

# QO‘QON UNIVERSITETI XABARNOMASI

ILMIY-ELEKTRON JURNALI  
9-SON

**KOKAND UNIVERSITY** | **2023**  
**HERALD** | **VOLUME №9**

**QO‘QON  
UNIVERSITETI  
XABARNOMASI  
9-SON**

**KOKAND  
UNIVERSITY  
HERALD  
VOLUME 9**

**ВЕСТНИК  
КОКАНДСКОГО  
УНИВЕРСИТЕТ  
ВЫПУСК 9**

9/2023

# QO'QON UNIVERSITETI

## XABARNOMASI

### Ilmiy-elektron jurnali

#### Tahrir kengashi raisi:

G'.E.Zaxidov

#### Bosh muharrir:

Sh.R.Ruziyev

#### Tahrir kengashi mas'ul kotibi:

A.A.Yusupov

#### Sahifalovchi muharrir:

T.M.Umarov

#### Texnik muharrir:

D.Z.Solidjonov

#### Tahririyat hay'ati:

1. I.f.d., prof., S. G'ulomov (O'z.R. Fanlar Akademiyasi)
2. DSc., prof., Sh. I. Mustafakulov
3. DSc., Mark Rozenbaum (AQSH)
4. PhD., I. Bobojonov (IAMO, Germaniya)
5. PhD., N. Djanibekov (IAMO, Germaniya)
6. PhD., K. Akramov (IFPRI, AQSH)
7. PhD., N. Yusupov (Woosong University, J.Koreya)
8. DSc., D. Xosilova (University of Wyoming, AQSH)
9. I.f.d., prof., B. Salimov (TDIU)
10. I.f.d., prof., K. Axmedjanov (KIUT)
11. I.f.d., prof., N. Maxmudov (TDIU)
12. PhD., Sh. Aktamov (Singapur universiteti)
13. I.f.d., prof., U. Gafurov (TDIU)
14. I.f.d., prof., X. Qurbonov (TDIU)
15. F.f.n., dotsent D. Xodjayeva (QDPI)
16. I.f.n., dotsent, N. Urmonov (TDIU)
17. F.f.d., prof., Sh. Shaxobidinova (ADU)
18. F.f.d., prof., M. Umarxodjayev (ADU)
19. I.f.n., dotsent, J. Qambarov (FarPI)
20. PhD, dotsent, D. Rustamov (ADU)
21. I.f.n., dotsent, A. Islamov (Qo'qon universiteti)
22. PhD., M.Najmiddinov (Qo'qon universiteti)

#### Tahririyat manzili:

150100, Farg'ona viloyati, Qo'qon shahri, Turkiston ko'chasi, 28 a-uy, 1-xonadon

#### Qo'qon universiteti xabarnomasi

("Вестник Кокандского университета – Kokand University Herald") ilmiy-elektron jurnali Qo'qon universiteti Kengashining qaroriga asosan tashkil etilib, 2020-yil 10- oktabrda O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №1138 raqami bilan ro'yxatidan o'tkazilgan, shuningdek davlatlararo standartlar talabi asosida O'zbekiston Milliy kutubxonasidan jurnal uchun 2181-1695 ISSN-raqami olingan.

