradov Ulug'bek Tashmuratovich	
INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT OF MICE TOURISM AND ITS ADAPTATION TO THE CONDITIONS OF THE REPUBLIC OF UZBEKISTAN.....	501
Ilkhomova Gulnoza Zayniddin kizi	
MUHANDISLIK KONSTRUKSIYALARIDA MURAKKAB SIRT LARNI CHIZMA GEOMETRIYA YORDAMIDA TAHLIL QILISH.....	507
Qutbtiddinov Hikmatillo Qudratillo o'g'li	
TADBIRKORLIKNI QO'LLAB-QUVVATLASHNING ZAMONAVIY MEXANIZMLARI VA ULARNING IQTISODIY RIVOJLANISHGA TA'SIRI	512
Umarova Munira Muxitdinovna	



JINDA ARRALI SILINDR TISHLARIDAN TOLANI AJRATISH JARAYONINI HAVO OQIMI ASOSIDA OPTIMALLASHTIRUVCHI ENERGIYA TEJAMKOR QURILMANI MODELLASHTIRISH.....	516
Mirzakarimov Mirsharofiddin Mirzaabdurahimovich	
TADBIRKORLIK SUBYEKTLARI TOMONIDAN ISHLAB CHIQUARILGAN MAHSULOTLARNI XORIJGA EKSPORT QILISH MEKANIZMLARI	524
Matkarimov Anvar Tajimatovich	
MUHANDISLIK KONSTRUKSIYALARIDA MURAKKAB SIRTLARNI CHIZMA GEOMETRIYA YORDAMIDA TAHLIL QILISH	528
Qutbtiddinov Hikmatillo Qudratillo o'g'li	
SOLIQ TO'LOVCHILAR FAOLIYATINI SOLIQ NAZORATINI AMALGA OSHIRISHNING NAZARIY ASOSLARI	533
Ismailov Bobir Salomovich	
QISHLOQ XO'JALIK KORXONALARIDA KAPITAL QO'YILMALAR XUSUSIYATLARI VA ULAR AUDITINI TAKOMILLASHTIRISH	540
Baxriyev Muxiddin Sheraliyevich	
QISHLOQ XO'JALIK KORXONALARIDA ASOSIY VOSITALAR VA ULAR BUXGALTERIYA HISOBINING XUSUSIYATLARI.....	545
Fayzullayev Murodjon Nematulayevich	
O'ZBEKISTONDA KLASSTER IQTISODIYOTI: INVESTITSİYALAR, EKSPORT VA SANOAT ISHLAB CHIQUARISHNING ZAMONAVIY TENDENSIYALARI (2022-2024-YILLAR KESIMIDA).....	550
O'rinboyev Ulug'bek Otabekovich, Jabbarov Majidbek Erzodovich, Ruzmetova Gulira'no Atabekovna	
GLOBAL YASHIL IQTISODIYOT SHAROITIDA XIZMAT KO'RSATISH SOHASINI SAMARADORLIGINI BAHOLASHDA EKOLOGIK, IJTIMOY-IQTISODIY OMILLARNING TAHLILI	556
M.M.Muminova	
RAQAMLI TRANSFORMATSIYA VA SMART TURIZM SHAROITIDA TURIZM INFRATUZILMASINI RIVOJLANTIRISHNING XORIJIY TAJRIBASI VA O'ZBEKISTON ISTIQBOLLARI	565
Najmidinov Azizbek Bahrom o'g'li	
ТЕКУЩИЕ УГРОЗЫ И ВЫЗОВЫ, СВЯЗАННЫЕ С МИГРАЦИОННЫМИ КРИЗИСАМИ	571
Бегматов Хусанбек	
ELEKTRON TIJORAT SEKTORI UCHUN ONLAYN REKLAMA SAMARADORLIGINI BAHOLASH	575
Rajabova Dilbar Ixtiyor qizi	
RAQAMLI TRANSFORMATSIYA SHAROITIDA O'ZBEKISTON MEVA-SABZAVOTCHILIK SOHASIDA MAHSULOT YETISHTIRISHDAN TORTIB UNI BOZORGA CHIQUARISHGACHA BO'LGAN JARAYONDA NEYROMARKETING TEXNOLOGIYALARINI QO'LLASHNING NAZARIY VA AMALIY JIHATLARI	582
Sadiy Shukrillo Asatillo o'g'li	
YOSH TADBIRKORLAR FAOLIYATIDA INNOVATSION G'OYALARNING AMALIY AHAMIYATI	590
Ergashev Oybek Xaydaraliyevich	
ТЕХНОЛОГИЯ НЕТРАДИЦИОННОГО СБАЛАНСИРОВАННОГО КОМБИКОРМА, С ОБОГАЩЕННЫМ БЕЛКОМ И ФЕРМЕНТАМИ СОСТАВОМ ИЗ ГРИБКА PLEUROTUS OSTREATUS.....	594
Ниезов Хусан Ниез угли	
MINTAQAVIY RIVOJLANISH INDIKATOR TIZIMINING AHAMIYATI	601
Turdiyev Ulug'bek Qayumovich	
RAQAMLI IQTISODIYOT SHAROITIDA EKSPORTNI RAG'BATLANTIRISH BO'YICHA DAVLAT SIYOSATI	608
Abdug'aniyev Murodjon Shavkat o'g'li	
TO'QIMACHILIK KORXONALARINING RAQOBATBARDOSHLIGINI BOSHQARISH JARAYONI VA TIZIMI	612
Xonkeldiyeva Komilaxon Ravshanjon qizi	



