

## THE ROLE OF DIGITIZATION OF THE TOURISM SECTOR IN THE ECONOMY

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**Abstract:** *This article presents thoughts and opinions about the role and importance of the tourism sector and its digitization in the economic system.*

**Key words:** *Society, tourism, economy, digital economy, technology, consumer, industry.*

In today's modern developed society, tourism is one of the sectors that affects all spheres of activity, including the economic, cultural and social spheres of the state. has a significant impact on development, active participation in global market competition, and investment promotion and development. The tourism industry can be called a complex forming industry based on the integrated use of the economic, cultural and natural potential of the region.

The development of the digital economy in the field of tourism is a complex process that affects all consumers of services, both households, state bodies, and tourism firms whose activities are regulated by certain regulatory and legal documents. The use of digital technologies in the tourism industry introduction into everyday life and formation of new professional competencies constitute a problem area that makes the need for deep study and understanding of these processes urgent.

Tourism is one of the developed sectors in the economy of many countries. In 2023, the share of the tourism sector in the world GDP will be 9.1 percent and will amount to 9.9 trillion dollars. Also, jobs for 27.4 million workers have been expanded, and the network now employs 330 million people worldwide. The tourism sector is economically, socially and culturally important on a global scale. In terms of economic importance, tourism increases the income of the economy. It creates jobs not only in this sector, but also in agriculture, communication, health and education. By paying attention to the development of infrastructures, other sectors of the economy will also develop. It is a network that helps increase the share of foreign financial investments.

In recent years, the tourism sector has undergone significant changes due to the rapid growth of digital technologies. With greater use of digital platforms, travel businesses are offering more personalized and efficient services to their customers. As the world becomes increasingly digital, traditional industries must adapt and change to stay relevant and competitive. The tourism industry, which is heavily dependent on travelers, is one of those industries that needs to evolve along with technological advancements.

According to the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of the new Uzbekistan for 2022-2026" No. and ensuring high growth rates" included 16 goals. The tourism industry is one of the main sectors of the development of the state economy, it is highly competitive and, at the same time, rich in information, which requires an immediate response to changes in consumer behavior. This is especially true for the promotion of tourism services, as it attracts the attention of consumers in the era of mass digitalization, which is the main factor for the success of the marketing strategy.

To date, the tourism industry has paid full attention to the introduction of digital technologies, most business processes have been rebuilt in accordance with the new paradigm of the development of the digital economy. In the conditions of the digital economy, new requirements for the information and communication environment, automated management systems and platforms are being formed. The formation of a single information space is being implemented taking into account the requirements of the society to receive high-quality and accurate information directed to the socio-economic spheres of the state.

The social and cultural impact of tourism plays an important role in improving the quality of life of local communities, strengthening cultural identity and ensuring global cultural diversification. The rapid development of modern technologies has created the need for digitization of the tourism sector. Digitization of tourism is important for creating convenience for tourists, improving the quality of service and ensuring economic efficiency. The following advantages can be achieved by digitizing the tourism sector:

1. Reduces costs. Costs can be reduced by automating and optimizing service processes with the help of digital technologies.
2. It provides facilities for tourists. Online booking systems, digital payment systems and other digital services help enhance customer experiences while providing convenience.
3. Ability to create new business models. It provides an opportunity to create new business models and diversify services through digital technologies. E-commerce allows you to create new sources of income through online services and other digital platforms.
4. Increases the quality of services. It creates an opportunity to improve the quality of service through digital technologies and to offer high-quality services to customers, to protect customer information and ensure security through digital security systems.

Digitization of the tourism sector is currently being implemented in various directions. Examples of these areas are online booking systems, various mobile applications, virtual reality (VR) and augmented reality (AR), artificial intelligence, digital payment systems, blockchain technologies, digital marketing, etc. An online travel booking system is a platform that allows users to view, compare, book and manage various travel services including flight, hotel booking, car rental and travel destinations.

The use of digitization tools gives the client the opportunity to independently choose a tourist enterprise and hotel in real time, find the necessary information about the tourist product, compare the prices of services and make a purchase. It is important to use the services around the clock.

In the context of the widespread introduction of digital technologies, tourism activities are technologically improved, attempts are being made to create a digital ecosystem of the tourism industry that can unite all market participants. The digital economy creates an opportunity to potentially create new forms of tourism businesses. There will also be serious changes in the field of personnel infrastructure. Our social life and tourist activities are becoming more and more technological, forming a new unified information space in the field of world tourism, and a system of information provision and tourism management is being developed.

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