

## **DIE BEDEUTUNG MODERNER TECHNOLOGIEN IN DER ENTWICKLUNG DES TOURISMUS**

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**Zusammenfassung:** Das 21. Jahrhundert ist verbunden mit der aktiven Umsetzung des Digitalisierungsprozesses in der Welt der Wirtschaft auf der Grundlage der Informationsrevolution. Gegenwärtig wird die Einführung global wettbewerbsfähiger digitaler Technologien in die Wirtschaft fortgesetzt, einschließlich fortschrittlicher Produktion, Information, Telekommunikation sowie Systemen künstlicher Intelligenz, virtueller Realität und dementsprechend der Prozess der Übertragung der Wirtschaft auf ein digitales Format oder auf andere Weise. Mit anderen Worten, auch die Herausbildung der digitalen Ökonomie sticht heraus. Fachleute stellen hohe Chancen für die Entwicklung aller Arten von Tourismus in Usbekistan fest. Gleichzeitig zeigte die Untersuchung ausländischer Erfahrungen in der Entwicklung der Branche die Notwendigkeit einer breiten Anwendung von Innovationen im Tourismus.

**Schlüsselwörter:** Tourismus, Touristenzone, Innovation, digitale Wirtschaft, Digitalisierung, digitale Technologien.

## **THE IMPORTANCE OF MODERN TECHNOLOGIES IN THE DEVELOPMENT OF TOURISM**

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**Abstract:** The 21st century is associated with the active implementation of the process of digitalization in the world of economy on the basis of the information revolution. At present, the introduction of globally competitive digital technologies into the economy continues, including advanced production, information, telecommunications, as well as artificial intelligence systems, virtual reality, and, accordingly, the process of transferring the economy to digital format or, in other words, the formation of digital economy is also standing out. Specialists note high opportunities for the development of all types of tourism in Uzbekistan. At the same time, the study of foreign experience in the development of the industry showed the need for a wide application of innovations in tourism.

**Keywords:** tourism, tourist zone, innovation, digital economy, digitalization, digital technologies.

## **Introduction**

The development of the tourism industry is a task of national importance, as it stimulates the socio-economic growth of the regions through the development of related industries, as well as contributes to the formation of the country's image abroad. The Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025, adopted in our country, aims to turn tourism into a strategic sector of the national economy, diversify and improve the quality of tourism services in the development of tourism in 2019-2025. Further to this, the task is to develop the tourism sector by improving the tourism infrastructure, including by attracting foreign investment and effective advertising and marketing. [1] Also, on September 21, 2018, the Decree of the President of the Republic of Uzbekistan "On approval of the Strategy of innovative development of the Republic of Uzbekistan in 2019-2021" was issued, it states that "the rapid introduction of modern innovative technologies in the economy, social and other spheres with the widespread use of scientific and technical achievements is an important condition for the rapid development of the Republic of Uzbekistan." [2]

Experts emphasize the high potential for the development of all types of tourism in Uzbekistan. At the same time, the study of foreign experience in the development of the industry has shown the need for widespread use of innovations in tourism.

The role of innovative activities in the field of recreation and tourism is reflected, firstly, in combating international competition in the context of globalization, and secondly, in increasing the efficiency of use of regional tourism resources. At the same time, the application of innovative and digital technologies in the tourism sector is also important in reducing the negative impact of the COVID-19 pandemic on tourism in 2020. In this context, the expansion of opportunities for rapid innovation and information technology will be an important factor in the development of the tourism sector.

### **Analysis of the literature on the problem**

In recent years, researchers from developed countries have conducted a number of studies on the role of innovation in the development of the tourism sector, innovative products in tourism, and the digitization of the tourism market. In particular, the issues of development of the digital economy, digitization of the tourism market S.Yu. Archakova, A.O. Biankina, G. Abrate, S. Benett, K. Bruno, S. Bexmani, Ch.Vatanabe, T. Vayono, D. Kim, F. It has been analyzed in the work of researchers such as Erbett. Issues of digitization of tourism and recreation and information support of the industry L.M. Maksimova, G.A. Karpova, M.A. Morozov, E.V. Sharafutdinova, R. Klyaynlayn, A. Garcia-Faura, D. M. Montero, T. Matsuo, M.

