Asia Pacific Journal of Marketing & Management Review

Vision : Let us Research

Vol. 11 No. 01 (2022)

INDIANRESEARCHJOURNALS.COM
Kurukshetra , Haryana (india)

ASSOCIATE EDITORS

ARTICLES

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

SPECIFIC FACTORS AND FEATURES OF CLASSROOM INVESTIGATION

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Annotation: *This article is devoted to problems of teaching English and the importance of classroom investigation. This article mainly focuses on using effective classroom activities, materials of the lesson, the role of teachers and students in classroom investigation.*

Key words: *classroom investigation, acquisition, effectiveness, incorporation, cultural background.*

The use of the language of the learner as well as the target language, or of a common communication language other than the two, is among the problematic issues of foreign and second language studies. At the center of the discussion of the place of these languages in the teaching process is the question of how the relationship between the acquired mother tongue, the target language, and other languages known and learned outside them, is processed in the mind of the individual. Differences in the approach to the problematic of whether the individual processes the structural and semantic elements of the language separately or together are decisive in the approach to these languages. Ignoring the mother tongue of the learner completely, rejecting it, and attempting to put the languages into separate sections is doomed to fail because they are interdependent in many ways. Because the acquired learned language is not just adding rooms to your house by building on an extension at the back: it is rebuilding all the internal walls. The suggestions of mental processing limited to the target (single) language which is under the influence of children's experiences in the acquisition of the mother tongue ignore the fact that two languages (the mother tongue and the language learned) together are effective in the minds of foreign second language learners.

In the language teaching processes which are conducted so that the learners become natural and active members of the environments in which the people write and speak the target language as their mother tongue, the exposure to the target language and production in target language can be considered as one of the main success criteria. [1]

Fundamentally, classroom research involves doing research in school settings about teaching and learning. We define classroom research as a process of investigating questions about teaching and learning that is undertaken in a systematic way by teachers who want to better understand their own work.

Teaching and learning a foreign language is a social process which requires the interaction of two important parts of the process, the teacher and the students, in a social environment. As this process takes place in a social context, it is inevitable to experience some problems while teaching the students having different needs, interests and levels. These problems may be caused by the

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[1] Atkinson, D. (1987). The mother-tongue in the classroom: a neglected resource?. ELT Journal, 41(4), 241-247.

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

students, teachers as well as the physical environment in which teaching and learning take place. It is clear that language teaching skill is not enough to handle these problems; teachers also need classroom management skills so that they are able to manage their classrooms. It is believed that successful classroom management is highly related to effective instruction. As classroom management is a general term that is affected by many factors, the effectiveness of classroom environment depends on how teachers cope with these factors and provide their students with a positive and friendly classroom atmosphere. It is clear that a detailed analysis of the factors that affect successful classroom management and adequate teacher training on how to cope with them will make unmanageable classrooms manageable which will immediately result in effective teaching and learning process. In this article, factors that influence successful classroom management will be analyzed and possible solutions to these problems will be presented.

Classroom management has become an indispensable part of language teaching and learning process owing to the fact that it has a crucial effect on teachers, students and classroom procedures. It can be defined as a way of organizing the physical setting of the classroom, students, resources and the equipment so that effective and successful teaching and learning can take place. It is believed that successful classroom management is closely related to effective instruction. “Research findings converge on the conclusion that teachers who approach classroom management as a process of establishing and maintaining effective learning environments tend to be more successful than teachers who place more emphasis on their roles as authority figures and disciplinarians. It means that the teacher must try to enhance students learning as well as maximize appropriate students behavior. [2]

Classroom management is a broad term that is affected by many factors and it is these factors that make classrooms manageable or unmanageable. In this paper, these factors will be handled under three main categories as factors concerning students, factors concerning the school environment and factors concerning teachers. These three factors will be analyzed in details and solutions will be provided so as to deal with each situation.

As it is stated before, classroom investigation is an important figure in teaching and learning environment that is influenced by many factors. In this paper, these factors will be dealt with under three categories as factors concerning the students, factors concerning the school environment and factors concerning teachers. It is important to take students’ needs and characteristics into account while designing the language programs, classroom activities and materials so that effective and successful instruction can take place. As classroom investigation is closely related to effective instruction, students’ needs and characteristics are also essential in managing classrooms. Jones and Jones state that high expectations, active engagement of students, cooperative learning and the incorporation of various aspects of students’ cultures are important figures in effective teaching. It is believed that incorporating one of these methods that are designed in line with students’ personal, developmental and cultural needs into instruction will help teachers to reduce classroom management problems.

It is also necessary to learn child’s family and cultural setting so that the teacher can pay attention to students’ cultural values and family background as well as incorporate them into teaching

[2] Butzkamm, W. (2003). We only learn language once. The role of the mother tongue in FL classrooms: death of a dogma. Language Learning Journal, 28(1), 29–39.

and learning situation. It is teacher's responsibility to design teaching and learning process according to the factors that are present in the classroom, school and community.

The summary of different learner needs and characteristics are given in the following list. Learners may have differences in their characteristics such as:

•Age
•Personality
•Attitude
•Aptitude
•Motivation
•Learning styles and strategies
•Multiple intelligences

Learners may also have differences in their needs such as:

•Personal needs
•Developmental needs
•Cultural needs

It is not possible to keep classroom management away from school variables such as school climate, structure, decision making and the type of professional support provided in the building. Classroom investigation, effective instruction and enhanced student behavior, is highly affected by these variables. It is asserted that students show more positive behaviors in schools where they feel the sense of belonging and support. Moreover, they are more successful when they are engaged in instructional activities designed in tandem with their own lives and cultures.

Some people may think that physical setting of the classroom is not very important in managing classrooms until they experience any environmental problems that change the atmosphere of the classroom and prevent them form teaching effectively. However, it is essential to recognize that the physical environment can influence the way teachers and students feel, think and behave.[3]

As a result, it is really necessary for teachers to establish a classroom environment that is nonthreatening, friendly, motivating, positive and really conducive to effective learning and enhanced student behavior. Your environment is all that surrounds you at the moment, sights: the things you see, sounds: the things you hear, smells: the things you smell, feelings: the things you feel. As a teacher, it is important to provide students with appropriate sights, sounds and feelings in order to prevent classroom management problems and enhance desired student behavior. It is important to create a visual environment that: Is Attractive: The materials prepared should be neat, colorful and appealing to the eye of the students.

• Is Functional: It is important that the materials should teach and reinforce what is aimed to teach, and they should have a social and communicative value.

• Is Stimulating: The materials being used should provoke critical thinking and be questioning in nature.

• Is Motivational: It is essential that the materials should raise students' awareness and encourage them to learn.

[3] Butzkamm, W. (2017). Monolingual principle. M. Byram & A. Hu (Ed.). Routledge Encyclopedia of Language Teaching and Learning. (471-474).

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

• Creates pride and fosters self-esteem: The materials should help students feel self-confident and proud of them by praising their accomplishments and strengths so that students are able to persist in their studies.

It is important to create an audio environment that will enable students to feel relaxed during the classroom procedures. It is suggested that music should be employed while attendance is being taken, during an introductory activity, or during class work times so as to motivate students and set a friendly and nonthreating atmosphere. However, there may be some students, who are disturbed by the music, so it is the teacher's duty to assess the learners' characteristics and design classroom procedures accordingly. Besides creating an effective visual and audio environment, it is also important to create an environment that is contributory to concentration, study and learning. This means an effective classroom environment in which students feel relaxed, comfortable and at ease.

Seating arrangement is an important physical factor that affects teacher- student, student-teacher and student-student interaction in classroom procedures. If our aim is communication and interaction in the target language, it is important to design the seating system in such a way that students are able to communicate with each other. Semi- circles or U-shapes are really desirable as they allow students to face each other; as a result, they feel socially secure. In addition to social security, it is also important to increase psychological security of the students. It is important to arrange the classroom space so that students are free from being disturbed. Allowing students to select their own seats is another way to increase psychological security.[4]

As Brown (2001) states that "White board is one of our greatest allies." (also cited in Sarıçoban:2005). It is clear that the things you are teaching are only visible through the use of whiteboard. It is the place where student's attention can be directed; as a result, the teacher should be careful in using the board clearly and effectively. Instructional equipment is a necessary part of teaching and learning process, but there are certain things that teachers should bear in mind while they are employing them. It is advisable to consider that:

• Students are provided with outlets in a classroom,
• The classroom is big enough for the equipment to fit comfortably,
• The visual and auditory stimuli are within easy reach of every student,
• Enough time before and after the class is allotted for the students to get and return the equipment,
• The teachers are equipped with necessary information on how to operate the machinery,
• Extras, extra light bulb or battery, are provided in case of emergency.

As well as the physical factors affecting the classroom environment, social factors are also important in classroom management owing to fact that classroom is a community in which teachers and students interact socially. The size of the classroom- large or small, the number of students or classrooms consisting of mixed-ability students all has certain effects on structured interaction between teachers and students, effective teaching and successful management of the problems that can be experienced in any classroom. In this part, problems in overcrowded and mixed-ability classes will be presented.

[4] Brophy, J. & McCaslin, M. (1992). Teachers reports of how they perceive and cope with problem students. The Elementary School Journal, 93, 3-68.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

In order for foreign language teaching to be successful, it is important to limit the number of students to at least 15 or 16. However, it is not possible to have classrooms that have this ideal number in Turkey because of the fact that there are too many students and the physical conditions most of the schools have are not appropriate enough to manage these students. As a result, most of the students have to be taught in overcrowded classrooms which pose a great difficulty for the teacher in terms of teaching as well as managing classroom procedures. Some of the most common problems of overcrowded classrooms and possible solutions are summarized as the following:

a. Discomfort:

This may pose the following problems:

● it may not be possible for some students to move easily and join in some of the activities,
● the voice of the teacher must be loud and attractive enough so that even the students sitting at the back can hear him/her,
● some of the activities cannot be conducted owing to the lack of room,
● the teachers who have to teach large classes may feel frustrated and tired,
● the students have the tendency not to attend the classes.

Possible solutions:

● It is important for the teachers to choose the seating arrangement that will enable students to see the board clearly, interact with each other effectively and move around the classroom easily.
● Pair or group work activities are essential to make the most of class time.
● It is advisable to have semi-circle sitting arrangements in small classes so that the teacher can have the control of the students.

b. Control:

It is difficult to control classes:

● when there are too many students,
● when students make noise while they are doing the activities,
● when uninterested students try to disturb the other students,
● when teachers fall short behind the curriculum.

Possible Solutions:

● Conducting pair or group work activities as well as assigning roles to the students are vital in controlling the large classes.
● Never act like a king.

c. Individual Attention:

It is not possible for the teachers to give individual attention to the students because:

● they don't have enough time to deal with each student,
● students having some psychological barriers such as being shy or introvert may not be given the necessary help.

Possible Solutions:

● the teacher should call students by their names so that they can show that they consider them individuals.
● They should try to reduce the anxiety of the students.
● They should ask students' opinions.

Asia Pacific Journal of Marketing & Management Review
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ISSN: 2319-2836
IMPACT FACTOR: 7.603
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d. Evaluation:
Evaluation may be ineffective:
● time and opportunities for teachers to listen to their students are very limited,
● it takes a long time to check student- generated work,
● it may not be possible to complete the syllabus,
● right evaluation in grading may not be made,
● it may not be possible to have objective quizzes or exams as students may have the tendency to cheat.
Possible Solutions:
● It is important for the teachers to encourage their students so that they can share the responsibility of teaching and learning process. Some techniques such as peer check and teacher's reflection as well as self-reflection of students on their progress may also help teachers to cope with problems posed by evaluation. Learning Effectiveness: effective learning may be a problem in large classes because:
● the teachers cannot be sure that their students get everything they teach,
● they cannot learn about the weaknesses and strengths of their students easily through quizzes or other measurements.
Possible Solutions:
● It is important for teachers to work collaboratively with the school organization and design goals that are attainable by the students at the end of the term. They should design their activities in such a way that students can get the most of them.

In conclusion, as teaching and learning is a social process that takes place in a social environment, it is quite normal to experience problems while teaching students. Owing to this fact, classroom management which means the prevention of disruptive behaviors form occurring and maintaining a positive classroom atmosphere has become an important part of teaching and learning process. It is also important that effective teaching is highly related to successful classroom management skills.

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ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

THE IMPORTANCE OF MONITORING AND CONTROLLING SALINE SOILS IN THE REPUBLIC OF UZBEKISTAN

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Abstract: *In the global aspect, problems associated with irrigation and land reclamation are being studied globally, especially in regions with arid and semiarid zones. Agriculture is based on irrigated agriculture in the arid and semi-arid regions (Uzbekistan, Central Asian countries). There are many problems such as poor soil conditions and land quality, salinization and pollution of irrigated soils, groundwater and water sources. All these problems negatively affect the ecological environment, and one of the reasons for their appearance is the improper water management of irrigation systems. Soil salinization is considered from two sides, the first as a process that appeared for natural reasons and conditions. The second one is the intervention of people in the irrigation process. The highest salinity occurs when people intervene in the ecosystem. The biggest problem in Central Asia is the Aral Sea disaster, the depletion of its water resources. The consequences of this disaster were salinization in irrigated agriculture. This problem is common in Central Asia for over 8 thousand years.*

Keywords*. Salinization, Irrigation, Soil, Monitoring, Flushing, Groundwater, Uzbekistan.*

INTRODUCTION

Earth is the main nurse. Agriculture does not make sense without irrigated agriculture. The main problem of agriculture is an imperfect water management system at different functional levels of the system, which in turn creates problems such as deterioration of soil fertility and quality of agricultural land, and leads to salinization and pollution of soils, groundwater and other water sources. About ten percent of the surface of the globe is covered with saline lands. Common areas are arid areas. The problem of salinization is present in about 75 countries of the world; these are Australia, China, India, Pakistan, the USA and many others. In the Republic of Uzbekistan, saline land accounts for approximately 46 percent of the total irrigated land. Salinization of soils leads to a decrease in yield, yield losses are from 0 to 33 percent for weak salinization, about 50 percent for average salinization, 65 to 84 percent for strong salinization, and absolute crop losses for very strong salinization. The food sector also suffers, soil degradation is the cause of hunger and malnutrition, leads to a suspended state of food prices, people migrate because of this reason, and many become bankrupt. It is worth noting that the destruction of plant productivity is gradual. The activity of nucleic acids changes, nitrogen metabolism is disrupted, proteins break down, their synthesis is suppressed, this is all due to a violation of synthetic processes and hormonal balance of the roots. There are 10 main threats to the normal functioning of the soil is erosion, loss of productivity and stocks of carbon in the soil, loss of biodiversity, nutriental imbalance, acidification, pollution, soil salinization and soil compaction. In Uzbekistan, the main reason is the rise in the level of mineralized groundwater above a critical depth due to large losses of water from irrigation systems and increased irrigation rates applied to irrigated

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

fields. Saline soils are a serious problem that requires a specific approach, systems of activities that include agrotechnical complex, manual irrigation system according to the norms of the system of special ameliorative measures that allow the removal of salt from the soil.

METHODS

The methodology for studying the problems of salinization of the land is based on the comparative geographical, analytical methods and the method of generalizing the results.

THE RESULTS OF THE STUDY

The main component of the process of controlling salinization of land is monitoring. It, in turn, will be able to ensure timely receipt of information on the state of agricultural land of the Republic of Uzbekistan. All information received is useful for land users and society. Unified state monitoring is a hierarchy of levels, which allows you to monitor the condition of soils, manage the sources of the problem.

In monitoring soil and water salinization in the Republic of Uzbekistan, such organizations are involved

as: « State Committee for Land Resources, Geodesy, cartographer and state cadastre « Ministry of Agriculture « Ministry of Water Resources « State Committee for Architecture and Construction « Center of Hydro-meteorological Service under the Cabinet of Ministers « State Committee of the Republic of Uzbekistan on Geology and Mineral Resources Regional hydrogeological and reclamation expeditions, created on behalf of the Ministry of Water Management and the Ministry of Agriculture, have been appointed responsible for monitoring irrigated land. The supporting materials are materials of soil research of design institutes, and other scientific organizations and institutes. The monitoring should be based on principles such as comprehensiveness, a system of observations, approval of dates with geomorphological and hydrological conditions, and calculation of indicators using common methods throughout the Republic of Uzbekistan. Monitoring is carried out in accordance with the "Land Monitoring Methodology in the Republic of Uzbekistan" developed in 2001. All land in the Republic is monitored, regardless of anything. When choosing key objects for soil monitoring, attention is paid to their location with typical natural agricultural landscapes in all soil and climatic zones. When interested soils are selected, soil maps with scales of 1: 10000 and 1: 25000 are used. The monitoring period and the scope of work are generally carried out in three periods, preparation, field and chamber. The salinity of the soil salinity is manifested immediately after any external and internal influences, when tracking the level of salinity, you can get all the information about the processes in the soil. As a result, it can be noted that monitoring the saline of irrigated soils can solve the following problems: 1. Allows you to calculate the number of saline soils and reclamation systems 2. When taking into account the sources of salts and the state of reclamation systems, it allows you to consider the dynamics of soil salinization at the micro and macro levels 3. Create statistics using data for a certain period, which allows you to make changes to the process of reducing salinity. It is important to take the data as a basis for more than 5 years, and probably 10 years, to identify objective causes of soil sanding. The data should include images taken from space, high quality and modern computer programs. Using the pictures, you can see the areas with salted and unsalted soils, and the degree of their salinization.

