



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

№5



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2025



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Elektron nashr. 1430 sahifa.

E'lon qilishga 2025-yil 1-mayda ruxsat etildi.

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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining 2023-yil 1-apreldagi 336/3-sonli qarori bilan ro'yxatdan o'tkazilgan.



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DIRECTIONS FOR IMPLEMENTING THE INNOVATIVE DIGITAL TECHNOLOGIES IN TOURISM



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Abstract: The research article contains recommendations to introduce digital innovative technologies in tourism in Uzbekistan in order to improve the quality of services, to determine strategic directions for improving infrastructure and to develop tourism infrastructure.

Key words: digital economy, innovation, tourism, service, technology, hotel.

Annotatsiya: Tadqiqot maqolasida xizmatlar sifatini oshirish, infratuzilmani takomillashtirish va turizm infratuzilmasini rivojlantirishning strategik yo'nalishlarini belgilash maqsadida O'zbekistonda raqamli innovatsion texnologiyalarni joriy etish bo'yicha tavsiyalar berilgan.

Kalit so'zlar: raqamli iqtisodiyot, innovatsiyalar, turizm, xizmat ko'rsatish, texnologiya, mehmonxona.

Аннотация: В исследовательской статье даны рекомендации по внедрению цифровых инновационных технологий в сфере туризма в Узбекистане с целью повышения качества услуг, определения стратегических направлений совершенствования инфраструктуры и развития туристической инфраструктуры.

Ключевые слова: цифровая экономика, инновации, туризм, сервис, технологии, гостиница.

INTRODUCTION

As a result of the reforms implemented in our country in recent years, there are issues that require special attention. Similarly, the American programmer Nicholas Negroponte coined the term «digital economy» in 1995. This term is currently used by politicians, economists, journalists, businessmen - almost everyone around the world.

In this regard, great work is being done in the country to develop modern information and communication technologies, to create an integrated system of providing electronic state services, and to introduce new mechanisms for communication between state bodies and the population. In order to achieve this goal, a document has been adopted that provides for implementing the Presidential Decree of February 19, 2018 «On measures to further improve the field of information technologies and communications», as well as developing the digital economy, implementing modern information technologies in the country, and providing information security [1]. As a consistent continuation of economic reforms, the Presidential Decree «On measures to develop the digital economy in the Country of Uzbekistan»[2] and the decision of the Cabinet of Ministers at 31st August, 2018, «Additional measures on the introduction and further development of the digital economy in the Country of Uzbekistan», which defines the goals and objectives of the digital economy about events being decided [3]. According to the implementation of this decision and decrees, the following are the most important tasks for the further development of the digital economy:



To implement and develop activities in the field of crypto-asset circulation, including mining, smart contract, consulting, issuance, exchange, storage, distribution, management, insurance, crowd-funding (collective financing), as well as blockchain technologies, in order to diversify investment and entrepreneurship.

To provide training of qualified personnel with practical work skills in the field of production and use of blockchain technologies.

To ensure close cooperation of state bodies and business entities in the field of introducing innovative ideas, technologies and developments for the further development of the digital economy.

To develop comprehensive cooperation with international and foreign organizations in the field of cryptocurrency activities and blockchain technologies, and attracting highly qualified foreign experts working in the field of production.

To create a legal framework for the introduction of blockchain technologies, taking into account foreign experience.

Our tasks are based on tourism development and service provision and the development of development directions, the question of learning what the main attention is focused on in the introduction of innovative technologies to the tourism infrastructure remains relevant.

One of the main goals of our research is to determine the directions that are considered an important factor in achieving the competitiveness of our country through the use of innovative digital technologies in tourism. This research work is dedicated to the methodology of introducing innovative technologies into the service sector, which are extremely relevant in turning the tourism sector into one of the leading sectors of the economy of Uzbekistan.

LITERATURE REVIEW ON THE TOPIC

In recent years, a number of scientific works have been carried out on the transition to the digital economy and the application of the digital economy in the country in which the implementation of the digital economy has been interpreted and defined in different ways, but each of them will be taken a focus on the consumer as the main place. We emphasize the feasibility of relying on these conclusions, analyze the opinions and opinions of some authors, summarize their results, and briefly state our opinions on improvement.

The formation and implementation of the digital economy in the service sector is a complex process that depends on many factors. Don Topscott, Alex Topscott [4] Paul Vigna, Michael Casey [5] have different understandings on the application of digital innovative technologies in the economy, developing the theoretical aspects of these processes and putting them into practice. Carmen Babaita, Gabriela Sipos, Andreia Ispas and Andrea Nagu describe the topics of leadership style and culture for innovation in hotel industry on the leading role of innovative technologies in the development of tourism infrastructure in the field of tourism [6]. Arturo Cuenllas has published a work so-called «Innovation in hospitality management» in which he conducted research on achieving efficiency by applying innovative management methods in hotels [7]. The authors may not have paid enough attention to the processes of applying innovative technologies in the implementation of the considered factors.