Sameshima, K. Hashimoto, V.Vuva are described in the works of other authors. A.P. Durovich, T.P. Rozanova, Yu.N. Shamsutdinova, A.L. Flit, K. Leyt, M. McDonald, X. Wilson, D. Stott, D. Bich, S. Chedvik et al. did researches on Internet marketing of tourist destinations and tourist services. In current time, in terms of the development of information support systems for tourism and digital transformation, the development of the digital economy, the development of tourist areas is not sufficiently studied, and research on this issue requires a systematic approach.

### **Research methodology**

The theoretical basis of the research is the scientific work of local and foreign authors on tourism and recreation, marketing of tourist areas, information technology, digital economy and the process of digitization of society and business, the conceptual framework of tourism and tourism information, digitalization of tourism business, e-commerce in tourism. Monographic research, statistical and systematic analysis methods were used during the study.

The information and empirical base of the study consists of regulatory documents of the Republic of Uzbekistan on tourism development and formation of the digital economy in the country, the World Tourism Organization (UNWTO), the Ministry of Tourism and Cultural Heritage, the State Statistics Committee, the websites of tourism market participants.

### **Analysis and results**

The COVID-19 pandemic, which lasted from 2020 to 2021, led to a deep crisis in the tourism sector of the world. In 2019, the number of international tourists will reach 1.5 billion, while in 2020 the figure will reach 381 million. per person, a decrease of 74%. Revenues from the tourism sector fell by \$ 1.3 trillion during the year, and jobs in the sector fell from 100,000 to 200,000. [3] However, in 2021 and 2022, it can be seen that the rate of contraction has decreased. Based on the latest available data, it can be noted that the number of international tourists in January 2022 doubled compared to 2021 (+ 130%) - in the first month of 2022, the number of registered tourists worldwide was 18 million more than in 2021. Although these figures confirm the positive trend observed during 2021-2022, the issue of finding alternatives to traditional types of tourism development is still relevant. Therefore, the World Tourism Organization (UNWTO) has analyzed the policies of governments to mitigate the impact of COVID-19 on the tourism sector and restore tourism, after what those organizations were advised to provide financial assistance to the tourism sector, study the market and expand public-private partnerships, save jobs and create new tourist routes. [4]

The leading factor in the revival of tourism may be the development of innovative activities in tourism, the digitalization of the industry. Analyzing the issues of innovative activity in the tourism industry, most researchers conclude that this factor is not used enough for tourism development. The authors see the reasons for this in the lack of economic and organizational support for the implementation of innovative activities. One of the goals of the Strategy of Innovative Development of the Republic of Uzbekistan for 2019-2021 is to promote the formation of a competitive market and efficient use of resources, ensuring the transition of the economy to an innovative path of development. [5] However, most of the activities of the mentioned strategic document are aimed at the development of industrial production. The New Uzbekistan Development Strategy for 2022-2026 aims to increase the number of local tourists from 12 million and the number of foreign tourists visiting the country to 9 million under the “Travel Through Uzbekistan” program. The use of innovative activity factor as a catalyst for development in the regional development of tourism will be an important step in achieving this result. [6]

One of the important directions of regional development of tourism is the digitization of activities or the use of digital technologies, which is important today.

As a basis for the transition to the digital economy, the process of digitization is determined by the requirements of objective reality and relies primarily on the use of digital technologies in the activities of its subjects. Digital technologies lead to changes in the forms of organization of economic activity, complicate the essence of events, change them. Recently, the digital economy has become a priority in various countries, as evidenced by the availability of government programs and strategies aimed at developing and promoting digital technologies. In the European Union (EU) alone, there were more than 30 national and regional programs to digitize the economy in 2019, according to the data obtained by European Commission. According to the Digital Development Index (DESI), Norway, Sweden, Switzerland, Denmark, Finland, Singapore, South Korea, the United Kingdom, Hong Kong and the United States are the leaders in the development of digital technologies. According to the European Commission, which calculates the Digital Economy and Society Index, in 2018, Finland, Sweden, the Netherlands and Denmark became the leaders in digitizing the economy. [7] However, it should be noted that the position of the leading states may change. Only openness to innovations, the creation of institutional conditions for their active implementation will create opportunities for further development of the economy.

