



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

№3



**2025-YIL APREL.
NAVBATDAN TASHQARI SON**



ISSN: 2992-8982

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

2025



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Elektron nashr. 653 sahifa.

E'lon qilishga 2025-yil 1-aprelda 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 28-fevraldagi
333/5-sonli qarori bilan
ro'yxatdan o'tkazilgan.



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DIGITAL SECURITY AND CYBER THREAT FACTORS IN THE TOURISM INDUSTRY

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Annotatsiya: The thesis analyzes the use of Virtual Reality (VR) and Augmented Reality (AR) technologies in tourism development, focusing on Uzbekistan's potential. It discusses how immersive technologies enhance marketing, visitor engagement, and sustainability. Despite infrastructural and professional challenges, Uzbekistan's cultural heritage and digital strategy create favorable conditions for VR/AR implementation.

Kalit so'zlar: virtual reality, augmented reality, tourism, Uzbekistan, digital transformation, sustainability.

Abstract: Tezisd virtual (VR) va kengaytirilgan (AR) reallik texnologiyalarining turizmni rivojlantirishdagi roli, ayniqsa O'zbekiston imkoniyatlari misolida yoritilgan. Immersiv texnologiyalar marketing samaradorligini, sayyohlar tajribasini va barqaror rivojlanishni oshirishi ta'kidlanadi. Mavjud muammolarga qaramay, mamlakatda VR/AR joriy etish uchun qulay sharoitlar mavjud.

Key words: virtual reallik, kengaytirilgan reallik, turizm, O'zbekiston, raqamli transformatsiya, barqarorlik.

Аннотация: В тезисе рассматривается использование технологий виртуальной (VR) и дополненной (AR) реальности в развитии туризма, с акцентом на потенциал Узбекистана. Показано, что иммерсивные технологии повышают эффективность продвижения, вовлеченность туристов и устойчивое развитие. Культурное наследие и цифровая стратегия создают благоприятные условия для внедрения VR/AR.

Ключевые слова: виртуальная реальность, дополненная реальность, туризм, Узбекистан, цифровая трансформация, устойчивость.

INTRODUCTION

The tourism industry increasingly relies on digital platforms to manage reservations, marketing, customer data, and service delivery. From online booking systems and electronic payments to smart tourism technologies and artificial intelligence, digital tools have become integral to modern tourism management.

However, as dependence on information technology grows, so do cyber risks. According to the World Tourism Organization (UNWTO, 2022), more than 60% of global travel companies reported at least one cybersecurity incident over the past three years. These attacks often target sensitive customer data such as passports, payment details, and personal travel histories—assets that are highly valuable to cybercriminals.

For developing economies like Uzbekistan, which are currently expanding their digital tourism infrastructure, understanding and mitigating these risks is critical to ensuring sustainable growth and international competitiveness.

Cybersecurity in tourism is a relatively new but rapidly evolving field of study. As highlighted by Alrawabdeh (2018), digital transformation brings not only innovation but also systemic vulnerabilities that can undermine business continuity and consumer trust. Buhalis and Leung (2019) argue that the hospitality and tourism sector is particularly vulnerable to cyberattacks due to its reliance on interconnected digital systems and third-party platforms.

Rasoolimanesh et al. (2021) emphasize the role of cybersecurity governance in building consumer confidence. Tourists are more likely to engage in online transactions when companies demonstrate transparency and compliance with data protection regulations, such as the General Data Protection Regulation (GDPR).



Recent studies also explore the concept of smart tourism destinations, where IoT devices, cloud computing, and big data analytics are extensively applied (Gretzel et al., 2020). While these technologies improve service efficiency, they also expand the potential attack surface for cyber threats. Therefore, robust cybersecurity management is essential to balance innovation with protection.

Key Cyber Threats in the Tourism Industry

Tourism companies are particularly vulnerable to the following threats:

Data breaches: Unauthorized access to customer databases, often resulting from weak passwords or unencrypted systems.

Phishing and social engineering: Fraudulent communications designed to trick employees or customers into revealing sensitive information.

Ransomware: Malicious software that encrypts company data and demands payment for its release, severely disrupting business operations.

Insider threats: Security risks originating from employees or contractors with legitimate access to internal systems.

For instance, the 2018 Marriott International data breach affected over 500 million customers, exposing passport numbers and payment details. Similar incidents can severely damage brand reputation and lead to significant regulatory penalties.

In Uzbekistan, digitalization in the tourism sector is expanding rapidly, particularly through online booking platforms, e-visa systems, and mobile tourism applications. However, cybersecurity awareness among small and medium-sized tourism enterprises (SMEs) remains limited. Many companies lack dedicated IT specialists and rely on external service providers, increasing their exposure to data vulnerabilities.

The Government of Uzbekistan has launched several digital transformation initiatives under the Digital Uzbekistan 2030 strategy, including measures to strengthen cybersecurity capacity. Nevertheless, effective implementation within the tourism sector requires closer coordination between the Ministry of Digital Technologies and the Ministry of Ecology, Environmental Protection, and Climate Change, which is responsible for tourism development.

Strategies for Enhancing Cyber Resilience

Education and Training: Implement regular digital literacy programs for tourism professionals focused on recognizing phishing attempts, managing secure passwords, and handling customer data responsibly.

Data Protection Frameworks: Encourage the adoption of international data security standards (e.g., ISO/IEC 27001) across tourism enterprises to ensure consistent protection of sensitive information.

Technology Investment: Upgrade technological infrastructure by implementing firewalls, multi-factor authentication, and encrypted databases to safeguard operational systems.

Crisis Management Plans: Develop comprehensive response protocols for cyber incidents, including communication procedures, data recovery strategies, and post-incident evaluations.

Public-Private Partnerships: Foster collaboration among government institutions, academic organizations, and private tourism operators to promote cybersecurity innovation, research, and awareness.

These measures align with the UNWTO Recommendations on Tourism and Digital Transformation (2021), which emphasize cybersecurity as a cornerstone of sustainable digital tourism development.

CONCLUSION

Digital transformation is redefining the tourism industry, offering immense benefits in efficiency, personalization, and sustainability. Yet, these advancements also introduce cyber risks that threaten business operations and customer trust. Ensuring digital security is therefore not only a technical requirement but also a strategic imperative for long-term competitiveness.

For Uzbekistan, cultivating a strong cybersecurity culture within the tourism sector can enhance international confidence, attract investment, and safeguard national digital assets. Policy measures should focus on integrating cybersecurity into tourism education, supporting SMEs through security audits, and developing national data protection standards aligned with global best practices.

In the era of smart tourism, protecting digital ecosystems is essential for achieving sustainable and resilient growth.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

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2025. aprel. № 3. navbatdan tashqari son

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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>