

**A PLACE FOR DIGITAL TOURISM DEVELOPMENT IN THE COUNTRY'S
ECONOMY**

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Abstract

This article examines digital tourism as one of the fastest-growing phenomena in modern practice. The examples provided illustrate how people move within tourist flows, determining their direction and impact on host regions. Economic systems are cyclical by nature, with cost and revenue flows regularly recurring. Therefore, the article offers proposals and recommendations reflecting the crucial role of digital platforms in the tourism sector.

Keywords

tourism business, information support, digital tourism, cost, income, digital platform, digital economy, e-commerce, tourism product.

Introduction

Modern tourism business is unthinkable without appropriate information support. Worldwide coverage is provided by global reservation computer networks, which combine the external communication systems of airlines with the complex of computer networks of hotels, travel agencies and car rental companies. New information technologies are gradually eliminating the classic scheme of "tourist-agent-tour operator", and the services of travel agencies are becoming less and less. Its place is being taken by the practice of booking and ordering via the Internet.

As is known, the Internet is a widely used source of information all over the world. The role of the Internet in the life of the world community and the development of tourism is currently unparalleled. Organizations operating in all areas of tourism, using the Internet directly, are advertising their organizations via the Internet, and delivering tourist products to tourists online. In addition, the Internet allows tourist organizations to provide information about their organizations to partner organizations from afar. To date, virtual intermediaries - hotels, restaurants, and personal web pages of tourist organizations have emerged. This has created a number of conveniences for tourists, in particular, it provides information about hotels and other tourist services and products without the intervention of a tourist organization

As a result of the gradual development of the economy of Uzbekistan, the importance of new principles of conducting business activities, especially electronic business, has increased significantly. The term "electronic business" includes technologies such as EDI (Electronic Data Interchange), email, Internet, intranet (information exchange within the company) and extranet (information exchange with the outside world).

The share of the digital economy in GDP in Uzbekistan is 2.2 percent. At the same time, the average optimal indicator is 7-8%, for example, in the UK it is 12.4%, in South Korea - 8%, in China - 6.9%, in India - 5.6%, while in Russia - 2.8%, in Kazakhstan - 3.9%. In accordance with the draft Concept for the Development of the Electronic Government System of the Republic of

Uzbekistan, it is planned to increase the share of ICT services in GDP to 5.0 percent by 2025, and to 10 percent by 2030.

References

Currently, humanity is on the threshold of a new digital economy. Many economists and scientists have sought to define the electronic economy. In particular, N.A. Matveyev gave the following definition: — Electronic economy is a form of economic activity of an information society, a form of economic activity that characterizes the set of relations in the system of digital production, distribution, exchange and consumption of goods and services.

Simmerman (2018) drew attention to the fundamental changes in business organization that occur in the process of digital transformation. He believes that studying the digital economy from this perspective will allow entrepreneurs to build their own business using all the advantages of digital technologies.

Rui Tang (2021) expressed the impact of digitalization of the tourism sector on the economy through a mathematical model. In his opinion, the digital economy is becoming a driving force in the development of global tourism.

Carmen Bănescu, Cristina Bobo (2020) argue that “Tourism is an important tool for exploiting the economic, social and cultural potential of some regions, contributing to their sustainable development, and establishing or strengthening ties with other regions.”

The impact of digital tourism on economic growth was analyzed by Aizhan Kurmangalieva (2018). The possibilities of the Internet are attractive to potential tourists, who can independently get acquainted with the country they are going to visit, learn about attractions and hotels, as well as get an impression of local living conditions. “Gradually, travelers have increasingly begun to trust and use innovations such as electronic visas and electronic tickets, which allows us to talk about the rapid development of digital tourism,” she believes.

Research methodology

The scientific article uses methods such as induction and deduction, analysis and synthesis, graphic and comparative analysis, SWOT analysis, statistical and econometric modeling, linear trending.

Analysis and results

In the conditions of market relations, it is necessary to foresee current problematic issues, changes that will occur and possible opportunities, to develop economic policy and strategy in a new way, to produce or provide services through new techniques and technologies. As a result of the globalization of the world economy, the intensification of the competitive environment, the sharp reduction in the life cycle of manufactured products, the rapid change in market conditions and consumer needs, today it is a vital necessity to develop effective commercialization mechanisms for the production of each product in a relatively short period of time

According to the World Travel and Tourism Council, tourism remains the main source of foreign exchange and the main industry for many countries. The development of ICT and social networks in the last decade has had a dramatic impact on the tourism and hotel sectors, as the rapid interaction of technology and tourism in recent years has led to the necessary changes in the understanding of the nature of the tourism sector and its economic efficiency.