An improved system for continuous monitoring of changes in salinization of irrigated soils should be created. Do not forget about the fight against salinization. The introduction of effective methods to combat salinity is the main task for irrigated farming. Using the right methods, you can significantly

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ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

reduce the area of salted soils. Thus, in the Concept of Water Development of the Republic of Uzbekistan for 2020-2030, it is planned to reduce the area with salted soils from 1935 thousand hectares to 1722 thousand hectares.

DISCUSSION

In addition to improving monitoring of saline soil areas, which allows you to control and prevent the emergence of new territories with this nature, great attention should be paid to restoring the properties of irrigated soils. There are places where soils are highly saline; in such areas, you can use the flushing method. Flushing is the removal of salts from the arable and subsurface horizons of the soil by flushing water, flushing is today one of the main means of combating salinization of irrigated lands. The beginning of water washing works consists of leveling, processing and breaking by rollers into sections at intervals of 0.2-0.3 hectares, then the sections are filled with water. The norm of the poured water is regulated depending on the degree of salinity, salt composition, water permeability, and the level of groundwater. Typically, washing is carried out in conditions where the evaporation is the smallest and groundwater is low, usually such conditions occur in late autumn. The rest of the wash water is diverted through desalination drainage. The physical properties of the soil and the degree of salinity affect the effectiveness of flushing. There is already a definite proven system for restoring the properties of irrigated soils. It is advisable to use it together with high-quality monitoring of saline lands. The first step is the use of drainage systems, thereby forming an artificial flow and lowering the level of groundwater. Then, using large-scale technology, compact the plowed plot, the third step, rely on the conditions of soil formation and divide the irrigation rate by two three times, then fertilize and sow crops with salt tolerance properties, for example, sunflower, Sudan grass, Indian sorghum and others. The next stage is to change salt-resistant cultures to alfalfa and shepherd's spherophysis, and only then to plant the culture chosen at the beginning.

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ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Riddles in the development of logical thinking of a child

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Abstract: *In this article the development of logical thinking of children was considered. Formation of personal ability of children, development of speech and thinking. Solving riddles is a kind of gymnastics for a child, mobilizing and training his mental strength.*

Keywords: *riddle, development, thinking, ability, child's speech, metaphor, personality, pedagogical values.*

INTRODUCTION

The term "riddle" is of ancient origin. In Old Russian, the word "guess" meant "think", "ponder. Hence the word "riddle" originated. The riddle gives a substantive description of some phenomenon, for the recognition of which requires considerable thought. In the past, riddles were one of the forms of education of youth, through them passed the life experience of people, but also tested the mental ability, ingenuity, observation, the ability to overcome considerable logical difficulties posed by the riddle. Justly wrote A. P. Kvyatkovsky: "A riddle is an intricate poetic expression, in which features of the guessed object are given in the cipher, taking away the way. The riddle is a peculiar form of detachment and is usually built on the principle of delayed metaphor" [4].

The riddle occupies a special place in the work on the development of children's thinking. Ushinsky in his book "Native Word" said that the riddle "gives the child's mind a useful exercise. Solving riddles is a kind of exercise for a child, mobilizing and training his mental strength. To guess a riddle, you need to carefully observe life, recall what he saw, compare, compare phenomena, mentally dissect, highlight each time the necessary side, combine, synthesize what he found. Guessing riddles develops ingenuity, ingenuity, reaction time, mental activity, independence, the habit of a deeper and more versatile understanding of the world.

The riddle belongs to small genres of folklore. It is very concise, figurative form given the most characteristic features of objects or phenomena. The thought in the riddle is not expressed directly, but metaphorically. To guess a riddle, the student must recall everything he or she has seen, compare the phenomena, mentally dissect them, combine them, and analyze what he or she has found.

B. I. Chicherov treats riddle as "an allegorical description of some object or phenomenon, given usually in the form of a question" [6, p. 322]. V. P. Anikin defines the riddle as "an intricate question, presented in the form of an intricate, brief, usually rhythmically organized description of some object or phenomenon" [1, p. 54]. Y. G. Illarionova believes that a riddle is "a brief description of an object or phenomenon, often in poetic form, which contains an intricate task in the form of an explicit (direct) or implied (hidden) question" [3, p. 8].

Formation of a personality of preschool children is carried out during the whole period of education in a preschool establishment. The concept of "personality" includes the social image which the person

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

assumes when he or she plays certain roles in life - a certain "guise", a public face addressed to others. The personality of an older preschooler is a relatively stable system of his or her behavior, built primarily on the basis of his or her inclusion in the social context. The core formation of the personality is self-esteem which is built on the estimations of other people and the estimation which the child gives to himself.

Children like to guess riddles. They enjoy both the process and the result of this peculiar mental contest. Guessing riddles sharpens and disciplines the mind, teaches children a clear logic, reasoning and proof. Solving riddles develops the ability to analyze, generalize, forms the ability to draw conclusions and inferences independently.

The well-known psychologist D.B. Elkonin noted that in early childhood, a child's speech, acting as a means of socialization with an adult and with other children, is directly connected to the practical activity which he or she performs, or to the visual situation in which or concerning which socialization takes place. The child of this age carries out activities either jointly with adults, or with their help; therefore, his or her communication is situational in nature. This gives speech a special form - situational speech, which is dialogic in most cases. This speech represents either answers to questions to adults in connection with difficulties arising in the course of activity, or a demand for satisfaction of certain needs, or, at last, questions arising from acquaintance with objects and phenomena of the surrounding reality.

Guessing riddles contribute to the active development of children's speech. Riddles enrich their vocabulary, help to see the secondary meanings of words. For example, besides the basic meaning of the verb to go ("to move"), the child becomes aware of other meanings: the mechanism works ("the clock goes"), it pours rain ("it rains"). Of course, children have more than once had the opportunity to hear and use these combinations, but in the riddle they perceive the words juxtaposed, united: "They go all day long, not a minute stands still, but all in one place" (clock). "Look through the window - a long Antoshka is coming" (rain).

The riddles expand children's understanding of the possibilities of figurative use of words:

We, when we walk, stand, And we can stand lying down. Even if we run away, we don't move either, (clock.)

The riddle in some cases gives an idea of the subject, in others - trains memory and develops imagination, thinking and speech, serves as a signal in a collective game.

N.I. Melnikov wrote that there is no exact indication when the riddle came to children, but already in the nineteenth century it existed in parallel with adults and children, it was introduced into literature.

This was a fact of recognition of its pedagogical value. It introduces the child to the joy of thinking, directs attention to objects and their prominent features, encouraging to delve into the meaning of verbal denotations of these features, increases the ability and certainty of thinking and the power of imagination. This is, so to speak, the pedagogical prerequisites of riddles.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
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When familiarizing preschool children with the works of oral folklore is often in the foreground content aspect and not enough attention is paid to the genre and linguistic features of these forms of folklore.

Therefore, this problem is very relevant today and requires in-depth development of specific methods of introducing children to the actual artistic merits of different genres of folklore, the methodology of working with the riddle to develop coherent figurative speech of children.

Riddles are full of cognitive meaning.

Children are interested not only to show their abilities and prove their intelligence, but also to understand what they can do without help.

The riddle as a genre of oral folk art opens up many opportunities for children. It develops logical thinking, memory, imagination, the ability not only to listen, but also to hear the content of the riddle.

Children gradually begin to understand figurative speech, metaphors, aphorisms.

The very process of riddling and guessing riddles is not a boring activity. It's fun for a child to try to find and find the right answer to a riddle that has an intricate clue.

Short questions, which may be on a variety of topics, are sure to arouse a child's interest.

This makes it possible to use riddles for the development of observation, consolidation of knowledge about the features of objects, for consolidation of the material in the classroom.

The need to enumerate features entails the use of homogeneous members of a sentence in riddles: "Small, remote, went through the earth, found a red cap" (mushroom).

The use of a word in figurative meaning is the most common technique for creating a riddle. [121]

Example of riddles:

He is both summer and winter.

Between Heaven and Earth.

I may go to him all my life.

He will always be ahead.

(Horizon)

To help children quickly master the descriptive form of speech, it is necessary to enrich their attention to the linguistic features of the riddle, to teach them to notice the beauty and originality of the artistic image

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

(The painted loom over the city hangs).
To understand what speech means are used to create it, to develop a taste for exact and figurative words.

Considering the material of the riddle, it is necessary to teach children to see the compositional features of the riddle, to feel the originality of its rhythms and syntactic constructions (Not a bush, but with leaves, not a shirt, but sewn - parallelism, antithesis; the maiden sits in the dungeon, and the plait in the street - embodiment, opposition; hanging pear - you cannot eat it - metaphor, etc.)

Conclusion.

Under the influence of riddles, a child develops the habit of viewing the word as a living and multifaceted speech tool. This improves not only the linguistic training of the child, but naturally and successfully develops his thinking abilities, expands ideas about the material and spiritual world.

Thus, the riddle occupies a special place in the work on the development of students' thinking, namely: "guessing riddles sharpens and disciplines the mind, accustoming children to a clear logic; develops the ability to analyze, generalize; forms the ability to draw conclusions and inferences independently" [4, p.83]. It is an excellent stimulus for the development of thinking, education of moral and aesthetic feelings of students, as well as an accessible, very effective and exciting means of learning.

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

THE ROLE OF TOURISM IN THE DEVELOPMENT OF THE ECONOMY AND INCREASING ITS ATTRACTIVENESS IN THE REPUBLIC OF UZBEKISTAN

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Abstract: *The article analyzes the role of tourism in the development of the economy, the work carried out in our country on the development of tourism. On the basis of a comparative legal analysis of developed countries and best practices, proposals are presented for the development of tourism in our country, the creation of new jobs, an increase in income, an increase in the level and quality of life, as well as an increase in investment attractiveness. The results of the study on the problems and inconsistencies in the state regulation of tourism in Uzbekistan.*

Keywords: *tourism, visa, visa-free regime, tourists, infrastructure, activities of guides, foreign countries, laws and regulations.*

INTRODUCTION

In the world, the tourism industry is embodied as a socio-economic phenomenon that directly or indirectly affects the development of the entire infrastructure. Modern tourism is based on a high level of development of the transport, social and service sectors, which ultimately makes it a highly profitable sector of the economy.

Since the first days of our independence, the Republic of Uzbekistan has been rapidly continuing work on state support for the tourism industry, the creation of benefits for enterprises engaged in this industry, as well as the formation of infrastructure for the tourism industry.

It should be noted that on October 4, 1993, Uzbekistan became the first Central Asian country to join the World Tourism Organization. This, in turn, gave a great positive impetus to the development of international tourism in Uzbekistan.

In accordance with the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan, the Trade Concept for the development of tourism in the Republic of Uzbekistan in 2019-2025 PF-5611". "In order to radically improve the transport communication system in the country to increase the number of passengers and investments, special attention was paid to further strengthening external relations" [1].

We all know that the development of tourism in our country has a great economic effect, since it allows you to import foreign currency without exporting resources (cotton, gas, oil).

The analysis shows that in many developed countries, tourism income brings in much more foreign exchange earnings than in other sectors. For example, if Turkey exports $4-5 billion worth of goods a year, it earns more than $10 billion in tourism. We see the same high rates in Austria, England, Italy, France, Spain.

Researchers agree that tourism is the driving force of economic development, which will create new jobs (according to the ICAO, every 10 jobs in 2020 belonged to this sector) makes a significant contribution to social development. Tourism contributes to the creation and development of a service-based economy. The scope of activity varies from large hotels in Tashkent, to small hostels in Samarkand, boutiques at international airports and small craft workshops, on the picturesque streets of Bukhara and Khiva. It promotes the improvement of people's economic skills and broadens the horizons of their knowledge. Today, in most countries, including the 10 most developed countries, all efforts are aimed at attracting foreign tourists. It is well known that tourism benefits developing countries, especially in terms of increasing cash flow.

According to the UN World Tourism Organization (UNWTO), 10.4% of the world's gross domestic product (in 2020 it amounted to 8.3 trillion US dollars), 7% of global investment, taxes on tourism and hotel business bring 5% of income to 11% of global consumer spending and the creation of every 16% of new jobs.

The employment rate in this sector increased by 103% compared to 2019, and in 2020 118.4 million people (3.8% of the total employment in the world) were directly employed in the tourism sector, indirectly (taking into account the tourism sector) 313.2 million people were employed [7]. Georgia is praised for tripling the number of foreign tourists in recent years. This country is famous for its excellent cuisine, unique cultural heritage, friendly and cheerful people. But even though the gastronomic and cultural heritage of many other countries is so unique, they remain out of sight of tourists from all over the world.

The cancellation of visas by Georgia for most countries, in turn, led to a sharp increase in the number of tourists. Previously, less than 100 thousand tourists came to the country annually, but over the past 20 years their number has grown to 6.5 million. The segment of the population with low incomes decreased from 32.5 percent in 2006 to 1.63 percent in 2020.

According to independent observers, this is mainly due to the development of the tourism sector, and in 2018 the country's GDP grew by 7.5% [2].

A number of tourism development reforms are being carried out in our country. In particular, the increase in the number of state structures of the State Committee for Tourism Development and its regional structures, the creation of tourism departments, deputy governors in the regions play an important role in expanding the capabilities of these organizations.

On July 18, 2019, the Law of the Republic of Uzbekistan "On Tourism" was adopted, which introduced new concepts based on the current stage of development of the industry, defined the principles and main directions of state policy in the field of tourism.

Also, the subjects of tourist activity were divided into categories. The visa regime for citizens of 47 countries has been abolished, and the number of countries with a visa-free regime has been increased to 86. In addition, in order to simplify the visa process, the number of countries that have the opportunity to obtain an electronic visa was 57. "Civil", "Student", "Academic", "Guest" and "Medical" visas have been introduced.

The analysis of the results of the work shows that the number of tourists who visited our country in 2019 increased by 26.2% compared to the previous period. The number of tourists from countries where a visa-free regime has been introduced has increased by 58%.

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
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As a result, the occupancy rate of tourist facilities increased from 62% to 84%. In recent years, the development of the hostel market, which meets new trends in tourism and meets the requirements of a wide segment, has become increasingly important.

To this end, in 2020, the procedure for mandatory certification of hostels was canceled and a number of other requirements were simplified in order to further stimulate the low-budget tourist infrastructure and the hosting business in the country. In 2020 alone, more than 160 new hostels were built and commissioned in the country. They could simultaneously serve 5,666 tourists [9].

Airlines with low ticket prices for tourism development factors are also influenced by low-cost airlines. Studying the influence of airlines on the development of tourism in Poland, the study showed that budget carriers contributed to the development of tourism in less popular areas and contributed to the development of the industry in small towns. Other factors were also explored in this study. For example, the number of tourists visiting Norway increased dramatically in 2005 due to the high level of demand for winter tourism and the emergence of new routes for low-cost carriers serving new destinations.

Valencia, Barcelona (Spain) and Dubrovnik (Croatia) are among the most successful tourist destinations in 2005.

The rapid growth in the number of tourists was associated with a rapid increase in the number of budget airlines, which led to a doubling of the number of visitors from the UK.

The tourism potential of the Republic of Uzbekistan is developing rapidly. In recent years, comprehensive measures have been taken to develop tourism as one of the strategic sectors of the national economy. This is aimed at its rapid development, creating new jobs, increasing income, improving the standard and quality of life, as well as increasing investment attractiveness.

In the Message of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis dated December 28, 2018, the development of tourism, "We need to take comprehensive measures to attract investment in the sector, increase human resources, tourism is often limited to our ancient cities, historical and cultural monuments, the unique nature of our country, the presence of national reserves, great potential for the development of tourism in mountainous areas, the development of medical tourism, pilgrimage tourism and ecotourism will give a great impetus to the development of not only the economy, but also the social sphere", It was noted that by 2025, the number of foreign tourists visiting our country should reach 7 million, and the annual income from tourism exports - $ 2 billion. [1]

In January-December 2019, the number of foreigners who visited the Republic of Uzbekistan amounted to 8,279.0 thousand people [7]. (In the total number of arrivals and departures to the Republic, one person can be counted more than once, and this is considered a special case).

In January-December 2019, about 7661.4 thousand foreigners arrived in the Republic of Uzbekistan from the CIS countries, which is 92.5% of the total number of foreigners who visited our country, and 617.6 thousand people from abroad (or 7.5% of those who went abroad).

In January-December 2019, 12,305.6 thousand citizens of the Republic of Uzbekistan left for the CIS countries. This is 95.2% of the total number of Uzbeks who went abroad, 627.0 thousand people (4.8% of Uzbeks who went abroad) went to foreign countries [7]. The analysis shows that in January-December 2019, 1846.0 thousand more foreigners visited our country than in January-December 2018.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
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There are difficulties in the effective use of existing opportunities and conditions for the development of tourism in the country, and in the field of international tourism, meeting the needs of visitors to the country is not at the level of demand.

One of the main obstacles to this is that the infrastructure in this area is not yet sufficiently developed, and the problems associated with the introduction of the most effective methods of state tourism management have not been studied in depth.

Within the framework of this study, as a result of the analysis of laws and regulations adopted to regulate the tourism sector in the republic, we have witnessed the following inconsistencies and problems:

1. Special procedures have been developed for the activities of service guides in organizations working in the field of tourism, requirements for them, their certification and training. However, no legal document in the field of independent management mentions the requirements for them, their legal status and their professional development.

2. Guides-interpreters who provide tourists with information about historical monuments, historical figures, the territorial and administrative structure of the state, as well as the customs and traditions of the country, the issue of personal responsibility for the accuracy and reliability of their information and the types of punishment are specified in regulations, are not defined, etc. The elimination of the above-mentioned shortcomings and inconsistencies will directly contribute to the further development of the industry and further strengthening of the legal framework of this activity.

