

REGIONAL STRATEGIES FOR THE DEVELOPMENT OF AGRO TOURISM: TRANSITION TO INNOVATIVE DEVELOPMENT OF THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

The purpose of the study is to determine the ways in which destination management bodies can strategically influence the transition of the agritourism sector to innovative development. The theoretical basis of the study was classical macroeconomics, evolutionary theory and modern theory of innovation, in terms of determining the driving forces of innovation and innovative behavior of enterprises. To classify strategies by development directions and main growth factors, in particular, documents of the United Nations Environment Program (UNEP) for agritourism, sustainable development indicators for tourist destinations, classification of innovations in statistics, the practice of competitive awarding "For innovations in Tourism" of the United Nations World Tourism Organization (UNWTO).

KEYWORDS. *Strategy, development, agrotourism, agrocluster, innovation, region*

INTRODUCTION

Regions that have chosen tourism as one of the areas of economic specialization use strategic management as a method of planning and organizing the necessary changes in the tourism industry and infrastructure of the region. Strategies, programs, plans for the development of agritourism are being developed in all subjects of the Republic of Uzbekistan.

At the same time, at the level of public administration, the goal is set for the transition of the economy to an innovative development path, and the Strategy for Innovative Development of the Republic of Uzbekistan pays attention to agritourism as a sector that can contribute to solving many socio-economic problems. The interaction of these two trends - regional strategic planning of tourism development and the need for a transition to innovative development - makes the issues of determining and choosing ways, directions of influence that can ensure the development of tourism according to an innovative type relevant. The object of the study is the current strategic documents on the regional development of tourism.

A region is understood as an economic and geographical space, which in the tourism economy is close to the concept of a destination, a certain area that attracts tourists.

The regional level of strategic management also predetermines ways of influencing the economy; this is the meso level of government, using methods intermediate between macroeconomic and microeconomic.

MATERIALS AND METHODS

In the course of the study, the current tourism development strategies were divided into main types, and then in the group of strategies aimed at innovative development, ways of strategic impact were identified and classified. The classification of innovative regimes in the tourism sector is made taking into account the taxonomy of economic sectors by K. Pavitt [1], as well as the typology of R. Evangelista for service enterprises [2].

RESULTS AND DISCUSSION

All regional strategies for the development of agritourism provide certain indicators of economic growth as results (an increase in the gross regional product, an increase in tourist flows in the destination, an increase in income from agrotourism, etc.), but an analysis of the factors due to which it is planned to obtain these results allows talk about different types of economic growth.

The classical macroeconomic theory defined such types of economic growth as extensive (mainly quantitative), based on the involvement of additional production resources (land, labor, capital, entrepreneurial ability) in the economic turnover, and intensive, when growth is achieved through a qualitative change in resources, increasing efficiency. and labor productivity.

Regional strategies for the development of tourism in the process of analysis were divided into groups according to goals, planned activities and factors of economic growth; at the same time, four types of strategies are distinguished: 1) strategies of an extensive type; 2) intensive type strategies; 3) strategies aimed at sustainable development; 4) strategies aimed at innovative development. The selection of different types of strategies is based on the predominance (over 50%) of certain growth factors in the long-term plan of measures to implement the strategy. It is more correct to define the types of strategies as predominantly extensive, predominantly intensive, predominantly sustainable development, predominantly innovative.

Extensive strategies plan economic growth based on the growth of factors of production: an increase in the area occupied by tourism infrastructure - the construction of new tourist accommodation facilities, sports and entertainment facilities, and new infrastructure. It is planned to create new jobs in the tourism industry. It is these strategies that are typical for the regions of Uzbekistan, for example [3,4].

The quantitative growth of the material base of tourism in our country is inevitable, but in order to quickly overcome the gap with the leading countries, it is necessary, along with investments in new construction, to pay attention to the need for qualitative changes in economic activity and the management system of ten nations, to stimulate creativity and innovation. An example of such strategic planning is the construction of the integrated resorts of Marina Bay Sands and Resort World Sentosa in Singapore, where the selection of an innovative construction project was carried out according to a new hierarchical model for the analytical evaluation of military contracts for public administration, and methods of horizontal coordination of the activities of government departments were used in project management [6].

Intensive type strategies are more focused on increasing efficiency, quality of service and maximizing the return on existing tourism resources and facilities. Such strategies plan a more efficient use of the land of the destination, especially in the capitals and historical cities - centers of cultural tourism.

Improving labor activity in intensive strategies implies a new quality of jobs, an increase in their technical equipment, which, in turn, is associated with staff development.

