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DEVELOPMENT OF THE TOURISM SECTOR IN UZBEKISTAN THROUGH DIGITAL TECHNOLOGIES



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Abstract. This article provides a scientific analysis of the formation of the digital economy and its role in modernizing the tourism sector. It substantiates that digital transformation processes are fundamentally changing the mechanisms of providing tourism services, consumer interactions, marketing processes, and management systems. The study highlights the normative-legal framework for digitalizing tourism in Uzbekistan, as well as the practical effectiveness of innovative technologies such as smart tourism, artificial intelligence, big data analytics, blockchain, and VR/AR. In addition, the advantages, opportunities, and related limitations of the digital economy are systematically analyzed, and directions for improving the competitiveness of the tourism industry are identified.

Key words: digital economy, tourism, digital transformation, smart tourism, artificial intelligence, mobile technologies, online booking, digital marketing, VR/AR technologies, Big Data, blockchain, digital payment systems, tourism infrastructure, electronic services.

Annotatsiya. Mazkur maqolada raqamli iqtisodiyotning shakllanishi va uning turizm sohasini modernizatsiya qilishdagi o'zni ilmiy tahlil qilinadi. Raqamli transformatsiya jarayonlari natijasida turistik xizmatlarni ko'rsatish mexanizmi, iste'molchilar bilan o'zaro aloqalar, marketing jarayonlari va boshqaruv tizimlari tubdan o'zgarib borayotgani asoslab berilgan. Tadqiqotda O'zbekistonda turizmni raqamlashtirishga qaratilgan normativ-huquqiy asoslar, aqlli turizm, sun'iy intellekt, katta ma'lumotlar tahlili, blokcheyn, VR/AR kabi innovatsion texnologiyalarning amaliy samaradorligi yoritiladi. Shuningdek, raqamli iqtisodiyotning afzalliklari, imkoniyatlari hamda u bilan bog'liq cheklolvar tizimli tahlil qilinib, turizm industriyasining raqobatbardoshligini oshirishga qaratilgan takomillashtirish yo'nalishlari ko'rsatib o'tiladi.

Kalit so'zlar: Raqamli iqtisodiyot, turizm, raqamli transformatsiya, aqlli turizm, sun'iy intellekt, mobil texnologiyalar, onlayn bronlash, raqamli marketing, VR/AR texnologiyalari, Big Data, blokcheyn, raqamli to'lov tizimlari, turistik infratuzilma, elektron xizmatlar.

Аннотация. В данной статье научно анализируются формирование цифровой экономики и её роль в модернизации туристической сферы. Обосновано, что в результате процессов цифровой трансформации коренным образом меняются механизмы предоставления туристических услуг, взаимодействие с потребителями, маркетинговые процессы и системы управления. В исследовании освещаются нормативно-правовые основы цифровизации туризма в Узбекистане, а также практическая эффективность таких инновационных технологий, как умный туризм, искусственный интеллект, анализ больших данных, блокчейн, VR/AR. Кроме того, системно проанализированы преимущества, возможности и связанные с ними ограничения цифровой экономики, а также определены направления совершенствования, направленные на повышение конкурентоспособности туристической индустрии.

Ключевые слова: цифровая экономика, туризм, цифровая трансформация, умный туризм, искусственный интеллект, мобильные технологии, онлайн-бронирование, цифровой маркетинг, технологии VR/AR, Big Data, блокчейн, цифровые платежные системы, туристическая инфраструктура, электронные услуги.



INTRODUCTION

As the country's economic modernization continues, digital transformation offers the opportunity for a radical transformation of the tourism sector. The use of innovative digital technologies will enhance the tourism experience, increase operational efficiency, attract foreign investment, and create a sustainable tourism model. Furthermore, digital technologies will open up opportunities to diversify tourism service offerings, attract foreign tourists, and improve national tourism infrastructure.

Digital technologies will make tourism services more interactive and efficient. Smart tourism concepts, mobile applications, virtual and augmented reality technologies, services based on artificial intelligence, big data analysis, and blockchain technologies will enable fundamental changes in the tourism industry. The application of modern technologies in tourism will contribute to the country's global competitiveness, improve the quality of services, and enhance economic efficiency.

The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan «On measures to digitalize the tourism sector and integrate tourism services on a single platform» [1] provides for the introduction of online booking of accommodation for tourists and their ratings; The following strategies have been identified: the use of tour operators and travel agents in the republic, including the services of guides, translators, tour guides, and excursion leaders; the use of non-route taxi services and vehicle rentals; the purchase of bus, air and train tickets, entrance tickets to cultural heritage sites, museums, and other attractions; payment for tourist services through international and national payment systems; maintaining statistical reporting on the tourism sector and analyzing it in real time.

