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## «Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI»

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# THE MAIN TRENDS IN THE DEVELOPMENT OF DIGITAL TOURISM IN UZBEKISTAN

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**Abstract:** The article discusses current trends in tourism development: e-tourism, virtualization, niche tourism, the transition from the service industry to the industry of experience and impressions. The role of large companies in the online travel market is being studied.

**Key words:** modern trends, e-tourism, tourism virtualization, niche tourism, e-commerce, experience and impressions industry

**Annotatsiya:** Ushbu maqolada turizmning barqaror rivojlanishi uchun prognozlash mohiyati va ahamiyati haqida yoritib beriladi. Shuningdek, turizmga prognozlash qanchalik muhimligi haqida yetarlicha ma'lumot berilgan.

**Kalit so'zlar:** Bozor iqtisodiyoti, prognoz funksiyalari, Ekstropoliyatsiya, modellashtirish.

**Аннотация:** Данная статья проливает свет на природу и значение прогнозирования для устойчивого развития туризма. Также достаточно информации дано о важности прогнозирования в туризме.

**Ключевые слова:** Рыночная экономика, прогнозные функции, Экстраполяция, моделирование.

## INTRODUCTION

Modern tourism is called a phenomenon of the twentieth century whereas the XXI century, according to the world experts, will become the century of tourism. Today 155 countries out of 195 countries in the world, including Republic of Uzbekistan, are involved in tourism.

In order to maintain the trends of intensive development of tourism as a global socio-economic phenomenon in modern conditions of active globalization and limited resources, it is necessary to look for new approaches to meet the constantly changing and increasing demands of tourists. Innovative approach to the process of functioning and tourism development can be the most important of such methods, the application of which consists of the inclusion of new production factors in all elements of the touristic system. It can ensure the continuity of reproduction processes in this industry.

## LITERATURE REVIEW

The scientific article "Digitalization of tourism: forms of manifestation" by the authors Cherevichko T.V. and Temyakova T.V. substantiates the relevance of the study of digitalization of tourism. The motives of the subjects of the tourist market for the use of digital technologies are noted. It is indicated that digitalization as a new form of communication interaction between producers and consumers of tourist services is becoming a source of competitive advantage for touristic organizations [1].

The article by Abdullayeva Sh.E. and Ibrahimova D.A. entitled "The role of digital economy in tourism and its characteristics" examines the development of digitalization in the economy, including various changes in tourism and the digital transformation of national security. The importance of this study lies in the fact that it analyzes the diverse impact and factors of the formation of the digital economy on the tourism sector in the regions [2].

To date, a number of authors are of the opinion that in modern conditions of high competition in the international market of tourist services, innovations are the determining factor in ensuring the effective development of this economic sector. However, most researchers consider their application exclusively in the field of using information technologies for the tourism industry.



At the same time, the issues of identifying the sources of the formation of fundamentally new directions for the effective development of tourism remain poorly studied, namely, the driving force that determines the need and vector of the application of innovative solutions, creating new potentials to meet the increasing needs of tourists and the formation of favorable conditions for ensuring the continuity of reproductive processes in tourism.

## SCIENTIFIC METHODOLOGY

There is a number of research methods used in this scientific article, among which theoretical and empirical types of analysis can be highlighted.

A large amount of theoretical information on a given topic was processed from books, textbooks and available materials on the Internet to make a theoretical analysis. The concept of digitalization was also studied and the advantages and possible risks of its implementation were investigated. It has been proven that the digitalization process is important for improving the quality of the touristic experience and simplifying a large number of bureaucratic processes.

Empirical analysis has revealed modern forms of tourism digitalization. These include the purchase of tours designed by tour operators online, the development of mobile applications useful for tourist travel, as well as the development of unified information platforms designed for independent travel planning by tourists.

In addition, when creating the article, such a research method as comparative analysis was used. The paper presents descriptive statistics as well as analysis of the current situation on tourism market and a forecast of the prospects for the digitalization development in the tourism industry for the future.

