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Tourism and Digitalization: Achievements and Challenges for the Future

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ABSTRACT: This article determines the impact of the tourism and digitalization: achievements and challenges for the future. One of the most important areas in the field of digitalization of the economy is tourism, especially international tourism, which has developed dynamically in recent years. However, the coronavirus pandemic and related restrictions have had the most negative impact on international tourism.

Keywords: tourism, digitalization, digital tourism, information systems, "E-Mehmon", Uzbekistan360, 3D format, VR

Introduction:

The events of recent years have proved that modern information technologies are one of the most important conditions for sustainable development. They facilitate state and public administration, simplify people's lives, improve the quality of products and services, reduce costs, and contribute to the eradication of corruption. Today, the digital economy provides up to 15.5 percent of the world's gross domestic product. Over the past 15 years, the digital economy has grown 2.5 times faster than global GDP.

The Internet and the transmission of data in the global web, which are carried out through various gadgets, is the basis of the process of digitalization in the modern world. Studies have shown that 67 percent of the population of Uzbekistan has access to the World Wide Web, with third- and fourth-generation mobile users exceeding 16 million subscribers.

The Decree of the President "On the State Program for the implementation of the Strategy of Action on five priority areas of development of the Republic of Uzbekistan in 2017-2021 in the "Year of Development of Science, Education and the Digital Economy"" noted the tasks for the widespread introduction of digital technologies in all spheres of socio-economic life of the country. Thus, the State Program provides for the development of the strategy "Digital Uzbekistan-2030", within the framework of which a number of measures are planned to introduce the mechanisms of the digital economy.

In recent years, the concept of “digital city” has been increasingly used in the world. It is planned that, taking into account the experience gained in this area, the “digital Tashkent” system will be introduced. After two years of testing of this system, the generated ready-made software will be implemented in the rest of the country.

Main part

Analysts of the Economist Intelligence Unit (EIU) estimated the possible losses of the global travel industry from the coronavirus at \$80 billion. [1] In the context of the ongoing pandemic, competition between countries for attracting international tourists will sharply intensify. And it is in this difficult time that the deepening of the processes of digitalization of national tourism will be one of the main factors in increasing the competitiveness of the tourism industry. In the world market of travel services, the practice of providing online travel services has long been widely used, when a foreign tourist can plan and organize their trips. For the tourism services market of Uzbekistan in the current conditions, it is necessary to take into account that without large-scale actions to introduce digital technologies, the restoration of the tourism services market is quite difficult and a decline in results is inevitable.

According to the Committee for Tourism Development, if the number of foreign citizens who visited Uzbekistan in 2018 amounted to 5.35 million people, then, thanks to measures to increase the tourist flow to the country as part of the implementation of the "Concept for the Development of Tourism in the Republic of Uzbekistan in 2019-2025", in 2019 their number was already 6.75 million people. Of these, 51.3% were aged 31-55 (52.1% in 2018), 20.2% were aged 55 and over (19.4% in 2018), 19.5% were aged 19-30 (20.4% in 2018), and 9.1% were aged 0-18 (8.1% in 2018). In general, in 2019, the number of foreign tourists who entered the republic increased by 26% compared to the same period in 2018.

At the same time, the growth rate of foreign visitors from different regions of the world to Uzbekistan is different. If the growth in the number of foreign tourists from Central Asia and other CIS countries was 24.1% and 26.3%, then the growth in the number of tourists from non – CIS countries was 54.8%. Our analysis of statistical data showed that Uzbekistan in 2019 was mainly visited by tourists from neighboring countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan) and their number is 84.8%. The share of visitors from other CIS countries is 7.7%, from far abroad-7.5%. In the current year 2020, in January-September, 1354.3 thousand foreign citizens arrived for the purpose of tourism in Uzbekistan. Of these, 88.5 percent came to our republic to visit their relatives. [6]

In Uzbekistan, such information systems as “Passport of medical institutions”, “UzTrans”, tourist registration “E-Mehmon” are already used, which have already created extensive amenities for residents and guests of our country. But this is not enough in the context of the ongoing pandemic and fierce competition between tour operators around the world in the fight for the customer. In Uzbekistan, the development of online tourism was announced, which led to active actions on the part of the State Committee for Tourism Development. Together with the State Unitary Enterprise National PR Center, work is underway to develop the site online-tourism.uz, which integrates with the national tourism web portal www.uzbekistan.travel. The portal is a wide source of tourist resources, where all the information related to the tourism sector is collected.