Experts point out that a number of countries, including China and India, are currently at a low level of digital technology development, but are ready to grow, which could squeeze out countries that are attractive to investors and whose

dynamics have slowed. The first steps have been taken in the Republic of Uzbekistan to develop the digital economy. The Digital Uzbekistan 2030 Strategy, approved by the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 on the approval of the Strategy "Digital Uzbekistan - 2030" and measures for its effective implementation, provides for the rapid digital development of economic sectors, social sphere and public administration, further to this, the Strategy "Digital Uzbekistan - 2030" is designed to further improve the mechanisms of e-government services, which sets priorities for the development of the digital economy and aims to create a favorable environment for the national market of digital technologies and the development of promising "digital" startups.

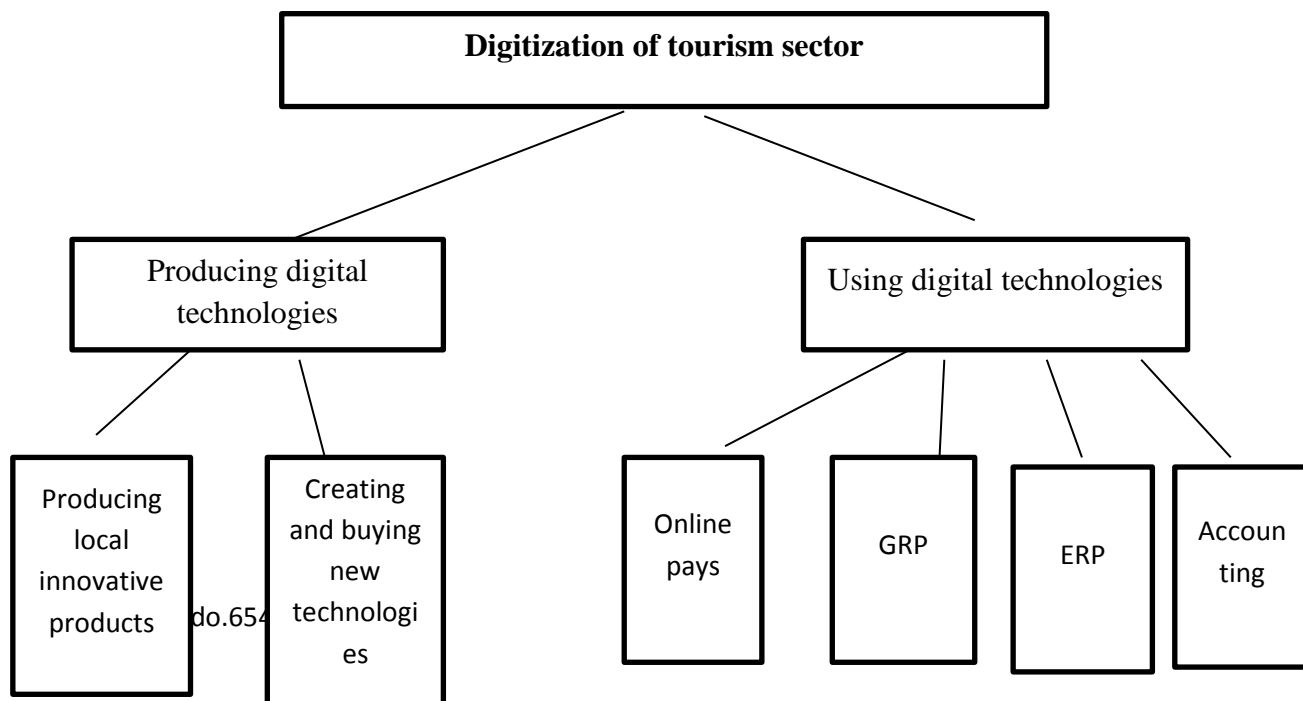
The directions of digitization of the country's economy have been identified. The subjects of tourism, which need to take a leading position in the field of services, serve as a platform for the introduction of innovations in various areas of activity. Therefore, the use of digital technologies, mobile Internet can be a source of development of modern tourism.

Involvement of the regional tourism sector in the digital economy can be done in the following ways (Figure 1):

- Digitization of the tourism sector based on the use of information and communication technologies, leading to the formation of new business models;
- Development and implementation of state programs for the digitization of tourism.

**Figure 1. Ways to attract the tourism sector to the digital economy**

Compiled by the author.



