

FEATURES AND OPPORTUNITIES OF DIGITAL TOURISM AND ITS DEVELOPMENT IN UZBEKISTAN

Navruz-zoda B.N.¹, Khurramov O.K.² (Republic of Uzbekistan)

Email: Navruz-zoda364@scientifictext.ru

¹Navruz-zoda Bakhtiyor Negmatovich - Professor;
²Khurramov Ortikjon Kayumovich - Senior Lecturer,
DEPARTMENT OF SERVICE SPHERE ECONOMICS,
BUKHARA STATE UNIVERSITY,
BUKHARA, REPUBLIC OF UZBEKISTAN

Abstract: the article emphasizes features and opportunities of digital tourism and its development in Uzbekistan. Coexistence of Uzbekistan with the world community paves the way for the intensification of integration and globalization. The development of these integration processes requires the effective use of modern advanced information and communication technologies. The use of such technologies and telecommunication systems in the field of tourism has created a digital tourism industry. Socio-economic study of these processes and drawing scientific conclusions is a requirement of the time.

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

ОСОБЕННОСТИ И ВОЗМОЖНОСТИ ЦИФРОВОГО ТУРИЗМА И ЕГО РАЗВИТИЯ В УЗБЕКИСТАНЕ

Навруз-зода Б.Н.¹, Хуррамов О.К.² (Республика Узбекистан)

¹Навруз-зода Бахтиёр Негматович - профессор;
²Хуррамов Ортикжон Каюмович - старший преподаватель,
кафедра экономики сферы услуг,
Бухарский государственный университет,
г. Бухара, Республика Узбекистан

Аннотация: в статье подчеркиваются особенности и возможности цифрового туризма и его развития в Узбекистане. Сосуществование Узбекистана с мировым сообществом прокладывает путь для усиления интеграции и глобализации. Развитие этих интеграционных процессов требует эффективного использования современных передовых информационных и коммуникационных технологий. Использование таких технологий и телекоммуникационных систем в сфере туризма создало цифровую индустрию туризма. Социально-экономическое изучение этих процессов и получение научных выводов являются требованием времени.

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

UDC 338.48

Today, without modern information technologies, no one can imagine the development of economic activity. Because now information and communication technologies are developing rapidly, which sets the task of introducing new innovative technologies and technologies in their activities in each area, increasing competitiveness using high technologies.

Our country has adopted the concept of introducing the technologies of “smart city”, according to which “smart transport”, “smart education”, “smart medicine”, “smart energy system”, “smart construction”, “smart utilities”, “smart home”, Projects such as “smart government”, “smart neighborhood” have been identified as key areas for the implementation of smart city technologies. At the same time, most enterprises in the country still face a number of problems associated with the introduction of ICT. The Strategy for the Further Development of the Republic of Uzbekistan also attaches great importance to this. *

The rapid development of advanced information technology and telecommunication systems has led to the digitization of the tourism industry. Many scientists around the world expressed their opinion on the role of information technology, digital technology and systems in the economy, services and tourism, digital tourism, e-tourism, and intellectual tourism.

As a result of the analysis of literature in this area, we believe that digital tourism is the emergence of tourism needs, the use of digital technologies and tools in planning, organizing, monitoring and using travel, including electronic services provided to travelers before, during and after a trip. bars are important.

Digital travel services can advise travelers to find the accommodation they need to help them plan their trip. In addition, they will be able to install the mobile application as an application on their mobile phones.

Digital tourism is not a new concept and has already entered many people's online activities. They also review recommendations and reviews on sites such as TripAdvisor, Orbitz, and Expedia. Some travel management sites, such as TripIt and Kayak, allow you to compare prices of services on other sites and book flights and hotels on travel portals such as Google Flights, Priceline.com, Booking.com and Hotels.com.

Digital tourism also helps travelers change the way they shop online. Well-known subjects of the world tourism market, such as Marriott, Best Western, Kayak, Carlson Rezidor and others, already use these technologies effectively.

People who love to travel are already familiar with using Picasa, iPhoto, Flickr and Facebook to manage their photos.

Digital tourism includes e-services, which include:

- information services (for example, information about addresses, tourist destinations or hotels, Google Maps, TripAdvisor and Wikipedia);

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

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

- electronic marketing services (for example, search engines, banner ads, mobile applications, QR code, social networks, etc.)

In the context of digitizing the tourism business, the client himself searches for information about a particular type, selects a specific company and compares prices for services. The process ends with the client acquiring the type that he likes, and the services are provided to him around the clock, which improves the quality of service and increases customer satisfaction. Please note that digital opportunities are constantly expanding and availability is increasing.

