

DIGITAL TOURISM AND ITS IMPORTANCE IN THE ECONOMY OF UZBEKISTAN

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Abstract: *the article emphasizes the importance of digital tourism in an innovative economy that is relevant to our day. Nowadays, the scientific study of the laws, trends and opportunities for the development of the digital economy in Uzbekistan, in particular, the degree of penetration of information technologies in various sectors of the economy, is very important. The prosperity and prospects of our country, the success of large-scale reforms in our country directly depend on the introduction of new innovations in the economy.*

Keywords: *digital tourism, advanced information technology, telecommunications systems, digital economy.*

ЦИФРОВОЙ ТУРИЗМ И ЕГО ЗНАЧЕНИЕ В ЭКОНОМИКЕ УЗБЕКИСТАНА Хуррамов О.К. (Республика Узбекистан)

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Аннотация: *в статье подчеркивается важность цифрового туризма в инновационной экономике, которая актуальна и в наши дни. В настоящее время очень важно научное изучение законов, тенденций и возможностей развития цифровой экономики в Узбекистане, в частности, степени проникновения информационных технологий в различные отрасли экономики. Процветание и перспективы нашей страны, успех широкомасштабных реформ в нашей стране напрямую зависят от внедрения новых инноваций в национальную экономику.*

Ключевые слова: *цифровой туризм, современные информационные технологии, телекоммуникационные системы, цифровая экономика.*

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International tourism is one of the most profitable sectors of the world economy. Successful tourism development will have a positive impact on key areas of economic activity: transportation, construction, agriculture, hotel and restaurant services, consumer goods production. Tourism is a leading service industry and requires modern innovative forms and technologies of customer service. Therefore, creation of tourism industry is one of the directions of development of national economy. As one of the largest tourist destinations in Central Asia, the Republic has great potential in digitizing this sector of the economy.

At present, one of the trends in the development of the global tourism industry is the development of Internet technologies, in other words, the modern development of tourism in the digital economy. That is, the process of digitization did not bypass the tourism industry, as did many other industries. One of the most striking manifestations in the organization of tourism products in the hospitality industry is the introduction of a completely innovative route called digital tourism.

The widespread use of web resources by potential tourists has led to the emergence of digital tourism, the development of intellectual web services to develop recommendations for clients to help them navigate their travel and make decisions in the tourism industry.

First and foremost, digital tourism refers to the promotion of tourism through advanced information technology and telecommunications systems. Digital tourism is a set of e-services provided to travelers before, during, and after travel.

Currently, there is a tendency to replace the traditional tourism industry with the digital tourism industry. Digital tourism is a great way to save not only money but also nerve and valuable time.

Digital tourism includes the following electronic services:

- information services (e.g. location, tourist information or hotel information, Google Maps, TripAdvisor and Wikipedia);

- communication services (for example, discussion with the client or sending an email);

- payment or transaction services (e.g. reservation, electronic payment information).

- e-marketing services (e.g. search engines, banner ads, mobile apps, QR codes, social media, etc.)

In the digital age, most travelers and travel firms visit their websites, where they browse all the necessary information, including 360-degree and panoramic views without leaving home.

Digital tourism services can provide travelers with advice on finding the right accommodation to help plan their route. In addition, they will be able to install on their mobile phones as mobile apps.

Digital tourism is not a new concept and has already been embraced by many people online. They also review recommendations and reviews from sites like TripAdvisor, Orbitz and Expedia. It allows you to compare service prices on other sites through some travel management sites like TripIt and Ski and book flights and hotels from travel portals such as Google Flights, Priceline.com, Booking.com and Hotels.com. People who love to travel already know how to use Picasa, iPhoto, Flickr and Facebook to manage their photos.

Thus, the availability and variety of travel-based travel information based on digital tourism technology, the views of users using a particular destination, photos and videos help you decide, plan and implement that destination.

Digitalization in tourism will make the tourism business not only adaptable to the realities of our time, but also more competitive in the developing "digital world." The digitization of the hospitality industry not only gives us great conveniences and benefits to our customers, but also helps to create conditions that allow tourist companies to earn even higher returns.

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