After the gradual lifting of restrictions in the post-pandemic period, the tourism industry began to recover and it is important to use modern tools to manage tourist flows and encourage the safe operation of citizens in the new environment. This increases the relevance of digital transformation of business models and processes.

Many countries, such as Brazil, Ecuador, Bolivia, Australia, the United States, Andorra, Argentina, Greece, Kenya and Japan, have begun to develop “digital tourism” using virtual tours and social media companies to attract tourists and encourage future travel planning. It is worthy to highlight that interesting blogs, websites and platforms have also emerged to promote tourist destinations, including couch tourism - a series of articles and collections about Chile (from food to books and programs about the country), Argentine platforms (360) , Puerto Rico (via virtual travel and Zoom), Ecuador (digital platform to promote the country locally, regionally and globally). [8]

Tourism accelerators and innovation centers are being established in a number of countries to promote new solutions and business models in the tourism sector. In particular, digital innovation centers are being formed in the European Union. Such centers allow companies to undergo technical expertise and allow them to test a variety of innovative technologies before investing. Digital innovation centers also provide the consulting services, training, and skills development needed for a successful digital transformation.

Distance learning courses have been set up in Australia, Brazil, Singapore, the Caribbean, New Zealand, Ecuador, Chile, Argentina and the Philippines to train people for a new, transformed tourism industry and help small and medium-sized businesses and people in tourism recover from the crisis. In the United States, a platform has been created that allows affected tourism companies, especially the hotel business, to quickly find work. Thailand, the Philippines, Colombia and Belgium have created platforms that allow local producers affected by the pandemic to quickly rebuild their businesses. [9]

In the field of tourism in Uzbekistan, yes, serious positive changes are taking place in this regard. Along with the abolition of visas for citizens of a number of countries, the construction of hotels and the development of new routes, great



attention is paid to the introduction of innovative solutions that create convenience for tourists visiting our country.

The Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan together with the Ministry of Information Technologies and Communications Development and the Ministry of Internal Affairs has developed an automated electronic hotel information system. After the launch of this system, documentation of reporting to public authorities was abolished.

Another project is the introduction of a single discount card "Uzbekistan Pass", which allows you to visit tourist areas, as well as offering conditions and discounts for children, young people, the elderly, people with disabilities, large families and public sector employees to live in hotels, resorts and resorts.

It is also worth mentioning the national online hotel reservation system MyBooking. Through this system, tourists can book a room in minutes and pay for hotel accommodation. The system uses VISA and MasterCard cards, as well as a flexible discount system - these factors encourage the growth of cashless payments. The ability to use the service UzCard and accept payments in the national currency serves as a convenient tool to support domestic tourism, the organization of business trips. [10]

The introduction of digital technologies will play an important role in increasing the competitiveness of the industry, acquainting potential tourists with the tourism potential of Uzbekistan. Online services play a special role in the use of digital technologies in tourism. The following online services are common in the tourism industry:

- online booking and purchase of tickets for air, rail, bus and road routes;
- online tourism consulting services;
- online car rental service;
- services for booking and purchasing trips, special tours and exhibitions;
- online services for electronic calculation of tickets, tours and various trips;
- online hotel reservation services;
- virtual tours of cities, museums and exhibitions, etc.

Digital skills should also become an integral part of professional skills in the training system for the tourism sector. In the digital economy, the implementation of advanced technology projects creates a demand for a number of specialists with strict, flexible and special digital competencies. [11] Therefore, in the training of personnel in the field of tourism, special attention should be paid to the following requirements:

- deep understanding of their field, as well as knowledge and experience in related fields;

- understand the opportunities and risks associated with the use of new technologies;
- mastering project management techniques;
- "digital agility";
- have the skills to work with large data and visualization tools;
- understand the basics of cyber security;
- ability to work with databases;
- systematic thinking;
- emotional intelligence;
- team work;
- ability to learn continuously;
- adaptation and performance in conditions of uncertainty.

### **Conclusions and suggestions**

Digitalization of the economy opens up new opportunities and prospects for the tourism industry. The use of digital technologies will allow tourism to reduce costs, increase the efficiency and competitiveness of companies, produce new types of tourism products to take their place in the market of digital goods and services. At the same time, there are new challenges associated with the search for investment, the formation of new powers that allow tourism entities to operate successfully in the context of digital transformation. It is necessary to form a system of state support for private entrepreneurs engaged in tourism in this area.

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