

QO‘QON UNIVERSITETI XABARNOMASI

ILMIY-ELEKTRON JURNALI
9-SON

KOKAND UNIVERSITY | **2023**
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UNIVERSITETI
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XABARNOMASI

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CONCERNS REGARDING THE USE OF FOREIGN EXPERIENCE AND THE SIGNIFICANCE OF USING DIGITAL TECHNOLOGIES TO BOOST THE TOURISM NETWORK'S COMPETITIVENESS

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Digital transformation, online booking, mobile applications, virtual tours, augmented reality (ar), big data analytics, e-tourism, social media impact, contactless technology, cybersecurity in tourism, user experience (ux), artificial intelligence (ai) in travel, blockchain technology, sustainable tourism tech, eco-friendly travel apps, smart destinations, personalization in tourism, data privacy in travel, digital marketing in tourism, digital divide in tourism

ANNOTATION

For our nation to hold a prominent position in the international community, information and communication technologies play a vital role in the manufacturing of competitive products. Like all other sectors of the economy, the tourism sector benefits greatly from the use of contemporary information and communication technologies. All segments of the aviation, travel, food and beverage, and lodging industries that are able to change with the times are included in the tourist business. It is no secret to any of us that business and society benefit from certain technical advancements and changes in the tourism industry. Customer behavior is evolving along with the digital world. The tourism sector will undoubtedly be impacted by these developments. With individuals choosing their travel destinations with only a few button clicks, the customer experience—which includes customer service, events, lodging amenities, and other services provided by the business—will become increasingly crucial. It makes sense that in recent years, the phrase "digital transformation" has become more and more common.

Introduction. On February 22 of this year, President Shavkat Mirziyayev presided over a conference of video selectors discussing ways to accelerate the digitization of various industries and areas. Twelve million individuals used the 715 public services that were previously offered before 370 of them were moved to the digital platform. The population's need for more than 70 different kinds of information and documents has been eliminated as a result of digitalization [2]. Several shortcomings were examined and future tasks were decided upon at the discussion. Specifically, the job of merging 26 information systems into the Unified State Services Portal and expanding its service count to 570 was given to the Ministry of Digital Technologies. The field's export of services¹.

Several shortcomings were examined and future tasks were decided upon at the discussion. Specifically, the job of merging 26 information systems into the Unified State Services Portal and expanding its service count to 570 was given to the Ministry of Digital Technologies. It is anticipated that in the future, our nation's information technology services exports would total \$1 billion. A minimum of 100,000 competent programmers, IT architects, operators, and engineers are required for this. The high-speed Internet network in the areas has to be expanded. More conducive conditions must be established in order to support the expansion of international IT businesses. Launching new electronic services that are most required for residents is acceptable².

Almost everyone owns a digital device these days, and they provide a multitude of benefits and conveniences to suit individual needs. Information technologies are critical to the growth of the economy in all its facets, not only the tourism sector. As a result, information and communication technologies play a unique role in managing travel agencies and fostering economic growth in the nation.

The modern tourism industry is characterized by ever-changing consumer behavior, rising expectations, and an increasing need for current information. As a result, enterprises and governments are compelled to develop new marketing channels, automate administrative procedures, and establish ecosystems.

The Republic of Uzbekistan's January 28, 2022, Decree "On the development plan of the new Uzbekistan for 2022-2026" No. and ensuring high growth rates" listed sixteen objectives³.

One of the key drivers of the state economy's growth is the tourism sector, which demands quick reactions to shifts in customer behavior due to its intense competition and wealth of information. This is particularly true for the marketing of tourism services, since it draws in customers in this day of widespread digitization, which is essential to the strategy's success. Currently, the tourism sector is entirely focused on implementing digital technology; the majority of corporate procedures have been redesigned to align with the emerging digital economy paradigm.

In recent years, the tourism industry has undergone a profound transformation, largely driven by the integration of digital technologies. From the way people plan their trips to the actual travel experiences and post-trip sharing, digital innovations have reshaped every facet of the tourism landscape. This article explores the multifaceted impact of digital technologies on tourism and how these advancements are redefining the way we explore the world.