In the tourism and hospitality industry, effective and high-speed ICT infrastructure and software are crucial for the development of tourism. ICT allows you to integrate the relationship between the client and management and the supply chain into a single source that facilitates various operations: product selection, ordering, fulfillment, tracking, payment and reporting, providing a convenient tool for their single use. ICT ultimately reduces costs, brings the provider into direct contact with the consumer, and also affects the availability of ICT equipment due to

the necessary maintenance. Managers in tourism companies use ICT to perform a number of tasks, in particular, online booking, which in turn increases efficiency.

Tourism potential of Uzbekistan. There are more than 9608 cultural sites in the republic. Of these, more than 7300 are ancient architectural and archaeological sites, 200 of which are included in the UNESCO World Heritage List. The majority of them are located in the cities of Samarkand, Bukhara, Khiva, Shahrisabz, Termez, Kokand and Tashkent. The ancient cities of Uzbekistan are more than 2750 years old. Samarkand is one of the oldest cities in the world, comparable to Rome.

The share of the tourism sector in total exports in 2020-2022 was on average 10%. However, due to strict quarantine in countries due to the pandemic, the tourism sector suffered huge losses. In Uzbekistan, the share of tourism in exports decreased fourfold in 2020-2021 and amounted to 2.7%.

The share of gross added value created in the e-commerce sector in GDP, despite its small share, is growing. In order to implement the Decree of the President of the Republic of Uzbekistan No. 3724 dated May 14, 2018 “On measures to accelerate the development of e-commerce”, the State Committee for Tourism Development of the Republic of Uzbekistan, in cooperation with the Ministry of Information Technologies and Communications, launched the International Information System of the Republic of Uzbekistan (Silkroad.uz). This will allow guests to make instant reservations, speed up the registration process, and facilitate quick payment for services for both guests and hotel employees.

1 – table

The share of gross value added in GDP created in the information economy and e-commerce sectors

Indicators	2015 y	2016 y	2017 y	2018 y	2019 y	2020 y	2021 y
Information Economy and E-Commerce Sector	1,9	2,1	2,3	2,1	1,8	2,0	2,6
Information and Communication Technology (ICT) Sector	1,8	2,0	2,1	1,9	1,6	1,7	1,8
ICT Manufacturing	0,1	0,1	0,1	0,1	0,1	0,1	0,1
ICT Trade	0,1	0,1	0,1	0,1	0,1	0,1	0,1
ICT Services	1,6	1,8	1,9	1,7	1,4	1,5	1,6
Content Sector and Media	0,1	0,2	0,2	0,2	0,2	0,2	0,2
E-Commerce			0,0	0,0	0,1	0,1	0,6

The State Committee for Tourism has contributed to the development of entrepreneurship by launching a unified reservation system in test mode. The main advantage of this system is the reliable display of information on the number of rooms in hotels and room reservations in real time. The system allows you to maintain automatic records of state duty payments, simplifies the submission of reports, and reduces the level of errors due to the human factor. Digital tourism is

a phenomenon that is growing extremely rapidly in modern practice. Active movements differ in the direction of people within tourist flows and their impact on host regions. The economic system is cyclical in nature, where the flow of costs and income is regularly repeated. Also, the pandemic has once again proven how deeply important digital platforms are in the tourism industry. Digital tourism has a number of advantages:

- 1) The most effective way to reach and disseminate information to target markets;
- 2) Provides a quick and easy way for consumers to purchase travel packages;
- 3) Improves customer service;
- 4) Captures individual consumer feedback to improve the quality of travel products;
- 5) Reduces costs and increases internal functionality and purchasing efficiency;
- 6) Encourages collaboration between traditional competitors by providing hypertext links.

Various applications are being created in Uzbekistan to develop digital tourism. One of the main developments for travelers was the Uzbekistan Pass project, which includes various tourist services.

Uzbekistan Pass is the first and so far the only national product in Uzbekistan that provides a wide range of tourist services. This application can become a platform for the development of smart tourism in the country. The application is integrated with existing places and services in Uzbekistan.

An SOS button has been developed in the Uzbekistan Pass program. In emergency situations, a tourist can get help by pressing this button, and when the discount card holder is activated, he automatically receives medical insurance. "Mobile Navigator" is also available for application users. Using this service, a tourist automatically receives complete information about the specified route, travel time, as well as the nearest institutions where he will be given a discount if he has an Uzbekistan Pass discount card. App users can get this card, which allows them to purchase souvenirs and receive discounts at hotels, cafes, restaurants, cultural and historical institutions, and use car services.