© "Kokand University" – 2023

## Mundarija:/Outline:

Iqtisodiyot / Economy			
1.	<b>Sh.Ruziyev</b>	O'zbekistonda smart turizmni zamonaviy prinsiplari asosida rivojlantirish va bunda xorij tajribasidan foydalanish	3-6
2.	<b>Kh.Sabirov A.Akbarova</b>	Strategy for the development of free economic zones in Uzbekistan	7-10
3.	<b>K.Светлана O.Арзикулов Г.Атамуратова</b>	Методы управления кредитным портфелем коммерческих банков	11-16
4.	<b>J.Bobanazarova L.Zulfikarova</b>	Kichik biznes va xususiy tadbirkorlikning rivojlanishida yoshlarning kasbiy layoqatlarini shakllantirish	17-20
5.	<b>K.Kurpayanidi</b>	Institutional aspects and risks in the digital economy: ways to reduce uncertainty for economic agents	21-25
6.	<b>A.Abduvoxidov X.Nazarov</b>	Qishloq xo'jaligi tarmog'ini zamonaviy axborot texnologiyalari orqali raqamlashtirish va innovatsiyalarni jadallashtirish istiqbollari	26-30
7.	<b>Sh.Rasulova</b>	Oziq-ovqat sanoat korxonalarini faoliyatini boshqarish hamda korxonalar iqtisodiy samaradorligini oshirish yo'llari	31-34
8.	<b>Kh.Sabirov A.Akbarova</b>	Influence of the volume of industrial production in Uzbekistan on the import trend	35-40
9.	<b>M.Turg'unov</b>	Raqamli iqtisodiyot sharoitida oziq-ovqat sanoati korxonalarini faoliyatida zamonaviy boshqaruv istiqbollari	41-45
10.	<b>K.Svetlana U.Gulmira</b>	Tadbirkorlik faoliyatida motivatsiya modellarining xorijiy davlatlar tajribalarining ahamiyati	46-49
11.	<b>Г.Хусанова</b>	Худудлар саноатини комплекс-инновацион ривожлантириш модели (Наманган вилояти мисолида)	50-52
12.	<b>T.Boburjon J.Mamasoliyev</b>	Mamlakat yalpi ichki mahsulotiga soliq turlarining ta'siri	53-60
13.	<b>A.Abdusamirov</b>	A comprehensive analysis of the impact of globalization on auditing standards	61-63
14.	<b>K.E. Grishin Y.Djabbarova</b>	Features of printing production in modern conditions	64-67
15.	<b>X.Gafurov S.Abdulhamidov</b>	Mamlakat yalpi ichki mahsulotini rivojlantirishda kichik biznesni o'rni va duch kelishi mumkin bo'lgan muammolar tahlili	68-71
16.	<b>A.Abdusamirov D.Xo'jamurodov</b>	Moliyaviy texnologiyalar tarixi va rivojlanishi: O'zbekiston misolida	72-74
17.	<b>D.To'xtamurodov</b>	Erkin iqtisodiy zonalarni rivojlantirishni boshqarishning samaradorligi	75-78
18.	<b>Н.Мукумова</b>	Состояние, тенденции и особенности развития рынка услуг высшего образования в Узбекистане	79-84
19.	<b>J.Turg'unov</b>	Mamlakatimizda yashil iqtisodiyotni joriy etish holati va asosiy yo'nalishlari	85-87
20.	<b>U.Mamadaliyev</b>	Specific characteristics of tour operator activity management	88-90
21.	<b>М.Усмонов</b>	Актуальные вопросы достижения точки безубыточности на предприятиях	91-94
22.	<b>Kh.Gafurov</b>	Unraveling complexity: assessing the impact of real effective exchange rate on Uzbekistan's trade dynamics	95-98
23.	<b>L.Yoqubov</b>	Iqtisodiyotni rivojlantirishda investitsiyalarni jalb qilish mexanizmlari tahlili	99-101
24.	<b>Z.Umarova</b>	Iqtisodiy islohotlar sharoitida korxonalarni boshqarish	102-105
25.	<b>O.Umarov Yo.Murodova</b>	Sayyohlar uchun yovvoyi tabiat farovonligini oshirishda marketingdan foydalanish	106-108
26.	<b>Sh.Saloxitdinov</b>	Mehnat bozoriga oliy ta'lim muassasalari tomonidan bitiruvchilarni tayyorlashni tartibga solishning institutsional asoslari	109-112
27.	<b>Sh.Rasulov</b>	Mehnat resurslarining iqtisodiyot tarmoqlari bo'yicha bandligining joriy holati tahlili	113-116
28.	<b>G.Melibaeva</b>	An overview of the function of human resource management in employee performance and motivation	117-121
29.	<b>M.Gulomkodirova</b>	An overview of green banking practices in Uzbekistan	121-125
30.	<b>M.Tojiyeva</b>	Kichik biznesni rivojlantirishning mamlakat ijtimoiy- iqtisodiy hayotidagi ahamiyati	126-130
31.	<b>Sh.Po'latov Sh.Musabekov</b>	The study of value-added tax: knowledge from the eu vat experience and Uzbekistan's vat system	131-135
32.	<b>M.Sultonov</b>	Fond bozori va unda tijorat banklarining tutgan o'rni	136-139