Literature review. The integration of digital technologies into the tourism industry has been a transformative force, reshaping the way travelers plan, experience, and share their journeys. The literature on this subject reflects a dynamic landscape, where advancements in digital tech have led to significant changes across various facets of the tourism ecosystem. Scholars such as Buhalis (2016) and Xiang and Du (2017) propose comprehensive frameworks for understanding the digital transformation of the tourism industry. Buhalis emphasizes the importance of technological, organizational, and human-centric factors in the adoption of digital technologies. Xiang and Du delve into the specific impacts of digital transformation on tourism marketing and management, highlighting the shift toward a more connected and personalized experience. "The evolution of online booking platforms has been a focal point in the literature. According to Wang et al. (2018), the convenience and accessibility offered by online reservation systems have significantly altered traditional booking behaviors. This shift towards digital platforms has not only streamlined the booking process but has also empowered travelers with greater control over their itineraries. Studies on the application of digital technology in tourism have also been undertaken by some scientists from Central Asia. Specifically, Rakhimov Z.O., Ibadullaev N.E., and Ismailov N.I.

¹ <https://it-park.uz/uz/itpark/news/raqamlashirish-masalalariga-bag-ishlangan-videoselektor-yig-ilishi-natijalari>

² <https://president.uz/oz/lists/view/5943>

³ https://uza.uz/oz/posts/tashqi-savdo-faoliyati-ishtirokchilarini-qollab-quvvatlashning-qoshimcha-chora-tadbirlari-togrisida_361675

⁴ <https://jfer.ponteditora.org/index.php/jfer/article/download/6/8>

⁵adequately underline the role of digital technologies in the growth of tourism and its effect while examining the socio-economic problems and solutions of the development of hotels in the field of tourism.

Research methodology. To comprehensively explore the impact of digital technologies on the tourism industry, a mixed-methods research design was employed. This approach allows for the triangulation of data, enhancing the reliability and validity of the study.

Factorial, historical, statistical, comparative and systematic methods of analysis, expert evaluation method were used in the research, which allowed the author to solve the tasks. In addition to the above methods, we used several other research methods during the analysis.

Including: Informed Consent: Participants were provided with detailed information about the study's purpose, procedures, and potential risks before consenting to participate.

Anonymity and Confidentiality: Participants were assured of the confidentiality of their responses, and data were anonymized during analysis to protect individual identities.

Generalization: While efforts were made to include a diverse sample, the findings may not be fully generalizable to all global tourism contexts.

Self-Report Bias: The study relied on self-reported data, and participants' responses may be subject to biases or inaccuracies.

The combination of quantitative and qualitative data, along with input from various stakeholders, allowed for triangulation, strengthening the overall validity of the study

Analysis and discussion of results. The world's digital economy is growing at a rapid pace, which is making competition in many

industries—including travel—more intense. The corporate structure is changing significantly as a result of the adoption of digital technology. Only in terms of the growth of domestic tourist potential are the directions for the establishment of tourist destination attraction defined in the strategy for the development of domestic and inbound tourism in the Sverdlovsk region for the period up to 2030. Enhancing the region's appeal to tourists is a crucial undertaking to guarantee long-term economic growth.

The attraction of tourism places is influenced by both external and internal variables. The development of a destination's internal features alone is no longer sufficient in today's society. In order to develop tourist attractiveness, an information field that considers external aspects must be created. Digital technologies, however, play a larger role than just establishing an information field. They play a significant role in planning tourism services and developing the internal appeal of tourist destinations (building tourist resources). The article examines the tourism attractions located inside the Sverdlovsk region as well as the issues that still need to be resolved. Current issues point to the necessity of making travel places more alluring from the inside out, using both internal and external tourism products (the level of territorial marketing).⁶

Digitalization plays a pivotal role in the tourism industry, offering numerous benefits to both businesses and travelers. The importance of digitalization in tourism is evident across various aspects, shaping how people plan, experience, and share their travel journeys.

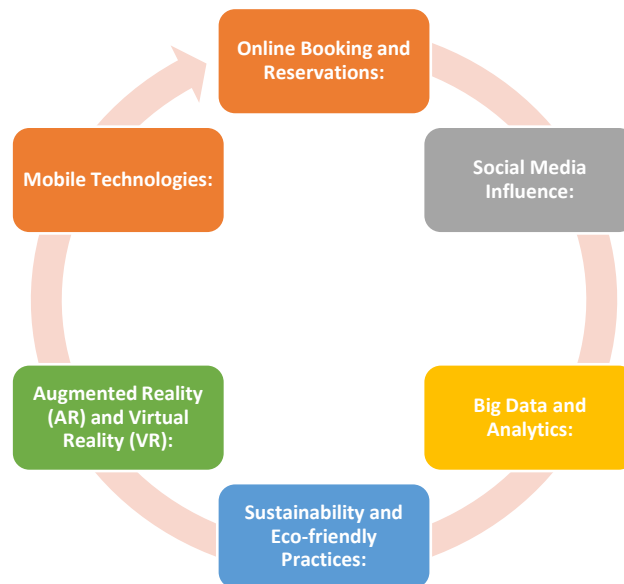


Figure1. Key reasons highlighting the significance of digitalization in the tourism sector