We can list the benefits of digital transformation for the tourism industry by increasing tourist awareness, providing detailed information about places of recreation and travel, the availability of reasonable payment mechanisms and the ability to quickly and easily make payments for services consumed by the client.

One of the main directions of digital tourism is the use of cloud technology, the use of cloud technology in travel companies depends on the fact that all applications work online. In this case, an unlimited amount of data storage, system maintenance and software updates, management is carried out in real time. In other words, for travel companies, cloud computing is a tool that focuses more on clients than management technologies, so companies do not need additional resources or hire a large number of offices and employees.

Another striking example of digital tourism is that many travelers today are becoming active users of mobile devices. In this regard, mobile communication, on the one hand, allows you to quickly respond to customer needs and problems during trips, on the other hand, reduces the number of customer visits at company offices and, accordingly, reduces the demand for consulting services.

The advantages of using mobile technologies in the tourism business are personalization in the field of customer service, the formation of innovative models of cooperation between tourism companies and the further development of the infrastructure of tourist zones. Using mobile applications allows companies to collect and analyze a large amount of customer information necessary for marketing research and customer segmentation, such as their location, costs, preferences, friends. Digital tourism is developing with the advent of smart watches, bracelets for geolocation, virtual reality glasses, mobile applications for paying for tickets and electronic tickets.

The role of social networks in the development of digital tourism is also invaluable. With their help, modern tourism enterprises have the opportunity to identify new markets, develop travel brands, get the opportunity to communicate with their potential customers and build trusting relationships with them.

References / Список литературы

1. *Navruz-Zoda B. et al.* Perspectives on the improvement of Uzbekistan as a destination for multi-confessional self-organised pilgrims //International Journal of Religious Tourism and Pilgrimage, 2019. T. 7. №. 4. C. 87-96.
2. *Tairova M.M. et al.* The essence and characteristics of clusters in regional economic systems // International scientific review of the problems of economics, finance and management, 2020. C. 4-9.
3. *Navruz-Zoda B. et al.* The destination marketing development of religious tourism in Uzbekistan // International Journal of Religious Tourism and Pilgrimage, 2016. T. 4. № 7. C. 9-20.
4. *Djuraeva Z.T., Khurramov O.K.* Specialty of the usage of electronic marketing in tourism // International Scientific and Practical Conference World science. ROST, 2015. T. 4. № 4. C. 61-65.
5. *Navruz-Zoda B.N., Shomiev G.U.* The different approaches of human capital formation // International Journal of Innovative Technologies in Economy, 2017. № 5 (11).
6. *Ibragimov N., Xurramov O.* Types of competition in destination marketing and 6A model of competitiveness, 2015.

7. *Navruz-Zoda B., Ibragimov N.* Ways of Applying Destination Management Concepts to the Development of Internal Tourism in Uzbekistan // International Tourism and Hospitality in the Digital Age. IGI Global, 2015. C. 172-190.
8. *Navruz-Zoda B., Ibragimov N., Rakhmanov A.* The Destination Marketing Tools For “Seven Sufi Saints of Noble Bukhara” Pilgrimage Cluster, 2017.
9. *Kayumovich K.O.* The highlight priorities for the development of digital tourism in Uzbekistan // International scientific review, 2020. № LXIX.
10. *Khurramov O.K., Saidova F. K.* Social media-marketing-a forceful tool for tourism industry // European science. 2019. № 7. C. 49.
11. *Khurramov O.K., Fayziyeva S. A., Saidova F. K.* Osobennosti elektronnoy onlayn-rynka v turizme // Vestnik nauki i obrazovaniya, 2019. № 24-3. C. 78.
12. *Kayumovich K.O., Annamuradovna F. S.* The main convenience of internet marketing from traditional marketing // Academy, 2020. № 1 (52).
13. *Khurramov O.K.* Prospects of digital tourism development // Economics, 2020. № 1(44).
14. *Muhammedrisaevna T.M., Mubinovna R.F., Kizi M.N.U.* The role of information technology in organization and management in tourism // Academy, 2020. № 4 (55).
15. *Bakhtiyorovna N.Z.L., Bakhtiyorovna N.Z.Z.* Improvement of social prestige of entrepreneurial companies in Bukhara region // Academy, 2020. № 3 (54).
16. *Khayrulloevna A.M.* The substantial economic benefits of tourism // Academy, 2020. № 3 (54).