

Improving the Information System of Tourist Destinations in the Context of the Digitalization of the Economy

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ABSTRACT

This article discusses how Uzbekistan may improve its smart tourism and tourism information infrastructure of tourist destinations. Because of the technological services supplied to passengers before, during, and after their journey, smart tourism is a terrific way to save not only money, but also nerves and valuable time. The author's remarks, conclusions, and recommendations are included in the paper, as well as an analysis of the pertinent data.

KEYWORDS: *Smart destinations; Smart tourism; Smart tourism technologies*

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INTRODUCTION

Uzbekistan is working hard to develop current information and communication technologies, create an integrated system of e-government services, and implement new communication mechanisms between government departments and the general public. The objective necessity of the digital space in Uzbekistan, as well as socio-economic research on the digital economy, have been observed along with the formation of innovations in the system of economic interactions. Furthermore, currently, every developing country's implementation and improvement of the digital economy is a priority and critical responsibility.

The country has significant potential for the development of this sector of the economy as one of the main tourism attractions in Central Asia. In our country, the further development of the regulatory framework in the field of tourism, the prosperity of tourist infrastructure, the promotion of tourism potential, and the strengthening of human resources have all received a lot of attention in the previous years. And thus reforms will almost probably result in an increase in the number of visitors.

Tourism is one of the most profitable areas of the world economy on a global scale. And it's remarkable development has a favorable impact on key economic sectors like transportation, construction, agriculture, hotel and restaurant services, and consumer goods production. Tourism is a leading industry of service that necessitates current, innovative customer service forms and technologies.

With the increased rivalry among tourism destinations, it is critical that destinations concentrate on identifying new competitive advantages. Only a few academics have established comprehensive frameworks for destination competitiveness, and most of the literature has focused on single variables such as marketing, destination image, and pricing. Tourism destinations are thought to be complicated systems that are challenging to manage since they are made up of a variety of tourist products and services. In order to deal with the issues that tourism destinations face, more information on transdisciplinary integration, structural innovation, partnerships, and collaboration has become available over the previous two decades. These ideas, when combined with the integration of

intelligent technology, are thought to be the cornerstones of intelligence. Still, more focus is needed on their implementation in tourism destinations, as well as how the concept of smartness affects tourism destination competitiveness.

Smart is a term used in the tourism industry to indicate a complicated combination of all of the above. To accomplish smart tourism, there is tremendous institutional support and, in some cases, even pressure. There have been concerted efforts to advance the smart tourism agenda, particularly in Asia. China and South Korea's governments are investing considerably in efforts aimed primarily at improving the technology infrastructure that supports smart tourism (Hwang et al. 2015). Many smart tourism initiatives in Europe are the result of smart city projects, and as a result, smart tourist destinations are gradually becoming part of the European tourism scene.

Dimitrios Buhalis, a professor at the University of Bournemouth in the United Kingdom, explains that digital tourism is synonymous with e-tourism and smart tourism, and that e-tourism refers to the digitization of all processes and service chains, allowing the tourism, travel, hospitality, and catering industries to operate more efficiently.¹

Smart tourism technologies are online information processing systems that include websites, cell phones, applications, and data that enable a variety of tourism-related activities². Since the year 2000, the tourism industry has been incorporating technology into different aspects of travel transactions, such as online airplane ticket purchasing and online hotel booking, dubbed E-tourism. These apps, on the other hand, are more concerned with improving operational efficiency than with adding value through unique experiences. Huang et al.³ divided smart tourism technology study into three categories: information maturity, website features, and new channel.

Result and Discussion

The Republic of Uzbekistan's tourism potential is rapidly expanding. In recent years, as one of the country's critical sectors, tourism has seen a slew of initiatives aimed at boosting its growth, creating new employment, and raising salaries.

Targeted tasks are being completed in order to accelerate tourism development, establish appropriate infrastructure for tourists, improve service quality, efficiently utilize the tourist potential of the regions and create new jobs, and raise the production of national tourism products.

It should be emphasized that significant digital transformation trends are emerging in the tourism industry, and the integration of these technologies into tourism products and services is a critical component of the innovation process leading to smart tourism.