Shift to Digital Platforms: Travelers increasingly rely on online platforms and mobile apps to search for, compare, and book accommodations, flights, and activities. **Real-time Availability:** Digital platforms provide real-time availability information, enabling instant booking and confirmation, enhancing convenience for travelers. **On-the-Go Access:** Mobile technologies, including apps and responsive websites, allow travelers to access information, make bookings, and navigate destinations while on the move.

Personalization: Mobile apps provide personalized recommendations, itineraries, and location-based services, enhancing the overall travel experience. **Virtual Exploration:** AR and VR technologies offer virtual tours, allowing travelers to explore destinations and accommodations before making decisions. **Enhanced Engagement:** AR applications provide interactive experiences, enhancing engagement and providing valuable information about points of interest.

Personalized Experiences: Big data analytics enable the collection and analysis of vast amounts of data, allowing businesses to offer

personalized travel experiences based on user preferences. **Demand Forecasting:** Tourism businesses leverage data analytics to forecast demand, optimize pricing, and make strategic decisions for resource allocation. **User-Generated Content:** Travelers share their experiences on social media platforms, influencing others' travel decisions through user-generated content.

Marketing Opportunities: Tourism businesses utilize social media for marketing, promotions, and engagement with their audience, creating a dynamic online presence. **Green Technologies:** Digitalization supports sustainability efforts, with technologies facilitating eco-friendly travel options, carbon footprint tracking, and responsible tourism practices. In addition that Blockchain ensures secure and transparent transactions, benefiting payment systems, identity verification, and fraud prevention in the tourism sector. IoT devices contribute to smart travel experiences, with connected devices in hotels, transportation, and destinations enhancing convenience and efficiency. Connected devices provide real-time information on traffic, weather, and other factors that impact the travel experience.

⁵ <https://doi.org/10.5281/zenodo.6758023>

⁶ <https://www.atlantis-press.com/proceedings/mtde-20/125939696>

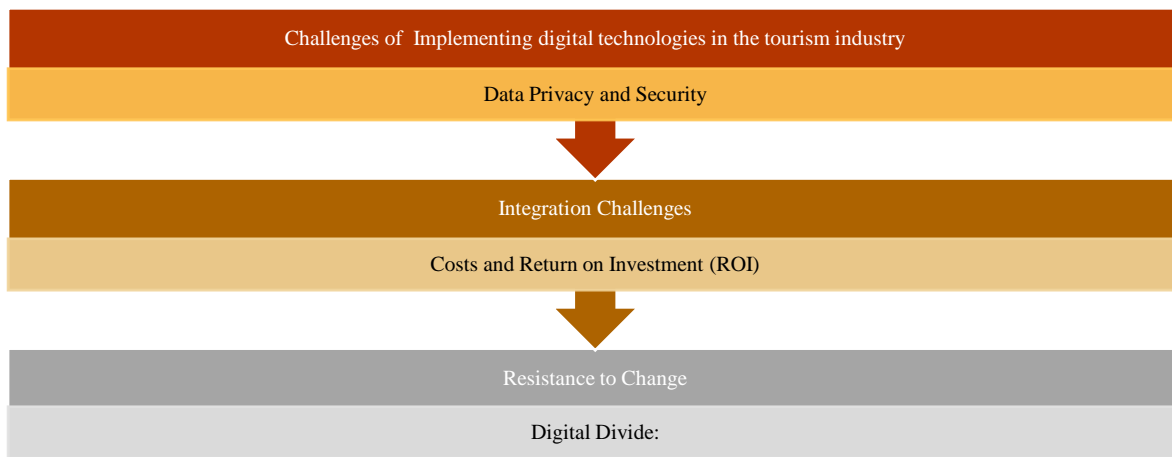


Figure2. Challenges of Implementing digital technologies in the tourism industry⁷

Implementing digital technologies in the tourism industry can be accompanied by various challenges. Addressing these issues is crucial for the successful integration of technology into the sector. Here are some common problems and potential solutions:

1. Digital Divide:

Problem: Disparities in access to digital technologies among different regions or demographics can create a digital divide, limiting the benefits of technology for certain communities.