SPORT SANOATINING INNOVATSION RIVOJLANISHIGA OID XORIJIY TAJRIBALAR TAHLILI.....	616
Xamraqulov Ixtiyor Baxtiyorovich	
MARKAZLASHTIRILGAN DISPETCHERLIK TIZIMIDA POEZDLAR HARAKATI XAVFSIZLIGINI TA'MINLASHDA AVTOMATLAR NAZARIYASIGA ASOSLANGAN INTEGRATSIYALASHGAN MATEMATIK MODEL.....	620
Muhiddinov Obidjon Omonjon o'g'li	
ПРОЦЕНТНЫЙ РИСК ПО КРЕДИТАМ: АНАЛИЗ, ОЦЕНКА И УПРАВЛЕНИЕ.....	627
Абдуллаев Шахобиддин Шамсиддинович	
REDUCTION OF GREENHOUSE GAS EMISSIONS: EMISSION QUOTAS OR MANDATORY CONTROL TECHNOLOGIES	633
Bobonov Doston Abdumo'min o'g'li, Qozoqboyev Jasur Abduvali o'g'li	
AYOLLAR TADBIRKORLIK FAOLIYATINI BAHOLASH METODOLOGIYASINI TAKOMILLASHTIRISH (NAMANGAN VILOYATI MISOLIDA).....	637
Raximova Moxigul Isroiljonovna	
ПОЛУЧЕНИЕ СТОМАТОЛОГИЧЕСКОГО ЦЕМЕНТА С ИСПОЛЬЗОВАНИЕМ ВОЗОБНОВЛЯЕМЫХ ИСТОЧНИКОВ ЭНЕРГИИ.....	643
Арипова Мастура Хикматовна, Ташбаев Джахангир Назим угли	
МОДЕЛИРОВАНИЕ ПРОМЫШЛЕННЫХ ГОРЕЛОК И ИССЛЕДОВАНИЕ ИХ ТЕПЛОВОЙ НАГРУЗКИ	652
Ражабов Азамат Тоирович	
QISHLOQ XO'JALIK TEXNIKALARI MARKETINGI VA UNING SAMARADORLIK KO'RSATKICHLARI.....	658
Xolmirzayev Bobur Mansurovich	
ПРИМЕНЕНИЕ СУБСИДИАРНОЙ ОТВЕТСТВЕННОСТИ НА ДОСУДЕБНОЙ СТАДИИ АНКРОТСТВА: ЗАРУБЕЖНЫЙ ОПЫТ И ВОЗМОЖНОСТИ ВНЕДРЕНИЯ В УЗБЕКИСТАНЕ	663
Хамзина Динара Рашатовна	
YASHIL REKREATSION TURIZM KONSEPSIYASINI JORIY ETISHNING ILMIY-AMALIY JIHATLARI.....	669
Baxriyeva Zarina Nasimovna	
KORXONALARDA DIVERSIFIKATSIYA SIYOSATINI SHAKLLANTIRISHDA IQTISODIY MEXANIZMLARINING O'RNI	672
Mirzarayimova Feruza Zokirjon qizi, Levakov Izzatulla Nematillayevich	
QALINLIGI 2 MM BO'LGAN TASMALI LISTLARNI SOVUQ HOLATDA PROKATLASH TEXNOLOGIK JARAYONINI ISHLAB CHIQISH	679
Yusupov Abdulaziz Abdullajanovich, Saydumarov Botir Muradovich, Arslonov Asadbek G'aybulla o'g'li	
HUDUDIIY TARMOQLANGAN AVTOMOBIL YO'LLARI MUHANDISLIK INSHOOTLARI KOMPLEKSINI LOYIHALASH VA QURISH JARAYONLARINI MODELLASHTIRISH.....	682
Zikrayev Akmaljon Alimovich	
TIJORAT BANKLARI FAOLIYATIDA DAROMADLARNI OSHIRISH YO'LLARI.....	688
Ostonaqulova Gulchehraxon Muhammadyoqub qizi	
"MIKROSIMULYATSION MODELLAR" VA ULAR YORDAMIDA IQTISODIY SIYOSATGA OID QARORLARNING TADBIRKORLIK SUBYEKTLARIGA TA'SIRINI BAHOLASHDAGI AHAMIYATI.....	694
Mualliflar Pulatov Dilshod Xaqberdiyevich, Raxmonov Doniyor Ixtiyorjon o'g'li, Ortiqova Niginabonu Alisher qizi, Raxmonov Jo'rabek Hamroyevich	
MINTAQADA SANOAT KORXONALARI TUZILMAVIY KO'RSATKICHLAR TIZIMI VA TAMOIYILLARI.....	702
Jabborov Elbek Erkin o'g'li	
MOLIYAVIY REJALASHTIRISH VA TARTIBGA SOLISH	707
Sharoxmatov Abduraxim Abdulamitovich	



