



## Use of Digital Technologies Is Becoming One of the Main Tasks of the Tourism Industry

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**Abstract:** *The article identifies the main tasks of increasing the efficiency of the tourism business through the use of digital technologies in New Uzbekistan and recommends developing a mechanism for attracting the flow of tourists to Uzbekistan within the framework of the cooperation of the Shanghai Cooperation Organization (SCO) of the country.*

**Keywords:** *tourism as a strategic industry, recovery from the pandemic, the use of digital technologies and platforms in tourism.*

### INTRODUCTION

If we pay attention to the stages of tourism development, the development of tourism in our country has been considered as a priority direction of the main state policy since the first days of independence. All the necessary external legal mechanisms for the development of the tourism industry have been created, and important regulatory documents have been adopted, including the reworked Law of the Oliy Majlis of the Republic of Uzbekistan "On Tourism" [1], a number of Decrees of the President of the Republic of Uzbekistan on tourism, res. decisions of the public Cabinet of Ministers, guidelines, instructions and procedures of the Ministry of Justice and other official state agencies are being developed and put into practice.

President of the Republic of Uzbekistan Sh.M. Mirziyoyev's historic decree on December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" [2]. For the first time in the economy, the tourism sector was given the status of a strategic sector, as a result, a new phase of the national tourism sector has begun in ensuring the development of all related sectors and sectors of tourism serving foreign and domestic tourists in Uzbekistan.

**Main part.** To recognize tourism as a strategic sector of the national economy, i.e., a driver, to create favorable economic and organizational and legal conditions for its rapid development, to use the huge tourism potential of the regions more effectively, to develop the economic sectors adjacent to it in a cluster method, to create a national tourism brand and to there was an opportunity to show the positive image of New Uzbekistan in the promotion of the world markets.

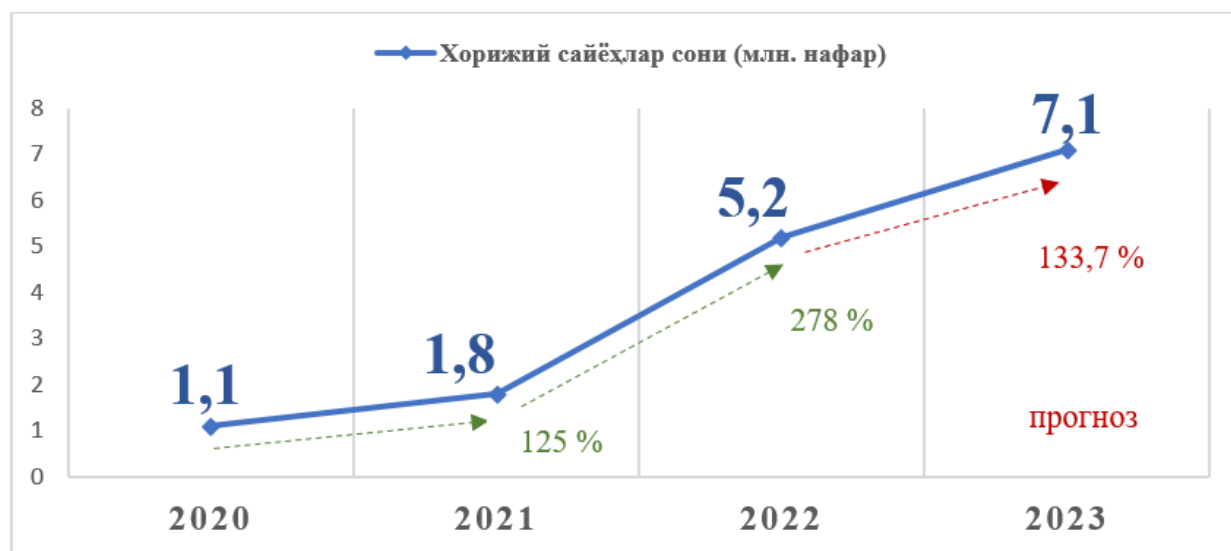
According to the research results, 77.6% of the main expenses in the formation of the tourist product correspond to the expenses of the industry and organizations providing services related to tourism, which indicates that other sectors of the economy have a significant role in determining the multiplier effect of tourism.



As a result of the identification of tourism as one of the strategic branches of the economy in Uzbekistan, over 100 normative legal documents, decrees and decisions were adopted by the government aimed at the rapid development of the sector over the next 7 years. In the Republic of Uzbekistan, the concept of developing the tourism sector in 2022-2026 was adopted.

As a result of reforms in the field of tourism, the number of countries that do not require a visa for foreign citizens has increased from 9 to 93, the "electronic visa" system has been introduced for 77 countries, and citizens of 109 countries have been granted the right to live in the Republic of Uzbekistan. In this year, which is difficult for tourism, entities in the field are being supported in every way, and subsidies and loans are allocated to them.

