



The Impact of the Digitalization in Uzbekistan's Tourism to the Economy

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Abstract: *In this article we can see observation of the developing digital economy and its impact to Uzbekistan economy. Tourism is an information-rich field, in which the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of the field. In this regard, the formation and development of the digital economy is of great importance for tourism activities, in which the latest information and communication technologies are actively used.*

Keywords: *digital economy, field of tourism, collection, transmission, analysis, storage of information, specific type of economy, digital information, management methods, formation and promotion of the tourism product.*

Date of Submission: 06-03-2023

Date of Acceptance: 05-04-2023

The development of the digital economy in the field of tourism is a complex process that affects all consumers of services, both households, state bodies, and firms in the field of tourism whose activities are regulated by certain regulatory and legal documents. In the formation of suitable factors of the internal and external environment, the enterprise in the field of tourism has all the necessary conditions for the digital development of its activities. The purpose of this study is to determine the factors affecting the development of the digital economy in tourism.

In order to further explore changing approaches to defining the role of digital development of the tourism sector within tourism and recreational activities, which are the drivers of the economy, we understand not only the economic activities related to the formation and promotion of the tourism product, but also the activities related to the tourism infrastructure. We need to understand other areas as well.

The level of tourism development is one of the parameters describing the socio-economic development of the country, its regions and the well-being of the population. Innovation plays an especially important role in the field of tourism. World practice shows that tourism ranks second after oil and gas extraction and processing in terms of profitability and development dynamics. Tourism is the most important sector of economic activity for the national economies of many countries. In addition, it should be noted that tourism is an information-rich field, in which the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of the field. In this regard, the formation and development of the digital economy is of great importance for tourism activities, in which the latest information and communication technologies are actively used.

Providing tourism with information is a set of information about tourism activities and specialized information technologies designed for its processing and analysis, which ensures the effective operation of the tourism system.

Digital economy is a specific type of economy in which digital information and related information management methods are the main ones. The digital economy is characterized by the dominant role of digital information over all other elements of production.

In the conditions of the formation of the digital economy, providing tourism with information is the most important factor in its development.

The main factor in the production of services in tourism activities is the information that the potential consumer of services can receive, and the final result of tourism activities is the impression that the consumer receives during the trip. The digital economy is based on the integration of all business processes that take place in economic systems at all levels, in which the information component is given special importance, allowing the use of information on the activity of economic systems in real time in an integrated global system.

In the conditions of the digital economy, new requirements for the information communication environment, information systems and services are being formed. The formation of a single information space is being implemented taking into account the needs of the population to obtain quality and reliable information focused on the socio-economic sphere.

The main differentiator of the digital economy is that information is the most important asset, and its value is constantly increasing. The issue of forming a single information space in the field of tourism has been discussed for a long time. In this regard, great work was done by state authorities and management bodies in the field of tourism. The tourism industry is fully focused on the active implementation of the latest digital technologies. Most of the operations have been restructured to suit the development of the digital economy, including tour booking systems, electronic payment technologies, and more.

The level of formation of the digital economy is largely determined by the development of information and communication technologies (ICT) and their introduction into the socio-economic life of society. Thanks to the development of technologies, 81% of the population of the Republic of Uzbekistan, 93% of trade enterprises, 80% of transport enterprises, and 95% of state bodies use the Internet. Most importantly, Internet technologies are used in financial transactions, interaction with government bodies, and communication with suppliers and consumers. Basically, all enterprises in the field of tourism use information and communication technologies to one degree or another. All main processes of activity are based on information processing, including various booking systems in tourism, information-search systems, information-communication relations with partners, end users. A significant part of modern advertising technologies in tourism is based on the use of Internet technologies.

According to the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of the new Uzbekistan for 2022-2026" No. and ensuring high growth rates" included 16 goals. Also, within the framework of the "Travel Uzbekistan" program, the goal of increasing the number of domestic tourists from 12 million and increasing the number of foreign tourists visiting the republic to 9 million includes 10 main directions, which are as follows:

- Wide implementation of barrier-free tourism infrastructure in the main tourist cities of the country. By 2026, the number of people employed in tourism should be doubled to 520,000.
- Adoption of the state program on the development of the infrastructure of tourism and cultural heritage objects and the effective use of more than 8 thousand cultural heritage objects.