The study analyzes the issues of legal regulation of the tourism system and industry of the Republic of Austria, and based on the results of the study, proposals and recommendations on the regulation of tourism in the Republic of Uzbekistan have been developed. The Federal Republic of Austria is a state in Central Europe consisting of 9 federal territories. The country is one of the world's leading countries in the field of tourism, accounting for 35% of the country's GDP [11].

The tourist centers of the country are Vienna and Salzburg. The Federal Republic of Austria has not adopted a special federal law on the legal regulation of tourism.

But special laws and regulations have been adopted for each federal territory. Issues of development and regulation of tourism in the country are regulated by tax legislation, customs legislation, international trade and economic relations.

The most important document on the state and legal regulation of tourism in Austria is the EU Program for the Competitive and Sustainable Development of European Tourism. Austria, as a member of the European Union, will ensure the implementation of this Program.

The tourism sector in the country is being developed and regulated by the National Tourism Bureau of Austria, Österreich Werbung and the Ministry of Economy, Family and Youth of Austria. At the same time, the Austrian National Tourism Organization is engaged in the development of tourism marketing in the country and is the main organization in this area.

The Austrian Ministry of Economy, Family and Youth is responsible for state support, regulation, control, financing and other functions of the tourism industry [12].

Austria has adopted a national tourism development program, which serves as a legal and economic mechanism for state support of tourism.

The main objectives of the program are:

✓ Tax benefits, subsidies and grants;

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
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✓ Improvement of national legislation and regulations supporting the development of tourism and protection of the rights of consumers of tourist services;

✓ Reduction of visa restrictions on entry and exit from the country;

✓ Encourage tourism in the off-season by reducing prices and providing various other benefits;

✓ Development and support of social tourism;

✓ Stricter requirements for the safety of tourists and verification of legal documents in this area;

✓ Strengthening of state legislation on environmental protection, preservation of cultural and historical heritage [13].

It should be noted that the state programs adopted in our country for the development of tourism are more extensive and comprehensive, but the Austrian state program pays more attention to efficiency and innovation.

Here are the results of studying the Austrian experience on the problems and inconsistencies in the state regulation of tourism in Uzbekistan mentioned above:

1. There are no contradictions in the legal status of organizations that legislatively regulate and develop the tourism industry in Austria, i.e. the Ministry of Economy, Family and Youth of Austria is a state body that regulates, controls and supports the industry.

The Austrian National Tourism Organization is an organization that provides methodological support for the development of tourism in the country. It has no supervisory and licensing powers and is an organization managed by the Ministry.

2. During the analysis, it was noted that separate acts were adopted on the procedure for the arrival of foreign tourists in the Republic of Austria, the procedure for the departure of Austrian tourists abroad and the procedure for the movement of long-distance tourists within the country.

3. Requirements for certification and professional development of tourist workers (guides) are developed by the Austrian National Tourism Organization and approved annually by the Ministry of Economy, Family and Youth of Austria.

Issues related to the activities of independent guides are regulated by the legislation of individual federal territories. For example, the Law on Tourism, adopted by the Federal Parliament of Upper Austria in 1992, deals with the issue of the activities of independent guides and the establishment of guide training centers.

4. Guides-interpreters who provide tourists with information about historical monuments, historical figures, the territorial and administrative structure of the country, the issue of personal responsibility for the accuracy and reliability of the information provided, as well as the type of punishment are not reflected in the Austrian legislation.

During the analysis, it became clear that the government has created huge legal and economic opportunities for the development of the tourism industry in Austria.

This is due to tax benefits - the absence of taxation of 20% of foreign exchange earnings of travel companies, the reduction of regulatory economic and other systems, a high level of training, long-term plans for sustainable development, the participation of all sectors of society in tourism and the creation of new services, as well as the fact that the country's management system is correctly selected and legislated. [14]

Conclusions and recommendations today, the initiative "European Capital of Smart Tourism" is being promoted in developed countries. The initiative includes smart tourism tools and activities and aims to raise awareness of projects in cities in four categories: sustainability, special opportunities for people with disabilities, digitalization, cultural heritage and creativity.

The more the tourism development strategy supports local communities through this sector, the more sustainable it will be in the country. The best way to use the proceeds is to repair monuments, support the community, empower people and reduce poverty.[15]

Sustainable tourism should ensure the safety of both visitors and their host cities, prevent pollution and congestion.

Fair distribution of tourist flows is also important for sustainability. This is equally important for both developed and developing countries.

In conclusion, we will present the following suggestions and recommendations developed as a result of studying foreign experience, theoretical knowledge gained and analysis of a number of regulatory documents:

1. Development and approval of a separate document on the order of movement of tourists traveling on the territory of the country, conditions and benefits created for them in order to develop local tourism in the Republic of Uzbekistan;

2. Development and implementation of a special project aimed at improving the skills of guides working in the field of tourism, creating a special software system for assessing their skills and knowledge, with minimal human factor participation in the exam and training guides;

3. Development of a regulatory framework for the activities of individuals engaged in the activities of independent guides, and the creation of special training centers for the training of guides-interpreters, as well as the broad involvement of non-governmental organizations in this process;

4. The accuracy and reliability of information provided by guides about historical monuments, historical figures, the territorial and administrative structure of the state, as well as the customs and traditions of tourists in the country, should be clearly defined in the tourist legislation and type. strengthening of punishment in the Code of Responsibility;

5. In order to further encourage the introduction of foreign currency by tourist organizations in Uzbekistan, provide them with tax benefits, i.e. exempt from tax a certain part of their income in foreign currency. This will encourage entrepreneurs to invest more in the industry.

6. Revision and further simplification of the procedure for licensing tourism activities in the Republic of Uzbekistan;

7. Creation of regulatory legal acts regulating and developing inter-sectoral relations for the further development of the tourism industry in the Republic of Uzbekistan. At the same time, to create a legal basis for expanding the participation of the non-governmental sector in the development of the sector;

8. Creation of a Tourism Development Bank with the aim of further increasing the volume of investments in the tourism sector and expanding the possibilities of lending to entrepreneurs engaged in this activity;

9. Development of a special project on the introduction of new information and communication technologies in the field of tourism in Uzbekistan and organization of international conferences on this topic;

10. Effective use of smart tourism tools;

11. The base of normative legal acts, which are the basis of activities in the field of tourism, should be created and constantly updated in each economic entity engaged in tourism activities.

In conclusion, it should be noted that today our country has achieved great success in the development of tourism and legal regulation by the state.

The main factor in the development of the industry was the creation of huge advantages and opportunities for entrepreneurs. At the same time, there are some shortcomings and untapped opportunities that need to be eliminated and the positive experience of developed countries in this direction should be effectively used.

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ISSN: 2319-2836
IMPACT FACTOR: 7.603
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IMPROVEMENT OF THE SYSTEM OF SERVICES FOR TAXPAYERS BY THE TAX AUTHORITIES IN UZBEKISTAN

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Abstract: *This article examines the organization of services for taxpayers by tax authorities, provides conclusions and recommendations. In the context of large-scale reforms in the long-term development of the country's economy, an effective taxation system and well-coordinated work of the state tax service are of particular importance.*
Key words: *tax authorities, taxpayer, service.*

Introduction. Over the years of independence, a tax system has been formed in our country that meets the principles of the market, systematizes the legislation and regulations of the Republic of Uzbekistan in the field of taxation, a new code has been adopted, modern methods and mechanisms of tax administration have been introduced, an integrated system of tax authorities and tax control has been created. The measures taken in this area are yielding positive results.

The Decree of the President of the Republic of Uzbekistan No. DP-5116 dated July 18, 2017 states that the imperfection of tax control mechanisms, including the identification of objects of tax audit without the necessary analysis, reduces the efficiency of detection and early prevention of tax violations.

Methods. This decree provides for the widespread introduction of modern information and communication technologies and advanced automated methods of analysis in the process of tax administration, a complete transition to electronic services without direct communication with taxpayers, especially with business, comprehensive assistance to taxpayers in fulfilling their obligations. the development of effective mechanisms and an increase in the legal culture of taxpayers, the application of modern methods of tax control are identified as important areas of reforming the system of state tax authorities (DP-5116, 2017).

Results and discussions. In order to continue the policy of introducing modern methods of tax administration, reducing the tax burden and simplifying the tax system on the basis of the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. DP-4947 on the strategy for the further development of the Republic of Uzbekistan "Identified important areas of systemic reform". Therefore, one of the topical issues is the improvement of the mechanism for calculating taxes and the system of servicing taxpayers in the tax authorities. According to S.A. Giyasov (2020), the introduction of new technologies will reduce the time of service, the development of electronic tax services, the transition to an extraterritorial principle of service, and will save taxpayers' time. Integration of computing resources and storage in data centers will increase the quality and transparency of tax administration.

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
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According to T.A. Efremova (2012), optimizing the work of tax authorities, achieving quality results by reducing labor costs and eliminating corruption are important factors in improving tax administration. For this, it is necessary to develop automated software products and electronic services between the administration and taxpayers.

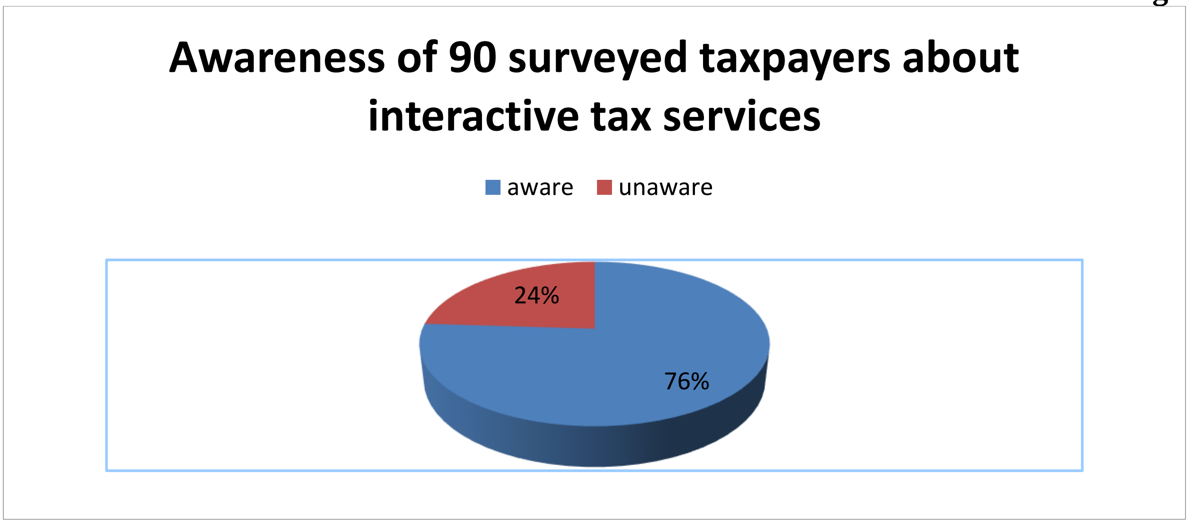
Popova L.V. (2011) studied the taxpayer services sector in the tax authorities of several foreign countries and expressed a number of opinions about the services provided to taxpayers in the studied countries, in particular, the network of taxpayer consulting services in the Canadian tax authorities is well developed. There is a single mobile network of consulting services with a single short mobile number (1-800) throughout the country. Sufficient funds are allocated from the budget to work with the media, and the services provided to these taxpayers make it easier for taxpayers to fulfill their obligations under tax laws. In order to obtain feedback from taxpayers in order to further improve the existing system of servicing taxpayers in Uzbekistan, existing problems in this area, a survey was conducted among taxpayers registered as taxpayers in the Fergana region. The questionnaire was organized in an anonymous form. a document in the regional DIS of the Fergana region, the second direction was a survey through Google forms (https://docs.google.com/forms/u/0/) and a proposal for voluntary participation in a survey in groups, the social network Telegram was discovered.

In total, 90 taxpayers, both legal entities and individual entrepreneurs, took part in the survey, including 44 taxpayers who took part in the survey conducted by the State Tax Inspectorate, and 46 taxpayers who took part in the survey on the Telegram social network. Of the taxpayers surveyed, 62 were legal entities and 28 were taxpayers.

The survey showed the following results:

Of the taxpayers surveyed, 68 knew about online tax services and 22 were unaware of online tax services (Figure 1).

Figure 1



How to find out about the news of the Tax Code of 90 taxpayers? 51 answered the question via the Internet, 23 via television and the media, and 16 via state tax authorities.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
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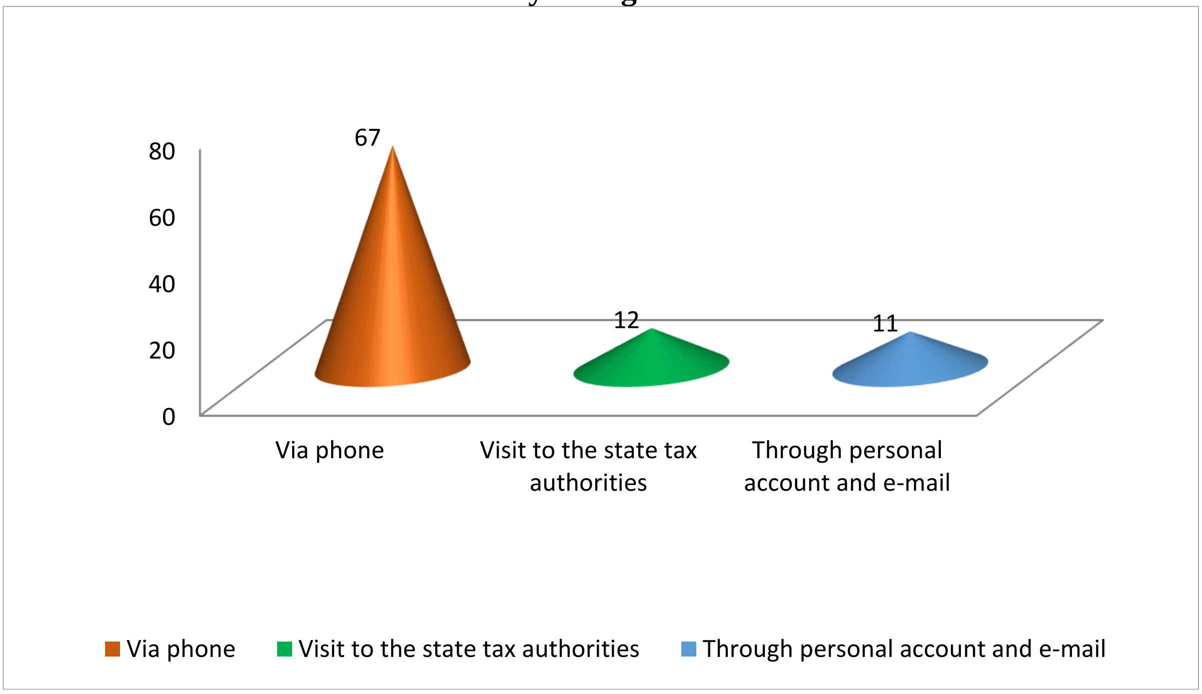
What other types of services would you like to see in the tax consulting department established by the tax authorities? 62 taxpayers provided accounting services and 1C software, 21 services for the calculation and payment of taxes, and 7 taxpayers provided legal services.

If you run into tax problems during your career, how would it be convenient for you to get advice from tax inspectors? To this question, 67 taxpayers said that it is convenient to get advice by phone, 11 taxpayers - through the taxpayer's personal account, and the remaining 12 taxpayers - at the state tax authority.

The study shows that out of 68 taxpayers familiar with online tax services, 62 are taxpayers with legal personality, and 25 out of 28 taxpayers who are not familiar with online tax services are taxpayers who act as sole proprietors.

Figure 2

How convenient is it for you to get advice from the tax authorities.



The position of accountant has been introduced in most of the existing taxpayers, and that the person acting in this position is the person who binds the relationship between the taxpayer and the tax authority. The main reason why an individual acting as an individual entrepreneur is not aware of interactive services is that the position of an accountant has not been introduced in most individual entrepreneurs.

As for the procedure for informing taxpayers about the news of tax legislation, how to find out about the news of tax legislation? I can say this because 51 people receive information on the Internet, 23 people receive information through television and the media, and 16 people receive information through the state tax authorities. The Internet works well where 51 taxpayers work, so taxpayers have less media coverage and fewer visits to state tax offices. We consider it necessary to further reform the Internet access system in all regions of the region.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Another important question in the survey was what other types of services would you like to see in the tax consulting department created by the tax authorities? Answering the question, 62 out of 90 taxpayers expressed the opinion that they would like to be provided with accounting services and 1C software. Obviously, in order to provide assistance to taxpayers who have problems with taxpayers under the 1C program, it is advisable to create service services for 1C software products in the regional state tax inspectorates.

From July 1, 2020, the use of e-invoices will become mandatory. According to the current procedure, payment for service operators (Tax Service - State Unitary Enterprise) is made by taxpayers in a money order. For the convenience of taxpayers, it should be possible to send a payment order through the taxpayer's personal account for payments to account operators (for example, tax payments). A unified platform of services for taxpayers will be formed and amenities will be created.

Awareness of taxpayers about the fulfillment of tax obligations is necessary for the timely payment of taxes by taxpayers. Therefore, it would be advisable for the tax authorities to regularly provide taxpayers with information about tax legislation through the mobile network and the media, as well as inform taxpayers about the services provided by the tax authorities.

One of the factors affecting a country's tax revenues is the degree to which taxpayers understand tax laws. It is, of course, possible to raise the level of taxpayers through high-quality service and simplification of tax legislation. To raise awareness of taxpayers about taxation,

It is necessary to identify the periods when the population watches the most TV programs on TV channels, and to attract the attention of taxpayers to them by developing programs devoted to tax news or tax legislation.