SMART SOATLAR YORDAMIDA BEMORLAR SALOMATLIGINI NAZORAT QILISH.....	712
<i>Alimqulov Nurmuhhammad Muqumjon o'g'li, Eraliyev Humoyun Ma'mirjon o'g'li, Madaminova Mahliyo Bahodirjon qizi</i>	
PENSIYA JAMG'ARMASI FAOLIYATINI TARTIBGA SOLISHDA DAVLATNING ROLI	718
<i>Sherjonov Doniyor Saparbayevich</i>	
TOG'-KON SANOATI KORXONALARIDA BARQAROR RIVOJLANISH IMKONIYATLARINI BAHOLASH.....	722
<i>Karimov Ma'ruf Ixtiyorovich</i>	
MINTAQA IQTISODIYOTINI RIVOJLANTIRISHDA ISLOM MOLIVASINING AHAMIYATI	726
<i>Sultonov Baxtiyor Baxodirovich</i>	
UCH FAZALI IKKI CHULG'AMLI MOYLI TRANSFORMATORLARNING ISSIQLIK HISOBINI MODELLASHTIRISH VA TADQIQ QILISH	731
<i>Taniyev Mirzoxid Xurramovich, Bekishev Allabergen Yergashevich, Omonboyev Dilrux Nuraddin o'g'li</i>	
ERKIN IQTISODIY ZONALARNING RIVOJLANISHI BOSQICHLARI	736
<i>Mamadiyev Elyor Akmalovich, Sharipov K. A.</i>	
MOLIVAVIY INKLYUZIYANING IJTIMOIIY TABAQALANISHGA TA'SIRINING NAZARIY JIHATLARI.....	740
<i>Adashaliyev Baxtiyorjon Valisher o'g'li</i>	
ВОПРОСЫ ТРАНСФОРМАЦИИ БУХГАЛТЕРСКОГО УЧЁТА ОСНОВНЫХ СРЕДСТВ К МЕЖДУНАРОДНЫМ СТАНДАРТАМ БУХГАЛТЕРСКОГО УЧЁТА	746
<i>Муҳидинов Аюббек Нуритдинович</i>	
РОЛЬ КОЛЛЕКТОРНО-ДРЕНАЖНЫХ СИСТЕМ В СЕЛЬСКОМ ХОЗЯЙСТВЕ	753
<i>Жангабаев Данияр Мансурович, Хожамуратова Роза Тажимуратовна</i>	
ASSESSMENT OF ESG INDICES OF PRESTIGIOUS HOTELS IN UZBEKISTAN	759
<i>Saidova Madina Xayrullo qizi</i>	