An important task is to change the logistics of transport flows, remove barriers to market access (for example, a visa-free regime, simplified customs control). So, for example, one of the priorities of Canada's federal strategy is to increase the ease and accessibility of the movement of travelers, along with their safety [8].

In sustainable strategies, special attention is paid to the careful exploitation of existing tourism resources, as well as the harmonization of economic, social and environmental development goals. The sustainable development strategies, which are being developed with the assistance of the World Tourism Organization, include the following goals: increasing the efficiency of the tourism sector; optimization of socio-economic benefits from tourism; poverty reduction; protection, preservation of the natural and cultural environment; involvement of local communities in the development process. Action plans for the implementation of strategies of this type include the development and implementation of a number of regulatory measures that reduce the negative impact on the environment. These are: eco-certification, environmental management and audit systems, visitor management, codes of responsible behavior, training of local residents and tourists, etc. In the ASEAN strategy [9], much attention is paid to the development and implementation of a set of tourism standards (for hotels, including for "green hotel", for living in private housing stock, standards for public toilets; standards for eco-tourism, for the preservation of cultural heritage, standards for types of services, for example, standards for the safety of tourists),

which provide for the introduction of various "green" technologies, the allowable load is calculated to the territory. An important structural block of sustainable development strategies is the block of culture (both for the preservation, restoration of cultural and historical monuments, rituals, traditions, and their inclusion in the tourism business), since cultural traditions are the main element of the uniqueness and attractiveness of the destination. Such a concept of development exists, for example, in Bukhara , Samarkand, Khiva regions [10].

The practical ways of transitioning to innovative development used in regional tourism development strategies correspond to the definition of the main driving forces of innovation given by the most authoritative theoretical schools: the Schumpeterian approach, in which it is believed that innovation dynamics depends on entrepreneurial initiative; a situational approach that takes into account the peculiarities of the innovative behavior of enterprises and organizations of various sizes and types of activities; approach from the standpoint of innovation systems or innovation clusters, which was developed by the school of evolutionary economics. The typification of enterprises according to the type of innovative behavior (innovation mode) was first proposed by K. Pavitt , who singled out: science-intensive (science-based) sectors; "intensive producers" (production intensive), including firms that are "efficient in scale" (scale intensive) with its own research and development and "specialized suppliers" (specialized suppliers) who develop innovations for other sectors; "supplier -dominated " (supplier dominated) - firms with low activity of internal processes of knowledge generation. Their specificity is to ensure demand for new technologies, i.e. creation of incentives for innovative development in high-tech sectors [1]. Pavitt attributed service industries to this innovation regime. R. Evangelista , deepening the understanding of the innovative behavior of service firms, distinguishes among them such types as: "technology users" (technology users), whose innovative strategies are associated with investments in new equipment; knowledge-intensive service firms (science and technology based); firms that invest heavily in software and use information technologies (interactive and IT- based) [2]. The tourism sector, which brings together enterprises and organizations of many types of economic activity, cannot be attributed to one specific type of innovative behavior. This study identifies five innovative regimes used in tourism development strategies, which will be described below when considering the situational approach. Currently, as a rule, three main methods of transition to innovative development are used.

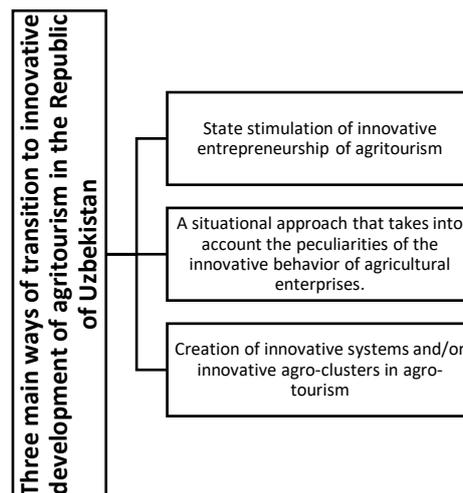


Fig 1. The main ways of transition to the innovative development of agritourism in the Republic of Uzbekistan

regional innovation systems (RIS) in the EU countries, the following can be distinguished, suitable for the formation of IS in Uzbekistan destinations: suppliers, contractors, customers (tour operators, travel agents). 2) It is necessary to adapt the educational profile of the universities of the destination to the needs and specifics of innovating enterprises. 3) Since most destinations lack local research organizations, long-term links should be established with scientific institutions in other, knowledge-intensive regions. 4) Develop a set of measures to attract qualified personnel and top managers from other regions and from abroad. 5) Considering that the innovation process is by its nature a collective creativity, and the transfer of innovations is based on collective learning, develop and actively support various forms of multilateral cooperation and exchange of experience

among participants in the RIS. 6) Build RIS based on performance criteria, regardless of administrative boundaries.