Improving the quality of services provided to taxpayers by employees of the state tax system is one of the key tasks facing the system today.

One of the leading slogans at the moment is “The Tax Service is a reliable partner of an honest taxpayer”. The State Tax Committee has tried to make many of the services interactive in order to create convenience for taxpayers.

As of 01.01.2020, the taxpayer has the opportunity to use more than 27 types of services independently, without the direct participation of a tax inspection officer. However, my observations during my internship show that many professional accountants do not directly use these online services either.

The reason is that they do not know how to use this type of service, or there is a lot of interruption in the system. As a solution to this problem, I can suggest placing a commercial in an electronic personal account in order to teach the taxpayer the skills of using the service.

When a taxpayer enters his office through an electronic personal account, the DSI is displayed first, then the DSB, and then the phone number of the DSQ employee in charge of the service being used. This is defined as an internal DSQ rule.

Conclusion. Our current observation is that this filing process, which was tuned to quickly answer taxpayer questions, is disappearing. A taxpayer who is currently logged into an electronic personal account cannot find the phone number of the tax inspector responsible for the question. If the call is made to the DSI, it will forward the call to the CALL Center.

If in 20-30 minutes you can call the center at 1198, you will be connected to the department. If the officer in charge picks up the phone, it will interrupt and start moving from the beginning. This means that the tax system is spending our efforts on improving the quality of service. I suggest the

CALL-center to go its own way. It is necessary to restore the previous order in your personal account, enter the phone numbers of responsible persons at all levels and control their reaction to calls.

Taking the necessary measures to improve the knowledge and skills of employees of the State Tax Service in the use of information and telecommunication technologies will have a positive effect on the quality of services. The reason is that a good tax expert knows where, how and when to get a request from the taxpayer, and also saves time in this case.

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

INSTITUTIONAL ENVIRONMENT AS AN IMPORTANT FACTOR OF SUSTAINABLE DEVELOPMENT OF THE ECONOMY AND BUSINESS

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Abstract. *In the work was analyzed the entity of institutions, based on the study have been substantiated, the role of inclusive institutions in the long-term and high-quality growth of the economy and entrepreneurship.*

Keywords: *inclusive institutions, economic growth, entrepreneurship, corruption, state apparatus, reforms, market environment.*

Introduction. Subjects of small businesses and private entrepreneurship (SBPE) are an integral element of any market system, without which the economy and society as a whole cannot function and develop progressively. Despite the fact that the level of scientific, technical and production potential of the state is mainly determined by large enterprises, the basis of the economy is SBPE. It is they who give the economy flexibility, mobility, the ability to rapid structural and technical shifts, which is a valuable quality in today's conditions of instability and periodic crises.

Small business and private entrepreneurship play a huge role in the economy of Uzbekistan. Over the past fifteen years, the share of SBPE in the country's gross domestic product has increased from 31,1 to 56,7 percent, or 1,8 times. A third of all industrial and 98 percent of agricultural products are produced in this area today. It employs over 77 percent of the total employed population. The share of income from entrepreneurial activity is 52 percent [1].

Materials and Methods. It should be noted that the term "institutional environment", most often used in modern economic science, was first introduced into circulation not so long ago - in 1971 by American scientists L.Davis and D.North. According to the authors' interpretation, the institutional environment is a set of fundamental political, social and legal rules that forms the basis for production, exchange and distribution. L.Davis and D.North use the term institutional environment to denote relations that develop at the macro level, namely: the general institutional framework, which are constraints for contractual agreements between individuals [2].

Results. It is important to emphasize that institutional factors are essential, first of all, to explain long-term growth rates, i.e. cross-country differences in current levels of per capita income. Attempts to explain differences in growth rates over short intervals using institutional variables give results that are statistically less significant and less robust [3]. These results are in full agreement with the conclusions drawn from the study of specific periods of economic growth acceleration in individual countries: such acceleration very often does not require fundamental improvements in local institutions. Growth can begin without this, if it is possible to weaken the effect of any other, non-institutional constraints in the economy. China and India are recent examples of successful growth that began before major institutional change.

But over a long time interval, the role of institutional factors seems to be decisive - without improving institutions, growth turns out to be unstable, i.e. the acceleration of development that has begun cannot be made sustainable. This, in particular, is the fundamental weakness of the growth

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
Vision : Let us Research

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

model in authoritarian and non-market systems. The latter are quite capable of generating impressive short-term growth through internal resource mobilization, but, as a rule, they are not able to maintain this pace for any length of time.

Modern institutional research does not offer any universal recipes for a large-scale acceleration of institutional reforms. Many issues will always require careful adjustment for the uniqueness of local conditions. Moreover, certain points of institutional reforms, especially the political and economic aspect of the problem, require a much better understanding of the overall institutional dynamics. At the same time, attention should be paid to the following general conclusions made by D. Rodrick in relation to the strategy of institutional transformations:

• in most cases, there is no need for universal and all-encompassing institutional reform. The reform strategy should focus on a limited set of key institutional constraints;

• the same goals can be achieved through different institutional solutions. The imports of institutions must be balanced against their careful adaptation to national conditions;

• it is very important to pay adequate attention to strengthening institutions that ensure the economy's resilience to external shocks, such as the social protection system and consultative mechanisms between the government and main social groups [4].

Table 1

The negative impact of some factors on the development of SBPE in the OECD countries and in Uzbekistan, (%)

Factors that have a negative impact on the development of SBPE in OECD countries, (%)		Factors that have a negative impact on the development of SBPE in Uzbekistan, (%)	
Limited credit resources	36,5	Underdeveloped infrastructure	37,2
High inflation	34,6	Limited credit resources	37,0
Political instability	34,4	Regulatory volatility	36,5
Ineffective tax system	33,5	Corruption	34,7
High exchange rate	28,0	High inflation	30,7
Corruption	27,7	Ineffective tax system	28,0
Organized crime	24,5	High exchange rate	25,4
Underdeveloped infrastructure	17,0	Organized crime	21,8
Regulatory volatility	13,7	Political instability	16,4

Source: Center for Economic Research and «2nd OECD conference of ministers responsible for small and medium-sized enterprises (SMEs) promoting entrepreneurship and innovative SMEs in a global economy: Towards a more responsible and inclusive globalisation, p.15».

Discussion and Conclusion. If in the first half of the 90s the need to strengthen market institutions was most often considered in a fairly narrow framework, then in recent years institutional factors have been assigned a central role in explaining the successful implementation of market transformation and ensuring sustainable development of SBPE. The effectiveness of various economic policy measures, including privatization, subsidy cuts and the promotion of competition, largely depends on the quality of the institutional environment in which these economic policies are

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
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implemented. Currently, there is a small but rapidly growing body of empirical research on the impact of institutions on improving the business environment and economic growth in transition countries. In almost all of them, researchers manage to find a positive and statistically significant relationship between the quality of national institutions, the rate of economic growth and the development of entrepreneurship. One of the first works in this direction can be considered the research carried out by the Swiss economist A. Brunetti, who analyzed the factors that determine the volume of foreign direct investment in 20 countries with economies in transition, while also examining the influence of institutions on economic growth and business development. A number of indices based on expert surveys were used as explanatory institutional variables:

- an index reflecting the level of predictability of the adopted rules;
- political stability index - change of course by the executive branch;
- index of property rights protection;
- index of reliability and predictability of the judicial system;
- corruption control index. [5]

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ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

STATUS OF MATERNAL HEALTH AND ITS SERVICES IN GUJARAT: SOME OBSERVATIONS

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Abstract. *Gujarat state has come a long way in improving the health indicators since independence. The Gujarat Government has taken several initiatives to improve maternal health services, for instance -short training of medical officers and nurses to provide emergency obstetric care, partnership with private obstetricians to provide delivery care to poor women and an improved emergency transport system. Major policy and programme with reference to maternal health also discussed in the paper.Cheeranjivi Scheme and Janani Suraksha Yojana successfully implemented in the state. Comparative analysis of health indicator in Gujarat and India has also been discussed. This paper tries to explore the intervention of Government of Gujarat for up scaling the status of maternal health service. There are certain challenges has to deal with and they are shortage of human resource, lack of infrastructure and equipments and evidence based intervention for reduction in maternal mortality.*

Keywords: *Health care, Maternal Health, Maternal Health Services.*

INTRODUCTION BACKGROUND AND CONTEXT

The South-East Asia (SEA) Region accounts for more than 174 000 maternal and 1.3 million neonatal deaths every year, which is approximately a third of the global burden. The Region also accounts for one million stillbirths and 3.1 million deaths of children under five years of age annually. Thus, the SEA Region faces a great challenge in reducing maternal, newborn and child mortality as targeted in the Millennium Development Goals (MDGs) 4 and 5 (WHO, 2008)

Over half a million women die each year due to complications during pregnancy and child birth. Forty-four percent of these women are from Asia and the Pacific. The vast majority of these deaths are preventable. At the Millennium Summit in 2000, states resolved to reduce maternal mortality by three quarters by the year 2015. This commitment is encapsulated in the Millennium

Development Goals. Goal 5 is a commitment to improve maternal health: the reduction of maternal mortality is an outcome chosen to assess the progress in this regard. Halfway to the

MDG target date, it is clear that many Asian and Pacific countries that were reviewed will not meet Goal 5 unless action is taken now. Improving maternal health is one of the eight Millennium Development Goals (MDGs) adopted by the international community in 2000. Under MDG5, countries committed to reducing maternal mortality by three quarters between 1990 and 2015. Since 1990, maternal deaths worldwide have dropped by 34 % (WHO).

In recent years there has been an increased recognition of preventable maternal mortality and morbidity as a health, development and human rights challenge, which requires effective promotion

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
Vision : Let us Research

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
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and protection of human rights of women and girls, in particular their rights to life; to be equal in dignity; to education; to be free to seek, receive and impart information; to enjoy the benefits of scientific progress; to freedom from discrimination; and to enjoy the highest attainable standard of health, including sexual and reproductive health (UNFPA, 2010)

The high number of maternal deaths in some areas of the world reflects inequities in access to health services, and highlights the gap between rich and poor. Almost all maternal deaths (99%) occur in developing countries. More than half of these deaths occur in sub-Saharan Africa and one third occur in South Asia. The maternal mortality ratio in developing countries is 290 per 100 000 births versus 14 per 100 000 in developed countries (Conde et.al) There are large disparities between countries, with some countries having extremely high maternal mortality ratios of 1000 or more per 100 000 live births.(Patton et.al) There are also large disparities within countries, between people with high and low income and between people living in rural and urban areas.

OBJECTIVES

To study and ascertained status of maternal health care services in Gujarat.

To study the implementation aspects of state maternal health care services with reference to janani suraksha yojana and cheeranjivi yojana.

To suggest necessary measure for effective implementation of policy and programme in maternal health care service.

METHODOLOGY AND DATA SOURCE

The present study data and information relating to Reproductive and Child Health were gathered from NFHSs, IIM, District Level Household Survey and Ministry of Health and Family welfare Government of Gujarat, Sample Registration System, Census of India, UNICEF and evaluation of external agencies.

NATIONAL HEALTH STATUS WITH REFERENCE TO REPRODUCTIVE AND CHILD HEALTH

The National Family Health Survey of 1992-93 was the first to provide a national-level estimate of 437 maternal deaths per 100,000 births for the two-year period preceding the survey (International Institute for Population Sciences, 1995). But in spite of surveying nearly 90,000 households, it could not produce estimates at regional or state-levels owing to the smallness of the sample. Even at the national level, the sample inadequacies of the NFHS came into sharp focus when the second round of the survey in 1998-99 produced a maternal mortality estimate of 520, but failed to confirm statistically the possible rise in the level of maternal mortality (International Institute for Population Sciences and ORC-Macro, 2000).

MATERNAL HEALTH SCHEMES AND SERVICES IN GUJARAT

India continues to contribute about a quarter of all global maternal deaths. Each year in India, roughly 30 million women experience pregnancy and 27 million have a live birth (MoHFW, 2003c).

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

Of these, an estimated 136,000 maternal deaths and one million newborn deaths occur each year. In addition, millions more women and newborns suffer pregnancy and birth-related ill health. To overcome this issues certain policy and programme with reference to maternal health has been initiated. Following discussion helps to know about maternal health schemes and services prevailing in Gujarat state.

JANANI SURUKSHA YOJANA

Janani Suraksha Yojana (JSY) under the overall umbrella of National Rural Health Mission (NRHM) has been initiated by modifying the existing National Maternity Benefit Scheme (NMBS). While NMBS is linked to provision of better diet for pregnant women from BPL families, Janani Suraksha Yojana integrates the financial/cash assistance with antenatal care during the pregnancy period, institutional care during delivery and immediate post- partum period in a health centre by establishing a system of coordinated care by ASHA, the field level workers. It is a fully centrally sponsored scheme.

The main objective of Janani Suraksha Yojana is to reduce the overall mortality ratio and infant mortality rate and to increase institutional deliveries. The Janani Suraksha Yojana has identified ASHA, the Accreditated Social Health Activist as an effective link between the Government health institutions and the poor pregnant women.

Janani Suraksha Yojana has succeeded in increasing institutional delivery in Gujarat, and by now more than three lakh women have benefited from this scheme as part of state’s efforts to bring down maternal mortality rate (MMR) and infant mortality rate (IMR).

CONCLUSION

With reference to above discussion it has been rightly observed that there is good amount of improvement and upgradation in maternal health services in Gujarat. Gujarat state of India has come a long way in improving the health indicators since independence. With the onset Chiranjeevi Yojana in state the institutional delivery has increased from 55 % in 2005-06 to 82% in 2008-09. About Janani Suraksha Yojana Beneficiaries increased form (1,85,956) 72.36 %

(2007-08) to (2,13,391) 83.04 % (2008-09).The Emergency Management and Research Institute started it services in Gujarat state on 29th August, 2007 with the support of Government of Gujarat under Public Private Partnership model. It started the operations with 14 ambulances in Ahmedabad and Gandhinagar cities. Then after gradually it started deploying ambulances in different regions through a systematic survey based phase wise launch plan. On 21st September, 2008 with the strong support of Government of Gujarat, EMRI completed the task of deploying

400 ambulances in all 26 districts of Gujarat.(Source “ Annual Administrative Report, 2009,GOG)

But certain challenges still Gujarat government has to deal with reference to maternal health service .Malavanker (2009) rightly point out that although the healthcare-delivery system looks good on paper, it has many problems which affect service-delivery in maternal healthcare. The key problems are inadequate infrastructure and equipment, shortage of human resources, lack of supplies, and inadequate monitoring and supervision. Authors firmly believed that maternal education needs to upscale which play a dominant role in awareness and access to health care. Shortfall of human resources ought to be filled up otherwise it weakens the medical and maternal health service. Skilled birth attendant appointment and training could be considered. Improvement and maintenance of health infrastructure are necessary as it leads to good quality of care. Lastly Government of Gujarat should constantly strives towards the awareness among policy-makers, implementing evidence-based interventions for reduction in maternal mortality, and through mobilization of civil society and professional bodies.

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Topical issues and tasks of increasing the competitiveness of the agricultural sector of the Republic of Uzbekistan

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Abstract. *A lot of work is being done in our country to create the necessary economic, organizational and legal framework for the development of agriculture and water management. In accordance with the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021, in accordance with the Decree of the President of the Republic of Uzbekistan dated February 12, 2018 No. PF-5330, the Ministry of Agriculture and the Ministry of Water Resources were established on the basis of the Ministry of Water Resources. Particular attention is paid to the creation of additional conditions for farms in the course of structural reforms and the introduction of market relations mechanisms. As you know, Decree of the President of the Republic of Uzbekistan dated April 17, 2018 PF-5418 "On measures to radically improve the system of state management of agriculture and water management" indicates the presence of long-standing systemic problems in agriculture and water management and their solution. In order to ensure the implementation of the Decree of the President of the Republic of Uzbekistan "On measures to organize the activities of the Ministry of Water Resources of the Republic of Uzbekistan" dated April 17, 2018 No. PP-3672, comprehensive measures have been taken. introduce modern information and communication technologies. In order to ensure the implementation of the Decree of the President of the Republic of Uzbekistan "On measures to organize the activities of the Ministry of Water Resources of the Republic of Uzbekistan" dated April 17, 2018 No. PP-3672, comprehensive measures have been taken. introduce modern information and communication technologies. In order to ensure the implementation of the Decree of the President of the Republic of Uzbekistan "On measures to organize the activities of the Ministry of Water Resources of the Republic of Uzbekistan" dated April 17, 2018 No. PP-3672, comprehensive measures have been taken. introduce modern information and communication technologies.*

Keywords: *Agriculture Organization of the United Nations (FAO), network statistics, modern information and communication.*

Among them, the organization of relevant research work on the adaptation of optimal programs in the regions of the country and their implementation with the involvement of the Food and Agriculture Organization of the United Nations (FAO) and research institutes. The resolution pays special attention to the creation of a water cadastre and the creation of mobile applications through the widespread use of modern information and communication technologies in the water management system.

General aspects of the problem of the effectiveness of innovative management of the development of the agro-industrial complex of Uzbekistan are studied in the scientific works of our economists M.K. Pardaev, Ch. Murodov, N. Khushmatov, T. Kh. Their work greatly contributed to the development of the theory and practice of effective management of agricultural production in market conditions.

For example, in the research work of M.K. Pardaev, it is noted that the transition to an innovative path of economic development is associated with the need to solve problems in the agricultural sector, but also the main tasks facing this industry. a gradual transition to an innovative path, the idea of its sustainable economic development, the development of this strategically important network on a qualitatively new technical and technological basis that meets modern requirements.