ASSESSMENT OF ESG INDICES OF PRESTIGIOUS HOTELS IN UZBEKISTAN

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Abstract. This article analyzes the level of sustainability of prestigious hotels in Uzbekistan based on ESG (Environmental, Social, Governance) indices. Within the framework of the study, InterContinental Tashkent, Wyndham Garden Zomin, and Silk Road Samarkand Eco Village were selected, and their environmental performance, social responsibility, and governance systems were compared. The results of the analysis show that large international hotels demonstrate leadership in governance and social criteria, while environmentally oriented complexes achieve higher results in terms of environmental sustainability. At the same time, the study identifies a lack of open ESG reporting, certification, and monitoring systems in most hotels. The findings substantiate the need for the systematic implementation of ESG principles in Uzbekistan's hotel industry and provide practical recommendations for the development of sustainable tourism.

Keywords: ESG indices, sustainable tourism, hotel industry, environmental sustainability, social responsibility, corporate governance, tourism of Uzbekistan.

Annotatsiya. Mazkur maqolada O'zbekistondagi nufuzli mehmonxonalarning barqarorlik darajasi ESG (Environmental, Social, Governance) indeksleri asosida tahlil qilinadi. Tadqiqot doirasida InterContinental Tashkent, Wyndham Garden Zomin hamda Silk Road Samarkand Eco Village tanlab olinib, ularning ekologik samaradorligi, ijtimoiy mas'uliyati va boshqaruv tizimlari taqqoslandi. Tahlil natijalari yirik xalqaro mehmonxonalar boshqaruv va ijtimoiy mezonlar bo'yicha yetakchilik qilayotganini, ekologik yo'naltirilgan majmualar esa atrof-muhit barqarorligi jihatidan yuqori natijalarga erishayotganini ko'rsatdi. Shu bilan birga, ko'pgina mehmonxonalarda ochiq ESG hisobotlari, sertifikatlash va monitoring tizimlarining yetishmasligi aniqlandi. Olingan natijalar O'zbekiston mehmonxona sohasida ESG tamoyillarini tizimli joriy etish zaruratini asoslab beradi hamda barqaror turizmni rivojlantirish bo'yicha amaliy tavsiyalarni taklif etadi.

Kalit so'zlar: ESG indeksleri, barqaror turizm, mehmonxona sanoati, ekologik barqarorlik, ijtimoiy mas'uliyat, korporativ boshqaruv, O'zbekiston turizmi.

Аннотация. В статье анализируется уровень устойчивого развития престижных гостиниц Узбекистана на основе ESG-индексов (Environmental, Social, Governance). В рамках исследования были отобраны гостиницы InterContinental Tashkent, Wyndham Garden Zomin и Silk Road Samarkand Eco Village, по которым проведено сравнительное изучение экологической эффективности, социальной ответственности и систем корпоративного управления. Результаты анализа показывают, что крупные международные гостиницы демонстрируют лидерство по управленческим и социальным критериям, в то время как экологически ориентированные комплексы достигают более высоких показателей в сфере экологической устойчивости. Вместе с тем выявлена недостаточность открытой ESG-отчетности, сертификации и систем мониторинга в большинстве гостиниц. Полученные выводы обосновывают необходимость системного внедрения ESG-принципов в гостиничной индустрии Узбекистана и содержат практические рекомендации по развитию устойчивого туризма.