Table 1. Innovative regimes in the agritourism sector

Innovation Mode	Type of organizations developing innovations	Human capital and knowledge management methods	The result of the innovation process
Supplier dominated	Small and medium enterprises of the tourism industry without their own R&D	Low qualification, training in the process of mastering new equipment and technologies	Innovations “for the company” improvement of service and organization
Scale efficient	Large corporations (networks) with their own research sector and staff training programs	Creation of corporate key competencies, know-how, transformation of hidden knowledge into instructions and standards, corporate education and training	Development of world-class radical innovations, regular innovations for the local market
Knowledge Efficient	Academic institutions, universities, consulting firms, marketing agencies	Scientific knowledge, professional and creative skills, bank of results, research, knowledge sharing in the process of consulting	New knowledge, co-creation in the development of innovations for the tourism business and destinations
Network efficient	Organizations investing in software, using information technology to form networking relationships	Competence in the use of ICT in the production and marketing of services, the creation and use of electronic libraries and databases; networking in networking collaboration	Electronic communications, e-sales, services (e-guide), new business models, new types of agritourism (virtual), transfer of innovations through networks
Driven by consumers	Government departments and agritourism agencies, clusters, business associations	Competence in the analysis of demand and market trends, forecasting and strategic planning; organization of stakeholder cooperation	Increasing the value and attractiveness of the destination product tour, creating new events, tour objects. interest

In regions that have been specializing in tourism for a long time, the goal is to intensify existing clusters. Thus, in the strategy of Finland until 2020, it is established that “the key goals of the internal development of the tourism sector include the strengthening of agro-tourism clusters and networks”; the most successful of them will be funded to achieve the highest international standards [15]. Among the strategic measures for the creation of regional innovation systems (RIS) in the EU countries, the following can be distinguished, suitable for the formation of IS in national destinations : suppliers, contractors, customers (tour operators, travel agents). 2) It is necessary to adapt the educational profile of the universities of the destination to the needs and specifics of innovating enterprises. 3) Since most destinations lack local research organizations, long-term links should be established with scientific institutions in other, knowledge-intensive regions. 4) Develop a set of measures to attract qualified personnel and top managers from other regions and from abroad. 5) Considering that the innovation process is by its nature a collective creativity, and the transfer of innovations is based on collective learning, develop and actively support various forms of multilateral cooperation and exchange of experience among participants in the RIS. 6) Build RIS based on performance criteria, regardless of administrative boundaries.

In recent years, the so-called rural tourism has received rapid development in world tourism. Agritourism, ethnographic, rural, green, rural tourism - all these are synonyms of one type of tourism taking place in any rural

area (village, kishlak, farm, estate, private house), where tourists, having escaped from noisy cities, get acquainted with life and the customs of the local population, live in rural houses, take part in rural labor. During festivals and holidays (especially Navruz), tourists can see various competitions, participate in various cultural events.

Of greatest interest for rural tourism are old settlements with unpretentious architecture using the traditions of the past, whose inhabitants observe any traditions from folklore. At the same time, clean village food, clean air, the opportunity to participate in any small rural work contribute to strengthening both physical and mental health. From an educational point of view, agritourism provides an opportunity to learn many types of village activities: riding a horse or donkey, harvesting fruits and vegetables, haymaking, milking a cow or goat, cooking, familiarizing with national crafts and crafts (embroidery, weaving, modeling and pottery). On the cognitive side, the tourist learns a lot from the customs and customs of a particular region, gets acquainted with the unique folklore and culture (musical performances, customs).

Agrotourism has received good development in Europe. In addition to accommodation for tourists in rural houses and farms, there is the possibility of accommodation in reconstructed ancient castles, monasteries and mills, where visitors come into contact with antiquity to a large extent. The rest of the range of services - living in a rural house, eating village food, gathering plants and berries, caring for pets, hayloft, fishing and many other types of services and entertainment are organized at a high level.

Almost all regions of Uzbekistan have great potential for rural tourism. Uzbekistan is mostly an agricultural country. Rural tourism, as a new type of recreation, can play a big role in the tourism segment of Uzbekistan, using both inbound and domestic tourist flows. Favorable environmental and climatic conditions, the necessary infrastructure, a unique ethnographic culture with traditional hospitality - all this is present in our country and can be used for agritourism.