In the research work of another scientist N. Khushmatov, innovative management of the development of the agricultural sector, as well as the solution of many problems and issues in the field of enhancing innovation in this sector, taking into account the need to modernize the agricultural sector and its transition to an innovative development path.

In the research work of T. H., the main attention was paid to the application of management models.

In the research work of K.A. Choriyev spoke about the effectiveness of innovative management of agricultural development, planning the activities of farmers and farms, and the development of the agricultural sector.

Also in the research work of R. Kh. Ergashev, the main attention was paid to the transition to free market forms of agriculture and the mechanism of independent commodity production as a result of economic reforms of the innovative development of the agricultural sector.

As indicated in the Decree of the President of the Republic of Uzbekistan dated October 23, 2019 No. PF-5853 "On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030" "...The lack of a long-term strategy for the development of agriculture hinders the efficient use of land and water resources, attracting investment in the industry, generating high incomes for producers and increasing the competitiveness of products."

The main goal of the Agriculture Development Strategy of the Republic of Uzbekistan for 2020-2030 is to radically improve the state policy to further deepen reforms aimed at increasing the competitiveness of the agri-food sector, covering the following priorities:

ensuring food security of the population;

creating an enabling environment for agribusiness and the value chain;

reducing state participation in the management of the industry and increasing investment attractiveness;

rational use of natural resources and provision of environmental protection;

development of modern public administration systems;

gradual diversification of public spending to support the sector;

development of the system of science, education, information and consulting services in agriculture;

rural development;

development of a transparent system of network statistics.

1. The state policy in the field of food security is developed and implemented according to the four components of food security (availability of food, its purchasing power, its use and its sustainability).

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

The main goal of this priority is the development and effective implementation of state policy aimed at ensuring food security for all residents of the country.

The priority is to provide the population with safe and high-quality food at affordable prices. This will contribute to the achievement of the Sustainable Development Goals (SDGs) of the Republic of Uzbekistan, including those set out in UNDP 2 "Zero Hunger, Ensure Food Security, Improve Consumption and Promote Sustainable Agriculture".

To achieve this goal, the following tasks are set:

improving the mechanisms for providing food to those in need, as well as the integration of agricultural producers with social facilities;

introduction of a system of state intervention purchases in the cultivation of grain, the gradual abandonment of the mechanism of state regulation of prices for agricultural and food products and the introduction of a mechanism for the purchase of grain at market prices on a quota basis;

development of a long-term program for the formation of a culture of healthy consumption;

implementation and ongoing monitoring of food safety assessment systems based on internationally recognized methodologies and best practices;

development of sectoral programs to intensify the production of socially significant products;

conduct research aimed at increasing the productivity of animal husbandry, sustainable intensification of fish and poultry production, as well as milk production.

2. The low level of development of the food industry limits the possibility of increasing the production of high value-added products.

In order to attract investment in infrastructure development, it is necessary to take measures to develop developed financial markets, a favorable business environment, as well as to support producers and develop value chains.

The limited processing and packaging capacity of farms, which produce the bulk of exported fruits and vegetables, resulted in significant losses. Seasonal price fluctuations and market volatility also have a negative impact on their operations.

Since effective mechanisms for the association of small agricultural producers have not been fully formed, their activities remain fragmented. This hinders the achievement of high economic performance and limits the possibility of integration into value chains.

It should be noted that the share of cooperatives in the markets of developed countries (EU, USA, Canada) exceeds 40%, and in Uzbekistan this direction is still developing.

There is a lack of equipment for phytosanitary control of fruits and vegetables in laboratories, wholesale markets and logistics centers that meet international standards and quality requirements, as well as at customs and border checkpoints.

This, in turn, hinders the increase in the volume of grown and sold products, the increase in value added, the geography of exports and the diversification of types of products.

It is necessary to ensure the safety and quality of agricultural and food products by ensuring that the national legal framework for sanitary and phytosanitary control complies with the requirements of the World Trade Organization and the standards of target foreign markets.

In addition, there is insufficiently developed cooperation between farmers and landowners, who account for more than 70 percent of gross agricultural output, as well as between processing, processing and exporting enterprises.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

The main goal of this priority is to increase the export potential of the agricultural sector, increase the volume of value-added products, the widespread introduction of product certification systems based on international standards and the development of cooperation relations.

To achieve this goal, the following tasks are set:

organization of short-term training for horticulture and greenhouse specialists, including distance learning, development and distribution of teaching aids;

adaptation of the national plant quarantine and protection system to the requirements of the WTO Agreement on Sanitary and Phytosanitary Measures;

harmonization of the national system of animal health protection and control of livestock products with the standards of the World Organization for Animal Health (OIE);

creation of the Center for Innovative Education to support the development of value chains in agriculture based on the best world practices;

development of mechanisms to promote the implementation of recognized quality standards (Global GAP, Organic, NACCP, etc.) in international markets;

development and implementation of feedback mechanisms with leading agricultural enterprises;

Negotiating new target export markets and prioritizing the implementation of trade agreements;

reducing the cost of marketing and transporting agricultural and food products in local and target international markets;

assessing opportunities to expand the use of the Made in Uzbekistan brand to export local food products to target export markets;

development of a plan to improve the national quality system;

provision of information on export markets, development of advisory services on export preparation, trade regime and trade finance;

increase the role of diplomatic missions of the Republic of Uzbekistan in the process of collecting information on target markets, stimulating trade in agricultural products and food products;

improving the system of copyright protection for plant varieties (including patent trials);

introduction of a unified trading system (based on auctions and exchanges) based on agro-logistics centers;

Improving the services of the Center for Variety Testing of Agricultural Crops, creating the National Gene Bank in order to preserve new varieties;

improvement of the range of services provided by the Center for Agricultural Standardization;

widespread introduction of market mechanisms in the field of cotton growing and the cotton-textile industry;

Accession to the International Plant Protection Convention (IPPC);

develop a procedure for providing land plots on preferential terms in order to stimulate the expansion of dekhkan farms;

creation of a special laboratory for testing varieties of genetically modified crops with the involvement of international financial institutions;

further encouragement of investment in trade infrastructure and agro-logistics centers, food safety laboratories, sanitary and phytosanitary systems, necessary equipment and inventory;

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Improving the registration system for pesticides and maximum allowable levels of pesticides (MPL) in accordance with the International Plant Protection Convention and other international standards, providing information to exporters and manufacturers;

Attracting grants and technical assistance from international financial institutions to modernize the material and technical base of research institutes in the field of seed and horticulture;

development of measures to stimulate the cooperation of agricultural producers and their integration into modern value chains in the domestic and foreign markets;

creation of associations (cooperatives, etc.) participating in negotiations on the coordination of agricultural production and services in this area, prompt decision-making and the formation of sectoral policy;

ensuring the interaction of agricultural associations, farms and dekhkan farms with enterprises of the processing industry (including clusters);

implementation of pilot investment programs to support the development and diversification of small businesses in the agro-industrial complex;

Development of an export growth strategy based on the results of an assessment of the fruit and vegetable and livestock industries (initially based on long-term data and analysis of market trends for the main 10-15 types of exported products);

3. Conditions must be created to encourage farmers to comply with Good Agricultural and Environmental Practices (GAEP), Good Manufacturing Practices (GMP) and other standards.

The main goal of this priority is to create an effective system that will help attract private investment for the modernization, diversification and sustainable development of the agri-food sector.

To achieve this goal, the following tasks are set:

complete rejection of government purchases in excess of the amount necessary for the implementation of grain interventions aimed at ensuring price stability in the domestic market;

Improving the mechanisms of state financial support for agricultural producers, including subsidizing interest rates on commercial loans allocated for the cultivation of certain strategically important agricultural products;

improving the mechanism of lending and insurance in accordance with the strategic directions and needs of the agro-food complex;

Despite the significant growth in the fruit and vegetable and livestock industries, service infrastructure, material resources, most scientific and educational institutions are focused on the cultivation of raw cotton and grain crops.

4. The lack of a modern and high-quality service infrastructure that meets international standards and requirements further complicates the problems in the industry. First of all, this applies to public services related to food safety, veterinary medicine and phytosanitary.

To enter new markets, it is necessary to develop a private sector that provides manufacturers and processors with certification and advisory services.

Today, the services provided by state-owned enterprises are monopolistic, which negatively affects the formation of competition when attracting private investment in the industry, providing resources and marketing services.

The main goal of this priority is to review the existing institutional structure by creating systems, services and coordination mechanisms that can meet the needs of the agricultural market.

To achieve this goal, the following tasks are set:

revision of the structure and divisions of the Ministry of Agriculture in order to assess the functional assessment of the Ministry of Agriculture (Management Functional Assessment Model - MFAM) and determine new competencies and areas of activity based on its results;

Reform of public administration in the field of agriculture and food in order to coordinate the activities of organizations responsible for the implementation of the Strategy;

development of incentive mechanisms through an assessment of the effectiveness of line ministries and departments and building the capacity of managerial personnel in the field of strategic and project management;

development of a public-private partnership model for the provision of additional services in the network;

organizing a forum of industry stakeholders (composed of public, private and public organizations);

organize a forum of the Government and partners (all donors and international financial institutions involved in supporting the industry) on the development of the agri-food sector.

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

IMPACT ANALYSIS OF PERSONALITY DEVELOPMENT AND BUSINESS MOTIVATION PROGRAMME AMONG PROFESSIONAL STUDENTS

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Abstract. *A study was carried out to assess the impact of the training programme among Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) students on "Personality Development and Livestock Business Motivation", which was conducted at Madras Veterinary College, Chennai on 26.03.2011 at Madras Veterinary College. Among Third year students, 36 B.V.Sc. and A.H and 15 B.Tech (FPT) students comprising of about 18 girls participated in the Programme. The training was evaluated by collecting evaluation sheets at the end of the Programme and were analyzed by the simple average and percentage analysis, independent sample t tests and one way ANOVA. The results implied that the training was well received by the participants. The scores given for all the sessions were above or nearly*

4.00. The overall assessment on Trainer, Syllabus, Teaching aid, Training environment and Game orientation was found to be very good as perceived by the Participants. Group-wise self improvement assessment implied that there was no significant difference between B.V.Sc. & A.H and B.Tech (FPT) students as well as between the students of rural and urban locality. The variable, Gender found to have significant influence on self improvement score for skill and personality development through this training. The variable Community had significant influence on the self improvement score on Team Spirit. As a whole, Majority (96.08 per cent) of the participants preferred to undergo similar training. Thus the study clearly envisaged that the training had improved the personality and motivated the livestock business attitude of the participants as reflected in their feedback. Hence, similar training may be conducted specifically on need basis among student community for their betterment in their careers..

Keywords: *Training, Feedback, Impact, Personality Development, Business Motivation.*

INTRODUCTION

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

One of the ways to bring rural development is favourably altering the mental make up of the human being by training (Sudeepkumar, 1992). Training is process by which the desired knowledge, attitude, skill and idea are inculcated, fostered and reinforced in an organism (Lyton and Pareek, 1967). Training is an important component in moulding the human resources, although they have adequate qualification. Budding graduates or students who are acquiring the education during their study will form basis for their career and the relevant trainings during their course or end of their study would augment their performance in their future endeavors. Training on "Personality development will improve the students in lines of communication skill, Team spirit, Leadership quality, improvement in skill and attitude, etc. Business Motivation training will make the graduates to become an entrepreneur instead of going for routine Government jobs. The training might change the students from the state of Job seeker to the state of Job providers. On the Organization point of view, imparting training without knowing its impact is meaningless. Hence, it is essential to analyse the impact of the training through the feedback and evaluation sheets received from the participants, which would enable the organization to refine and improve the training module in future. Thus, the present study was carried out to assess the impact of the training among Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) students on "Personality Development and Livestock Business Motivation", which was conducted at Madras Veterinary College.

METHODOLOGY

A one day training programme on "Personality Development and Business Motivation" was jointly organized by the Department of Livestock Business Management, Madras Veterinary College, Chennai – 7 and Sanjivini Human Resources Institute, Chennai. The training was conducted on 26.03.2011 at Madras Veterinary College from 9.00 Am to

7.00 PM. Among third year students, 36 B.V.Sc. and A.H and 15 B.Tech (FPT) students comprising of about 18 girls participated in the Programme. Training comprised of four sessions viz., Self awareness, Personality Development, Comptenance Development and Business Motivation. The training was evaluated by collecting feed back and evaluation sheets at the end of the Programme. The collected data were analyzed by the simple average and percentage analysis, independent sample t tests and one way ANOVA.

RESULTS AND DISCUSSION

I. PROFILE OF SAMPLE RESPONDENTS

The sample respondents comprised of the participants of the training on "Personality Development and Business motivation. The Profile of the sample respondents is shown in Table 1.Among the total 51 participants, 36 were B.V.Sc and A.H students and 15 were B.Tech (FPT) students. The Profile implied that out of the total sample respondents about one-third of the sample respondents were girls and from the rural locality. Community-wise perusal of the participants showed that 49.02 per cent belonged to BC, 31.38 per cent from SC and 9.80 per cent each from OC and MBC. The average percentage of marks scored by the participants in their Higher Secondary

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
Vision : Let us Research

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
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Examination was 82.82 for B.V.Sc. and A.H students and 75.30 for B.Tech (FPT) students. However the average Overall Grade Point

Average (OGPA) for B.Tech (FPT) was higher (8.02) than the B.V.Sc. and A.H (7.50), with the overall weighted average of 7.65.

I. SESSION-WISE TRAINING ASSESSMENT SCORES

The training was conducted in four sessions viz., Self awareness, Personality Development, Competence development and Business Motivation. The sample respondents were asked to assess the four sessions under four parameters viz., Usefulness, Motivation experienced, Interaction and Applicability to career development. Five points scale (5-Most, 4-More, 3-Moderate, 2-Less and 1-least) was given as choice for respondents to assess the sessions. The scores were analyzed under three categories viz., B.V.Sc. & A.H students, B.Tech (FPT) students and overall participants and the results are displayed in Table 2. The table explained that the respondents assigned score of 4.33 each for session I and II, 4.04 for session III and 4.03 for session IV and overall average of 4.18 for usefulness of the training. Session III secured the minimum score of 3.97, whereas the session I received a score of 4.22 with an overall score of 4.14 for the experiencing motivation throughout various sessions. The interaction was found to be relatively lower during afternoon sessions i.e. Session III and IV which were reflected by their scores 3.85 and 3.90 respectively compared to Morning sessions (4.26 for session I and 4.24 for session II). The participants perceived that all the sessions were relatively applicable to their career development which was reflected by their scores given for various sessions (4.16 to 4.56) with an average score of 4.36.

II. OVERALL TRAINING ASSESSMENT

The sample respondents were asked to give scores for overall training under five point scale and the results are shown in Table 3. The results implied that B.V.Sc. and A.H students gave a score of 4.89 for trainer, whereas B.Tech (FPT) students gave 4.60 score with an overall score of 4.80 which indicated higher level of satisfaction. The participants assigned a score of 4.08, 4.47, 4.06, 4.61 for syllabus coverage, Teaching aid, Game orientation and Training environment, respectively. The results concurred with Dhingra et al. (1996) and contradicted with Ingle and Kude (1995) and Sharma (1995), where the respondents were moderately satisfied for trainer, subject matter and infrastructure. The Overall score for the training granted by B.V.Sc. and A.H students was on the higher side (4.52) than the B.Tech (FPT) students (4.13). The results indicated that the training was well received by the participants.

III. GROUP-WISE SELF ASSESSMENT SCORES FOR IMPROVEMENT THROUGH TRAINING

The participants were asked to assess their percentage of self improvement on their Attitude, Skill, Business Motivation, Personality Development, Team spirit and Leadership quality and the scores were analyzed on group basis viz., Course pursued (B.V.Sc. & A.H and B.Tech), Locality (Rural and Urban), Gender (Boys and Girls) and Community (OC, BC, MBC and SC) and the results

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

are portrayed in Table 4. The results conveyed that the overall self assessment score for improvement in attitude, skill, business motivation, personality development, Team spirit and leadership were 80.10, 71.71, 72.49, 79.92, 80.23 and 71.90, respectively. The overall assessment score in self improvement through the training was 76.06.

the course-wise analysis of self assessment score for various aspects of the training implied that there was no significant difference between the students of B.V.Sc. & A.H and B.Tech (FPT) students. The results further implied that there was no significant difference between the participants of urban and rural locality in perception of training on the basis of self assessment scores given by the participants. The gender-wise analysis indicated the scores given by girls (83.84) was more when compared to boys (71.81) and it was significant at five per cent level. There was the significant difference between the parameters namely, Improvement of skill (at one per cent level) and Personality development (at five per cent level) among boys and girls. The assessment of training on the basis of community indicated that self improvement scores for all the chosen parameters were found to be non-significant except Team spirit (at five per cent level). Categorical analysis of training clearly envisaged that Gender had significant influence on the self improvement scores of training.

I. PREFERENCE TO ATTEND SIMILAR TRAINING BY THE RESPONDENTS

The data on preference of the participants to undergo similar training were collected, analyzed and the results were illustrated in Table 5. Out of 51 participants, 96 per cent preferred to undergo similar training. It is peculiar to note that all the participants from B.Tech (FPT) students preferred to undergo similar training. However, meagre percentage (5.56 per cent) of B.V.Sc. and A.H participants didn’t prefer to undergo such training. The results concurred with the study of Senthilkumar (1999).