Solution: Governments and organizations can invest in digital literacy programs, infrastructure development, and initiatives to ensure broader access to technology. Promoting affordable and accessible internet connectivity is essential.

2. Data Privacy and Security:

Problem: The collection and storage of sensitive personal information in the tourism industry pose privacy and security concerns. Instances of data breaches can erode trust among consumers.

Solution: Implement robust cybersecurity measures, encryption techniques, and compliance with data protection regulations (such as GDPR). Transparent communication about data usage and adopting privacy-by-design principles are essential.

3. Integration Challenges:

Problem: Existing legacy systems and outdated infrastructure in some tourism businesses can pose challenges when integrating new digital technologies.

Solution: Gradual phased implementations, training programs, and consultation with IT experts can help organizations transition smoothly. Adopting flexible, scalable, and interoperable systems can facilitate integration.

4. Costs and Return on Investment (ROI):

Problem: The initial costs associated with implementing digital technologies, including hardware, software, and training, can be significant. Businesses may be concerned about the return on investment.

Solution: Conduct a thorough cost-benefit analysis, exploring long-term gains in efficiency, customer satisfaction, and revenue. Governments and industry associations can provide financial incentives or grants to encourage technology adoption.

5. Resistance to Change:

Problem: Employees and stakeholders may resist adopting new technologies due to fear of job displacement, unfamiliarity, or perceived complexity.

Solution: Implement comprehensive training programs to upskill employees. Engage stakeholders in the decision-making process, emphasizing the benefits and positive outcomes of technology adoption.

Addressing these challenges requires a collaborative effort from governments, businesses, and technology providers. By focusing on inclusivity, security, and effective change management, the tourism industry can unlock the full potential of digital technologies.

Foreign experience

Japan Official Travel App:

When they travel, they are also searching for more digital experiences. These can include things like virtual tours of the target location or lodging and mobile travel alternatives like checking in to a hotel room or finding new tourist attractions using an app. Travel app

revenue is predicted to reach approximately 400 million US dollars globally in 2023, up 17% from the previous year, according to Statista's Digital Market Outlook.

When they travel, they are also searching for more digital experiences. These can include things like virtual tours of the target location or lodging and mobile travel alternatives like checking in to a hotel room or finding new tourist attractions using an app. Travel app revenue is predicted to reach approximately 400 million US dollars globally in 2023, up 17% from the previous year, according to Statista's Digital Market Outlook.

The program puts safety first by sending out notifications for emergencies and natural disasters, offering advice on what to do in such situations, and providing data on emergency places, medical aid, and diplomatic mission contact information. This feature-rich program with an intuitive digital interface makes traveling to Japan more enjoyable.⁸

Dubai 360:

This website provides a comprehensive and all-encompassing virtual tour of Dubai. The website uses 360-degree panoramic photos to highlight some of Dubai's most well-known tourist and cultural attractions. With their mobile devices, users may explore the metropolitan skyline, landmarks like the Burj Khalifa, and more. This cutting-edge digital platform offers a new approach for tourists to engage with tourist locations through smooth navigation and an interactive interface. It lets users immerse themselves in a virtual journey that lets them discover amazing features of Dubai⁹.

Acropolis Virtual Tour:

It is a digital platform that offers an interactive virtual tour of the Acropolis in Athens, Greece, one of the most well-known historical landmarks in the world. With 360-degree views and excellent quality, history buffs may use this platform to explore the Acropolis and its numerous structures from the comfort of their own homes. The location provides an interactive tour that lets guests explore the historical buildings and temples. The Acropolis Virtual Tour provides a way to engage with Athens' historic legacy and Greek history. It's a creative approach to using digital media to give tourists and history buffs an engaging cultural and educational experience.¹⁰

Statistics

There are some general trends and statistics related to the use of digital technologies in the tourism industry. Please note that the specific statistics may have changed, and it's advisable to check more recent sources for the latest figures. Here are some key points:

It's interesting to note the diverse perspectives on the use of technology in travel, as highlighted by respondents from different nations. The desire for technology to address issues related to crowding and wait times in public areas reflects a common concern among travelers for a more streamlined and efficient travel experience. Responders from a variety of nations' suggested possible uses of technology for travel. Roughly 38% of global travelers surveyed expressed a desire for technology to lessen crowding and wait times in public areas. Conversely, according to 29% of respondents, technology ought to aid in providing prior information of travel delays.