At the meeting held on the measures to further increase the domestic and foreign tourism potential of our country [3], the head of state emphasized that the year 2022 is the beginning of the recovery period for tourism after the pandemic. In fact, the number of foreign tourists who came to our country this year increased 3 times compared to 2021 and amounted to 5.2 million people, the



volume of tourism exports from the beginning of the year was 926 million dollars (it was 951 million dollars during 2019). The average stay of visitors to Uzbekistan increased to 4-5 days and their spending increased to \$305 (this was an average of 3 days in 2019, when they spent \$195), confirming the state of recovery after the pandemic. The growth dynamics of the number of foreign tourists visiting our country in 2020-2022 also confirms that the period of recovery after the pandemic has begun for tourism in New Uzbekistan (Fig. 1).

#### **Figure 1. Growth dynamics of the number of foreign tourists visiting Uzbekistan in 2020-2022**

Currently, one of the main goals of increasing the competitiveness of the national economy is to select priority strategic directions.

The economic reforms being carried out in New Uzbekistan have caused significant changes in the tourism sector, and in the development strategy of New Uzbekistan for 2022-2026, it is determined to make the digital economy the main "driver" sector and to carry out work aimed at increasing its volume by at least 2.5 times.[4] The implementation of these tasks shows the need for excellent scientific research on the effective use of the geo-information system in the digital transformation of the means of providing tourism with information in order to further develop the tourism industry, increase its share in the GDP, create a digital tourism market in order to provide the population with new jobs.



Due to the fact that the transformation of the tourism sector into the leading strategic sector of the economy is defined as one of the priority tasks in the new Uzbekistan, the need to improve the efficiency of tourist and recreational services is becoming a task of state importance in the digital economy. Due to this, it is now necessary to digitize information on tourist and recreational facilities and services of tourist companies and hotels using the necessary digital technologies for the regions of Uzbekistan with a rich historical and cultural heritage and unique natural potential.

It provides a variety of information, education, science, entertainment content in the digitization of the economy, making it faster, better and more convenient. This, in turn, reduces the cost of payments and opens up new sources of income. In the online environment, the cost of tourism services is much lower than in the traditional economy (primarily due to lower advertising costs), and it is easier to use public and commercial services. In addition, in the digital world, goods and services can quickly go to the global market and be available anywhere in the world. Importantly, the proposed tourism product can be changed, revised almost instantaneously to meet new demands or demands of consumers.

Digital platforms are playing a crucial role in the development of the country's tourism industry today and will continue to do so. Digital technologies will be important this year and in the years to come as the tourism industry recovers from the pandemic.

In recent years, the tourism industry has changed significantly due to the development and expansion of the use of computer technology. The unique features of the tourist product require prompt provision of the necessary information about the availability of places in accommodation and transport companies, as well as their reservation and reservation. This can be done by using modern computer technologies for information processing and transmission.

Today, according to the European Commission, 36% of all tour operators and 62% of hotels provide online ordering services. Almost a third of them receive more than 25% of all orders from Internet users.

The giants of the European tourism industry have long owned the Internet service for booking tours, hotel rooms and tickets, and are spending additional funds on developing their online direction in order to get high profits.

Cooperation in the restoration and further development of the tourism sector in the post-pandemic period, the formation and promotion of a single tourism brand of the Shanghai Cooperation Organization (SCO) countries, as well as the creation of new tourist routes and the optimization of existing routes from the point of view of safe tourism, the expansion of investment cooperation in the tourism sector, it was agreed to exchange experience on the development of tourism infrastructure.

In fact, further development of tourism relations with the SCO countries is a priority, and the SCO region, which covers 44% of the total population of the planet, is a huge tourism market whose potential is not fully exploited. Taking into account that a total of about 250 million tourists from the SCO countries, 27 million from India, 155 million from China, 20 million from Russia, 206 thousand from Kazakhstan and 31 thousand from Tajikistan leave for vacation abroad in this tourism market. If we develop a mechanism to attract 12.5 million foreign tourists to Uzbekistan, we can additionally have the opportunity to visit 12.5 million foreign tourists in one year. Taking into account the fundamental changes in the efforts of tourists in the post-coronavirus pandemic, the need to accelerate domestic and inbound tourism from the traditional methods of development of the sector is gaining special importance.

**Conclusion.** Due to this, the use of information and internet technologies in Uzbekistan as



almost the main task of increasing the efficiency of the tourism business is to create a practical information and reference system for tourists, implement smart tourism technologies, install turnstiles and video surveillance systems for historical and cultural heritage objects, museums, theaters, art galleries. the use of digital technologies and platforms in their activities is currently the demand of the time.

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