Ключевые слова: ESG-индексы, устойчивый туризм, гостиничная индустрия, экологическая устойчивость, социальная ответственность, корпоративное управление, туризм Узбекистана.

INTRODUCTION

ESG indices are international indicators that assess the level of sustainability of enterprises and organizations in environmental, social, and governance dimensions. Today, ESG requirements have become an important factor for hotels in increasing competitiveness in the tourism sector. Hotels in Uzbekistan are also striving to strengthen their image in the international market through these indices. Environmental criteria assess a hotel's energy efficiency, waste reduction, and the use of water-saving technologies. For example, installing solar panels, switching to LED lighting systems, and using recyclable materials contribute to higher evaluations. Social indicators are determined by employee training, improvement of working conditions, ensuring guest safety, and supporting local communities. In Uzbek hotels, sending employees to language courses or using

local products are good examples of such practices. Governance criteria include transparency, anti-corruption policies, and the presence of clear service quality standards. Achieving high scores in ESG indices increases the likelihood of hotels being chosen by international tourists. Moreover, environmentally friendly and socially responsible hotels are more attractive to investors. The sustainable development of Uzbekistan's tourism sector is closely linked to an increase in the number of hotels operating in accordance with ESG principles. Therefore, many hotels are beginning to incorporate sustainability policies into their strategies and to develop in line with international standards.

LITERATURE REVIEW

The ESG (Environmental, Social, and Governance) framework has become a widely used tool for evaluating corporate sustainability, long-term performance, and stakeholder value creation, particularly in service-oriented industries such as hospitality. The conceptual foundation of ESG is rooted in the triple bottom line approach, which emphasizes the integration of economic, environmental, and social objectives within business strategies [3]. Empirical evidence consistently shows that strong ESG performance is positively associated with financial stability, risk reduction, and operational efficiency [4]. Eccles et al. [2] further demonstrate that firms with advanced sustainability practices exhibit superior organizational processes and governance quality, highlighting the strategic relevance of ESG integration. In the hospitality sector, sustainability practices play a crucial role in enhancing competitiveness, as environmentally and socially responsible hotels tend to attract more customers and investors [9]. Environmental initiatives such as energy efficiency, water-saving technologies, and climate-related strategies are closely linked to improved performance and resilience [1]. The social dimension of ESG, including employee training, working conditions, and service quality, is particularly important in hotels, where human capital directly influences customer satisfaction [9, 14]. Governance serves as the institutional foundation of ESG by ensuring transparency, accountability, and effective monitoring mechanisms [15]. Recent studies focusing on Uzbekistan indicate a growing emphasis on sustainable tourism and the need for institutional support and governance reforms to promote long-term development [7, 8]. However, systematic assessments of ESG indices in Uzbekistan's hotel sector remain limited, underscoring the relevance of the present study.

RESEARCH METHODOLOGY

This study employs a qualitative–comparative research design to assess the implementation of ESG (Environmental, Social, and Governance) indices in prestigious hotels operating in Uzbekistan. The research is grounded in the ESG conceptual framework and the triple bottom line approach, which provide the theoretical basis for evaluating sustainability performance across environmental, social, and governance dimensions [3, 4]. Three hotels—InterContinental Tashkent, Wyndham Garden Zomin, and Silk Road Samarkand Eco Village—were purposefully selected due to their market prominence, differing operational models, and declared sustainability orientations, enabling a meaningful comparative analysis [7, 9]. Data were collected through secondary sources, including official hotel websites, publicly available corporate information, sustainability-related disclosures, and international guidelines on ESG and sustainable tourism [6, 15]. Environmental indicators focused on energy efficiency, resource optimization, and ecological impact, while social indicators assessed employee development, service quality, guest safety, and community engagement [1, 9]. Governance indicators examined transparency, data protection, management standards, and compliance with international best practices [2, 15]. The analysis was conducted using a descriptive scoring approach, allowing hotels to be compared across ESG dimensions on a standardized scale [4, 5]. This methodology enables the identification of strengths, weaknesses, and gaps in ESG implementation within Uzbekistan's hotel sector and provides a structured basis for practical recommendations aimed at enhancing sustainable tourism development.