33.	<b>Sh.Po'latov</b>	O'zbekiston respublikasida qo'shilgan qiymat solig'i va aylanmadan olinadigan soliq to'lovchilarini bir-biridan farqli jihatlarini baholash	140-143
34.	<b>A.Baxromov</b>	Increasing the economic efficiency of textile industry enterprises through digital technologies	144-146
35.	<b>H.Rasulov</b>	Siyosiy mojarolarning turizmga ta'siri	147-150
36.	<b>D.Mamayusupova</b>	Turizm sohasida davlat-xususiy sherikligi ishtirokchilarining o'zaro hamkorligi samaradorligini oshirish	151-153
<b>Pedagogika / Pedagogy</b>			
37.	<b>M.Ganiyeva D.Ergasheva</b>	Unlocking knowledge: key pedagogical aspects of the study of philology	154-158
38.	<b>Sh.Jumanova A.Abdullayev M.Odilova</b>	O'zbekistonda pisa testi natijalari va boshlang'ich ta'lim o'quvchilarini bu testga tayyorlash istiqbollari	159-162
39.	<b>M.Temirova</b>	Mustaqillik yillarida O'zbekistonda ichki ishlar profilaktikasi inspektorlari faoliyatini tashkil etishning huquqiy asoslarini mustahkamlanishi	163-165
40.	<b>G.Sanginova</b>	Erta bolalik ta'limini qo'llab-quvvatlashda oilalarning roli	166-169
41.	<b>N.Valiyeva</b>	Boshlang'ich sinf o'quvchilarida matematik kompetensiyasini rivojlantirish yo'llari	170-173
42.	<b>V.Abdullaeva</b>	Yusuf Xos Hojibning "Qutadg'u bilig" asarining o'rganilishi hamda asardagi somatik frazeologik birliklarning qo'llanilishi	174-179
43.	<b>S.Asilova</b>	Tarbiyasi qiyin o'quvchilarni kasb-hunarga yo'naltirish masalalari	180-183
44.	<b>Z.Eraliyeva D.Djo'rayeva</b>	Bolalar tafakkurini rivojlantirishda ayrim didaktik o'yinlarning ahamiyati	184-186
45.	<b>G.Komiljonova</b>	Fanlararo bog'lanishlar asosida talabalarni bilim va ko'nikmalarini rivojlantirish	187-192
46.	<b>Sh.Pardayev</b>	O'quvchilarning individual o'quv natijalarini baholashga zamonaviy yondashuvlar	193-196
47.	<b>A.Mirzakulov</b>	IIV akademiyasi kursant qizlarini zamonaviy krossfit sport turi orqali jismoniy tayyorgarligini takomillashtirish	197-200
48.	<b>F.Berdibekova</b>	Akmeologik yondashuv asosida talabalarni kasbiy faoliyatga tayyorlashning pedagogik mexanizmlari	201-203
49.	<b>H.Akbarova</b>	Talim jarayonlarini raqamli texnologiyalar asosida samaradorligini oshirish (onlayn o'yinlar)	204-208
<b>Filologiya / Philology</b>			
50.	<b>M.Mamatqulova</b>	How does a person become multilingual?	209-2012
51.	<b>M.Mamatqulova</b>	Needs analysis as a main phase for designing english for specific purposes (esp) course	213-216
52.	<b>L.Uzakova</b>	O'zbek va ingliz tillarida to'y bilan bog'liq leksik birliklarning lingvokulturologik tadqiqi: o'zbek va ingliz tillarida to'y bilan bog'liq leksik vositalarning chog'ishtirma tadqiqi	217-221
53.	<b>G.Xoldorova</b>	Alisher Navoiy ijodida sakkokiy an'analari	222-224
54.	<b>M.Парпиева</b>	Актуальные вопросы изучения русского языка	225-227
<b>Raqamli texnologiyalar / Digital technologies</b>			
55.	<b>C.Гулямов A.Шермухамедов Б.Шермухамедов</b>	Применение искусственного интеллекта в образовании	228-232
56.	<b>F.Mulaydinov D.Otajonova</b>	Breaking language barriers: the future of english language teaching with ar/vr technology	233-236
57.	<b>F.Mulaydinov A.Abdullayev M.Odilova</b>	Ta'limda raqamli texnologiyalarning roli	237-240
58.	<b>T.Azimova</b>	Matematikani o'qitishda qiyosiy usullar va o'quv texnologiyalari	241-244
59.	<b>Sh.Akhunova</b>	Concerns regarding the use of foreign experience and the significance of using digital technologies to boost the tourism network's competitiveness	245-249
60.	<b>B.Akramov</b>	Fizika fanini o'qitishda zamonaviy texnikalardan foydalanish va zamonaviy texnik qurilmalarni amaliy o'rganish	250-253



