



## INTEGRATION OF TOURISM AND DIGITAL TECHNOLOGIES

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### ABSTRACT

*This article discusses the economic and social impacts of applying digital technologies, as well as the challenges and risks arising in this process. Furthermore, it concludes on the future development prospects of integrating tourism and digital technologies, the implementation of innovative solutions, and their role in enhancing competitiveness in the tourism sector.*

### Introduction.

The integration of tourism and digital technologies has been rapidly developing in recent years, enabling the tourism industry to reach a new level. Digital technologies, such as online platforms, mobile applications, and artificial intelligence tools, create new opportunities for travelers. This integration allows tourism companies to personalize services, enhance competitiveness, and establish effective communication with clients.

Digital economy refers to an economic activity focused on electronic and digital technologies, including e-business and commerce. The concept of the digital economy encompasses all social, business, economic, and network communication technologies. Don Tapscott first used this term in his 1995 book. In recent years, the growth of the Internet economy has become one of the most critical sectors. Additionally, social networks have significantly impacted consumers, which was not the case previously. Today, the Internet has become an inseparable part of human life, deeply embedded in banking, healthcare, education, tourism, and other sectors. Currently, about 50% of the world's population uses the Internet daily for education or business purposes [5].

### Research Methodology

Digital transformation in tourism is one of the key factors contributing to a country's economic development. In recent years, the tourism sector has undergone significant changes due to the rapid growth of digital technologies. Today, travel companies offer more customized and efficient services to their clients through digital transformation. As the world becomes increasingly digital, traditional industries must adapt and evolve to remain relevant and competitive. Experts predict that over the next few decades, the digital economy will significantly change how business and economic relations are understood. Every future entrepreneur must understand the basics of the digital economy to start a successful business.

On February 22, 2023, under the leadership of President Shavkat Mirziyoyev, a

videoconference meeting was held to accelerate the digitalization process in various sectors and regions. Of the existing 715 public services, 370 have been transferred to a digital platform, benefiting 12 million citizens last year. Digitalization has eliminated the requirement for over 70 types of documents and information from the public. According to global statistics, tourism is one of the most profitable sectors for any country. The more diverse the tourism services, the more attractive the destination becomes for travelers. As a result of the extensive use of digital technologies, the tourism sector must undergo necessary transformations.

According to Booking.ru research, global interest in artificial intelligence and smart technologies is rising. Today, chatbots can replace live consultations, as they can answer various user queries. For example, the Kayak chatbot provides recommendations and travel advice based on the user's budget. Moreover, the use of mobile devices and applications simplifies the work of tourism enterprises, allowing organizations to collect valuable information about customer spending patterns and preferences.

Currently, addressing theoretical, methodological, and practical approaches to the sustainable development of national tourism, forming a tourism product market, regulating economic methods, and improving organizational structures are of great importance.

### **Literature Review**

According to the Decree of the President of the Republic of Uzbekistan No. PF-60, dated January 28, 2022, titled "Development Strategy of New Uzbekistan for 2022-2026," one of the priority directions is to ensure rapid economic growth. The "Travel Across Uzbekistan" program aims to increase the number of domestic tourists to over 12 million and foreign tourists to 9 million [1].

Today, we encounter the word "digital" in almost every sector, and the demand of the day pushes us to create such an environment. Without implementing the latest technical equipment, software products, and favorable conditions for employees, and effectively utilizing digital technology capabilities, achieving profitability in the tourism business will remain challenging.

In the digital economy, new requirements for information and communication environments, automated management systems, and platforms are being formed. Creating a unified information space is being carried out, considering the demand for high-quality and accurate information directed toward social and economic sectors.

The "Digital Uzbekistan-2030" strategy aims to form a modern, comprehensive system based on the requirements of global development mechanisms.

### **Analysis and Results**

In his address to the Oliy Majlis, President Shavkat Mirziyoyev emphasized: "Today, tourism is one of the most promising sectors generating significant income for the national economy. Uzbekistan has enormous potential in the tourism sector." In 2023, 3.68 million foreign tourists visited Uzbekistan, with the largest number (1.15 million) coming from Tajikistan. Compared to 2022, the number of tourists increased by 2.8 times. Uzbekistan has over 7,300 cultural heritage sites, most of which are included in the UNESCO list [3].

### **Conclusions and Recommendations**

In foreign countries, tourism is more developed than in Uzbekistan. For instance, Turkey remains one of the most popular global tourism destinations, attracting over 45 million

tourists in 2023, a 12.4% increase from 2022. In comparison, the number of tourists visiting Turkey is 8% higher than those visiting Uzbekistan.

To match leading tourism destinations, Uzbekistan must implement more effective reforms. For instance, using 9D devices to simulate the interiors of historical buildings could attract more tourists and generate significant revenue.

**Digital technologies can be implemented in tourism in the following directions:**

- Development of new tourism products;
- Improvement of existing tourism products;
- Maximum utilization of tourism resources;
- Creation of new market segments;
- Use of new technologies in customer interactions;
- Application of new technical tools in tourism enterprise management.

To develop tourism in Uzbekistan, it is essential to study global tourism trends, ensure competitiveness, protect cultural and historical heritage, and foster collaboration with governments, local communities, and tourism agencies. Skilled, knowledgeable personnel also play a crucial role in attracting tourists.

**The digital economy creates opportunities for new forms of tourism enterprises, fostering significant changes in infrastructure, technology, and management systems.**

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