LITERATURE REVIEW

The impact of the digital economy on tourism has been studied by many scholars and researchers, and research in this area covers a variety of topics. In particular, Bakhtiyor Bekmurodov and Laziza Ergasheva, in their article «Implementing Digital Innovations for the Development of Sustainable Tourism in Uzbekistan in the Context of the Digital Economy» [2], discussed the need to use digital technologies to enhance the digitalization of Uzbekistan's tourism sector and global competitiveness, as well as the need to explore strategies for ensuring economic efficiency and sustainable development through the implementation of innovative technologies such as smart tourism, artificial intelligence, big data analytics, blockchain, and virtual reality, which serve to digitalize tourism services and strengthen national infrastructure.

Russian scholars N. Morozova and M. Morozov, in their article «Information Support for Tourism,» attempted to shed light on the impact of digital technologies on the tourist experience, marketing, service delivery, and customer relationships. According to them, «Digital technologies in tourism are the introduction of new electronic technologies into the modern tourism industry, which are aimed at creating technologies for the creation and sale of any type of product in the market practice of the tourism business, providing information on the availability of transport and tourist accommodations, ensuring rapid booking and reservations, as well as automating the solution of additional tasks in the provision of tourism services (parallel processing of documents such as tickets, invoices and itineraries, provision of accounting and reference information, etc.)» [3]. At the same time, A. Durrant in his study analyzed the links between the digital economy and innovation in the tourism sector. The author «showed how digital technologies, such as mobile applications and online booking platforms, are transforming the travel experience. He noted that the digital economy leads to innovations aimed at improving the quality of customer service in the tourism sector.» [3] In his article «Potential for Tourism Services in Uzbekistan: Problems and Solutions» [4], Fayziev Oybek Rakhimovich and Khalikov Saidilla Abdrakhmanovich analyzed the existing tourism potential of the Republic of Uzbekistan, partially examining the challenges hindering its development and providing proposals and recommendations for addressing them.

RESEARCH METHODOLOGY

This study utilized a comprehensive methodological approach to systematically examine tourism development processes in the digital economy. First, the theoretical foundations of digital transformation processes were examined based on an analysis of regulatory and legal acts, data from international organizations, and scientific literature. The impact of digital technologies on tourism infrastructure, service quality, and management systems was assessed using an analytical approach. Using a comparative analysis method, Uzbekistan's experience was compared with the practices of developed countries, determining the effectiveness of innovative digital solutions. Using tabular, graphical, and conceptual modeling methods, a structural assessment of the advantages and limitations of the digital economy in tourism was conducted. At the final stage, a synthetic method was used to summarize the obtained results and develop proposals and recommendations for the development of the industry.



Results of the analysis. Uzbekistan, with its rich historical heritage, ancient monuments, unique cultural sites, and beautiful nature, continually attracts domestic and international tourists. Therefore, our country possesses enormous potential in tourism and offers favorable opportunities for the effective development of tourism resources. It boasts not only historical architectural monuments but also unique landscapes and modern attractions, enhancing the economic potential of the tourism sector. Overall, these factors make Uzbekistan a promising and competitive region for tourism.

In the modern era of globalization, the digital economy is becoming an important factor in the development of all sectors, especially the tourism industry. The introduction of digital technologies in tourism not only improves the quality of service but also increases the efficiency of tourism processes and facilitates communication between consumers and service providers. Above all, the digital economy accelerates the integration of tourism into the global market. Using online booking systems, e-visas, international payment platforms, and virtual tours, tourists can easily plan a trip to Uzbekistan or other countries from anywhere in the world. This leads to an increase in tourist flows. Secondly, the digital economy expands marketing and advertising opportunities in the tourism sector. Thanks to social media, online advertising, and digital marketing strategies, countries' tourism potential is quickly communicated to millions of people. For example, short videos on Instagram or TikTok have become effective tools for promoting new destinations. Thirdly, the digital economy enables personalization of tourism services. Using artificial intelligence and big data analysis, it is possible to create customized itineraries and services based on tourists' interests, budgets, and habits. Packages and offers... are prepared. This creates a more comfortable and enjoyable experience for tourists."[5]

Table 1. Advantages and disadvantages of the digital economy in the field of tourism