CONCLUSION

The impact analysis of training on “Personality Development and Livestock Business Motivation” clearly implied that the training was well received by the participants. The scores given for all the sessions were above or nearly 4.00. The overall assessment on Trainer, Syllabus, Teaching aid, Training environment and Game orientation was found to be very good as perceived by the Participants. Group-wise self improvement assessment implied that there was no significant difference between B.V.Sc. & A.H and B.Tech (FPT) students as well as between the students of rural and urban locality. The variable, Gender found to have significant influence on self improvement score for skill and personality development through this training. The variable Community had significant influence on the self improvement score on Team Spirit. As a whole, Majority (96.08 per cent) of the participants preferred to undergo similar training. The study clearly envisaged that the training had improved the personality and motivated the livestock business attitude of the participants as reflected in their feedback. Hence, similar training may be conducted specifically on need basis among student community for their betterment in their careers.

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ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Problems of export development in agriculture and marketing tasks in it

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Abstract. *The country is implementing comprehensive measures aimed at expanding the production, storage, processing and export of fruits and vegetables. In order to implement projects for the intensive development of fruit and vegetable growing, acreage has been significantly expanded, additional capacities for storage and processing of fruits and vegetables have been launched, financial resources are attracted, including funds from international financial institutions. actively involved. For example, in January-December 2019, 8% of investments in the amount of 189924.3 billion soums were directed to the agricultural sector.*
Keywords: *agricultural products, crop production, fruits and vegetables.*

As a result, the volume of agricultural production in the current year amounted to 215.7 trillion soums or 102.7% compared to 2018, including agricultural products - 108.3 trillion soums (103.7%), livestock products - 107, 4 trillion soums (101.7%). It should be borne in mind

With the abolition of the cotton monopoly, the main areas are divided into horticulture, viticulture, horticulture and viticulture. At the same time, new agricultural products are being imported into our country, which are highly valued on the world market. The following table presents the dynamics of agricultural production in the Republic of Uzbekistan. (Table 1)

Table 1

Information on the cultivation of agricultural products in Uzbekistan in 2018-2020

t/r	Name of agricultural product	Production capacity, thousand tons			
		2018	2019	Growth,%	January-September 2020
one	Flakes	6375.4	7187.4	112.7	6667.1
2	Potato	2750.1	2950.9	107.3	2432.1
3	Vegetables	9635.1	9945.4	103.2	7630.4
4	melons	1904.9	1922.2	100.9	1399.1
5	Fruits and berries	2589.7	2739.6	105.8	2067.7
6	Grape	1564.5	1595.2	101.9	1275.3
	TOTAL	**24820**	**26341**	**106.1**	**21472**

From the data in the table, we can conclude that the volume of agricultural production in the country is growing. We are seeing an increase in the physical size of almost all types of crops. According to the results of the first nine months of 2020, despite the difficult year, the volume of production is growing.

The issue of strengthening reforms in the agro-industrial complex remains relevant for our country. President of the Republic of UzbekistanMarch 14, 2019"On measures to develop agricultural cooperation in the field of fruits and vegetablesConcentration No. PQ-4239PQ-4549 dated

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
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12/11/2019 "On additional measures for the further development of the fruit and vegetable and viticulture industry, the creation of value chains in the industry"-numberedIn their decisionsThe goal is to stimulate the creation of value chains in the fruit and vegetable sector, ensure the sustainability of the production and export of quality fruits and vegetables, expand the financial capabilities of producers, and increase the competitiveness of products..

At the same time, the high level of competition in foreign fruit and vegetable markets requires the prompt introduction of modern methods of agricultural technology and management of production and supply processes.

The use of advanced crop production technologies, the introduction of modern methods of processing and storage of products in the sustainable development of the fruit and vegetable sector will make it possible to prevent food shortages today. It is known that grown fruits and vegetables go through a number of technological processes until they reach the consumer in the form of finished products. Not only to prevent the death of fruits and vegetables, but also to expand the sown area and increase the gross harvest, which places great challenges on specialists in this field. To do this, first of all, great attention should be paid to the selection of varieties and agrotechnical processing processes. As fruits and vegetables ripen, it is better to pick them in a timely manner and deliver them to the next stages as needed. A promising direction is also to increase the range of exports of agricultural products.

World experience shows that competitiveness and access to world markets, first of all, due to the gradual reform of the economy, deepening structural reforms and diversification, ensuring the rapid development of new high-tech enterprises and industries, modernizing existing industries and effective use of marketing technologies. feasible.

The results of studies conducted in developed countries show that taking into account internal factors that can be controlled, including brand, price, location and market access, determines the effectiveness of marketing. However, many horticultural producers do not control these factors when organizing marketing management. Entering foreign markets with agricultural products requires a lot of preparation, full implementation of marketing activities, and extensive use of export infrastructure. It is especially important to create a marketing strategy to capture foreign markets. Today we are seeing low attention to the marketing activities of exporting farms. For instance,

Having studied their concept and approaches, we can conclude that they do not have a well-defined strategy for interacting with manufacturers to bring their products to the end consumer.

If we consider the problems in the field of marketing, we can see the relevance of a deep study of the foreign market, bringing the product to the market, carefully considering the system of its distribution. In many cases, the organization of marketing activities is limited to the purchase, storage, transportation, and the distribution of goods, i.e., its implementation, is not given much attention. It is known that the sale of produced vegetables and fruits and the purchase of raw materials are a key factor in the development of the industry, and these factors should underlie the marketing strategy of the company.

The above resolutions of the President of the country set the task "to approve the procedure for granting subsidies to exporters of fruits and vegetables to cover 50% of the costs associated with conducting marketing research on foreign markets for fruits and vegetables produced by members of agricultural associations."

We can see the role of marketing in agricultural exports from the characteristics of these

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

products. First of all, the rapid wear of products determines the short period of its implementation. In addition, the appearance of the product requires great attention to packaging in order to meet the standard of this market. If we add to this the consideration of sanitary requirements, we can see how important marketing is in the export of vegetables and fruits. When organizing the marketing of fruit and vegetable products in countries with developed market economies, it is clear that producers quickly and accurately study changes in consumer demand and take appropriate measures. Therefore, in order for marketing in agricultural enterprises to be successful, business leaders need to clearly define the tasks, make a decision based on reliable information about its current financial and financial situation. In general, rather than relying on export infrastructure, farmers themselves need to plan and implement marketing activities.

In our opinion, the current state of fruit and vegetable marketing should force the heads of agricultural enterprises to find answers to the following questions in order to assess their position in the domestic and foreign markets and, ultimately, determine the marketing strategy. ;

what changes are taking place in foreign markets, how competitive forces affect;

how the enterprise works, i.e. whether it is necessary to analyze the current state of the enterprise;

why it occupies a low price segment of the market where it sells export agricultural products;

what needs to be done to improve product quality and export potential in order to increase profits;

whether a business plan is developed for each product released and whether this plan is analyzed in the chain of delivery of the product to the consumer.

At most enterprises in the network, marketing tasks are assigned to certain external structures, which is absolutely wrong. External infrastructure entities should not only engage in marketing work, but also help farmers increase their export potential. It is necessary to develop views on the concept of marketing in agriculture as a business philosophy that requires the support of all workers and employees in the industry.

In recent years, the agricultural sector has been actively reformed in the country. In order to improve the management system in this area, introduce effective mechanisms of state support, establish cooperation, introduce modern resource-saving technologies, and increase the volume of agricultural exports, a number of decrees and resolutions have been adopted. However, at a time when sales of fruit and vegetable products on the world market amounted to 205 billion US dollars, the share of the republic in this marketless than one percent.The share of these products in the country's exportsatigi7 percentforms.

Uzbekistan has a huge potential for the production (growing) of fruits and vegetables and the development of their export to foreign markets. But it is important to remember that potential and its realization are two different concepts. Much is currently being done in Uzbekistan to increase agricultural production, but an increase in production (cultivation) does not automatically lead to an increase in exports. The reason is that when exporting, first of all, it is necessary to understand what kind of product a potential consumer needs and what he needs. It must also answer questions such as who the real consumer is and what countries they live in. Also, when it comes to fruit exports,

For example, in the European Union there is almost no demand for vegetables and fruits that do not fall into the “premium” category. The situation is similar in the US and many other developed

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

countries. In addition, each country has specific requirements and needs for different characteristics of fruits in terms of their color, taste, caliber and other characteristics.

In other words, every entrepreneur must start with strategic decisions, a correct understanding of the market when exporting. Otherwise, there may be no demand for its products at all. Such cases are not uncommon in Uzbekistan. But growing a crop is not even half the battle. When growing vegetables and fruits, it is very important to take into account factors such as their quality (without loss of properties or maximum safety), certain shelf life and packaging. In most cases, the costs and investments in the post-harvest process exceed the costs of growing the product, and often such costs are underestimated.

This issue should always be considered in the light of current climatic conditions. In Uzbekistan, you can grow products with unique properties. But there is no point in growing apples for export, with the exception of some early varieties of apples. Another important factor in this regard is the geographical remoteness of Uzbekistan from all external markets (for the export of fruits and vegetables). This means that the cost of delivering a product to consumers, i.e. logistics costs, is always high. Therefore, it makes no sense to export cheap products - margins for profitable exports may not be enough. It is also necessary to take advantage of the country's labor force - the more laborious and costly the harvesting process, the chances of Uzbekistan to export this product will be so high. Of course the quality

For the first 8 months of this year, Uzbekistan exported 12.9 thousand tons of greens to the Russian market and for the first time became the largest importer of greens in the Russian market.The share is 40 percentformed. Temporarily due to current green export issues and other factorswe can talk about a stable trend. In addition, the cultivation of greenery and its export is exactly the segment that I spoke about above. Given the existing natural and climatic conditions, the fact that the cultivation of this crop requires a lot of labor and the cost of the product is quite high, you can not worry about high transportation costs. True, Uzbekistan can earn more on the export of greens to other countries. Because "dill" and "parsley" are the cheapest varieties of greens, and import prices are the lowest in Russia and Ukraine. This means that Uzbekistan sells cheap greens at the lowest prices. Accordingly, the requirements for product quality are also much lower. But if we put a little more effort into growing greenery and exporting it,

As mentioned above, the cultivation of agricultural products today is not half the process that covers the “distance” from the field to the consumer. An important task is to deliver these products to supermarket shelves with the maximum preservation of their properties, especially if these supermarkets are located several thousand kilometers away (if we are talking about exports). The organization of storage and logistics of agricultural products today has become a whole infrastructure, and its marketing is one of the directions of the economy.

One of the most common mistakes that many make when planning business plans in agriculture is that they focus on the cost of production (growing) of the product. But the cost of the infrastructure to store the product and turn it into a finished product for consumption tends to be more expensive than building a garden, per hectare. Many do not understand this.

The second common mistake is that marketing costs are not included in any business plan. Many in Uzbekistan expect support or some kind of support from the state. Both approaches are wrong. Only effective marketing can help you make a profit, and everything else is a cost. It should be understood that there is no shortage of products today in any part of the world. But marketing isn't

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

free—it comes at a cost. For example, participation in exhibitions, visits to business partners, negotiations, etc. All this is not cheap.

The third mistake is to "burden" the business intermediary with the cost of storing the product, turning it into a finished product for the consumer, marketing. First of all, the products to be stored should be stored in warehouses close to the field, because for such products every hour is a trophy. If these products are not placed in special conditioned warehouses shortly after harvest, their quality may deteriorate drastically. Therefore, the storage of products is not a separate business - all over the world, private warehouses are owned by agricultural producers or their cooperatives. In other words, this business is under the control of the manufacturers. With a sufficient number of special warehouses, the possibility of obtaining additional income through the storage of products is practically absent.

If the marketing costs are "assigned" to the business intermediary, almost all the profit will remain with him. As long as this approach is acceptable, you can continue to work in this style.

First of all, the mentality interferes, that is, "there is no shortage of products and there will not be, instead of trying to sell the grown product, customers and consumers are interested in what kind of product is needed, to ensure the appropriate and necessary quality, variety, taste, caliber, packaging, etc. .d." I think there is a misunderstanding here. When such a concept appears, then export growth and its diversification will begin. Only then will product manufacturers begin to understand why they need GlobalGAP and why it is important that there are no trifles in the production chain.

Currently, 99% of fruits and vegetables grown in Uzbekistan are of interest only in Russia and the CIS countries. Even in Russia, the market for these products is declining, as their main consumers are the elderly. The younger generation does not want to buy traditional Uzbek grapes. They focus not on grapes in wooden boxes covered with gauze, but on seedless varieties that have become world famous, sold in convenient packaging.

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Asia Pacific Journal of Marketing & Management Review
Vision : Let us Research

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

CYBER MARRIAGES/ REMARRIAGES FOR SENIOR CITIZENS THROUGH WORLD WIDE WEB – AN EXPERIMENT

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Abstract. *Senior citizens want a companion in the later life for social, emotional and physical support. The most-cited reason for remarriage in later life by both men and women is companionship. One of the greatest obstacles older couples face in remarriage, however, is the negative attitudes and dissuasion of friends and family. About one of four elderly did not marry because of negative social pressure particularly from their adult children. To break this social stereotypes and stigma the project of designing a web portal was undertaken. The web portal 2nd innings in is designed and launched exclusively for seniors to search their companion in their later life. Those interested in getting married can upload their brief details on the website and also search the partners on it through the database. Success stories of those married in later years can be seen in the site.*

The web portal right now has127 registration after its launch which shows that seniors are interested in getting married/ remarried in third age of their life. Web as a medium is found convenient to most of them for uploading and searching companion/ life partner for marriage. Through this project it has been observed that the web portal proved to be helpful medium for finding a life partner to share feelings and happiness and that to senior citizens want to have a partner and remarry but because of the social unnacceptance and negative attitude of the family they are not coming out and expressing their needs..
Keywords: *Companionship, Remarriage, Senior citizens, 2nd innings.*

INTRODUCTION AGEING AND ELDERLY

The word „Aging" has been defined variedly by researchers in different contents. Aging refers to a multidimensional process of physical, psychological, and social change (Hultsch and Deutsch 1998). It begins with conception and terminates with death. Aging may best be defined as the survival of a growing number of people who have completed the traditional adult roles of making a living and child bearing. Old age is also called later adulthood and according to some psychologists begins at the age of fifty one.

ELDERLY AND MARRIAGE

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

The primary relationship for many older adults is their spouse. In later life, marriage often provides companionship, affection, personal and sexual intimacy, interdependence, belonging, and financial security. (Huyck, 1996)

Primarily the elderly citizens want a companion in the later life for social, emotional and physical support. Death of a spouse is one of the most difficult family transitions families go through – emotionally, socially, and financially. While death of any family member is tragic, the death of a long-time spouse is particularly devastating. Along with grieving the loss of the individual, the spouse is dealing with the loss of the role and identity of being a spouse and part of a couple. Widowhood for both spouse is associated with increased physical and mental health problems, as well as increased risk for serious illness, hospitalization, long- term are placement, and death (Laditka & Laditka, 2003; Pienta et al., 2000; Prigerson, Maciejwski, & Rosenheck, 2000; Smith, Zick, & Duncan, 1991).

The most-cited reason for remarriage in later life by both men and women is companionship (Bulcroft, Bulcroft, Hatch, & Borgatta, 1989; McKain, 1969). Women are also likely to remarry for economic security. Men tend to remarry more often than women; one study estimated that men are twice as likely as women to remarry (Burch, 1990).

One of the greatest obstacles older couples face in remarriage, however, is the negative attitudes and dissuasion of friends and family. In one study (McKain, 1969) about one in four couples almost did not marry because of negative social pressure particularly from their adult children. Other research shows that negative reaction from peers presents an even more deterring influence (Vinick, 1979). Much has changed over the last 25 years regarding social attitudes towards blended families. Some evidence suggests that cultural views are changing, particularly with regard to more positive support from children toward a parent‟s remarriage (Vinick & Lanspery, 2000).

For many remarriages the approval of friends and family is more than a hurdle – it predicts the success of the marriage. Other factors found to be associated with successful remarriages in later life include home ownership of both parties prior to marriage, estate planning that reassures spouses they will be taken care of and reassures children they will not lose all their inheritance, a sold friendship of several years before the marriage, and common interests and activities (McKain, 1969; Vinick & Lanspery, 2000).

There is a need of such a project to be undertaken to help senior citizens to search for partner to make them physically and mentally healthy. This project of designing a Web Portal 2ndinnings.in was undertaken as there is a need of having a companion and remarriages at old age, senior citizens feel to have a partner at this age, but because of some social negativity and no support from family member the senior citizens do not open up.

OBJECTIVES BROAD OBJECTIVE

To design a web portal 2ndinnings.in for elderly citizens to help them find their life partners..

SPECIFIC OBJECTIVES

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

To help elderly citizens to find their partners through a web portal
To launch a web portal to help elderly citizens to upload their bio-data To create a data base for elderly citizens interested in getting married METHODOLOGY

The very first step in implementing the project successfully was to plan the activities. This plan of activities act as a guideline, that has been attained through execution and planning of the activity, which helps in carrying the project smoothly and successfully. The present project on "An Action Project on Designing a Web Portal for Senior Citizens Interested in Marriage/Remarriage" was undertaken in following steps:

- Survey in Senior Citizen Clubs and Identifying the Sample Ready to get Married/Remarried
- Collecting Profile of the Senior Citizens
- Developing Project Proposal
- Registering Domain Name
- Designing of the Web Portal
- Collection of the Content for the Web Portal
- Script Writing for the Web Portal
- Designing of the Web Portal
- Validating the Web Portal
- Launching of the Web Portal
- Promotion of the Web Portal
- Evaluation in terms of effectiveness of Web Portal

SURVEY IN SENIOR CITIZENS CLUBS AND IDENTIFYING THE SAMPLE READY TO GET MARRIED/REMARRIED

In order to develop a web portal for senior citizens it was important to identify the senior citizens interested in getting married/remarried. It was not necessary that all senior citizens wants to get married/remarried. Therefore, it was necessary to identify those senior citizens through visiting senior citizens clubs. There are senior citizens who want live-in relationship kind of relation. To identify such senior citizens it is necessary to go to a place where they are available in mass or in large number.

