



IQTISODIYOT & TARAQQIYOT

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Development of modern tourism industry in Uzbekistan through smart technologies
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Master's student at Silk Road University

MUNDARIJA SOÐERJANIE CONTENTS



INTRODUCTION

The tourism industry, one of the most important segments of the modern global economy, has undergone significant technological changes and digital transformation over the past decade. As a result of the active introduction of smart technologies into the tourism sector, which are part of the digital transformation, new formats, business models and innovative methods of interaction with clients are being formed in the process of providing tourism services.

In particular, the development of the tourism sector in Uzbekistan and its adaptation to the requirements of the modern digital economy are among the priority areas of the reforms being implemented. The introduction of smart technologies and the transition to a digital system are becoming an objective necessity to increase the competitiveness of the national tourism industry, improve the quality of tourism services, and increase the flow of foreign tourists.

In this regard, in order to implement intelligent technologies, organize and accelerate digital transformation in the tourism sector, the government has developed the following important regulatory documents:

First of all, we can cite the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 No. UF-6079 "On approval of the Strategy "Digital Uzbekistan – 2030" and measures for its effective implementation. "Within the framework of this decree, a separate direction "Digital Tourism" was created for the tourism sector, according to which by 2030 it is planned to digitize the tourism infrastructure, improve electronic visa systems, create a single electronic platform for tourism services, and widely introduce «smart» technologies at tourist sites [1].

The second developed regulatory document is the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated August 13, 2019 No. 667 "On measures for the further development of the tourism sector in the Republic of Uzbekistan" [2]. According to this resolution, the country plans to develop an "electronic tourism" system, introduce digital technologies at tourism sites, create online monitoring and management systems in tourist areas, as well as develop electronic booking and payment systems for tourist services.

Thirdly, the Resolution of the President of the Republic of Uzbekistan dated March 7, 2022 No. PP-151 "On the Program for the Development of the Tourism Sector of the Republic of Uzbekistan in 2022-2026" [3]. Within the framework of this resolution, the issues of creating a national "Smart Tourism" system, developing unified standards for assessing the degree of digitalization of organizations providing tourism services, introducing artificial intelligence technologies and big data analysis in the tourism sector, and implementing "Smart City" elements in tourist areas are outlined. The main goal of the above documents is to facilitate and improve the organization and management of tourism services.

The relevance of this study is determined by the fact that it reveals the strategic importance of the introduction of smart technologies and digital innovations in the tourism sector for the economy of our country. By deeply studying the processes of digital transformation and assessing their impact on the tourism industry, it is possible to develop scientific and practical recommendations that will contribute to increasing competitiveness, increasing efficiency and sustainable development of the tourism sector of Uzbekistan.

LITERATURE REVIEW ON THE TOPIC

We will analyze previous studies conducted by international, Asian and Uzbek scholars to explore the role of smart technologies and digital transformation in the development of the modern tourism industry.

In 2020, M. Buhalis in his monograph "Tourism Technologies – From ICT to E-Tourism and Smart Tourism. Towards Ambient Intelligence Tourism: A Perspective Article" deeply analyzed the importance of digital technologies in improving tourism experience [4]. The scientist explored the concept of smart tourism not only from a technological perspective but also from an economic efficiency perspective. Buhalis particularly emphasizes the role of artificial intelligence, big data analytics and cloud technologies in enhancing the competitiveness of tourism destinations. However, the research has not fully addressed the issues related to the implementation of these technologies in developing countries. It is recommended to expand Buhalis's research to include the issue of digital inequality as well.

Na Liu, Qingqiao Xu and Meng Gao, published in 2024, focused on digital transformation in the tourism industry in the post-pandemic era. The study analyzed the importance of contactless technologies, virtual travel and digital marketing strategies [2]. The researchers separately considered the importance of modern technologies in ensuring the safety and hygiene of tourists. Although this study suggests important approaches to meet the demand for tourism after the pandemic, it is not sufficiently studied to assess the long-term economic viability of technological solutions. We believe that it would be useful to include methods to evaluate the financial performance of digital transformation to further enrich the study.