Benefits	Disadvantages
Rapid dissemination of tourist information and reach to a global audience	Services not fully functioning in regions with insufficient digital infrastructure
Increased opportunities for online booking, payment, and use of services	Risk of technological failures, system errors, and cyber threats
Convenience for travelers, ability to choose routes and access information in real-time	Inability to use services effectively if the population's digital literacy is low
Enhanced effectiveness of marketing and advertising for tourism entities	Increased dependence on digital advertising and platforms, artificial price increases
Personalization of services and quick response through artificial intelligence	Risks related to the protection of confidential data, the possibility of illegal data leakage
Virtual travel using VR/AR technologies, wide promotion of cultural heritage	Financial burden of implementation for some entities due to expensive technologies
Effectiveness of strategic planning and tourist flow management based on big data	Discomfort due to Internet interruptions or technical delays in the payment system

The speed of information exchange, the quality of online services, the expansion of digital marketing, and the automation of management processes will significantly increase competitiveness in the tourism market. These technologies serve to create convenience for tourists, optimize service processes, manage tourist flows, and increase the attractiveness of the territory. As a result, digital infrastructure will become the main factor in improving tourism based on an innovative approach.

Table 2. Directions for the development of the tourism sector through digital technologies

Areas	Digital technologies content	Impact on the tourism industry (widely covered)
Digital Marketing	Social networks, internet advertising, SEO, SMM, target advertising systems	Provides fast and wide dissemination of information about tourist destinations, services and facilities; forms a brand image; serves to increase the flow of tourists; allows you to identify the target audience; enhances competitive advantage.
Online Booking Systems	Booking, Airbnb, Agoda, local booking platforms	Creates the opportunity to quickly and conveniently choose a hotel, transport, excursion and other services; simplifies the process of using services; increases the quality of service and customer satisfaction; forms a digital mechanism for managing tourist flows.



Mobile Applications	Navigation, digital guide, interactive maps, service applications	Facilitates the independent movement of tourists around the territory; optimizes routes through real-time data; provides quick access to local services (catering, transport, entertainment venues); increases the quality of service and tourist convenience.
VR/AR Technologies	Virtual tours, 3D reconstruction, AR guides	Displays cultural heritage sites in a modern format; increases interest in travel; facilitates the decision-making process by creating a virtual experience before the trip; increases the innovative attractiveness of tourism products.
Big Data and Analytics	Big data analysis of tourist flows, habits, consumer behavior	Improves strategic planning; allows you to target marketing campaigns to specific target groups; helps to adapt tourism infrastructure; improves demand forecasting and increases service efficiency.
Digital Payment Systems	QR-payment, electronic wallets, international online payment systems	Accelerates payment processes for services; enhances security; makes transactions transparent; creates a convenient payment environment for international tourists and ensures a stable cash flow to the tourism economy.
Artificial Intelligence (AI)	Chatbots, automated services, personalization systems	Creates services that meet the needs of tourists 24/7; personalizes tourist offers; reduces service costs; effectively organizes interaction with customers; optimizes management processes of tourism enterprises.

The areas presented in the table reflect the key mechanisms of digitalization in the modern tourism system. Digital marketing tools are used to actively promote tourism brands globally, leading to increased tourist flows and enhanced economic activity in the regions. Online booking systems, in turn, make the service market transparent, expand consumer choice, and optimize tourism processes. Mobile applications that provide real-time information significantly facilitate the tourist experience and increase the use of local services. Virtual reality technologies (VR/AR) improve the presentation of cultural heritage sites and increase interest in them, which plays a significant role in enhancing their attractiveness and competitiveness. Big data systems enable in-depth analysis of the tourism market, demand forecasting, and optimal resource allocation. Digital payments, in turn, improve the security and operational efficiency of the service chain, creating a favorable economic environment for tourism. Automated services based on artificial intelligence, in turn, organize high-quality communication with clients, enhancing the competitiveness of tourism enterprises. Overall, digital technologies are profoundly modernizing tourism infrastructure, service quality, marketing efficiency, and management processes, ensuring sustainable and innovative development of the industry.

Conclusions and recommendations. Digitalization not only optimizes service delivery but also enhances the appeal of tourism products and creates a high level of convenience for consumers. Online booking systems, electronic payments, virtual tours, and mobile apps make tourism processes fast, transparent, and interactive. Personalized services powered by artificial intelligence, strategic planning capabilities using big data, and the growth of digital marketing significantly enhance the global competitiveness of the tourism industry.

However, limitations such as the lack of digital infrastructure, low levels of digital literacy, technological risks, and cyber threats hinder the full digitalization of tourism. However, the government's digitalization policy, initiatives to create unified platforms, and solutions aimed at automating tourism services are taking this sector to a new level. Overall, the digital economy is becoming a powerful innovative factor for the qualitative modernization of Uzbekistan's tourism industry, the effective management of the service system, the enhancement of regional attractiveness, and the development of a sustainable tourism model.

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