The information base of the study is statistical data published on the website called Statista Research Department, which collects statistical information on a variety of economic sectors.

## ANALYSIS AND RESULTS

Today, tourism is a system as a set of structurally interconnected enterprises, involving an increasingly wide range of legal, organizational, economic entities. This process occurs, on the one hand, under the influence of the changing needs of tourists, on the other hand, due to the interest of enterprises in improving their competitiveness and efficiency. Interest forces them to be involved in the production processes taking place in tourism, generally ensuring the intensification of its development in the region.

Since the modern process of functioning and development of the tourism system includes a large number of diverse elements (tours, tourism infrastructure, tourist organizations and other structural entities, as well as elements whose activities are aimed at providing services to tourists in accordance with their needs and capabilities), it can be argued that it has such a feature as complexity system structures.

This feature is characterized by a variety of components and connections between them, as well as the amount of information that is necessary for effective management of the tourism system. At the same time, each element (component) of the system can be considered as a subsystem (independent system) with its own set of elements. For example, the catering sector is a separate subsystem of a large tourism system as well as a separate independent system, the elements of which can be catering enterprises, transport enterprises etc. All elements individually have a certain set of qualities. However, only their assemblance and the presence of connections between them presuppose the emergence of a new, excellent quality, which characterizes the subsystem as a whole.

Thus, when studying the processes of inclusion and interaction of various components in the field of tourism, the use of the concept of large systems is very effective. A large system is understood as a set of subsystems of a constantly decreasing level, complexity up to elementary subsystems that perform basic elementary functions within this large system. At the same time, it is a system in which the number of states determined by the relationships between elements is large and uncountable.

As a large system, tourism has a number of specific features that manifest themselves in the process of its functioning and development, as well as timely study and consideration of which are



of great importance in improving the tourism management system. One of these features is non-additivity – a large system (tourism as an object of research) is not equal to the sum of the subsystems included in it, while the properties of the elements (tourism enterprises) are different from the features of the tourism system itself. So, for example, accommodation enterprises and transport enterprises can be considered as independent subsystems with their own distinctive characteristics. The first provides accommodation services while the second offers passenger and cargo transportation services. In cooperation with each other they are able to provide a new type of service – transfer (meeting hotel customers at the airport, at the train station and transporting customers to their destination, and vice versa when leaving the hotel).

The close interaction of tourism with the macro environment surrounding it: political, economic, social, technological, etc., and the inclusion in the production of tourist services of new factors arising under the influence of the increasing needs of modern tourists characterizes it as a large open system. Such kind of main macro environment surrounding tourism reflected in figure 1. At the same time, the more fully tourism meets the requirements of the external environment, the more effective its work. It is through connections with the internal and external environment that tourism has the opportunity to function and ensure its development.

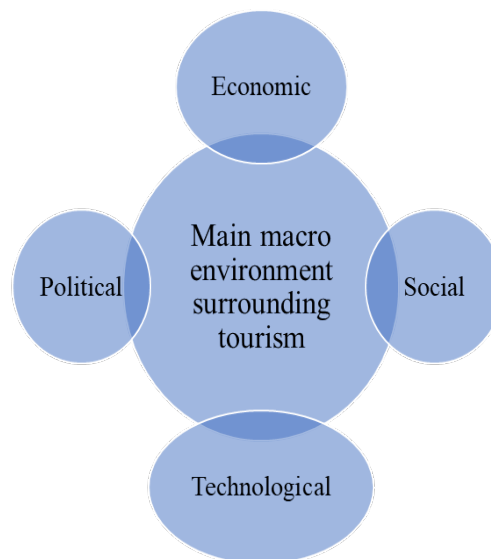


Figure 1: Main macro environment surrounding tourism

The rapid growth of electronic positioning and promotion of tourist products has led to the emergence of the concepts of "electronic tourism" and "mobile tourism".