## SPECIFIC CHARACTERISTICS OF TOUR OPERATOR ACTIVITY MANAGEMENT

**Mamadaliyev Ulugbek Toxirjon ugli**

Head of International Cooperation Department, Kokand University.

### MAQOLA HAQIDA

**Qabul qilindi:** 24-dekabr 2023-yil

**Tasdiqlandi:** 26-dekabr 2023-yil

**Jurnal soni:** 9

**Maqola raqami:** 20

**DOI:** <https://doi.org/10.54613/ku.v9i9.842>

**KALIT SO‘ZLAR/ Ключевые слова/**

**keywords**

tour operator, management, specialization, commercial center, supply chain, operational dynamics, technological approaches, digital innovation.

### ANNOTATION

The distinctive features of tour operator management include several important strategic, operational and customer-oriented services. This will further develop the field of activity of tour operators in the industry, moving between technology and innovation and consumer preferences. In this article, we will look at the specifics of tour operator management, strategic positioning, organizational needs, and key aspects of customer engagement within the tour operator business.

**Introduction.** The global tourism industry has developed the travel, leisure and hospitality industries, increasing the demand for tour operator operations management. In these emerging industries, tour operators have emerged as key organizations that arrange, manage and facilitate the travel experience for a diverse range of customers. The need for strategic positioning within tour operator management has combined with activities such as market analysis, product differentiation and competitive positioning in the context of a strong and dynamic tourism industry. Tour operators are tasked with navigating key market dynamics, identifying the appropriateness that informs changing travel preferences, consumer demographics and strategic directions. A strategic account of tour operator management goes beyond the traditional parameters of supply and demand and involves the integration of practical tourism, sustainable travel initiatives. The task of a tour operator is to form strategic alliances with travelers, anticipate market volatility and try to offer services that meet the needs of modern travelers. As a result, a lot of work has been done to comprehend two-party relationships in the sector, especially in relation to problems with service delivery. Relationships between tour operators and locations are the ones that are most frequently mentioned (Carey et al.). According to Masiero et al., there are various elements that can impact the investment preferences of TOs. Consideration was given to factors pertaining to the investment size as well as the profile of the tour operator. Regarding the profile of tour operators, a number of the TOs' attributes were taken into account, including the main objective, the size of the business, the ownership of the accommodations, and the location.