In the last thirty years, digitalization has become more prevalent in the majority of global industries. With the rise of the internet travel market and rising customer demand for digital travel services, the travel

⁷ <https://www.europeanproceedings.com/article/10.15405/epsbs.2022.11.78>

⁸ <https://www.japan.travel/en/app/>

⁹ <https://www.thomascook.in/international-tourism/places-to-visit-in-dubai>

¹⁰ <https://www.mcit.gov.sa/sites>

and tourism sector is not an exception. The online travel market consists of businesses like online travel agencies (OTAs) like Booking and Expedia, which let travelers make independent online reservations for travel services, and travel websites like Tripadvisor, which provide reviews and booking choices.

In order to put the proposed model into practice, it must be detailed how innovative services in the tourism sector reflect current trends and serve as catalysts for the growth of new endeavors. Digital assistants are already widely utilized in the day-to-day operations of the travel

business. Expert in artificial intelligence and computer science Patrick Winston reports that 72% of hotel managers currently utilize digital assistants, citing a number of advantages, including straightforward time savings.

The target audience, which includes members of the tourism industry such as tour operators, hoteliers, and souvenir manufacturers, was surveyed by the International Agency for Strategic Initiatives (ASI) to find out how much digital technology was being used in their daily operations. The survey's findings are shown in Figure 4.

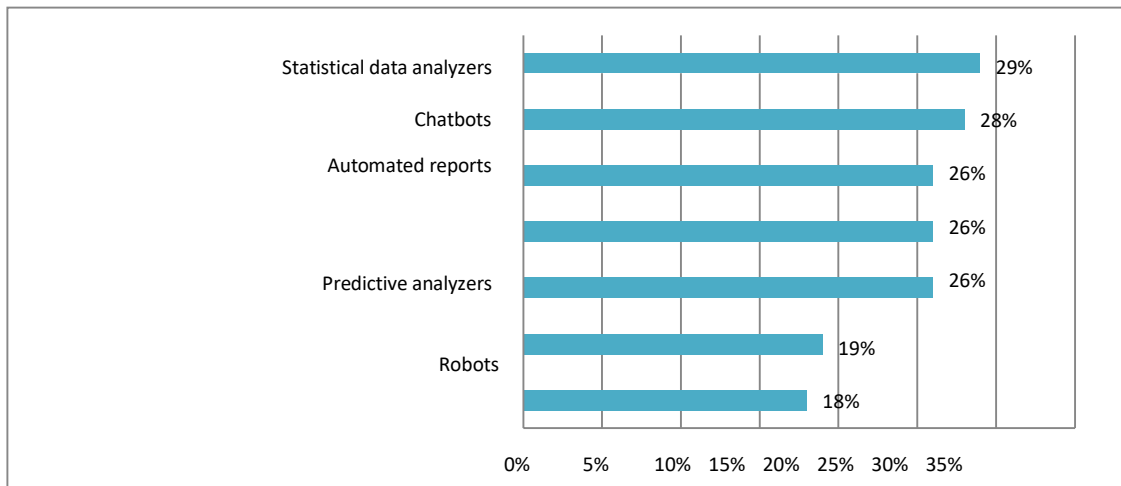


Figure 4. Innovative and digital technologies applied by tourism and hospitality industry organizations (ASI, 2023)

An aggressive advertising effort aimed at encouraging potential tourists to independently book tickets online is another aspect of the growing significance of digital technology in boosting the inventive activities of tourism organizations in contemporary settings. Since the primary goal of these operations is to increase the number of credit card holders who pay for tourist services online, financial organizations are likewise interested in offering internet-acquiring services to visitors.

The utilization of specialty or travel marketplaces, or distinctive trade platforms, is a crucial online sales tool that is required for the continued development of digital technologies in the tourist industry. When they travel, they are also searching for more digital experiences. These can include things like virtual tours of the target location or lodging and mobile travel alternatives like checking in to a hotel room or finding new tourist attractions using an app. Travel app revenue is predicted to reach approximately 400 million US dollars globally in 2023, up 17% from the previous year, according to Statista's Digital Market Outlook.

Virtual Tours and Experiences

The COVID-19 pandemic accelerated the adoption of virtual tours. Airbnb reported that by August 2020, over 4 million people had already taken part in online experiences.

Online Reviews and Ratings

Reviews and ratings continue to influence traveler decisions. According to a survey by TrustYou, around 95% of global travelers consider reviews important when booking accommodations.