The current status of the tourism sector is heavily reliant on the Internet, electronic transactions, and network-based services, and expanding the usage of digital solutions is a prerequisite for tourism businesses to adapt to changing business needs. It is obvious that a similar problem exists in other sectors of the economy, but it should be recognized that the tourism business is distinct from others in that it has a rising demand for Internet technologies.

No	Indicators	2014	2015	2016	2017	2018	2019
1	Total number of Internet users (million)	4.9	10.2	12.1	14.7	20	22
2	Number of mobile subscribers (mln.)	19.6	20.1	20.6	21.4	22.8	23.9
3	Number of mobile base stations (unit)	14309	14921	16265	18194	22178	26017
4	distance of fiber-optic communication lines (thousand km)	14.4	16.4	17.9	20.3	24.5	36.6
5	International data network bandwidth (Gbit / s)	10	16.07	25.7	64.2	1 200	1200 ⁴

¹Buhalis, D. (2003): eTourism: Information technology for strategic tourism management, Pearson (Financial Times/Prentice Hall), London ISBN 0582357403.

²Huang CD, Goo J, Nam K, Yoo CW. Smart tourism technologies in travel planning: The role of exploration and exploitation. *InfManag.* 2017;54(6):757-770.

³Huang CD, Goo J, Nam K, Yoo CW. Smart tourism technologies in travel planning: The role of exploration and exploitation. *InfManag.* 2017;54(6):757-770.

⁴<http://www.jcreview.com/fulltext/197-1586440382.pdf>

Internet users, on the other hand, come across a wide range of ages, income levels, and social standing. Surprisingly, the number of older individuals who connect on social networks and use the Internet to look for information grows year after year among active users of Internet resources. Uzbekistan's total Internet users have surpassed 22 million, while the number of persons who use mobile Internet has surpassed 19 million⁶, in line with global trends.

Information services (e.g., addresses, tourist locations, or hotel information, Google Maps, TripAdvisor, and Wikipedia) are examples of digital tourism e-services.

- communication services (for example, talking to a client or sending an email);
- transaction or payment services (e.g., bookings, electronic payment information).
- electronic marketing services (such as search engines, banner advertisements, mobile applications, QR codes, social media, and so on).

In the context of the digitalization of the tourism industry, the client looks for information about a certain tour, chooses a provider, and compares service pricing. The procedure concludes with the customer purchasing the tour of their choice and receiving services 24 hours a day, seven days a week, improving service quality and increasing customer happiness. It's important to remember that digital capabilities are continually evolving, and accessibility is improving.

Personalization in the sphere of customer service, the construction of creative models of cooperation between tourism enterprises, and the continued development of tourist infrastructure are all advantages of adopting mobile technologies in the tourism industry. Mobile applications make it easier for businesses to collect and analyze a vast quantity of customer-related data, such as their location, costs, preferences, and friends, for marketing research and consumer segmentation.

The benefits of digital transformation for the tourism business include increased tourist awareness by giving thorough information on places to visit and travel, the availability of reasonable payment mechanisms, and the ability to swiftly and simply pay for services consumed by the customer. The use of cloud technologies in travel firms is one of the primary paths of digital tourism. The use of cloud technologies in travel companies is dependent on the fact that all apps work online. In this instance, there is no limit to the quantity of data that can be stored, and

system maintenance, software updates, and management may all be done in real time.

Conclusion and suggestions

It could deliver more tailored travel information to the user at the pre-trip stage by assessing the user's preference data and assisting customers in making an informed decision when picking services or products. It aids consumers during the trip stage by responding to input in real time. Customers can acquire the most up-to-date information to help them plan their trips. It encourages customers to provide favorable reviews about their experiences at the post-trip period. These examples show how smart technologies can assist tourism businesses in developing novel products or services to ensure their long-term viability and improve visitor happiness.

Tourism digitalization not only makes the tourism industry more adaptable to global current activities, but it also makes it more competitive in the rapidly evolving "digital world." Customers gain from the digitalization of the tourism industry not only in terms of convenience, contentment, and rewards, but it also helps to provide an opportunity for tourism business owners to earn more money.

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⁶ <https://mitc.uz/ru/news/1170>