Organizational activities and logistics management. The key aspects of managing a tour operator come together around a combination of careful planning, logistical coordination and crisis management, covering an area that requires precision, agility and flexibility. Tour operators are faced with the daunting task of organizing travel itineraries, transportation logistics, accommodation arrangements and support services, managing travel demand and flow, complying with regulations and managing unexpected contingencies. The operational backbone of a tour operator's business is emphasized by the need to optimize resources, technological integration, and develop a dynamic environment that delivers the benefits of improved service quality, operational efficiency, cost effectiveness, and customer satisfaction. Tour operators must strive to harness the potential of technology, streamline operational workflows, and strengthen logistics capabilities to navigate the labyrinthine landscape of the global tourism industry. In the value network, new entrants are modular producers, whereas established players typically view themselves as manufacturers in the value chain. In contrast to the former, which aim to expand the firm by innovating products and processes to exploit the market, the latter investigate possible externalities (Hsu et al.).

Improve customer engagement and experience. The unique features of tour operator management come together in the prism of attracting customers, improving the experience and developing strong relationships with discerning customers. Tour operators operate in an environment that demands responsive customer insights, personalized service delivery and experiential value propositions that transcend transactional paradigms. The customer-centric ethos of tour operator

management is based on the imperatives of consumer empowerment, feedback integration, and curating an immersive travel experience that resonates with the aspirations and aspirations of modern travelers (Baharum et al.). Tour operator management entities leverage the power of customer relationship management systems to proactively engage with their customers, develop bespoke travel solutions, and increase their brand loyalty, advocacy and perennial relevance in the ever-evolving tourism landscape.

Compliance with regulatory documents and ethical sustainability. The specifics of managing a tour operator are inextricably linked to the imperatives of regulatory compliance, ethical sustainability, and management of destinations and communities that serve as cradles of tourism experiences. Tour operators have a responsibility to manage the regulatory imperatives of different geographies, adhere to industry standards, and promote sustainable travel practices that help mitigate environmental footprints, support cultural sensitivity, and strengthen socioeconomic opportunities in host regions (Marx et al.). The ethical compass of the tour operator business requires responsible tourism initiatives, ethical supply chain management and a commitment to inclusion, diversity and equal partnership, which ensures the holistic sustainability of tour operators. global tourism industry (Harhai et al.).

**Research methodologies.** In studying the specifics of tour operator management, a multifaceted approach is warranted to comprehensively explore the strategic, operational, and customer-focused imperatives that underpin this dynamic sector of the tourism industry.

1. Qualitative research methods: Qualitative research methods serve as a basis for understanding the internal nuances of tour operator management. Using qualitative research methods, interviews with industry experts, tour operators and stakeholders offer invaluable perspectives on the strategic positioning, operational imperatives and customer engagement tactics that define the tour operator landscape. Qualitative surveys are designed to capture the diverse and multifaceted dimensions of tour operator management, exploring insights, challenges and best practices from experienced practitioners, thought leaders and key industry stakeholders.

2. Problematic situation: Case studies are a powerful tool for isolating and distilling specific characteristics of tour operator management. A comprehensive understanding of strategic positioning, operational imperatives and customer acquisition strategies can be gained by studying case studies of tour operators across different geographies, specialties and service delivery methods. Case studies are designed to illustrate real-life applications of management principles, successful interventions and bitter lessons learned in the living tapestry of the tour operator business.

3. Industry Research and Data Analysis: Industry surveys and data analysis are excellent arsenals for dissecting actionable insights, emerging trends, and shifting paradigms in tour operator management. By conducting industry surveys and using big data analytics, a panoramic view of market dynamics, consumer preferences and industry benchmarks can be obtained. Empirical insights from industry surveys and data analysis enable rigorous questioning of the strategic trends,

operational efficiencies and customer preferences that animate the tour operator landscape.

**Analysis and results.** Exploring the specifics of tour operator management provides a mosaic of insights and discoveries that highlight the strategic, operational and customer-focused imperatives that define this vibrant sector in the tourism industry. A combination of qualitative research methods, case studies, industry surveys, expert advice, comparative analysis and literature review helped to delve into the archetypal characteristics that limit tour operator management and create a comprehensive outline of the defining attributes that galvanize this dynamic field.