The development of information technology and telecommunications has led to an incredible growth of e-commerce. Currently, the electronic sale of travel services has left behind the sale of books, music and computers. The overwhelming majority of travel companies have their own electronic offices and offer consumers complete information on all types of services. The list of products of travel companies presented online is constantly expanding: today it includes group and individual tour packages for various types of tourism, cruises, a wide range of accommodation and catering services, a variety of additional services. The trend of e-tourism of the future is the creation and promotion of even more complex products.

The online travel market includes major companies such as Booking and Expedia, which allow tourists to book travel services online on their own, and travel websites offering reviews and travel booking options, such as Tripadvisor. Meanwhile, consumers continue to look for more opportunities to use digital technology while traveling. These may include options such as virtual tours of a desired destination or accommodation, as well as mobile travel solutions, such as using an app to explore new tourist attractions or check in to a hotel room. Statista's Digital Market Outlook estimates that global revenue from travel apps is expected to grow by 17 percent in 2023 compared to the previous year and amount to almost \$400 million.



According to information published by the Statista Research Department in August 2023, today Booking.com ranks first among the leading online travel companies worldwide with a market capitalization of approximately 78.2 billion US dollars. Competitors of Airbnb, Trip.com, and Expedia follow them down the list. The market capitalization of Airbnb, which occupies the second place, was approximately 54.1 billion US dollars. The data is displayed graphically in Figure 1.

