The Importance of Digital Technologies and Virtual Systems in the World of Modern Tourism

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ABSTRACT

This article provides information on the role of innovation in tourism development, the reliance of the tourism business on modern scientific developments and technological solutions, innovative initiatives in the tourism industry, processes, exploration and development of new markets.

KEYWORDS: *innovation, tourism, virtual travel, online booking, 3D, hotspot. virtual panorama, ADI, active zone*

INTRODUCTION

At present, the growth of innovation processes is considered a necessary element of the development and transformation of economic systems in the context of scientific and technological progress, as well as a key resource that provides a competitive advantage.

Development of digital technologies and virtual services to the world of tourism on the basis of sustainable development of tourist areas in the new Uzbekistan, substantiation of ways to achieve competitiveness in tourism, increase the share of value added in tourism at the national level, virtual demand in official and unofficial information systems the effective use of digital technologies in expanding the scope of farmers is a modern requirement.

The ability of tourism enterprises to pay attention to new technological developments in various areas of tourism-related activities, to create new ways of working and to improve performance is recognized as a prerequisite for the survival of enterprises. The need to innovate stimulates competition and a number of other market demands. Their availability is also related to changes in demographic, economic and social order due to changes in consumer demand and consumer preferences, modern human psyche.

Literature Review

With the advent of virtual systems and digital technologies in our lives, the concept of tourism is changing. Virtual tourism news in tourism suggests the need to develop brands at the local, national, and global levels, and their scale and geographical location, to shift to digital technology. Therefore, while digital technology and the virtual system are considered the latest and most promising means of displaying real tourist destinations, resorts, hotels, etc., virtual travel is an opportunity for the consumer or potential tourist to visit an attraction without being there for a reason, deemed modern technology is a way to do so.

Sustainable development of tourist destinations around the world, increasing their competitiveness and the use of virtual systems in tourism have been

studied by economists, and some aspects of the issue have not been fully explored.

In this study, the scientist V. S. Novikov studied the aspects of tourism development with the help of innovations ,the impact of development and managing innovations in tourism. Also, factors of realizing and bringing IT to the industry, its role in expanding and multiplying benefit from the sphere delivering required info on the area of topic to clients have been scientifically and methodologically studied. In addition, economist J. Walker has studied some aspects of tourism development, considering the regional characteristics of the problem. These theories are now widely used in international travel and tourism conferences and international practice. It is also endorsed by World Statistics (Ottawa, 1991) and the World Health Organization and the United Nations. For more, L.P. Voronkova, a professor at Moscow State University, studied the process of computerization of tourism, the future of virtual tourism, the design of virtual travel, creating content for them and improving other technical capabilities. The importance of digital transformation has been explored. At the same time, research has been conducted on the negative consequences of the introduction of virtual reality in the tourism sector, recognizing the potential impact of virtual travel on living people and encouraging the tourism industry to become a people-oriented digital economy.

Research methodology
As a result of research, the role of digital technologies in the country's economy, the development and effectiveness of tourism and innovative tourism through the transition to a digital economy, the development of strategies for economic development of tourism, key indicators of the tourism economy and innovation efficiency in tourism have been aimed as a crucial method to find out advantages of The process of developing measures and conclusions and recommendations for the widespread use of advanced technologies in tourism was studied. It used research methods and results to describe the characteristics of the innovative tourism industry.

Analysis and results
Many tourists have suggested that virtual tourism is a good way to prepare for real tourism. The origin of the term "virtual travel" dates back to 1994, when the 3D reconstruction of Dudley Castle in England was first presented. The tour consisted of a computer-controlled system designed by British engineer Colin Johnson. Virtual travel is seen to visualize a three-dimensional multi-element space. It is a "combined" panorama with the ability to switch from one size photo to another. These tours can be filled with music, songs, videos, captions, music videos, and more. The main difference between a virtual tour and a collection of simple photos is its interactivity: the user chooses which fragment is most attractive to him now, what to enlarge and what to remove, look up or down. In other words, the viewer can control the image independently, move and check the details. To make a virtual trip convenient and informative, it must be assembled from many elements: - an active, hot spot (hotspot between species) that represents an image, text or travel area. When you move the cursor over the hotspot, several buttons appear, and pressing activates the corresponding virtual tour download or opens a pop-up window. It has a button and a control panel, which is the main control of virtual travel. The button can contain text, a graphic image in jpg format, bmp, gif, png format or swf file. There is also a type of virtual space travel in the world. you do This trip is also done with live cameras. The picture changes every second, but you need internet and a signal. Otherwise, you can only see the image.

Today, it is often seen that tourism in the developed countries of the world is developing this type of travel or, in short, online tourism. Tripster, a major aggregator of the Russian tour and tour market, sold 10,000 online tour packages in 2020. This was announced by the head of the company's cooperation program Anna Kozlovskaya in Vedomosti magazine.

Many large companies have launched new products in the wake of the pandemic. In the spring of the year (if it is safe for everyone to stay at home), online tours have become the only opportunity to travel with guides. With the current situation, strict restrictions lifted and the opportunity to travel around the world, interest in the product has fallen sharply, but by the fall, demand for online travel has increased again.