ANALYSIS AND RESULTS

To assess ESG indices in hotels in Uzbekistan, three prestigious hotels were selected.

1. InterContinental Tashkent

Located in the heart of Tashkent, the InterContinental Tashkent hotel provides guests with a high level of service by combining luxury, modern amenities, and advanced technologies with sustainability principles. As one of the prominent hotels within an international chain, it organizes its operations in accordance with advanced standards of ESG—Environmental, Social, and Governance—indices.

InterContinental Tashkent pays particular attention to environmental efficiency starting from the architectural design of the building. The hotel is equipped with energy-efficient systems, modern insulation solutions, and technologies that ensure water-efficient consumption. A waste sorting and recycling system has been implemented in the building, and priority is given to the use of local and environmentally friendly products in restaurants and bars.



The high-floor restaurant and the open seasonal bar were constructed in a way that does not disrupt the city's ecological landscape, providing guests with the opportunity to relax without causing harm to the environment. All lighting systems are based on LED technology, thereby reducing the carbon footprint.



The professional development of hotel staff and the support of guests' health are key pillars of the social strategy. InterContinental Tashkent ensures maximum comfort through 40 elegant luxury suites, modern spacious guest rooms, and an exclusive executive lounge.

The restaurant and lounge areas offer healthy dining options, allergen-free menus, and a selection of local cuisine. Employees regularly participate in training programs, and working conditions are provided in accordance with international standards. The hotel's central facility—the Equilibrium Wellness Club—covers an area of 2,500 m² and features a 30-meter swimming pool, a fitness center, and services that promote a healthy lifestyle, offering guests a high-quality leisure experience.



The transparent governance system characteristic of the InterContinental brand has been fully implemented at its Tashkent property as well. Service processes are strictly monitored in accordance with established standards, guests' personal data are securely protected, and safety protocols are implemented at the level of international requirements. The hotel applies an innovative approach across all services: digitalized services, fast ordering through mobile applications, and smart room technologies enhance overall management efficiency.

2. Wyndham Garden Zomin — Winner of the “Best Eco-Hotel” Nomination

Located amid the unique natural surroundings of Zomin National Park, Wyndham Garden Zomin is not only a comfortable leisure destination but also a modern tourism facility that adheres to the principles of sustainable development. The hotel distinguishes itself by organizing its operations in alignment with ESG indices—Environmental, Social, and Governance criteria.

Wyndham Garden Zomin prioritizes environmental responsibility as a key focus area. Situated in a mountainous region, the hotel strives to minimize its impact on the surrounding environment. LED lighting systems, energy-efficient heating, and cooling equipment are used throughout the property. An electric vehicle charging station installed on the hotel premises promotes green transportation. The preservation

and landscaping of the garden area are carried out on a regular basis, with a landscape approach that is compatible with the natural ecosystem. In daily operations, the optimization of water and energy consumption also contributes to improving environmental performance.



The hotel places great emphasis on ensuring social well-being. Safe, comfortable, and fair working conditions are provided for employees, and their skills are regularly enhanced through training programs. A 24/7 reception service, guest safety measures, clean air, healthy dining options, and family-friendly infrastructure—all of these contribute to supporting the health and well-being of guests. To promote the development of the local community, the hotel has implemented initiatives such as using products from local producers and supporting them.

Wyndham Garden Zomin has organized its governance system according to international standards, with transparency and honesty in guest interactions being of paramount importance. Safety standards are strictly followed, and guests' personal data are reliably protected. Service processes undergo regular monitoring and are continuously improved in accordance with international quality management standards. Special areas designated for events and corporate meetings also reflect the high level of professional management and service culture.

3. Silk Road Samarkand Eco Village

Built in harmony with nature and based on the principles of sustainable tourism, the Eco Village is a modern complex consisting of 14 individual villas, offering guests an exclusive experience that combines the comfort of private residences with environmental cleanliness. The complex stands out for fully organizing its operations in accordance with ESG—Environmental, Social, and Governance standards.