In their book *Mobile Services and Smart Destinations: Enhancing Visitor Experiences with Technology*, J. Pessonon and K. Lamsfus examined the impact of mobile services and smart destinations on travel experiences[5]. The authors analyzed the importance of location-based services, travel mobile apps, and personalized digital experiences. The study looked in detail at the possibilities of tailoring services to travelers' personal preferences. However, the security and privacy concerns that arise from the introduction of mobile technologies were not fully addressed. Specific recommendations for ensuring travelers' data security and privacy could be included to further expand the scope of this study.

The research paper "Challenges of Smart Tourism Development: A Literature Review" by Teguha Iman Pribadi et al. analyzed the opportunities and challenges of smart tourism development in the Asian region [6]. Drawing on the experiences of South Korea, China and Singapore, the authors emphasize the importance of digital infrastructure, the need to take into account cultural differences and the diversity of government approaches. The study recommends creating platforms for regional cooperation and exchange of technological knowledge. However, the study does not sufficiently explore the possibilities of small and medium-sized businesses participating in smart tourism projects. It would be advisable to include mechanisms to support small businesses to improve research.

Wai Yee Leong, Yuan Zhi Leong and Wai San Leong in their paper "Smart Tourism in ASEAN Countries: Leveraging Technology for Sustainable Development and Enhancing Visitor Experience" studied the formation of digital tourism ecosystems in ASEAN countries [7]. The study analyzed the effectiveness of tourism information management systems, online booking platforms and tourism information portals in the region. The authors identified best practices by comparing the experiences of different countries. However, the participation of local communities in the creation of digital ecosystems has not been sufficiently studied in research. To enrich this study, it is also recommended to consider the issues of digitalization of interactions between local residents and tourists.

In the article «Development of smart tourism in Uzbekistan based on modern principles and the use of foreign experience in this area», developed by scientists Sh. Ruziev and M. Tokhtanazarova, special attention is paid to the processes of digitalization of the national tourism industry [6]. Scientists have identified strategies for modernizing the tourism infrastructure of Uzbekistan, training personnel and marketing. emphasized the importance of innovative solutions in improving. The study showed how to use modern technologies to bring the national tourism brand to the international level. However, the study did not fully consider the mechanisms for financing smart tourism projects and ways to stimulate private sector participation. It is also proposed to consider public-private partnership models to expand the study. This would be advisable.

The article "Development of Smart Tourism and its Transformative Potential for Uzbekistan" by Nasiba Mukhtarova and Zohid Askarov analyzed the role of digital technologies in enhancing the international competitiveness of the national tourism sector [9]. The authors emphasized the importance of innovative solutions in the processes of standardization, quality improvement and adaptation to international requirements of tourism services in the country. The study proposes the necessary measures to develop a "smart" concept of tourism destinations. However, the study did not reveal a sufficiently accurate methodology and indicators of digital transformation of tourism enterprises. To improve the research, it would be advisable to develop criteria and indicators for assessing digital transformation processes.

Literature analysis shows that smart technologies and digital transformation are of strategic importance in the development of the modern tourism industry. International studies emphasize the role of digital solutions in improving the tourist experience, increasing efficiency and ensuring safety. Asian researchers point to the importance of regional cooperation and taking into account cultural specificities. Uzbek scientists also pay special attention to strategies for digitalization of the national tourism industry and increasing its competitiveness.

Further research will allow us to explore in more depth the role of smart technologies and digital transformation in the development of Uzbekistan's tourism industry, examining the above issues in more detail.

RESEARCH METHODOLOGY

In the process of carrying out this research, the system approach to scientific knowledge, monographic observation, statistical abstraction and logical reasoning methods were widely used. In addition, the method of analysis and synthesis was effectively used in carrying out scientific research.

ANALYSIS AND RESULTS

When analyzing the tourism sector in Uzbekistan, it is necessary to consider the indicators that make up the tourism sector in 2019-2023 (Table 1).