Among the scientists of our country, S. Gulyamov [8], T. Shadiev [9], Y. Abdullaev, B. Berkinov [10], K. Abdurahmanov [11] made a great contribution to the application and implementation of digital and information technologies, innovations in the economy.

It should be noted that there is currently no single understanding among many authors regarding the development and formation of the networks that make up the infrastructure of service networks (tourism) and the introduction of digital economy (innovations) into the field. In our opinion, the scope of research that needs to be carried out in this regard is wide, and we should take into account the well-defined international experience in order to ensure the development of networks in proportion to each other.

RESEARCH METHODOLOGY

The research methodology has been used to take the innovative changes expected for the coming years into account in order to determine the development of the digital economy in the tourism development and thereby studying the development of tourism as a whole infrastructure. In this regard, it has been studied the opinions of experts, a method of determining the directions of development of the components of tourism infrastructure is proposed through methods such as observation, comparison, empirical research, systematic and comparative analysis, and expert evaluation.

The research method has been used regarding the priority tasks of the tourism development directions of our country until 2025, and then concrete recommendations have been developed regarding the improvement of tourism in our country.



ANALYSIS AND RESULTS

At present, there is no general concept of the digital economy in the world, as well as a clear definition of the digital economy in the service sector. However, many definitions have been given. Digital economy includes various productions based on the use of the results of process analysis and the processing of large volumes of data, technologies, equipment, goods and services that allow to significantly increase the efficiency of storage, sale and delivery, and information in digital form is an economic activity that is considered the main factor of production.

It can be concluded that the digital economy is not a separate type of activity. Basically, it means entrepreneurship, business, industrial facilities, services as well. The term «digital» refers to the active use of innovative information technologies in all these areas. If the basis of material goods is considered a resource in the traditional economy, it will be processed and transmitted information in the digital economy. After their analysis, a proper management solution is developed.

In Uzbekistan, the term «digital economy» has been used in our national legislation for recent years. How the digital economy is developing in our country, according to the conclusion of separate researchers in this regard, telegram bots are actively used in our country. Various online stores and electronic payment systems are actively developing. Our citizens believe in electronic transactions as well. Until now, users have been making small transactions that do not require large costs, and are not very willing to increase the average purchase volume. In the near future, major contracts are to support the development of financial transactions through digital technologies.

The benefits of using the digital economy in the service sector are as follows:

1. Costs for purchasing tourist services are reduced (for example, advance hotel reservations, air tickets).
2. Get more and faster information about tourist services (tour packages).
3. In the digital world, tourism services have great opportunities to enter the global market.
4. Tour itineraries and services are rapidly improved by receiving feedback (tourist' opinion) quickly.
5. Service will be faster, better, more convenient.

In this regard, all work has started in all developed countries 10-15 years ago, and they have already begun to form it. We must not be left out of the process. Because we are among the countries that are rapidly entering globalization and integration with the world community.

To conclude from the above, the digital economy is a hybrid economy. This can be possible due to the development of information and communication and financial technologies, as well as the openness of the infrastructure, which provides the possibility of full interaction of all subjects of economic activity in hybrid tourism and service provision, including objects of the creation, distribution, exchange, consumption process of goods and services. For example, a tourist wants to go on a trip to a country he previously planned to visit and visits the office of a tour operator.

He sits face-to-face with him and gets acquainted with the tour packages, and if he buys the tour package he likes for cash, this is a traditional economy. Choosing a suitable tour package through the internet address of tour operators, paying money to the account of the tour operator through an electronic payment system, and receiving the tour package and tour services is called the digital economy.

This is the simplest example to explain. In fact, it is safe to say that the digital economy in tourism began in the 1980s. The reason is that from these years, tour operators began to widely use the systems of booking airline tickets and hotels through advance booking and money transfers. In fact, we are already in the digital economy, we use its conveniences, but we do not fully understand its essence.

In our opinion, the digital economy in service delivery is not a new process that needs to be developed or introduced, it means changing the existing services in a new way by introducing innovative technologies in the daily life of tourists¹. An example of this is the current changes in the world tourism industry. Turning to changes in the hotel business, social and technological changes have been observed as a result of the introduction of innovations in the hotel business in 2019-2023, and as hotels with large and well-known brands take the initiative, there are great opportunities for them.

This determines the main directions of innovations that are expected to be used in the world hotel business. These directions include the following.