COLLECTING PROFILE OF SENIOR CITIZENS

For launching a web portal, the second step was to collect the profile of senior citizens. A proforma was prepared and distributed among the senior citizens of Baroda city to collect their background and personal details. The proforma consisted of two parts, which are as follows:

Background Information Personal Information

Around 100 profiles of senior citizens were collected at the time of developing the Web portal.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

REGISTERING THE DOMAIN NAME

A domain name is the web address of the web portal, usually preceded by a „www". While deciding the domain name it is very important to keep in mind that the address should be easy for senior citizens to remember and also it should express the purpose of the web portal. But at the same time it is important to select a short address, because too long or difficult to spell address can become a barrier in accessing the web portal. The users are likely to remember the name of the web portal if it is easy to spell and remember and has an actual keyword. www.2ndinnings.in was decided as the domain name of the web portal as this address is easy to remember and inspiration for elderly citizens.

DESIGNING A WEB PORTAL

Designing a web portal requires lot of planning, it is not one-day job and it is a long process and incessant even after the web portal was ready. It was very important for the project worker to thoroughly research the internet, articles related to elderly and plan the theme, content and design for the web portal as the main purpose of the web portal was to cater the needs of senior citizens.

COLLECTION OF CONTENT FOR THE WEB PORTAL

The content of the web portal was designed in such a way that it clearly conveys the purpose of the web portal to the users.

Following points were kept in mind while writing the content of the web portal: The purpose of the web portal
 Kind of audience that was to be reached
 Content needed in web portal Kind of images
The content was decided to be very simple, informal, concise and easily understandable to the senior citizens.
SCRIPT WRITING FOR THE WEB PORTAL

After deciding the content of the web portal, the next step was to prepare the script for the web portal. The project worker divided the main content into various features for making a logical sequence

HOME: the home page consists of the features like job, matrimonial and voluntary work. It also has various options like tips for active ageing, FAQ"s, Inquiry, Feedback, Gallery, about us, Blog, Contact us, Alerts and Quotes. All these features have been included in the web portal so as to help senior citizens to solve their query and even some of these features would help them share their views and express their feelings with others.

JOB: the web portal have job as one of the feature which includes Work and Elderly, Profiles, Organizations list, Registration, Active elderly citizens:

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
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https://www.gejournal.net/index.php/APJMMR

MATRIMONIAL: another feature of the web portal is matrimonial which consists of: login, advance search, success story and registration from.

VOLUNTARY WORK: the web portal has one of the features as Voluntary work that includes: registration form for voluntary work, registration form for organization, list of volunteers: success stories and list of NGO‟s

OTHER OPTIONS: the web portal has various other options like: tips for active ageing, about us, FAQ‟s, inquiry, feedback, blog, contact us, alerts and quotes.

DESIGNING OF THE WEB PORTAL

Information Technology is visual manifestation of the portal objective through the combination of content, layout, usability and navigation. Before starting the designing of the web portal, it was very important to know what was to be achieved, only then it was possible to start looking for the ways to reach there and start the journey. Planning for designing of the website was all about choosing the right concept and initializing the process.

BELOW MENTIONED STEPS WERE FOLLOWED DESIGNING THE WEB PORTAL

Title of the web portal, page heading, logo, use of appropriate colors and fonts, appropriate use of images, page length, "look" consistency, simple navigation.

VALIDATING THE WEB PORTAL

The web portal was given to five experts for purpose of validation. The experts were leading elderly citizens, computer experts and professors from the following departments:

- Department of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Computer experts
- Leading elderly citizens

LAUNCHING OF THE WEB PORTAL

The web portal was launched on 2nd December, 2011 at Naturopathy Senior Citizen‟s Club, Karelibag, Vadodara.

PROMOTION OF THE WEB PORTAL

After launching the web portal project workers had done the promotion of the web portal in different ways (For the larger benefit of the elderly citizens) like by print media, electronic media, radio, through internet, and visiting senior citizen clubs. Project worker also approach different organizations and institutions to inform them about the web portal, so that a link canbe formed between the elderly citizens and organization. The project worker could able to convince below listed organizations, as they were ready to take elder volunteers in their organizations. Name of those organizations are as below:

- Baroda Citizens Council
- Bal Bhavan Society
- Bal Gokulam (Children Home)
- Olakh
- Swami Premdas Jalaram Trust
- Smt. Arvindaben Modi Lok Seva Samiti

EVALUATION OF THE PROJECT

Evaluation of any project is essential for measuring effectiveness of the project. It is a systematic process, which determines the value, effectiveness or significance of the project. For the present project, evaluation was done on different by using reaction scale, referring registration number, feedback, inquiry, e-mails, phone calls and hits of the web portal.

MAJOR OUTCOMES OF THE PROJECT

- Most of the leading senior citizens expressed that the address of the Web Portal was relevant and significant to remember. They also said that the web portal is beneficial to combat loneliness because it is a friendly medium and the features in the web portal are relevant and appropriate for them as good justice is given and they can even get more knowledge.

- Majority of the senior citizens said that the components in the web portal are helpful as it serves social aspects of the society. Some of the them said that it is a step forward for them. Most of the senior citizens expressed that the registration form was easy to understand as it was simple requiring basic details but was lengthy and they also expressed that the concept of marriage is very helpful to combat loneliness at this age but two of them opined that it is only helpful if one get a suitable match.

CONCLUSION AND SUGGESTIONS

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Through this project it has been observed that the web portal proved to be helpful medium for finding a life partner. It is being observed that senior citizens want to have a partner and remarry but because of social unacceptance and negative attitude of the family they are not coming out and expressing their needs. This type of initiative helps senior citizens to deal with their problems.

At this age also senior citizens needs support of someone who can be able to share emotional and physical feelings. Senior citizens need a partner to support them at every stage. Because of such socialization in the society they were not opening out and also there were no such opportunity to find a partner for them to marry/remarry at this age.

This web portal has helped them to come out of the fear of society and find their life partner. Web portal as a medium to find partner is proved to be a very effective medium as many of the senior citizens has uploaded their bio data on their own and also appreciated the web portal as an effective medium for them to find a partner. On the part of the civil society it is expected that more sensitivity is to created on such an aspect of remarriages of senior citizens for their physical and mental wellbeing and support their feelings for their happiness.

There is a need among the society to sensitize and help senior citizens by supporting them and understanding their problems and feelings to give them an opportunity to live better quality of life and remain mentally and physically well.

Below listed are few suggestions to make the web portal more effective: Facility of increasing or decreasing the font size should be added Web portal should be bilingual Doctor‟s helpline facility and other activities like games and music should be added in the web portal

Movement of alerts and quotes should be slower to improve readability
More health tips should be given and added time to time so that more people may take advantage of the web portal

More information related to fitness exercise, health problems and aging should be included

Such projects should be continued and should educate other people to enlighten the life of senior citizens

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Dark Tourism: Understanding the concept and the demand of new experiences

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Abstract. *The paper focuses on the development of «dark» tourism as a type of special interest tourism. The study included of the definition of «dark» tourism, tourist motivations for this type of tourism. Also there are important «dark» tourism destinations in the world as an example of this type of tourism development. The concept of dark tourism has been designed and studied for the last years and many are the destinations around the world where it has been implemented, playing an important role in both a country's economy and its image.*

Keywords: *"dark" tourism destination, "dark" tourism, demand, thanatourism.*

Introduction. Tourism is a complex phenomenon involving a wide range of people, increasingly seeking for new and unique experiences in order to satisfy the most diverse motives, reason why the world tourism landscape has been changing in the last decades. Tourists' motivations, as the destinations they seek, are no longer related with the traditional sun, beach and beautiful sceneries. The concept of «pleasant diversion in pleasant places» is changing and broading into new market demanding, more complex and even unusual. This is the case of dark tourism, considered as the phenomenon which encompasses the presentation and consumption (by visitors) of real and co modified death and disaster sites. In a more specific way, dark tourism is considered as «the visitation to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives». Dark tourism is the academic name we give to sites that commemorate and remember disasters and atrocites. The common dominator is the fact that people died there in unnatural situations, said Peter Stone, head of the Institute for Research Dark Tourism. Nonetheless, it has also been referred as the act of travel to sites associated with death, suffering and the seemingly macabre.

Dark Tourism-A Troublesome Concept. Dark Tourism as a tourism product started to gain researchers' attention since the early 90s, but there is no consensus not only on the conceptualization but also on the designation. In fact, other designations were used to describe the same phenomenon, namely:"Black Spot" as «commercial developments of grave and sites in which celebrities or large number of people have met with sudden and violent deaths.» "Thanatourism"-is the " travel to a location wholly or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death, which may, to a varying degree be activated by the person-specific features of those whose deaths are its focal objects"(Seaton)."Atrocity Tourism" like the type of tourism that leads the individual to visit holocaust sites(Beech),"Morbid Tourism" considered as the travel to attractions that focus on accidents and sudden violent death.

The term «dark» describes alludes to a sense of apparent disturbing practices and morbid products and experience, within the tourism domain (Stone, 2006, p.146). The attention given to events of death, suffering and atrocity and the subsequent development of dark tourism sites is attributed to an inherent curiosity towards mortality and the darker aspects of humanity(Foley,2009;in Fonseca et al;2016,p1)Humanity has been interested in the end of life since the time of pilgrimages(Titta,2010).Death is clearly one such issue that raises uncertainties and anxieties and hence becomes a major issue to bracket out everyday consciousness, contemplating death as taboo. Berger's (1967) seminal text suggested death was essential feature of human condition, requiring individual to develop mechanisms to cope with their ultimate demise.

According to Seaton (1996) ,the relationship between death and tourism, or «thanatourism», intensified from the nineteenth century onwards, but it is only more recently «dark tourism» has become the focus of increasing academic attention (Biran &Hyde,2013; Sharpley & Stone ,2009;Stone,2013).There is broader growth of interest in issues of death and dying within the social sciences as the growing profile of «death studies» as a multidisciplinary research focus testifies(Light,2017,p.293).An Institute of Dark Tourism Research (IDTR) has been established at the University of Central Lancashire (UK) (Light,2017,p.276).Once recognized as a phenomenon several countries have tried to integrate dark tourism as a product into their tourism industry(Blom,2000).Many destinations around the world implemented structures to support this new offer, playing dark tourism an important role in both county's economy and its image. Thereby, for the individual who wishes to journey and gaze upon real or recreated death, plethora of sites, attractions and exhibitions are, new emerging across the world to cater to the «dark side of travel»(Sharpley & Stone,2009).

«Dark Tourism» was first coined by Folley and Lennon (1996 a,1996 b)in a special issue of the International Journal of Heritage Studies, their analysis relates primarily to «the presentation and consumption of real and commodified death and disaster sites. However, the work was not the first to draw attention to the phenomenon of «darkness» in tourism. In 1989,Uzzell (1989) discussed hot interpretation of war and conflict sites(Sharpley,2009).In addition Rojek (1993) discussed the emergence of «black spots» ,which «refer to the commercial developments of grave sites and sites in which celebrities of large number of people have met with sudden and violent death»(p.136;in Raine ,2013,p.249).

Generally, there are two distinct bases for analysis is evident in the emergent work of dark tourism. On one hand, Seaton explores dark tourism of thanatourism as a behavioral phenomenon, pointing to the existence of «dark tourist» or «thanatourist». Thus, for Seaton, thanatourism is a form of tourism consumption. On the other hand, significant attention is paid to dark sites or attractions-the objects of dark tourism consumption-in general, and their definition, interpretation and management in particular. In either case, however, little attempt is made to delve beneath the surface of these issues, to explore differing approaches to and meanings of dark tourism's demand and supply. Seaton and Lennon(2004:in Fermarki;2013,p.282) identified two main motives related to dark tourism:

- Schadenfreude (i.e. the pleasure of seeing others' misfortune and.
- Thanatopsis (i.e. the contemplation of death).

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

According to Seaton (1996),there are just five possible categories of dark travel activity:1.to witness public enactments of death;2.to sites of individual or mass deaths;3.to memorials or interment sites;4.to see symbolic representations of death;5.to witness re-enactments of death.

The demand for new experiences.

Dark tourism responds to the need of contemporary tourists to live unique, impactful, and perhaps extreme experiences. Places connected with tragic events are growing in popularity all around the world.

The term «dark tourism» includes very different practices and activities. For example, heritage tourism, educational tourism, film tourism, adventure tourism. It includes a number of niches according to the theme or the site of the visit: places of executions and death in public, places of mass extermination of death ,murders, battlefields or places where famous people died (James Dean, John Fitzgerald, Kennedy) , internment sites (mausoleums, monoliths of war and cemeteries) sites related to slavery, sites affected by environmental disasters such as hurricanes, tsunami, prisons, simulations of events related to death and catastrophe.

Travelers interested in dark tourism experiences come from various age groups, including seniors as well as young students. Some of them are attracted by cultural and historical aspects of the places, others seek more nature-bound information.

The most popular dark tourism destinations include the Brain Castle in Romania, the Paris catacombs in France, Auschwitz in Poland, Sleepy Hollow, Salem, New Orleans, and the Eastern State Penitentiary in the U.S; Naples in Italy and many more. In Europe tourists can follow the route of 49 cemeteries recognised by the Council of Europe as cultural sites. They are located in 37 cities in 16 countries and Spain has the most cemeteries on the route.

One of the examples of experiential tours related to dark tourism are special tours offered on the Mexican border. Night walks are organized that simulate the crossing of the border with the United States by undocumented immigrants. The route consists of experiential and emotional such as crossing tunnels and suffering the kidnapping by fictitious traffickers of people.

Drug trafficking is the theme of narco tours offered in Columbia. Visitors explore several places linked to the famous drug trafficker Pablo Escobar.

Civil War is the theme of various tours in Spain. They mostly include visits to anti-aircraft shelters and bunkers.

All these different types of tours fall under the umbrella of dark tourism. The industry has been boosted by various war movies or TV series and as such is dynamically growing.

Role of Media. Media Interest is growing: but a fundamental question will respect to dark tourism remain unanswered, whether it is actually possible or justifiable to categorize collectively the experience of sites or attractions that are associated with the death or suffering as «dark tourism».

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Since the collective umbrella term includes a variety of sites, attractions, experiences its meaning has been diluted and fuzzy. More specifically, it remains unclear whether dark tourism is tourist-demand or attraction-supply driven as a (post)modern propensity for «mourning sickness» (West,2004).The media generally provide the first impressions

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

The importance of geographical location in the development of agriculture and its relevance (on the example of Khorezm region)

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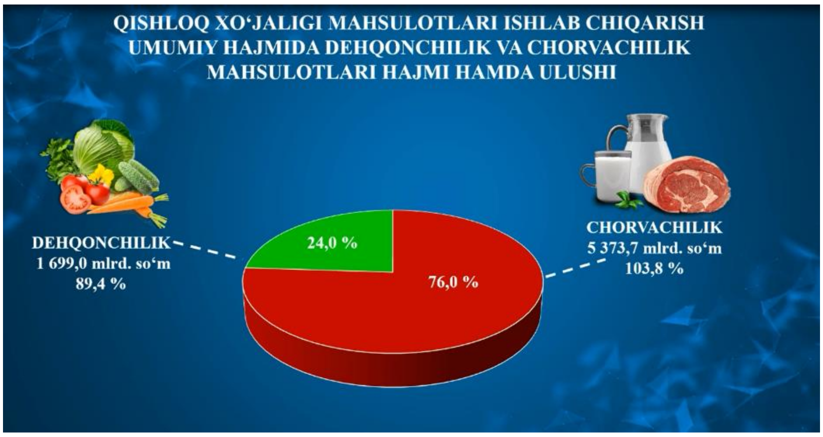
Abstract. *Agriculture is the main source of most of its products today. It currently supplies raw materials for a number of industries that produce consumer goods. Due to the different regions and different environments on the surface, different agricultural products can be grown in these areas as well. This article provides information on the possibility of growing different agricultural products in different parts of Khorezm region and the importance and convenience of geographical location in the development of the economy.*

Keywords: *agricultural land, geographical location, domestic market, external market, investment, labor resources.*

Introduction: People in the territory of Khorezm region since ancient times. has been engaged in farming. Many years ago, various branches of agriculture were used in the region. Due to the existence of the Amudarya, it was used for many purposes. For example, fishing from the Amudarya, its hunted from the animals found in the tugai landscape on the coasts, as well as dug ditches and canals and began farming by extracting water. It is called Khorezm oasis. What is the oasis itself? The oasis is said to be a place in this desert that has been rehabilitated by pumping water. It can be seen that Khorezm region is located mainly in the desert zone. There are deserts on all sides of the region. Khorezm region is mainly located between two deserts. They are surrounded by the Kyzylkum Desert in the north and northeast, and the Karakum Desert in the south and southwest. To the south and southwest of the province, the desert has penetrated considerably. Nevertheless, there are enough favorable conditions for the development of agriculture in the region. During the reading of the article, opinions and comments were given on the development of the agricultural sector in which parts of the Khorezm region.



The data in this figure are based on data from the Khorezm Regional Statistics Office [3].

TOTAL AND SHARE OF AGRICULTURAL PRODUCTION IN THE TOTAL VOLUME OF AGRICULTURE AND LIVESTOCK PRODUCTION

AGRICULTURE 1,699.0 bln. soums 89.4%

ANIMAL HUSBANDRY 5,373.7 mlrd. so'm 103.8%

The main part: Agriculture is the most important part of the economy of Khorezm region. The reason is all the countries in the world. the regions also raised the development of their economies first and foremost only through the development of agriculture. The main place for the development of agriculture in Khorezm region is the geographical location of the region. If we look at the map of the world, the economies of the coastal states are highly developed (except for some), the main reason for which is the relevance of the geographical location, ie convenience or inconvenience. Below we give some information about agriculture in Khorezm region.