The development of this type of tourism contributes to the strengthening of the rural economy, creates additional jobs in the hospitality industry, reduces the outflow of the local population to the cities, increases the cultural and intellectual level of the villagers, stimulates the production of environmentally friendly food. Agritourism also contributes to the revival and development of national crafts and crafts, customs and rituals. From the point of view of the conservation of natural resources, rural tourism also plays an important role here.

You can start this activity with a small starting capital. And many villagers in the popular resort places of the republic, independently installing tapchans, along the banks of rivers and reservoirs, attract many car tourists from cities. Some people are already talking about an independent industry in this area - the so-called tapchan tourism. True, here, sanitary and environmental standards are often poorly supported.

What does an ordinary villager get as a result of organizing rural tourism? First of all, this is a high level of profitability, the possibility of providing jobs for fellow villagers, intellectual development associated with new creative work, raising the educational level, mastering new professions related to service. Forgotten crafts, rituals and traditions receive a revival and a new impetus. In return, tourists for a moderate fee get a good rest, strengthen their mental and physical health, increase their knowledge of rural life, practicing on specific examples. New impressions and communication with rural workers develop the personality, its desire for self-improvement.

In foreign agritourism, a kind of exchange between a tourist and a landowner is also practiced, when a tourist participates in agricultural work in exchange for free accommodation and food. Many people would like to participate in the collection of melons or cotton. In fact, collecting two or three crops a year, this type of activity can be practiced year-round. In the mountains, in the fall, it is not bad to attract these tourists to the collection of walnuts, almonds, berries, cherry plum, hawthorn, where participants also join the mountain nature, learn a lot from the life of the mountain villagers. Here, of course, you can combine such tours with purely ecological or natural history tours. And in the case of the collection of medicinal herbs, the tour participants get acquainted with folk (and partly with traditional) medicine. During haymaking, many of the tourists would like to take part in it. An overnight stay in warm weather can be offered in this case in the hayloft.

Almost all regions of Uzbekistan have the necessary resources for the development of rural tourism. These are diverse natural conditions, from foothill and mountain landscapes to steppe and desert territories, where rural settlements are everywhere with adjacent rural lands - fields, gardens, vineyards, pastures. And all kinds of natural

monuments, memorial places of worship, architectural and archaeological monuments located in the immediate vicinity of these villages can be used as additional ecological, cultural and educational objects to visit and get acquainted with them. Very often, rural tourism is mixed together with ecological tourism and it is sometimes difficult to separate one type of tourism from another. From this interweaving and interaction, rural and ecological tourism only benefit. What attracts visitors to our country? What looks so unusual in the eyes of a foreign tourist? First of all, these are peculiar tourist brands of Uzbekistan: a peculiar multi-storey nature, unique oriental architecture, picturesque villages surrounded by poplars and rows of mulberry trees, adobe and stone dwellings, donkeys, camels, oriental food, hospitality, dastarkhan, tea drinking, fruits and vegetables and much more ...

In Uzbekistan, rural tourism is well developed in the Jizzakh and Navoi regions, in the region of the northern slopes of the Nurata Range. Guest houses are organized in such villages as Eski Farish, Ukhum, Hayat, Mejrums (Majrum), Sentyab. The guests of these houses make fascinating walks in the mountain tracts, get acquainted with the flora and fauna of the Nurata biosphere reserve. It is possible to rent horses and donkeys. Of the sights of this region, one can note individual petroglyphs, the alpine lake Fazilman, as well as a huge specimen of eastern biota in the village of Mejrums. Usually, after visiting guest houses in the villages of the northern slopes of the Nurata Range, tourists go to yurt camps located in the immediate vicinity of Lake Aydarkul. Here they can get acquainted with the nature of the Aidar-Arnasay lake system, as well as come into contact with the sands of the Kyzylkum desert, which are close to the camp. A camel ride along the dunes of these territories towards the village of Dungelek will pleasantly complement the overall impressions. Acquaintance with the life of the desert inhabitants and their traditional way of life can also be included in the program of these tours.