According to the statistics, in 2020, online bookings for travel around the world will exceed $ 800 billion. However, by 2023, 700 million users are expected to use the network and search for a place. Besides. 33% of online booking users are expected to be regular users of the virtual system.

However, there are technical requirements for creating a virtual tour. Such requirements can include the presence of a stabilizing camera for a smooth image, a microphone to reduce noise and wind noise.

Active zone technology allows you to focus on specific details of the panorama. There may be interesting products in the malls, unique exhibition stands, individual details of the hotel interior, as well as other information that should be brought to the attention of virtual visitors. The field of application of virtual travel is wide and diverse: hotel, restaurant

and tourism business, real estate and retail space, beauty and health industry, transport companies, industry, politics and others. Among other things, virtual types are used to cover important events and collect reports. The system has several functions, including:

Visualization function - initially to present non-visual information in the form of an optical image.

Sales function.-Virtual travel is an innovative tool for trade development and demand formation

Motivation function is expressed in motivating consumers to choose a particular product or service.

Image function. Creating a positive image of the company, providing it with added value and enhancing its reputation.

Advertising function. Convenient and modern advertising tool (large potential audience, the ability to place offers).

Cognitive function. Ability to explore and study cultural, historical, scientific, and other information about objects

Entertainment and recreation function. It is about creating a comfortable environment and relieving emotional stress.

The process of creating virtual tours is very laborious, it can be divided into six stages: search for an idea, take a direct photo of the object, process the images taken, final assembly of the virtual tour, plan and creating a navigator and promoting the product to the market When creating a virtual tour, attention should be paid to the smallest details of the whole object. Tourism is entering a phase of development in the field of digital technologies. A statistical study by Adobe Digital Insights (ADI) analyzed 321 million ways to engage an audience and found that at least 8 out of 10 major hotels were testing their virtual capabilities. Developers are shaping VR devices with apps on visitors 'mobile phones. According to world experience, several advantages of virtual tourism have been introduced by countries around the world. They are:

1. Virtual tourism is an unbelievably cheap and convenient type of travel, which does not require much time to prepare, and the journey, which begins at any time, can be stopped at any time, and resumed.

2. We know that not everyone can afford to travel, but virtual tourism allows you to travel to countries that are difficult, sometimes unprepared, with a certain amount of money. On the other hand, women who are unable to travel across

Europe, adolescents who cannot cross borders without parental supervision, and people with family responsibilities that prevent them from moving freely around the world are: mothers with children, mothers with many children it is a wonderful opportunity system for parents and others.

3. Provides a convenient opportunity for tourists who have no idea and do not know the language in the area

There are also virtual travel apps that allow you to move, created with 360-degree paintings, which are now popular. As a result, the program is easy to use with all technical and electronic means, and is popular with users. The results of all the above-mentioned virtual travel programs can be used in Uzbekistan to suit specific conditions and situations. A virtual program in 360 formats.

As noted by the President of Uzbekistan ShavkatMirziyoyev, It requires the development and implementation of a completely innovative approach and principles for rapid development. '' Economic growth has a profound effect on the living conditions of any country and its place in the world. For its development it is necessary to pave the way for the development of various spheres and create favorable conditions for it.

Thanks to modern technologies, it is now possible to travel interactively around Uzbekistan without leaving your home. It is quite easy to do. It is enough to use a virtual service that offers panoramas of different cities of the republic, unique attractions and more. A simple and straightforward search will allow travelers to find the information they need in minutes.

Uzbekistan's virtual service has many advantages for residents. Through the virtual platform, they can find the desired institution address and draw a route. For example, if you need to visit an organization, you can get information about that organization through this service, for example:

➢ work schedule;

➢ contact information;

➢ exact address;

➢ List of services provided, etc.

There are advantages and disadvantages of virtual tourism. One of the main advantages of virtual tourism, excursions or travel is that it is available for those who for some reason cannot really travel. This could be a lack of funds, physical disabilities, limited travel opportunities, as well as a lack of knowledge of the foreign languages needed to communicate with

the indigenous population in the host country and the political situation in the country.

Conclusions and suggestions

Through this article, we have identified the unique role of innovation in the modern world, as the field of innovation is evolving, improving, and evolving because of innovation. Innovation helps to develop not only individual businesses, but entire cities and countries, and some innovations will radically change the way we work around the world. Another advantage is that virtual tourism saves money and time. Virtual travel eliminates the need for travel and travel expenses, visits and attractions, the cost of travel, accommodation, meals, and other expenses. All you need for travel is access to the Internet. The cost of technologies used in virtual tourism is gradually declining and availability is increasing. The development and implementation of augmented reality mobile applications is a success in this area. Virtual reality gives a certain freedom and convenience because the time and schedule of the tour does not have to be agreed with anyone, the traveler himself controls the pace of his activities. In short, evolving virtual reality technologies play a key role in solving many of the problems of modern tourism. Virtual marketing and management travel has become a promising tool for organizing and managing the tourism industry. The results of the introduction of virtual reality in tourism are significant and allow it to become a sector of the digital economy.

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