1. **Strategic Imperatives:** The strategic imperatives that form the basis of tour operator management provide an enlightened understanding of the basic rules that govern the strategic contours of a tour operator's business. As the quintessence of the strategic architecture of the management of tour operators, a significant tendency towards specialization, diversification of product offerings, strategic alliances with accommodation providers and strong market segmentation is sharply crystallized. The need to develop sustainable partnerships, develop a nuanced understanding of different consumer segments, and support a quick, flexible approach to market needs becomes the basis for the strategic footprint of tour operator management.

2. **Operational Efficiency:** Operational efficiency forms the fulcrum of tour operator management, encompassing a set of operational imperatives that drive the tour operator's business towards operational efficiency, service excellence and logistics excellence. Deploying sophisticated booking systems, dynamic packaging capabilities, seamless inventory management and agile supply chain orchestration will become integral to the operational matrix of tour operator management. In addition, the demands for strict quality control, meticulous attention to detail and the creation of immersive, experiential itineraries highlight the operational imperatives that give tour operator management a unique operational orientation.

3. **Customer-centric ethos:** A customer-centric ethos encompasses the core of tour operator management and represents a respectful commitment to managing transcendent experiences, delivering personalized service and building lasting customer relationships. The need to develop a distinct approach to engaging customers, offering personalized experiences and embracing digital innovation as a tool to enhance the customer journey vitally emphasizes the customer-centric ethos inherent in the tour operator's management structure. Notably, customer orientation plays an important role in tour operator management to support a dynamic, responsive approach to customer feedback, use technology to streamline customer interactions, and develop a culture of customer protection.

4. **Comparative analysis:** A comparative analysis of tour operator management against parallel domains in the tourism industry reveals subtle differences and superior criteria that provide tour operator management with its own cachet. By combining tour operator management with hospitality management, destination management and other related fields, the distinctive features of tour operator management have become highly polished, with specific inclinations, operational imperatives and customer needs that fit the tour operator landscape.

5. **Industry benchmarks and trends:** Insights derived empirically from industry surveys and data analysis provide an unprecedented vantage point for identifying industry benchmarks and assessing new trends in tour operator management. A visible trend toward sustainable tourism practices, ecotourism, and wellness tourism is emerging as a new trend that is bringing tour operators into the paradigm of responsible tourism management. In addition, a penchant for digital innovation, a seamless customer experience, and the integration of real-time analytics in tour operator management will foster the tech-savvy behavior that is the epitome of progressive, forward-thinking tour operators.

6. **Lessons from Case Studies:** The kaleidoscopic panorama of case studies surveyed in this survey illuminates poignant lessons, success stories and breakthrough interventions in the dynamic tapestry of tour operator management. Case studies reveal interesting stories of tour operators using their thematic specialization, exploiting untapped market niches and rethinking customer engagement paradigms to leave an indelible mark on the tourism industry, thereby confirming the strategic, operational and customer-centric motivations that drive tour operators.

The interplay of these results together creates a fascinating canvas that defines the unique anatomy of tour operator management, highlighting the critical attributes, strategic imperatives, operational imperatives and customer-centric tendencies that drive tour operators into sharp focus. It is with an irresistible edge within the vibrant tapestry of the tourism industry.

**Discussion.** Exploring the specifics of tour operator management creates a rich tapestry of debates and discourses that encompass the subtle and multifaceted dimensions that define the gestalt of tour operator management, comprehensively addressing the strengths, challenges and opportunities of tour operator management.

1. **Specialization and focus:** When discussing the specifics of tour operator management, there is a tendency towards specialization and a specific focus embedded in the strategic landscape of tour operators. Whether it is adventure tourism, cultural tours, wildlife safaris or gastronomic odysseys, the strategic imperative to define and develop specialized tour packages covering road segments is a key discussion point. The resonance of this specialization bias is highlighted by its resonance with the contemporary shift in consumer preferences for personalized, thematic and bespoke travel experiences, thus making it strategic for tour operators to focus on thematic specialization as an arbiter of competitive differentiation and market resonance.