During the pandemic, the tourism sector of Uzbekistan is actively working on its digitalization with the use of new IT technologies, along with a number of measures, such as:

- dynamic packaging of tours is a new technology for the formation and implementation of a tourist product by directly accessing the resource systems of airlines and hotels. Dynamic packaging of tours implies the formation of a tour package and the determination of the price at the time of sending a request to the booking systems. After filling in the fields for departure-arrival points and dates on the website, a request is sent to the booking system for air tickets and hotels, the availability of seats is checked, the cost is paid, and options are given to the user, starting from the minimum price. [4] The

experience of tourism organizations in European and Asian countries shows that in the near future, dynamic packaging will become the technological basis for a new digital strategy for the development of the global tourism industry. One of the very first innovations in the dynamic packaging of tours is the "electronic ticket" service, as well as electronic sales in general, which make it possible to get the necessary information about hotels, cultural institutions, and packages of services provided.

- Application of various applications-popular applications provide information about hotels, hostels, campsites, apartments anywhere in Uzbekistan. You can see real photos and reviews of guests, book a room (sometimes without any prepayment), get a city guide and solid discounts for registered users. In online.tourism.uz a wide range of information is provided to tourists, entrepreneurs and young start-ups.
- Reservation System-There are various reservation systems (CRS-computer reservation systems). All of them differ from each other both in the set of services offered and in the technology of their work. Air and rail tickets are mainly sold through these systems. The creators of such systems are airlines, and, accordingly, the main task for them is the implementation of air tickets. [1]
- Virtual tourism-has become especially relevant in connection with the coronavirus pandemic. [2] In the conditions of quarantine and self-isolation, having computer equipment with appropriate applications and programs, as well as home Wi-Fi, you can get acquainted with the cultural, historical, and recreational opportunities of various countries and virtually visit your favorite attractions in 3D format. This opportunity can be used by those segments of the population who do not have enough funds to travel physically and in real time, especially people with disabilities and the elderly. Those who have planned their vacation in 2021 can use such resources as Online Uzbekistan and Uzbekistan360, which contain videos, photos in 3D format and VR panoramas that allow everyone to participate in virtual excursions around Uzbekistan.
- -Blockchain technology – this is a distributed database technology based on a constantly extended chain of records and is resistant to falsification, revision, hacking and theft of information. As a result, many intermediaries will disappear from the market, tourist products will become better and more affordable, and the responsibility of travel service providers will increase. [3]
- Development of new tourism products - to maintain business and survive in the tourism market, we must generate new services and products using digital technologies.
- The concept of digital development of Uzbekistan also includes the development of tourism infrastructure, as the main factor in attracting tourists and visitors to our region:
- full use of the "open sky" mode to open new air routes, increase the number of high-speed trains, reduce ticket prices;
- implementation of such projects as "Tourist village", "Tourist mahalla" and "Tourist village»;
- organization of the airline Humo Air, for the development and activation of domestic tourism.

The following tasks are also planned here: replenishment of the information system "Compass Trips", development and implementation of the project "Museums of Uzbekistan in the virtual world", implementation of the projects "Visit Uzbekistan" and "Wonderful Uzbekistan" to conduct an active advertising and information policy for the development of the country's image, national tourist products and brands.

Along with this, it is planned to hold gastronomic festivals and promotions, the music festival "Element", the beach games "Akchakul", the Harvest Festival, the week "Tourism of the third age".

Conclusion

In conclusion, tourism has become one of the most important economic sectors in the world. During the pandemic, changes in the personal values and preferences of tourists play a primary role in the development of tourism. Therefore, travel companies are faced with the task of fully implementing and

adapting innovations, know-how in the field of tourism, and switching to digital platforms in order to fully take into account modern changes, fluctuations, and trends in the development of this industry.

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