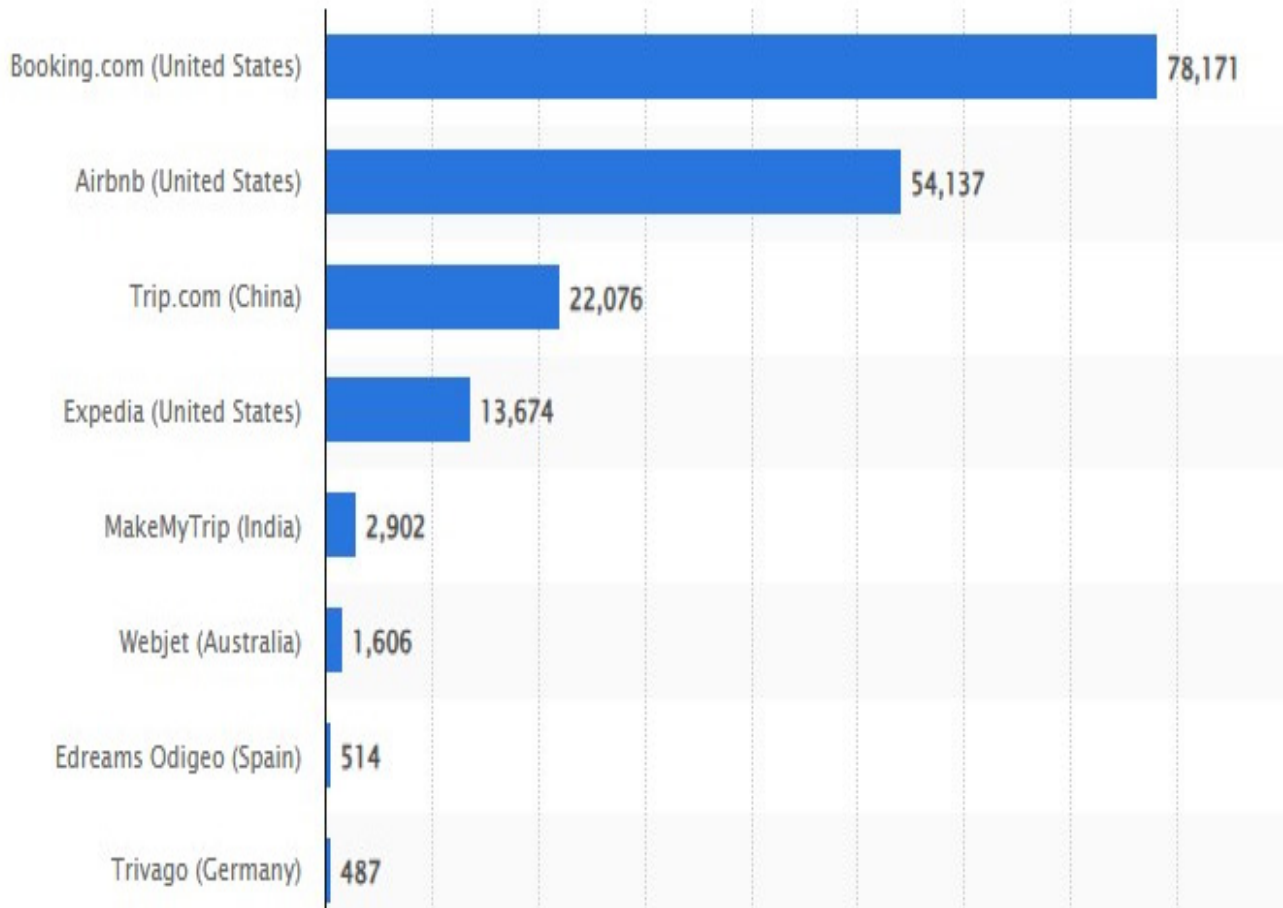


Figure 2: Market capitalization of leading online travel companies worldwide as of December 2022 (in millions US dollars)

A type of e-tourism is mobile tourism. Mobile technologies in the form of phone applications allow users to book flights, hotels, cars by phone, being anywhere.

Electronic tourism means not only electronic distribution of tourist services, but also electronic excursions, which are also called virtual.

Tourism companies from different tourism sectors are teaming up with information technology companies for their representation on the Internet. The following functions of travel agencies are transferred online: selection of travel products or individual services, booking, prepayment, payment, cancellation, rebooking and others.

To promote real tours and excursions, resorts and hotels, theme parks and museums, travel agencies use virtual trips to which a visitor to the website of a travel company, hotel or restaurant can go while at his home computer or using a mobile phone, being anywhere.

The trend of travel virtualization will lead to the formed need of a potential tourist to first try out a tour or visit a hotel virtually and only then make a purchase decision. Thus, virtualization will lead to drastic changes in the profiles of tourists, the nature of the tourist experience, the nature of preferences, motivations and decisions.



## CONCLUSION

The future of tourism is associated with the development of food tourism that occupies narrow segments of the travel market. Niche tourism primarily includes specialized tourism such as photographic tourism, film tourism, retro tourism, geotourism, gastronomic or genealogical tourism. Any hobby can form the basis of specialized travel, generate demand in the tourism market and thus occupy its niche.

The prospects for the growth of niche tourism in the future, including the diversification of specialized travel, are associated with the development of an information society that produces more experienced, selective and demanding tourists. These tourists then form the image and profile of future. They will strive for a more individualized experience and specialized tourism based on a particular hobby or the conditions of a particular destination.

The dominant trend in the development of tourism is the formation of the tourism industry as an industry of experience and impressions. In other words, the industry producing tourist services is evolving into an industry producing tourist experience. Modern travelers are in search of new experiences, emotions, impressions. Tourist service is valuable if it's able to provide the consumer with a high-quality experience in a tourist destination. The value of the tourist experience lies in its uniqueness and exclusivity. The new tourist experience is based on its creativity, the cultural and natural diversity of destinations, quality of recreational resources, originality of culture and cultural traditions, modern technological infrastructure, friendliness and hospitality of residents and tourist personnel.

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# MUNDARIJA

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### ЎЗБЕКИСТОНДА SMART-ТУРИЗМНИ ЗАМОНАВИЙ ПРИНЦИПЛАРИ АСОСИДА РИВОЖЛАНТИРИШ ВА БУНДА ХОРИЖ ТАЖРИБАСИДАН ФЙДАЛАНИШ

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