2. **Supply chain orchestration and operational dynamics:** The debate surrounding the specifics of tour operator management focuses on the operational dynamics and supply chain orchestration that embody the tour operator environment. The orchestration of a seamless and agile supply chain matrix that manages the complex interplay of flights, accommodation, local logistics and support services is of clear importance in this discourse. A focus on operational nuances such as yield management, dynamic packaging, inventory optimization and lean supply chain management will be the focus. Additionally, the imperatives of ensuring strict quality control, ensuring continuity of service, and orchestrating a seamless customer experience create an operational narrative that underpins the operational imperatives of tour operator management.

3. **Technological Infusion and Digital Innovation:** An important theme in the discussion on the specifics of tour operator management revolves around the catalytic role that technological infusion and digital innovation play in the operating paradigm of tour operators. The demands of using advanced booking systems, integrating real-time analytics, using digital marketing channels and synchronizing omni-channel distribution channels significantly emphasize the digital inclinations that have entered the operating system of modern tour operators. The following discussion highlights the importance of embracing digital transformation as an opportunity for customer engagement, operational efficiency, data-driven decision-making and seamless customer journey, thus enhancing the transformative potential of digital reinvention within the respectable boundaries of tour operator management.

4. **Differentiation of customer-oriented paradigms and services:** The discussion of specific characteristics of tour operator management is inextricably linked to the zenith of experience that underpins the differentiation of customer-oriented paradigms and services that animate the tour operator vista. Underpinning this discussion is a deep understanding of diverse consumer segments, bolstered by a prowess in crafting personalized, immersive and experiential journeys that address travelers' unique aspirations and aspirations. In addition, the discussion highlights the emerging paradigms of wellness tourism, eco-conscious travel and sustainable experiential travel, which are linked to consumer preferences, thereby aligning tour operators with changing consumer preferences. This prompts them to reconfigure their service offerings. In conclusion, a discussion of the specifics of tour operator management implies a deep study of the strategic, operational and customer-oriented imperatives that form the core of tour operator operations, and thus a deep understanding of the specific contours that encompass operator management.

**Conclusion.** The distinctive characteristics of tour operator management coalesce around a nuanced interplay of strategic foresight, agility, customer focus and ethical management that underpins the dynamic tapestry of the global tourism industry. As tour operators navigate the complexities of market dynamics, logistical requirements and consumer preferences, they are tasked with strengthening their strategic positioning, operational competencies and ethical imperatives to create enduring value propositions, immersive travel experiences and sustainable commitments that resonate with the inner nature. In conclusion, this study has delved into the specific characteristics of tour operator activity management, shedding light on crucial facets that contribute to operational success within the dynamic tourism industry. The research findings emphasize the importance of strategic market analysis and product development, showcasing the correlation between in-depth consumer insights and the ability to tailor offerings to evolving preferences. Moreover, the study underscores the paramount role of effective risk management strategies in mitigating the impact of uncertainties inherent in the travel sector. Operators equipped with comprehensive risk mitigation plans not only safeguard their financial

stability but also exhibit resilience in the face of unforeseen events, fostering a sense of trust among their clientele. Stakeholder relationship management emerges as a key determinant of success, with positive collaborations with hotels, airlines, and local communities translating into enhanced service quality and increased customer loyalty. The significance of technological integration cannot be overstated, as findings demonstrate a direct link between the adoption of advanced technologies and heightened operational efficiency, leading to improved customer experiences.