Contactless Technologies

The COVID-19 pandemic has accelerated the adoption of contactless technologies. According to a survey by Skift, 68% of global travelers expressed an increased interest in contactless technologies like mobile check-ins and digital room keys.

Blockchain in Travel

Blockchain technology is being explored for its potential in enhancing security and transparency in the travel industry. According to a report by Allied Market Research, the global blockchain in the travel market size is expected to reach \$1.4 billion by 2025.

These statistics highlight the increasing reliance on digital technologies in various aspects of the tourism industry. The ongoing evolution of technology is likely to bring about further changes and innovations in how people plan, book, and experience their travels.

Benefits of ICT use in the travel and tourist industry. Initially, it was employed as e-commerce to advertise travel via internet channels. Secondly, it was employed in the hotel sector to control staff productivity and hotel income. Third, ICT is used in the global tourism industry for business transactions, including trading and informing customers about the goods. Last but not least, ICT assists travelers who have never been abroad by offering advice, information, and booking

details linked to tourist locations on websites like Booking.com, Agoda, and Google services.

Revolutionizing Travel Planning:

The advent of the internet has revolutionized the way travelers plan their journeys. Online booking platforms and travel agencies have made it easier for individuals to arrange flights, accommodations, and activities with just a few clicks. This accessibility not only simplifies the planning process but also provides travelers with a myriad of options to tailor their itineraries according to their preferences.

Mobile Apps and Real-Time Assistance:

Mobile applications have become indispensable travel companions. These apps offer real-time information, navigation assistance, and personalized recommendations. Travelers can access interactive maps, language translation tools, and curated local insights, enhancing their on-the-go experience. Mobile technology ensures that travelers have a wealth of information at their fingertips, enabling them to navigate unfamiliar destinations with confidence.

Social Media's Influence on Destination Choices:

Social media platforms play a pivotal role in shaping travelers' decisions. Platforms like Instagram, TripAdvisor, and Facebook serve as virtual travel guides where users share their experiences, photos, and recommendations. Travelers often rely on these insights to discover new destinations, hidden gems, and unique experiences, contributing to the popularity and reputation of certain places.

Conclusions and suggestions. In conclusion, the integration of digital technologies in the tourism industry has not only transformed the way travelers plan and experience their journeys but has also presented new opportunities for businesses to thrive in a dynamic market. From personalized experiences to streamlined processes, digital tech has become a cornerstone of the modern tourism landscape.

As we move forward, it is imperative for stakeholders in the tourism sector to embrace continued innovation and collaboration with technology developers. Emphasizing user-friendly interfaces, robust cybersecurity measures, and sustainable practices will be key to ensuring the long-term success and acceptance of digital technologies in tourism. Furthermore, investment in training programs for industry professionals to adapt to these technologies is vital.

In addition, a concerted effort toward global standards and interoperability will enhance the seamless integration of digital solutions across borders, facilitating a more interconnected and accessible global tourism network. Lastly, ongoing research and adaptation to evolving consumer preferences will be crucial in staying ahead of the curve and providing travelers with the digital experiences they increasingly seek.

In essence, the digital transformation of the tourism industry is a journey that requires collaboration, adaptability, and a commitment to enhancing the overall travel experience. As we navigate this era of

technological innovation, the potential for a more sustainable, efficient, and enjoyable tourism landscape beckons, promising a future where digital technologies continue to shape and elevate the way we explore the world.

Here are some specific suggestions for the tourism industry regarding the adoption and utilization of digital technologies:

Invest in User-Friendly Mobile Apps:

Develop and promote intuitive mobile applications that provide travelers with a seamless experience from trip planning to post-travel services. Incorporate features such as real-time updates, personalized recommendations, and interactive maps.

Enhance Cybersecurity Measures:

Prioritize cybersecurity to protect sensitive traveler data. Implement robust security protocols, conduct regular audits, and stay informed about emerging threats to ensure the safety and trust of digital platforms.

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Promote Sustainable Tourism Practices:

Leverage digital technologies to encourage sustainable tourism. Develop platforms that highlight eco-friendly options, provide information on responsible tourism practices, and support local communities.

Facilitate Interconnected Travel Experiences:

Foster collaboration between different sectors of the tourism industry, such as accommodation, transportation, and attractions. Aim for interoperability and seamless integration to create a unified and interconnected travel experience.

Invest in AI and Personalization:

Embrace artificial intelligence for personalized customer experiences. Utilize data analytics to understand traveler preferences and offer tailored recommendations, enhancing customer satisfaction and loyalty.

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