

POSSIBILITIES TO INCREASE THE EFFICIENCY OF TOURISM WITH DIGITAL TECHNOLOGIES

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ABSTRACT

This article talks about the importance of developing the tourism sector with the help of digital technologies and offers suggestions for its development.

In the post-pandemic period in Uzbekistan, there are positive trends in the rapid recovery of the tourism industry, which is due to the measures taken by the state to create maximum conditions for foreign and domestic tourists and remove all restrictions. As a result, by the end of 2022, tourism entering Uzbekistan is expected to attract up to 4.5 million foreign tourists.

In order to mitigate the effects of the COVID-19 pandemic and restore the flow of tourists, the state has provided a number of benefits and privileges to businesses, large and small enterprises to support tourism and further develop and revive domestic and foreign tourism. As a result, despite the pandemic, in 2020 Uzbekistan will receive 1.5 million. foreign tourists visited, \$ 273 million worth of tourism services were provided.

In developing a strategy for the revival of tourism, tourism planning requires a comprehensive approach to the recovery of tourism after the coronavirus pandemic in Uzbekistan, combining the goals of tourism and the interests of the local population, sustainable development of national and regional economies.

In recent years, tourism has become one of the “growth points” of the national economy, serving as a driver for the development of other related sectors, stimulating income growth, and has a high multiplier effect: \$ 1 of direct income from tourism provides at least \$ 5-7 in adjacent sectors of the economy.

With this in mind, the creation of favorable economic and organizational conditions for the rapid development of tourism as a strategic sector of the national economy, as a driver, more effective use of the huge tourism potential of the regions, cluster development of adjacent sectors, national tourism brand and It is required to show a positive image of Uzbekistan by promoting it in world markets.

Digital content and online platforms can enhance the ability to attract the attention of potential customers-tourists around the world, covering the following five stages of their future travel planning process: dreaming, planning, booking, visiting and sharing their impressions.

By attracting the attention of tourists by actively participating in the digital environment in the five main stages of travel planning, they can attract travel by inspiring them, building confidence in a specific product, simplifying the booking process and helping consumers share their impressions.

As a result of the definition of tourism as one of the strategic sectors of the economy in the new Uzbekistan, a number of decrees and decisions adopted by the government are making significant changes in this area. As a result, the number of countries that do not require visas for foreign citizens has increased from 9 to 92, and an "electronic visa" system has been introduced for 53 countries. Even in this difficult year for tourism, the entities in the sector are receiving full support, subsidies and loans.

However, despite the huge potential of our country in the field of tourism, for many years it has not fully and effectively used this opportunity. In fact, the impact of the national economy as a driver on related sectors in the development of tourism has not been sufficiently addressed by the state authorities, administrations and local authorities to coordinate it. However, due to the process of effective management of the development of this sector in the regions, great positive results can be achieved in achieving multiplier effect.

According to the study, 77.6% of the main costs in the formation of tourism products fall on the costs of tourism-related industries and organizations, which indicates the significant role of other sectors of the economy in determining the multiplier effect of tourism. This is evidenced by the data of the statistical bulletin of the State Statistics Committee "Key indicators of tourism and leisure development in the Republic of Uzbekistan in 2020". , the number of people served by individual accommodation facilities and other accommodation facilities is 178,454 people.

This figure is 11.8% of the total number of inbound tourism visitors in the direct tourism sector, while the remaining 88.2% is served by neighboring service organizations. Therefore, in the process of digitization, it is recommended to determine the method of expenditure in tourism, ie GRP, by the value of funds spent on the purchase of all goods and services, as this method takes into account the exact distribution of basic expenditures of tourists in the region.

In today's world, online portals and platforms determine the prospects of international tourism in the XXI century. The Tourism Evaluation Bureau, www.tourism-review.com, announces that it has expanded its services to help hospitality professionals around the world become a unique tourism solution provider.

The world's leading travel portal is based in the UK and its mission is to help tourism professionals achieve their goals in a rapidly changing digital environment. In this regard, the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan is introducing a number of platforms and portals. In particular, the team of the State Unitary Enterprise SUE of the National PR Center under the Ministry has created a web-portal Uzbekistan.travel.

This digital content is primarily intended for the tourism industry, and is intended for local and foreign tour operators, travel agencies, media representatives, guides and travel bloggers, and related tourism-related networks. The purpose is to promote the tourist resources of Uzbekistan as a tourist product both in the country and abroad. In order to make the tourist web portal "Uzbekistan.travel" more effective and attractive for tourists, we offer the following recommendations:

- Creation of a general database of hotels (and other types of accommodation) (address, site of full activity, history);

- Location of historical monuments and hotels on an electronic map (geolocation);
- 360 ° description of the building, surroundings and rooms of historical monuments and hotels;
- Development of rating indicators based on the impressions of travelers and tourists about historical monuments and hotels;
- Open a separate page and attach the addresses of the hotel booking site booking.com to the portal;
- Creating a database of tourist transport services in Uzbekistan.

In the new Uzbekistan, it is necessary to create a geographic information system, which is one of the tried and tested ways to increase the competitiveness of tourism services through the use of digital technologies. In this regard, together with the Ministry of Tourism and Cultural Heritage and local authorities, we propose to develop a tourism geoportal in the process of digital transformation of Uzbekistan's tourism sector in order to fulfill the tasks set out in the Roadmap for the implementation of the Digital Uzbekistan - 2030 strategy.

In our opinion, the formation of a tourism geoportal in Uzbekistan is multifaceted, on the one hand, can visually demonstrate the results of the study of the tourist potential of the geoportal region and serve as a basis for future research, on the other hand. creation of a mobile application and increase the efficiency of use of special types of tourism, and allows investors to choose promising areas for tourism development.

Training of qualified bachelors in higher education institutions, which can organize the process of gradual transition of traditional tourism services market participants to the online industry, is a requirement of the time in the formation of a tourism geoportal in the new regions of Uzbekistan and increasing the profitability of technology for digitization of all tourism services.

In this regard, it is recommended to organize a bachelor's degree in 61010600 - "Organization and management of digital tourism" in the form of dual education at the tourism departments of all universities of the country in the field of tourism.

This field of education in cooperation with regional universities in the field of tourism and the Tashkent University of Information Technologies named after Muhammad al-Khwarizmi and the provision of specialties "Digital Tourism Organizer" and "Digital and Digital Technology Programmer" will meet the needs of both specialists in the labor market. creates

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