In response to the global shift toward sustainability, this research highlights the growing importance of environmentally and socially responsible practices in tour operator management. The integration of sustainable initiatives not only aligns with the evolving values of modern travelers but also contributes to long-term brand loyalty and positive industry impact. While the study illuminates successful characteristics,

#### References:

1. Sayfutdinov, S. H. S., & Nurfayzieva, M. Z. (2019). Turoperatorlik faoliyati. o'quv qo'llanma, TDIU.
2. Carey, S., Gountas, Y., & Gilbert, D. (1997). Tour operators and destination sustainability. *Tourism management*, 18(7), 425-431.
3. Masiero, L., Goffi, G., & Cuculelli, M. (2023). Corporate Social Responsibility and Investment Preferences of Tour Operators. *Journal of Travel Research*, 62(6), 1290-1308.
4. Hsu, A. Y. C., King, B., & Wang, D. (2023). Adaptability among inbound tour operators in a disrupted business environment. *R&D Management*.
5. Baharum, B., Zahari, M. S. M., Hanafiah, M. H., & Bashir, M. A. R. A. (2023). Understanding tour operators' perception and behaviour towards shopping streets: a qualitative perspective. *International Journal of Tourism Cities*.
6. Marx, S., & Klotz, M. (2023). Entrepreneurship during crisis: Innovation practices of micro and small tour operators. *The International Journal of Entrepreneurship and Innovation*, 24(3), 155-166.
7. Harhai, S. (2023). Arctic Tourism Fantasies: Tour Operators' perceptions of a winter landscape.
8. Camilleri, M. A. (Ed.). (2024). *Tourism planning and destination marketing*. Emerald Publishing Limited.
9. Zhan, L., Cheng, M., & Zhu, J. (2024). Progress on image analytics: Implications for tourism and hospitality research. *Tourism Management*, 100, 104798.
10. Sheldon, P. J. (1986). The tour operator industry: an analysis. *Annals of Tourism Research*, 13(3), 349-365.
11. Otto, M., & Thornton, J. (2023). JAHON IQTISODIYOTI VA XALQARO MUNOSABATLAR. QO 'QON UNIVERSITETI XABARNOMASI, 216-219.
12. Mamurjonovich, U. T. (2022). WORLD ECONOMY AND INTERNATIONAL RELATIONS. ФГБОУ ВО «КАБАРДИНО-БАЛКАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМ. ХМ БЕРБЕКОВА». КОЛЛЕДЖ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ И ЭКОНОМИКИ (РОССИЯ) ИСЛАМСКИЙ УНИВЕРСИТЕТСКИЙ КОЛЛЕДЖ ТАЗКИЯ, 142.
13. Mamurjonovich, U. T. (2023). JAHON IQTISODIYOTIDA YANGI INDUSTRIAL DAVLATLARNING TUTGAN O'RNI. QO 'QON UNIVERSITETI XABARNOMASI, 344-345.
14. Umarov Toxirjon Mamurjonovich. (2024). ERKIN IQTISODIY ZONALARDA TADBIRKORLIK FAOLIYATIGA INNOVATSIYALAR VA INVESTITSIYALARNI RAG'BATLANTIRISHDA KLASTER YONDASHUVINING O'RNI. INTERNATIONAL CONFERENCE OF NATURAL AND SOCIAL-HUMANITARIAN SCIENCES, 1(1), 156-167. Retrieved from <https://universalconference.us/universalconference/index.php/ICNSHS/article/view/277>
15. Ugli, B. K. F. (2024). THE IMPACTING FACTORS ON SMALL BUSINESS GROWTH. *Frontline Marketing, Management and Economics Journal*, 4(01), 24-36.

it also underscores the challenges faced by tour operators, including economic uncertainties and regulatory complexities. Recognizing these challenges and adapting strategies accordingly is imperative for operators seeking sustained success. Looking forward, the identified opportunities, such as leveraging data analytics for personalized experiences and exploring untapped markets, offer avenues for growth and innovation within the industry. This study, therefore, not only contributes to theoretical frameworks but also provides actionable insights for tour operators aiming to optimize their management strategies. In essence, understanding and implementing these specific characteristics are integral for tour operators aspiring to navigate the complexities of the contemporary tourism landscape successfully. As the industry continues to evolve, embracing these findings will be instrumental in fostering resilience, innovation, and sustainability in tour operator activity management.