
Role of the digital economy in the sphere of tourism in the Republic of Uzbekistan

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Digitalization of the economy has an impact on all spheres of society and human life, the tourism industry is no exception. The article examines the main directions of the influence of the digital economy on the tourism industry and considers the main technologies that affect the digital transformation of the tourism industry.

Introduction

At the present stage, the development of the economy is associated with the digitalization of all activities. The difference between the digital economy as a type of business and the ordinary economy will be that information and methods of managing it will be the most important resource in the sphere of production, exchange and consumption, as well as distribution. That is, information will acquire the nature of the main assets of the enterprise, play a primary role in its economic activity.

The digital economy has an impact on all spheres of society and human life, and this is clearly felt today. The starting step towards the formation, implementation and development of digitalization as a new innovative component of the economy was the adoption of the Decree of the President of the Republic of Uzbekistan "On the State Program for the Implementation of the Action Strategy in the Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021", the main focus of which is the formation of an innovative model development of the economy of Uzbekistan. Further, the Resolution of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev dated July 3, 2018 No. PP-3832 "On measures to develop the digital economy in the Republic of Uzbekistan." In fact, this document is a comprehensive strategy for the development of information technologies in the country for the next decade. [1]

Main part

The basis for digitalization of the economy is fundamentally new technologies that have appeared in recent years. The list of digital technologies that find application in the digital infrastructure of the new economy include:

- artificial intelligence technologies (neural networks);
- technologies of big data (Big Data);
- widespread use of mobile Internet and mobile devices;
- using the Internet of Things (IoT);
- Blockchain technologies;
- World Digital Library

- technologies of virtual and augmented reality, etc. (1 Pictures) [2].

Figure 1 Digital economy and its impact on the tourism industry

Figure 1.

In the process of digitalization, the tourism industry, in which the introduction of digital technologies is most active, did not stand aside. In the tourism sector, the use of new digital technologies is constantly expanding, they are becoming more accessible to the average client.

With the use of new technologies, the client can himself find information about a particular tourist tour, choose one or another travel agency, compare prices for services. In the end, he can independently buy the tour he likes. The services themselves will be provided to him around the clock, and the high quality of services will increase his satisfaction.

Analyses

The key areas of transformation of the tourism industry under the influence of digitalization include the following technologies: Internet of Things, mobile Internet and the use of mobile applications, cloud technologies, robotization, etc. Consider the main areas of application of these technologies.

The widespread development of Internet of Things technologies has a significant positive impact on the development of the tourism business due to the fact that it makes it possible to accurately analyze the preferences of tourists, taking into account the places they visit. The emergence of such technical devices as geolocation bracelets, mobile guide applications, ticket payment applications, virtual reality technologies, etc.[3] can be attributed to IoT technologies in the tourism industry.

Modern software applications and technical systems are able to quickly respond to tourist preferences, assist in finding a destination and assessing the attractions of a tourist destination. Based on the information received, it is possible to analyze data on the profile of the tourist, the objects he visits, the amount of time spent visiting tourist sites, etc. Practically without much time and material costs for carrying out surveys of tourists and their statistical processing with using the Internet of Things, it is possible to analyze tourist preferences, anticipate their changes and, ultimately, adapt existing travel offers in accordance with the needs of the client.

The penetration of digitalization into all spheres of human life and society would be impossible without the presence of the Internet, even in remote places. Currently, the majority of tourists are active users of various kinds of mobile devices and mobile Internet, which is why in the last decade, thanks to the spread of the Internet, there has been a major shift in the tourism industry. The ubiquitous penetration of mobile communications and the mobile Internet, the proliferation of smartphones and social networks opens up new opportunities and allows travel companies to immediately respond to the needs and problems of customers.

Recently, "cloud technologies" have gained wide popularity in business of various levels, the spread of which is associated with the development of Internet technologies. For travel companies, cloud technologies are also a tool thanks to which staff can work remotely, they may not depend on additional resources, the need to rent an office or computer equipment, etc.[4]

Another advantage of using Internet technologies in the activities of travel companies is the use of online booking systems (Booking.com, mybooking.uz, tashkentlawspring.uz, etc.), which allow in real time to provide reliable and up-to-date information about accommodation in a tourist destination, their cost, as well as the possibility of booking them. The use of online booking systems leads to the fact that most of the clients prefer to organize their travels independently.

The digitalization process of the tourism industry will help to increase its competitiveness, since customers will have a better quality of service, and tourism service enterprises will receive higher income from their activities. Thus, under the influence of digital transformation, important trends are currently emerging in the tourism industry. Digitalization and the use of modern technologies in the tourism industry are aimed at making the tourism industry more competitive in today's digital world.

Conclusion

Based on the analyzed literature, it can be concluded that the target indicators for the further development of information and telecommunication systems in the long term will be:

1. It is necessary to form a regional geographic information system for tourism development as an economic and information element;
2. It is necessary to create a single online data exchange system for tourism organizations operating in our country;
3. Through the created system it will be possible to obtain accurate, reliable and fast information about foreign tourists and tourist services provided to them;
1. formation of modern infrastructure in the field of telecommunications and informatization;
2. ensuring the availability of infrastructure in all regions and corners of the Republic of Uzbekistan;
3. informatization of the economy of the Republic of Uzbekistan;
4. increasing the competitiveness of information and communication technologies;
5. raising the level of education, high-quality provision of medical services, development of science, social protection based on.

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