According to the advanced experience of developed countries, the thorough development of e-commerce requires special attention to its theoretical and practical aspects. E-commerce is a method of conducting business using advanced information technologies that increase the efficiency of commercial relations between business partners.

The advantages of e-commerce over traditional commerce for small businesses are reflected in the following:

- ease of operation on an international scale;
- lower costs compared to traditional commerce;
- shorter supply chains;
- constant openness of business;
- rapid introduction of new products to the market;
- low costs of selling and distributing digital goods;
- the ability to trade at any time and anywhere, get acquainted with new discounts and promotions.

➤ The advantages of e-commerce reveal the specific features of small business, which manifests itself in its new forms of trade. The following examples of e-commerce in small businesses can be cited:

- selling products and providing services in online stores;
- pre-booking hotels, restaurants, and airports via the Internet;
- using an interactive telephone system that allows free calls when receiving orders from consumers;

- placing orders for the purchase of products by retail enterprises using the electronic exchange system of a wholesaler;
 - electronic insurance services in small businesses, etc.
 - Today, the following factors can be cited for the organization and development of e-commerce:
 - entering the international market is associated with overcoming many obstacles (different legislation in different countries, language and cultural barriers, Internet access limits, regional problems, etc.);
 - the inconvenience of web technologies for the user;
- The Law of the Republic of Uzbekistan No. O'RQ-792 "On Electronic Commerce" dated September 29, 2022 defines the tasks related to electronic commerce activities and their advantages.

The main directions of state policy in the field of electronic commerce are as follows:

- support and encouragement of entrepreneurial activity in the field of e-commerce;
- creation of conditions for attracting investments, modern technologies and equipment to entrepreneurial activity in the field of e-commerce;
- creation of a favorable environment for the development of e-commerce, formation of the necessary technical and logistical infrastructure;
- ensuring the protection of the rights and legitimate interests of e-commerce entities;
- creation of the necessary conditions for a competitive environment in the field of e-commerce;
- provision of entrepreneurial activity entities with legal, economic, statistical, production-technological, scientific-technical and other information necessary for their activities in the field of e-commerce;
- stimulation of scientific and technical research in the field of e-commerce, training, retraining and advanced training of personnel;
- implementation of international cooperation in the field of e-commerce.

In electronic commerce, a contract is formalized in the form of an electronic document by agreeing on the terms of the contract between the parties by confirming electronic documents and (or) messages.

The formation of documents in electronic commerce is carried out by agreement of the parties.

The contract must comply with the requirements for the content and form of documents related to the conclusion and execution of the contract, established by law.

Electronic checks, receipts, messages and other documents generated through information systems during the sale of goods (works, services), allowing e-commerce operators or sellers to identify the parties to the contract, are equated with similar documents on paper confirming the purchase of goods (works, services).

- ✓ An offer is an offer addressed to one or more specific persons, sufficiently specific and expressing the intention of the person making the offer to consider himself as the one who accepts the offer and concludes a contract with the person to whom the offer is addressed.
- ✓ In electronic commerce, an offer is formed in the form of an electronic document.
- ✓ In electronic commerce, an offer contains:
 - ✓ the name of the person who sent the offer (surname, first name, patronymic of the persons who have reserved themselves);

- ✓ the postal and electronic address, telephone number of the person who sent the offer;
- ✓ in cases provided for by law, information on the presence of a license or a document of a permissive nature (number of the license or a document of a permissive nature, validity period, name of the specially authorized body that carries out licensing of certain types of activities or issuance of a document of a permissive nature);
- ✓ the possibility and procedure for making changes and additions to the terms of the contract when agreeing on them;
- ✓ the terms of delivery and payment for goods (works, services), as well as the prices (tariffs) offered for them;
- ✓ must contain instructions on the terms to be included in the contract by referring to an electronic document placed on an information resource accessible to everyone.

In e-commerce, an offer may also contain other information in accordance with the legislation.

Conclusion

In order to promote tourism products abroad, promotional projects of “Mega-info-tour” - familiarization trips are being implemented for foreign tourism companies and media representatives. Such trips play an important role in expanding the tourist seasons, optimizing the duration of tourist flows to our country, and demonstrating that each season in Uzbekistan is unique for tourists.

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