The total area of agricultural lands in the region is 408,749 hectares. The total area under crops is 262,143 hectares. In total, 12 cotton farms in Khorezm region (area 82,757 hectares, yield 33.2 hectares, production capacity - 275,102 tons)and 3 fruit and vegetable agroclusters (area 1,580 hectares)operates. There is 1 agrologistics center.

There are 3,917 farms in the region. Of them, 1,516 are cotton and grain, 728 are horticulture, 49 are viticulture and 80 are vegetables. - gardening, 19 - vegetable and grain, 44 - mulberry, 81 - poultry, 540 - fishing, 22 - beekeeping, 243 - other areas.

212 hectares of land in the region are distributed to greenhouses by 148 farms.

Currently, 8,084 hectares of land are allocated for gardens, of which 3,221 hectares are intensive gardens.

The main land area is 202,776 hectares. Of them: 15,000 hectares of land temporarily allocated to young people; technical crops (cotton) - 82,757 hectares: grain (wheat) - 33,200 hectares; nutritious corn - 2,680 hectares, rice - 6,090 hectares; legumes - 4,552 hectares (mosh); oilseeds 1,830 hectares (soybeans 1,000, sunflowers 333 hectares, sesame 497 hectares); vegetables - 6,538 hectares, of which: tomatoes - 121 hectares, cucumbers - 48 hectares (in greenhouses); tomatoes - 1,656 hectares, cucumbers - 701 hectares, carrots - 1,911 hectares, onions - 955 hectares, cabbage - 318 hectares, greens - 223 hectares (of which: dill - 95 hectares, parsley - 64 hectares, onions - 64 hectares, radishes 96 hectares), bell peppers - 191 hectares, peppers - 64 hectares, eggplant - 127 hectares, beets - 127 hectares (in the main crop areas in spring); melons - 9,493 hectares (watermelon - 2010 hectares, melons - 6,783 hectares, squash - 700 hectares); potatoes - 2,237 hectares, fodder crops - 46,915 hectares, other crops - 861 hectares, low-grade perennial trees - 5,623 hectares (fruit trees - 2,500 hectares (legumes - 926 hectares, fruit trees - 1,575 hectares)); vineyards - 1,545 hectares, mulberries - 1,578 hectares. Land area for secondary crops - 34,000 hectares. Of them: vegetables -1112 gektar, sabzi - 574; pomidor - 92 gektar, sholg'om - 93 gektar; turp- 151 hectares; cabbage 152 acres, eggplant 531 acres; beets 50 hectare; melons (watermelon) - 347 hectares, oilseeds - 1,223 hectares (of which: sesame - 632 hectares, sunflower - 591 hectares); legumes - 2,814 hectares (mosh); rice - 23,910 hectares, food crops - 4,594 hectares. Land area planted between rows of fruit trees and vineyards - 9,447 hectares (orchards - 8,042 hectares, vineyards -1,405 hectares). Crops. August-September: onions - 738 hectares; garlic - 217 hectare. In the spring: tomatoes - 1,286 hectares, cucumbers - 1,078 hectares, carrots - 1,037 hectares, onions - 108 hectares, cabbage - 158 hectares, greens - 83 hectares, bell peppers - 124 hectares, peppers - 62 hectares, eggplant 124 acres, beets 83 acres; melons - 720 hectares.

In 2020, 99,000 tons of agricultural products were exported.

From the above data, it is clear that the region has all branches of agriculture, which are geographically located, ie rice and moist crops in areas with high water content. and in areas with moderate water supply, it is necessary to determine the prospects for the development of specific agricultural sectors. In arid desert areas, it is possible to develop the livestock sector of agriculture.

So it is clear that each region was unique. has a natural geographical location, specific problems and specific advantages. The natural geographical location of Khorezm region also has its advantages and disadvantages. The purpose of writing this article is to know the advantages and disadvantages of each region in order to develop it and improve the living standards of the people in that region. Only then can great results be achieved [4].

Conclusion: Khorezm region has enough land for agricultural development, sufficient labor resources, and through their rational use can achieve great results. There are many shortcomings in the region due to the fact that agriculture is currently developing mainly in an extensive way. Geographical location of the region in terms of location, many of which are positive. The reason is that the region is well supplied with water and land resources, which is due to the convenience of geographical location. Therefore, high good results can be achieved through the use of intensive methods for the development of agriculture in the region. One of the intensive methods is to introduce drip irrigation in all districts of the region, which can save a lot of water per year. and more of the

Amudarya water flows into the island sea, filling the dehydrated salt fields (the dried bottom of the island). It is also necessary to increase the number of intensive orchards, vineyards, anoraks and other agricultural sectors that are scarce in this area. As a result, the region's domestic market and exports can also find buyers in foreign markets. This, in turn, will serve to increase the socio-political potential of the region. It can be seen that one or more types of farms can be managed in all regions of the region, which of course depends on the importance of the geographical location. Agricultural and food security in Khorezm region, which provides for the digitization of agriculture, the introduction of market principles in the interaction between agricultural entities, the introduction of advanced experience and scientific achievements, modern resource-saving and intensive agro-technologies It is necessary to implement a unified state policy in the field, as well as to develop other ideas and proposals.

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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

ROLE OF ETHICS AND MORAL EDUCATION: AN OVERVIEW

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Abstract. *Individuals will accept external moral authority when it is independently filtered. The problem is that most public service leaders do not follow a consistent approach to ethical decision making and accomplishing ethical behavior in the bureaucratic organizations they lead. While formal codes of ethics offer some standards of conduct and guidelines for ethical decision-making, a more effective approach is to mesh code enforcement with a normative approach to establishing an ethical climate. Public Administrative style, methods, hierarchy and training are closely interrelated with ethics. Training alone is not enough. However, serious, sustainable improvements of the public service without adequate education and training seem to be impossible. Evaluation of training policies in every country in the region appears to be necessary. Public servants must understand what is acceptable behavior, and, in the end, when the risk of detection and punishment outweighs the gains. Modern people who have embraced scientific development as truth do not judge goodness according to the will of God. They ask their own insight for advice and often end up in conflict because insights differ. If we concentrate on the basis of the conflict, we discover common ground that is often hidden or misconstrued..*

Keywords: *agricultural land, geographical location, domestic market, external market, investment, labor resources.*

INTRODUCTION

In concept, business ethics is the applied ethics discipline that addresses the moral features of commercial activity. In practice, however, a dizzying array of projects is pursued under its rubric. Programs of legal compliance, empirical studies into the moral beliefs and attitudes of business people, a panoply of best-practices claims (in the name of their moral merit or their contribution to business success), arguments for (or against) mandatory worker participation in management, and attempts at applying traditional ethical theories, theories of justice, or theories of the state to firms or to the functional areas of business are all advanced as contributions to business ethics—even and especially in its academic literature. These projects vary considerably and often seem to have little in common other than the conviction, held by those who pursue them, that whatever each is pursuing is business ethics.

This entry focuses generally on academic business ethics, more particularly on the philosophically-informed part of business ethics, and most particularly on the constellation of philosophically-relevant questions that inform the main conversation and ongoing disagreement among academic business ethicists. It covers: (1) the history of business ethics as an academic endeavor; (2) the focus on the corporation in academic business ethics; (3) the treatment of the employment relation in academic business ethics; (4) the treatment of transnational issues in academic business ethics; and (5) criticism of the focus and implicit methodology of academic business ethics.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

Although academic instruction explicitly devoted to the relationship between ethics and commerce can be found in U.S. business schools as early as the first three decades of the 20th century, particularly in Catholic colleges and universities, creation of academic positions dedicated explicitly to business ethics in U.S. business schools tracks closely waves of corporate scandal from the 1980s to the present. In 1987, in the midst of the insider trading scandal on Wall Street, former Securities and Exchange Commission head John Shad gave the Harvard Business School over $30 million for the purpose of starting a business ethics program there. Subsequent philanthropy from a number of sources financed the creation of prominent endowed chairs at the University of Virginia's Darden School, the University of Pennsylvania's Wharton School, and other business schools. Today, academic positions in business ethics, whether endowed chairs or ordinary faculty positions, are found frequently in

U.S. business schools and in philosophy departments, as well.

ETHICS AND BUSINESS: THEIR INTER RELATIONSHIP

What constitutes business varies from society to society. To relieve a business of likely specific problems, the business is to be decided by the people of the society and not by business or those who run the business. The basic problem is that the ethical course of action is not always clear to company"s managers. Business ethics is a studyof moral standards as they apply to business policies, behaviour and institutions, and to the people who work within these organizations. Its function is not only to analyze moral norms and values, but also to attempt application of this analysis to business.

Business ethics partly aims to analyse the presuppositions both moral presuppositions and the presuppositions from a moral point of view of business. Since business operates within an economic system, part of the proper task of business ethics is to raise questionsabout economic systems in general and about the morality of a country"s economic system in particular. This, in turn, raises questions about the appropriateness of using moral language to evaluate these systems.

WHAT BUSINESS ETHICS CAN DO AND CANNOT DO: Business ethics can help people approach moral problems in business more systematically and with better tools than they might otherwise approach them. It can help them to see issues they might normally ignore. It can also drive them to make changes that they might otherwise not be moved to make. However, business ethics does not by itself make anyone moral. Business ethics presupposes that those who study it are moral beings, and they wish to be even better,more thoughtful, and more informed moral beings. Business ethics does not change business practices unless those engaged in the practices that require moral change wish to change them. Business ethics can produce arguments to show that a practice is immoral, but obviously only those in a position to implement the change can be able to bring them about.

MORAL REASONING IN BUSINESS: The pertinent questions that arise are: Is morality simply a matter of individual choice? Is it culturally determined? Is the claim that there is a universal morality applicable to all people and at all times, defendable? Certainly, some business practices are held to be moral and proper and others improper. But the question to be asked is: Whether these conventional norms should be held, whether some of them may infact be improper? At times, conventional morality is challengeable and is attacked. A moral law at times needs to be violated.

ARGUMENTS FOR AND AGAINST BUSINESS ETHICS

There may be objections toward application of moral standards to business. Let us see what some of these objections are and what can be said against or in favour of applying moral standards to business.

OBJECTIONS TO BRINGING ETHICS TO BUSINESS

The objection is that in perfectly competitive free market, the behaviour of people in business organizations should not be subjected to moral standards. On this view, the people in business should single mindedly pursue the financial interests of their firm without diverting their energies or their firm‟s resources into "doing good works". In support of this view there may be advanced three different arguments as also put by Velasquez (De George, 2002).

These are as mentioned below.

FIRST OBJECTION-ARGUMENT: The pursuit of business being profit, the society will benefit most if managers do not impose their own values on a business and devote themselves to produce „efficiently‟ what the society wants (or values). Arguments of this sort conceal a number of such questionable assumptions that require quite lengthier discussion. However, briefly,first assumption is that contrary to a point in the argument advanced, most industrial markets are „not‟ "perfectly competitive", and as such, therefore, to the extent that firms do not have to compete they can maximize profits "despite inefficient production". Second, it is a wrong presumption of the argument that „any‟ steps taken to increase profits will "necessarily" be socially beneficial. In fact, several ways of increasing profits actually cause injury to society: allowing bribery, fraud, tax evasion, deceptive advertising, harmful production to go Psychology uncontrolled concealing product hazards. Third, the argument assumes that by producing whatever the buying public wants (or values) firms are fulfilling the want of „the whole‟ of the society. Infact, the wants of large segments of society (the poor and disadvantaged) are not necessarily met because they cannot participate fully in the market place. Fourth, the objection-argument is essentially making a normative statement ("managers should devote themselves to the single-minded pursuit of profits") on the basis of unproved moral standards ("people should do whatever will benefit those who participate in markets"). Thus, although the argument tries to „show‟ that ethics does not matter, it can do this only by assuming an „unproved‟ moral standard that at least appears mistaken.

Second objection-argument for bringing ethics into business is that business manager (as loyal agent of his employer) should single mindedly pursue the interests of his firm and should ignore ethical considerations.

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

Asia Pacific Journal of Marketing & Management Review
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ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

The argument can be, and often has been, used to justify a manager"s unethical or illegal conduct.The loyal agent"s (manager"s) argument relies on several questionable and mistaken assumptions. First, the argument tries to show that ethics does not matter by assuming an unproved moral standard ("the manager should save his employer in whatever way the employer wants to be served"). But there is no reason to assume that this moral standard is acceptable as it stands; it would be acceptable only if it were suitably qualified (e.g., "the manager should save his employer in whatever moral way the employer wants to be served"). Second, the loyal agent"s argument assumes thatthere are no limits to the manager"s duties to serve the employer, when in fact such limits are an express part of the legal and socialinstitutions from which these duties arise. An agent"s duties are defined by the law of agency (i.e., the law that specifies the duties of persons (agents) who agree to act on behalf of another party and who are authorized by the agreement so to act). Lawyers, managers, engineers, stock brokers, and so on all act as agents for their employers in this sense. By freely entering into an agreement to act as someone"s agent then, a person accepts a legal (and moral) duty to serve the client loyally, obediently, and in a confidential manner as specified in the law of agency (Blumbey, 1973a).

The manager"s duties to serve his employer, then, are limited by the constraints of morality, because it is with this understanding that his duties as a loyal agent are defined. Third, the loyal agent"s argument assumes that if a manager agrees to servea firm, this agreement automatically justifies whatever the manager does on behalf of the firm. However, this assumption is false:

Agreement to serve other people does not automatically justify doing wrong on their behalf. For example, it is wrong for someone to kill an innocent person to serve or advance one"s own interests.

Agreements do not change the moral character of wrongful acts. Ifit is morally wrong for a manager to do something out of self-interest, then it is also morally wrong for him to do it in the interests of his company even though he has agreed to serve the company. The assumptions of the loyal agent"s (manager"s) argument, then, are mistaken.

THIRD OBJECTION-ARGUMENT FOR BRINGING ETHICS INTO BUSINESS: TO BE ETHICAL IT IS ENOUGH FOR BUSINESS PEOPLE MERELY TO OBEY THE LAW

Business ethics is essentially obeying the law. It is wrong to see law and ethics as identical. It is true that some laws require behaviour that is the same as the behaviour required by moral standards, e.g., the laws that prohibit murder, rape, fraud,etc. In such cases, there is coincidence between law and morality, and the objection to obey such laws is the same as the obligation to be moral. However, law and morality do not always coincide. Some laws have nothing to do with morality because they do not involve serious matters, e.g., laws of parking, dress codes, and other laws covering similar matters. Other laws may even violate our moral standards so that they are actually contrary to morality. Thus, ethics is not simply following the law. Nevertheless, this does not mean that ethics has nothing to do with following the law Our moral standards are sometimes incorporated into the law when enough of us feel that a moral standard should be enforced by Psychology pressure of a legal system. In contrast, laws are sometimes criticized and eliminated when it becomes clear that

ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR

ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW
ISSN: 2319-2836
IMPACT FACTOR: 7.603
Vol 11, Issue 01, 2022

they blatantly violate our moral standards. E.g., law permitting job discrimination and bribery in business must be eliminated since they violate our moral standards. Therefore, morality shapes and influences many of the laws.

Moreover, as most ethicists agree that a person has moral obligation to obey the law so long as the law does not require clearly unjust behaviour. This means that, in most cases, it is immoral to break the law. The obligation to obey the law can give rise to conflicts

when the law requires something that the business person believes is immoral. In such dilemma cases, a person is faced with a conflict between the obligation to obey the law and the obligation to obey his conscience.

CONCLUSION

The main conversation in academic business ethics is focused on the large, publicly traded corporation. It owes its prescriptions mainly to normative political philosophy, rather than moral theory. It speaks more to public policy toward business (and especially the large, publicly traded corporation) and the institutions of capitalism than it does to ethical business conduct, i.e., what one ought to be doing when one is doing business.

To be sure, there are cases of corruption that respond to the unethical nature of the corrupt individual. But for the most part, the unethical behavior stems from the environment in which individuals must interact. Convoluted regulations and weak rule of law foster a culture of corruption and informality both in the private and public sectors.

In the public sector, convoluted regulations and weak rule of law provide ample opportunities for public officials to accept bribes without punishment. In the private sector, those two factors push some people to do business informally as a means to survive and others to profit far more than they would if the possibility of bribery did not exist. The result is an

increasingly unequal society, in terms of the opportunity to create wealth and improve living standards.

To fight corruption and informality, it is essential to understand that corruption is a symptom-

-of overregulation, lack of rule of law, a large public sector--not the root of the problem. The perceived problem is unethical/corrupt behavior of the private sector, which leads the government to press more on private-sector activities. The real problem is the government action/regulations causing undesired behavior of the private sector. The optimal solution would be to eliminate burdensome regulations so that unethical behavior does not occur.

Countries must advance economic freedom in all possible areas of the economy, with particular emphasis on regulations affecting small and medium business, in order for corruption and informality to decrease. The Index of Economic Freedom is an excellent guide to identify what is obstructing economic activity and, therefore, perpetuating poverty.

Countries must also preserve the independence and effectiveness of the judiciary to punish corrupt actions. Economic freedom with a strong rule of law will foster a culture of investment, job creation, and institutional respect--all essential factors in massively improving the living standards of ordinary people.

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ISSN 2319-2836 (online), Published by
ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW.,
under Volume: 11 Issue: 01 in January-2022
https://www.gejournal.net/index.php/APJMMR