Developing rural tourism in Nuratau-Aidar-Kyzylkum region can create a kind of ethnographic cultural center. And with sufficient funding, on the basis of any village, organize a special "aul-town" to receive tourists. To lay out a garden around the town, vegetable gardens, where in the future tourists could plant seedlings, take care of the beds, and collect fruits. Such a town can be built taking into account old technologies (clay, stone), but new technologies can also be used for a more reinforced frame and reliable walls with ceilings. A separate room can be allocated for the organization of an ethnographic museum with various exhibits of household items: old irons, spinning wheels, pottery machines, kerosene lamps, kettles, pots and damage. In front of the entrance to the museum, you can install a cart. Many residents of nearby villages will receive additional jobs in this tourist town. The general impression of this whole ethnographic town-village will be like a kind of open-air museum. Additionally, you can organize eco-trails from this town to mountain tracts and offer tourists to ride a horse or donkey. In such an ethnographic center, tourists can get acquainted and learn how to bake cakes in tandoors, participate in the preparation of dairy products (butter, suzma, kurt). Locals can also organize musical performances. And if one of the villagers will have a wedding, then why not invite dear guests to it? The revival of local crafts not only enriches the entire tourism product, but also stimulates their development.

If the villages where it is possible to organize agro-tourism are in close proximity to the traditional tourist routes along the Great Silk Road, then this only plays into the hands. Although there are many lines of this route through the territory of modern Uzbekistan, the development of related infrastructure is necessary for the comprehensive introduction of a new route. In the Samarkand and Tashkent regions, which are rich in vineyards and their processing, special tasting tours can be offered. In Samarkand, such a tasting tour to a winery is already underway. In the mountainous areas of these regions, in the program of the tasting tour, you can offer a visit to apiaries and tasting comb honey and other bee products. And local shepherds can tell a lot of their work, offer a cup of milk and talk about the technology of making kurt or suzma.

In terms of combining natural and agro-tourism components, we can mention the development of tourism in the Zaamin district of the Jizzakh region. In addition to the traditional sanatorium and resort tourism, which is to some extent developed in the vicinity of the Zaamin sanatorium, the region is currently being actively promoted in other areas of tourism, including ecotourism and outdoor activities with elements of rural tourism. Already now, in such villages as Duoba, Peshagar, Khatap, Beshbulak, Urikli, guest houses are being created, where tourists are offered a varied program: "kelin-salom", "holiday of honey", "koumiss show", "beshbarmak", "dombra show", joint cooking of national dishes (kuzon-patyr, kurt-davo, kuzon-kobob, kuzon-non), etc. In addition, you can get acquainted with the sights of Zaamin National Park (unique juniper forests, waterfall, Sherbulak spring, centuries-old walnut tree "Bobo-Yongok", Peshagar caves).

Sometimes it is worth timing agro-tourism routes for all kinds of holidays, events and festivals. For example, to conduct such tours during the spring holiday Navruz, when all kinds of competitions, contests, tastings, dances are offered to tourists. The experience of such a festival at one time was held in the Baysun mountains of the Surkhandarya region, which has the most powerful ethnographic and natural components. And the architectural and archaeological objects of the region, in particular Old Termez, complement the already list of objects worthy of tourism. In almost every village every year, and sometimes several times, “kupkari” games are held, where tourists can also be invited, even for one day.

Agritourism has a great potential in the field of domestic tourism as well as in the development of small business. This type of tourism allows you to create new jobs in rural areas, stimulates to some extent the development of rural infrastructure, improves and develops the cultural and educational level of the local population. Travel companies can organize and develop rural tourism by negotiating with farmers, mahalla committees and other representatives of local authorities. And of course, one cannot do without external investments, a good tax and legal framework, as well as qualified personnel.

CONCLUSION

Based on the analysis, four types of regional tourism development strategies were identified: those aimed (mainly) at extensive development; aimed at sustainable development; aimed at intensive development; aimed at the development of an innovative type; as well as the features that separate one type of strategy from others are indicated.

Strategies of national agritourism destinations, as a rule, plan extensive economic growth through new construction, putting new land plots into economic circulation, and creating new jobs.

Uzbekistan's destinations, which traditionally specialize in tourism and have industrial and human capital to improve the efficiency and quality of tourist services, are moving towards strategies for sustainable development and intensive growth.

The quantitative growth of the material base of tourism in our country is inevitable, but in order to quickly overcome the gap with the leading countries, destination management bodies need to include goals and activities in their strategies that allow them to move on to innovative development, select investment projects according to this criterion, and influence qualitative changes. economic activities and destination management systems. Three main methods of influence are currently used in regional strategic management: a course towards innovative development through the promotion of entrepreneurship; situational approach using various innovative modes; creation of innovative systems and clusters. The study identified the use of the following innovative modes in tourism development strategies: supplier- dominated, scale-efficient, knowledge-efficient, network-efficient and consumer-driven.

The application of a situational approach, varying the use of one or another innovation regime depending on the goals and market factors, will be useful for regional strategic planning for the development of Uzbekistan.

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