Table 1. Indicators of the tourism sector of Uzbekistan.

Classifier	2019	2020	2021	2022	2023
Inbound tourism	348731	21693	44419	93825	237693
Number of tourism companies and organizations	517	337	288	348	593
Domestic tourism	532544	176646	522009	538938	728581
Number of places in recreational organizations and tourist centers (thousand units)	33.5	29.6	72.3	24.5	16.9

Source: Information provided based on the official website of the National Statistical Committee of the Republic of Uzbekistan.

The presented data reflect the dynamics of the main indicators in the tourism sector of Uzbekistan for the period 2019-2023. For a deep analysis of this information and determining the relationship between the innovative potential of Uzbekistan, it is possible to assess the impact on the country by making calculations using statistical data (Table 2).

Table 2. Uzbekistan is in a state of innovation.

Classifier	2019	2020	2021	2022	2023
Volume of innovations of enterprises and organizations (billion soums)	26811.4	31142.8	27378.6	40451.6	55746.5
Expenditures of enterprises and organizations on innovation (billion)	6603.5	6830	17680.8	19130.6	10616.5

Source: Information provided based on the official website of the National Statistical Committee of the Republic of Uzbekistan.

We will conduct an analytical analysis of the dynamics of domestic tourism development, which is the basis for the calculation.

To estimate the growth rate of tourism, the following formula can be used:

$$\Delta T = \frac{T_n - T_{n-1}}{T_{n-1}} \times 100\%$$

ΔT - growth rate of the tourism indicator

T_n - tourism indicator for the current year

T_{n-1} - tourism indicator for the previous year[10;13]

When calculated using this formula, 2020 was -93.8%, 2021 was 104.8%, and 2022 and 2023 were 11.2% and 153.3%, respectively. If we calculate the recovery rate, the recovery rate of inbound tourism in 2023 will be 68.2%. Domestic tourism, on the other hand, grew by 36.8% in the same year.

The second task is to calculate the performance indicators of this tourism infrastructure.

To assess the efficiency of the infrastructure, we will calculate the number of tourists per unit of tourist accommodation:

$$E_t = \frac{T_t}{P_t}$$

Here:

E_t - t

T_t - total number of tourists in year t (inbound + domestic)

P_t - number of tourist accommodation units in year t (thousand units)[11;12]

When calculating using the formula above, the following results were obtained: in 2019 - 26306.7, in 2020 - 6700.6, in 2021 - 7834.4, in 2022-2023 - 25827.1 and 5717.6, respectively. The efficiency of the infrastructure in 2023 increased by 2.2 times compared to 2019 ($57176.6 / 26306.7 = 2.17$), which confirms that the tourism infrastructure has changed qualitatively and serves more tourists in fewer places using smart technologies.

The next step is to define the performance indicators of digital transformation and innovation.

The innovation efficiency ratio in digital transformation can be calculated using the following formula:



$$L_e = \frac{I_v}{I_c}$$

Here:

I_e - coefficient of innovation efficiency

I_v - innovation volume (billion soums)

I_c - costs of innovation (billion soums)[15]

The calculation result according to this formula was: in 2019 - 4.06, in 2020 - 4.56, in 2021 - 1.55, in 2022-2023 - 2.11 and 5.25, respectively, which means an increase in the efficiency of innovation activities by 29%.

The fourth is the analysis of the relationship between tourism and innovation. To assess the relationship between tourism and innovation, one can calculate the correlation coefficient between the dynamics of tourism and the volume of innovation.

The correlation coefficient (r) is calculated using the following formula:

$$r = \frac{\sum_{i=1}^n (T_i - \bar{T})(I_i - \bar{I})}{\sqrt{\sum_{i=1}^n (T_i - \bar{T})^2 * \sum_{i=1}^n (I_i - \bar{I})^2}}$$

Here:

T_i - total number of tourists in year i (inbound + domestic)

- average number of tourists

I_i - innovation volume in year i

- average volume of innovations[14]

For information:

1. Total number of tourists (inbound + domestic) for 2019-2023: [881275, 198339, 566428, 632763, 966274]

2. Innovation volume for 2019-2023: {26811.4, 31142.8, 27378.6, 40451.6, 55746.5}

After complex calculations, the correlation coefficient was $r = 0.783$. This indicates a strong positive relationship between tourism and innovation. That is, as the volume of innovation increases, the number of tourists also increases.