In the construction of the Eco Village, primary attention was given to using natural, renewable, and environmentally friendly materials. All villas are entirely built from timber, enhancing energy efficiency, maintaining the natural microclimate, and reducing the carbon footprint. Each villa features a nearby private pool, managed in compliance with ecological standards.



The complex area is landscaped, with special attention given to preserving the natural environment. Technologies that optimize water and electricity consumption are applied, and a waste sorting and recycling system has been implemented.

Eco Village provides guests with independent living conditions reminiscent of home comfort. Each villa includes a kitchen, living room, and dining area, creating an ideal environment for family vacations, gatherings with friends, or small events. Comfortable working conditions are provided for staff, who receive regular training, and supporting local employment is one of the top priorities. Creating a safe, peaceful, and healthy environment for guests forms the foundation of the hotel's social responsibility.



The management system of Eco Village is designed in accordance with environmental and social principles. Service quality is regularly monitored, and communication with guests is open and transparent. All stages—from the reservation process to safety and service standards—are managed according to international requirements. The complex's sustainable development strategy is aimed at maintaining long-term ecological and economic efficiency.

Comparison Table of Hotel ESG Indices

1. Environmental Comparison

Hotel	Strengths	Weaknesses	Rating (1–5)
InterContinental Tashkent	- Energy-efficient systems- LED lighting- Eco-friendly menu	- Limited information on green energy- Far from natural landscape	4
Wyndham Garden Zomin	- Located in a natural area- EV charging available- Resource-saving practices	- Limited information on waste management- No ecosystem monitoring	4
Eco Village	- Timber construction- Low carbon footprint- Natural landscape preserved	- Timber source unspecified- High water consumption (pools)	5

2. Social Comparison

Hotel	Strengths	Weaknesses	Rating (1–5)
InterContinental Tashkent	- Staff training- Wellness Club- High safety standards	- Community engagement not demonstrated	5
Wyndham Garden Zomin	- Family-friendly environment- Good working conditions for staff	- No information on professional development programs	4
Eco Village	- Independent living- Supports local employment	- Not adapted for people with disabilities- Safety protocols not specified	3

3. Governance Comparison

Hotel	Strengths	Weaknesses	Rating (1–5)
InterContinental Tashkent	- International standards- Strong data protection	- ESG reports not publicly available	5
Wyndham Garden Zomin	- Tourism-oriented governance	- No formal ESG policy- Limited innovative management systems	4
Eco Village	- Small complex — easier transparent management	- No certification- Safety standards not specified	2

The results show that ESG performance varies significantly across the selected hotels. Eco Village achieves the highest environmental score due to its low-carbon construction and integration with the natural landscape, despite weaknesses in water use and certification. InterContinental Tashkent demonstrates the strongest social and governance performance, supported by international management standards, staff training, and data protection systems. Wyndham Garden Zomin shows balanced but moderate results across all ESG dimensions, with environmental and social initiatives in place but limited formal governance and monitoring mechanisms. Overall, international hotel chains perform better in governance and social criteria, while eco-oriented projects lead in environmental sustainability, indicating the need for more integrated ESG implementation.

CONCLUSION AND SUGGESTIONS

The results of this comparison indicate that InterContinental Tashkent has a well-developed infrastructure in terms of environmental and social aspects, particularly standing out for energy-efficient technologies, staff training, and international management standards. However, the lack of publicly available ESG reports remains its main drawback.

Wyndham Garden Zomin is positively evaluated for its location in a natural area, resource-saving practices, and the creation of a family-friendly social environment. However, the lack of waste management, ecosystem monitoring, and formal ESG policies limits its development potential.

Eco Village receives the highest rating in terms of environmental sustainability, distinguished by its low carbon footprint and preservation of the natural landscape. Nevertheless, high water consumption and the absence of certification were identified as problematic areas. In terms of social criteria, InterContinental leads, whereas Eco Village does not sufficiently address inclusivity and safety issues. Regarding governance, large hotels have more stable systems, while smaller projects, despite transparency, lack standardization.

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