1. New payment types and fees are introduced in the hotel business. As a result, according to international experts, the price of hotel rooms will become more expensive in the US tourism market in the future.

2. Tolls will also be introduced in major US cities, New York, Chicago, and Los Angeles. Experts emphasize that when calculating travel expenses, it is necessary to take into account fees, just in case. Because it is estimated that there is still time to achieve full transparency in this area. According to experts, there is also a

¹ The author's definition of the digital economy in tourism



good side to this, as opposed to increasing the price of the rooms, it is envisaged that the city taxes will not be charged for staying in the hotels with the introduced fee.

3. Innovative technologies have been used in numbers. According to Edmundson, manager of a chain of the famous «Marriott» hotel chain, in the near future in the hotel business, «internet items» - investments focused on connecting devices such as «Nest» smart thermostat or voice assistant «Alexa» will attract everyone's attention.

For example, in a hotel room developed by Marriott in collaboration with Samsung and Legrand SA, there is a growing demand for a shower that remembers the customer's favorite water temperature, wall pictures that can be changed to family photos, and a display that can show video on voice request.

For example, the introduction of new types of rooms has begun in «Marriott» hotels. They were first offered by the «W-Hotels» network. In this regard, «Hilton» presented «smart numbers». In «Smart Numbers» you can control TV, lighting, air temperature and images in digital frames using a mobile application. As a result, similar numbers appeared in major US cities and are implemented in all Hilton hotels.

As it can be seen from the above international experiences, there is a great possibility of wide implementation in the hotel industry, which is the most used direction of the digital economy in the field of service and tourism in our country.

According to the plan, construction of hotels based on innovative technologies will be carried out in Uzbekistan until 2025. By 2023, 853 new accommodation facilities (24,883 places), including 134 hotels, 232 hostels, 452 family guest houses, 3 sanatoriums and health facilities, will be established in our country, the total number of which is 5526, the number of places is 141, Delivered to 1 thousand.

Table 1. Statistical data on hotels and accommodation facilities²

The name of the key indicators		2019 y	2020 y	2021 y	2022 y	2023 y
Deployment tools	piece	2163	2789	4015	5029	5526
	room	33388	37455	47619	55277	63486
	place	71979	83115	103296	124191	144094

Thus, the number of hotels in Uzbekistan reached 1018 in 2023. The number of rooms were 33205. To achieve this result, investors who have built a newly three-star hotel with no less than 50 beds by the government and 40 million soum for each room in the hotel and Investors who build a four-star hotel with no less than 100 beds will receive 65 million for each room in the hotel is being achieved by giving subsidy.

In addition, the first 50 three-star hotels are compensated with USD 200 per room per year and the 30 four-star hotels with USD 400 per room per year.

For example, for a hotel with 100 rooms, this means 40 thousand USD per year. Such a privilege has not yet been offered anywhere. Such incentives provide the hotel industry with additional opportunities to engage in innovation.

At the same time, the adoption of international experiences in the introduction of digital innovative technologies in the development of the hotel industry will also lead to success.

Conclusions and suggestions

Summing up from the above, it is appropriate to define the following direction, which should be given special attention, first of all, considering the continuation of the work started in recent years in the use of digital innovative technologies in the formation of tourism infrastructure, they are:

-to accelerate the use of innovative technologies in terms of means of accommodation in affordable means of accommodation such as modern and brand hotels and hostels, family guest houses, as well as to implement mechanisms for providing apartments under the Airbnb system;

-to introduce modern technologies into transport logistics, development of unified, safe and innovative transport logistics, taking into account internal and external transport types that complement each other in order to increase and diversify the tourist flow;

-to create a system for tourists on cultural heritage subjects through practical information-references, implementing smart-tourism technologies, increasing the efficiency of cultural heritage subjects, museums, theaters, art galleries by installing turnstiles and video surveillance systems;

-to increase the «monetization» of tourism by establishing a flexible price policy for «monetization» of tourism, first of all, air transportation, location means services, organization of meals for tourists, cultural and entertainment events and produced souvenir products;

² Compiled by the author based on statistical indicators



- to form a countryan group to study the issues of effective application of digital innovative technologies in tourism, during the year experts of local ministries and agencies to thoroughly study the situation together with experts and representatives of the tourism sector, it is necessary to develop drafts of regulatory legal documents that reflect specific proposals for finding solutions to problems that prevent the use of innovations in tourism.

We should also be ready for the innovations and changes that are expected from the digital innovative technologies used in world tourism. Today, the competition is developing to such an extent that we need to get the right direction from the above information when developing strategic plans to overcome it.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

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Sahifalovchi va dizayner: Oloviddin Sobir o'g'li

2025. № 5

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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>