

THE ROLE OF DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF THE COUNTRY'S TOURISM INDUSTRY

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Annotation: Digitalization of the economy significantly affects the development of all spheres of society and human life, and the tourism sector is no exception. The article discusses the main areas of influence of the digital economy on the tourism industry and considers the main technologies that affect the digitalization of the tourism industry.

Keywords: tourism, tourism industry, digital economy, digitalization, cloud technology, new technologies, Internet.

РОЛЬ ЦИФРОВЫХ ТЕХНОЛОГИЙ В РАЗВИТИИ ТУРИСТИЧЕСКОЙ ОТРАСЛИ СТРАНЫ

Аннотация: цифровизация экономики оказывает значительное влияние на развитие общества и всех сфер жизни человека, не является исключением и сфера туризма. В статье рассматриваются основные направления влияния цифровой экономики на индустрию туризма и рассматриваются основные технологии, влияющие на оцифровку индустрии туризма.

Ключевые слова: туризм, индустрия туризма, Цифровая экономика, оцифровка, облачные технологии, новые технологии, Интернет.

Digitalization of the economy is having a significant positive impact on all sectors of society and the development of tourism. The use of digital technologies in the development of tourism is gaining increasing importance in today's information age. The Resolution of the President of the Republic of Uzbekistan "On the State Program for the Implementation of the Strategy of Actions in Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021" was adopted. This program was the first step towards deepening structural changes in our economy, increasing its competitiveness through further development of the economy through modernization and diversification of the leading sectors of the national economy, and the formation and development of the digital economy as a new innovative component of the economy. Later, the Resolution of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev dated July 3, 2018 No. PQ-3832 "On Measures for the Development of the Digital Economy in the Republic of Uzbekistan" was adopted. In fact, this document is a comprehensive strategy for the development of information technologies in the country in the coming years.

The difference between the digital economy and the ordinary economy is that in it the most important resource in the field of production, exchange and consumption, as well as distribution, is information

and methods of its management. That is, information becomes as important as the main assets of the enterprise, through which it occupies a key place in the economy.

In the process of digitization, the tourism sector, which is the most active in the introduction of digital technologies, is also being digitized to a significant extent. The use of new digital technologies in the tourism sector is constantly expanding.

Using new technologies, the client can find information about a particular tourist tour, choose a particular travel agency and compare prices for services. In the end, he can independently purchase the tour he likes. The services themselves are provided to him around the clock, and the high quality of services helps to increase his satisfaction.

The following technologies can be distinguished as the main directions of transformation of the tourism industry under the influence of digitalization: Internet of Things, the use of mobile Internet and mobile applications, cloud technologies, robotics, etc. Let's consider the main directions of application of these technologies.

The widespread development of Internet technologies has a significant positive impact on the development of the tourism business, since with its help it is possible to accurately analyze the preferences of tourists, taking into account their places of visit.

Internet of Things technology in the tourism sector includes geolocation bracelets, mobile applications, guides, applications for paying for tickets, virtual reality technology, etc.

Modern software applications and technical systems respond quickly to tourist search results. Through these applications, tourists are able to quickly find accommodation and help them find attractions. Based on the information obtained, it is possible to analyze the tourist's profile, the sites he visited, the time of visiting tourist attractions, etc. Conducting tourism surveys and obtaining statistical data with almost no additional costs and time spent on processing allows. Using the Internet, it is possible to analyze tourist preferences, predict their changes and, ultimately, adapt existing tourist offers to the needs of the client.

The digitization of all sectors and areas of society is a very complex process. Because in places where the Internet does not reach, using digital technologies is impossible and extremely difficult. Currently, the majority of tourists are active users of various mobile devices and mobile Internet. Therefore, in the last decade, due to the widespread use of the Internet, serious changes have occurred in the tourism sector. The widespread use of mobile communications and mobile Internet, the spread of smartphones and social networks open up new opportunities. Due to the globalization of these technologies, travel agencies have the opportunity to respond promptly to the needs and problems of customers.

Cloud technologies are one of the benefits of civilization. Every second user of the Internet uses them to store and exchange data, but in practice, few understand how and how to do it safely. Today, active users are not limited to one gadget - everyone has a smartphone and a laptop, a desktop computer or a tablet. You may need to access a file at any time, but you don't feel like carrying a flash drive or other drives. The same situation arises when you need to synchronize information on a work and home computer, make changes to documents, edit files. Cloud technologies are distributed data processing,

in which the user can use computer programs, computing and other capabilities as an online service in real time.

Today, “cloud technologies”, the development of which is inextricably linked with the Internet, have become widely popular in businesses of various levels. For travel agencies, cloud technologies are a modern tool that allows employees to work remotely, without the need for additional resources, the need to rent office or computer equipment.

Another advantage of using Internet technologies in the activities of travel agencies is the use of online mode. This provides real-time reliable and accurate information about accommodation at tourist destinations, knowing their prices, as well as the opportunity to book them online. 74% of travelers around the world plan their trips online. This determines the prospects for the online services market in tourism.

The process of digitization of the tourism industry increases its competitiveness, as customers improve the quality of service, and enterprises providing tourism services receive higher income from their activities. Thus, under the influence of digital transformation, there are currently important trends in the tourism industry. Digitization and the use of modern technologies in the tourism industry are aimed at making the tourism industry more competitive in the modern digital world.

Based on the analyzed literature, we make the following proposals for the further development of digital communication systems in tourism in the future:

- it is necessary to create a unified online data exchange system of tourist organizations operating in our country;
- it is necessary to create the opportunity to obtain accurate, reliable and fast information about foreign tourists arriving and about the tourist services provided to them through the above unified online data exchange system;
- it is necessary to further develop modern infrastructure in the field of telecommunications and informatization;
- it is necessary to make wider use of modern information technologies and communication tools in the development of the tourism industry, in this regard, it is necessary to increase the speed of the Internet in our country and reduce its cost;
- to provide all tourist facilities and buildings with an Internet network via Wi-Fi.
- to further accelerate the process of digitalization of the economy of the Republic of Uzbekistan;
- to increase the competitiveness of information and communication technologies;

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