- Construction of additional tourist zones and recreation centers in Zomin, Forish, Bakhmal districts and "Aydar-Arnasoy" lake system, implementation of projects worth 300 million US dollars, creation of 25,000 jobs.
- To increase the volume of tourism services by at least 10 times in the next five years by turning Samarkand into a "Tourism Gate". Ensuring employment of 40,000 people in the field of tourism. In 2022, the establishment of the Samarkand tourism center, including the historical complex "Eternal City", and the necessary infrastructure.
- Implementation of a special program for the development of ecotourism in the Republic of Karakalpakstan and on the coast of the island. In this case, wide use of the possibilities of the new airport of Moynak.
- To adopt a special program for tourism to be the main driving force in the creation of new jobs in Khorezm region.
- Implementation of a special program for rapid development of tourism in Bukhara region.
- Effective use of pilgrimage and ecotourism potential in Navoi region.
- Further improvement of tourism infrastructure in Tashkent city.
- Development of a separate program for bringing the tourism potential to a new level in the Tashkent region.

Organizations such as the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC) are engaged in the formation of information infrastructure at a mega level. The development of information infrastructure in tourism at the macro level is entrusted to national tourism administrations and national tourism organizations. At the regional level, the information infrastructure is formed by the relevant regional tourism management bodies. Individual enterprises of tourist entrepreneurship represent the micro level, information provision is carried out independently by them.

The interaction of all market participants, including tour operators and travel agencies, accommodation facilities, transport companies, tourists themselves, is formed thanks to the information space of the tourism industry. The main components of the information space are information resources, means of information interaction and information infrastructure.

The development of information technologies is currently the main factor in the development of the economy and has a significant impact on all aspects of the organization of tourism activities, which is manifested in the formation of radically new types of organizations, including virtual travel companies. These are network type operator structures and so on.

Tourism and recreation firms increasingly need to develop and develop new products and services in a market economy, and they are aware of the associated economic benefits. However, not all companies are ready to introduce new technologies, because it is associated with a certain level of risk, as well as the difficulty of predicting future performance. With a competent approach to the formation and development of the digital economy in tourism, all this can bring great profits to enterprises.

It should be noted that the development of the digital economy in tourism and recreational activities mainly depends on internal and external environmental factors. These factors interact with each other and depend on the specific socio-economic conditions of the development of the state and region at the macro level, and enterprises at the micro level.

At the macro level, external factors are formed for the development of the digital economy in the field of tourism. Traditionally, they are divided into 2 groups:

1. Statistical - natural-climatic, geographical, cultural-historical.
2. Dynamic - political-legal, socio-demographic, financial-economic, material-technical.

Regional and national tourism is based on natural resources, which include natural landscapes, seas, volcanoes, rivers, mountains, mineral waters, healing springs, and climate. Also, cultural and historical factors: historical monuments, monuments, museums, culture and customs of the local population of the regions, etc., play an important role in the development of tourism. Tourist activity is mainly focused on natural-climatic and cultural-historical factors. Illiterate development of territories, wrong approach to the use of natural and cultural heritage can lead to a decrease in tourism potential.

Dynamic factors also have a strong influence on the development of tourism. Political instability in the region, military conflicts, long-lasting crises in the economy, high unemployment and others have a negative impact on the level of tourism development. The socio-demographic factor is more important in this group. This factor is characterized by such indicators as the standard of living of the population, the level of well-being, the level of employment, demography, the level of education and culture, urbanization, and others. Factors such as the level of activity of the health system, the level of crime, as well as the environmental situation in the region can be attributed to individual social factors. The material and technical factors of tourism development are tourism infrastructure, that is, hotels, hostels, shops, roads, communication, banks, etc.

If we conclude with the above, in the analysis of the external environment of tourism activities, it is necessary to pay great attention to the factors listed above, which have a direct impact on the formation, implementation and further development of the digital economy and new products. All this has a positive effect on the development of the entire tourism industry.

In the process of introducing the digital economy, internal factors play a major role in the development of the tourism business. These factors are the formation of tourism companies at the micro level. Internal factors include: digitization policy, the company's tourism strategy, the introduction of the latest information and communication technologies, as well as their development, support for innovation by the company's management, a high level of the company's financial capabilities, as well as organizational and innovation implementation and technical preparation for development.

The development of the digital economy will significantly change many types of economic activity, including the provision of infrastructure for tourism. Given that the basis of the digital economy is large-scale information processing, a high-tech system of information storage, processing and transmission is of particular importance. In order to provide convenience to potential tourists, we should expect the active development of mobile technologies that provide a wide range of functions, such as purchasing airline tickets, booking hotels, traveling around the area, providing information about attractions, cultural and historical heritage, and providing ratings.

The digital economy creates an opportunity to potentially create new forms of tourism businesses. There will also be serious changes in the field of personnel infrastructure.

Our social life and tourist activities are becoming more and more technological, forming a new unified information space in the field of world tourism, and a system of information provision and tourism management is being developed.

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