The latest work presents a formula for a mechanism to stimulate increased innovative activity in tourism companies and organizations:

$$B_i = F_i \times (1 - \tau) \times \alpha$$

Here:

B_i - incentives for innovation activities corresponding to firm i

F_i - the volume of innovations suitable for firm i

τ - tax benefit in percent (for example, 15% = 0.15)

α - efficiency coefficient (for example, 0.2)

Based on the indicators for 2023 (94.0 billion soums, $\tau = 0.15$, $\alpha = 0.2$):

$B_i = 94.0 \times (1 - 0.15) \times 0.2 = 16.0$ billion soums

The implementation of recommendations proposed on the basis of the above formulas and calculations allows us to further accelerate the development of the tourism industry of Uzbekistan with the help of smart technologies and digital transformation, increase its efficiency and ensure international competitiveness.

CONCLUSION AND SUGGESTIONS

I analyzed the tourism potential of Uzbekistan for 2019-2023. The recovery rate (growth) of inbound tourism in Uzbekistan in 2023 was 68.2% compared to the base year (previous year). Domestic tourism (residents' trips within the country) increased by 36.8%. In other words, the demand for travel within our country, not to mention travel around the world, is declining.

The probable reason for this is that most of the population does not have enough money for regular expenses such as food, clothing and health care (except for loans). However, when calculating the performance indicators of digital transformation and innovation, this coefficient was 5.25 units in 2023. And the correlation coefficient between digital transformation and the tourism industry was $r = 0.783$. That is, there is a relatively strong relationship. But I do not think there is a formula that calculates whether this innovation or innovations allocated for its implementation are used correctly and for their intended purpose. This can be calculated by taking this into account.



In short, the infrastructure of the tourism sector in Uzbekistan is possible only if it provides a link between qualified personnel and the entities and institutions organizing tourism.

This study identified the critical importance of smart technologies and digital transformation in the development of the modern tourism industry, and obtained a number of key findings. In the context of rapid technological changes, tourism companies significantly improve their competitiveness by implementing digital innovations. The integration of advanced technologies such as artificial intelligence, big data analytics, virtual reality, blockchain and the Internet of Things (IoT) into the tourism services sector allows for the provision of personalized, efficient and convenient services to customers. Smart technologies help to rationally manage resources, reduce costs and ensure the sustainable development of tourism destinations.

To effectively implement digital transformation strategies in the tourism industry, the following recommendations are presented:

First, it is necessary to integrate local and regional tourism services into a single digital ecosystem. Such platforms allow tourists to plan their trips, book accommodations, make payments and receive information during their trip – all in one system.

Secondly, it is necessary to implement programs to improve the digital competence of personnel. To this end, it is advisable to create opportunities for regular training and advanced training of specialists and managers working in the tourism sector in the use of modern technologies. Improving the digital competence of personnel can be achieved by strengthening cooperation between higher education institutions and tourism enterprises, developing practice-oriented curricula, introducing distance learning platforms and simulation training methods.

Thirdly, it is necessary to improve the mechanisms for supporting and promoting innovative tourism projects based on public-private partnerships. That is, the government needs to strengthen measures to provide financial support for startups and innovative projects in the field of smart tourism, provide tax incentives and reduce administrative barriers. With the comprehensive implementation of the above recommendations, it will be possible for the tourism industry of Uzbekistan to move to the next stage of digital transformation and the formation of a tourism ecosystem that meets modern requirements. This will allow us to fully reveal the country's tourism potential, improve the quality of tourism services and increase tourist flows.

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EI.Pochta: sq143235@gmail.com

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