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Principles of using Digital Technologies in the Creation of Tourism Services

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ABSTRACT: The article is aimed at increasing the effectiveness of the use of digital technologies in the development of tourism in our country, which addresses the issues of improving the organization of tourism products through information and communication technologies and identifies tasks and measures to be implemented.

KEYWORDS: information technology in tourism, services, internet, pre-booking systems, web travel, tourism products.

I. INTRODUCTION

Today, the share of tourism in the world economy is growing every year and is developing along with macroeconomic sectors. This sector, as a source of income for many countries around the world, plays an important role in their national economies. Therefore, the development of tourism in our country is one of the main tasks.
In accordance with the Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" PF 5611 "Concept of tourism development in the Republic of Uzbekistan in 2019-2025" Particular attention was paid to further strengthening foreign ties in order to radically improve the transport communication system in the country to increase the number of passengers and investment. In this process, of course, digital technology is a key task.

The Internet is today the most widely used source of information in the world. In today's globalization process, the Internet is widely used in the life of our society and in all spheres. Today, the role of the Internet in the development of tourism is invaluable. All organizations that effectively operate in all areas and directions of tourism have direct access to the Internet. With the help of the Internet, many companies are promoting their organizations and delivering tourism products to tourists online. At the same time, the Internet allows tourism organizations to provide full information about their organizations to partner organizations from a distance. Organizations will be able to showcase their products quickly and efficiently. Twenty years ago, a number of intermediaries were involved in showcasing tourism products to tourists. Today, there are personal websites of online intermediaries - hotels, restaurants, travel agencies. This in turn creates a number of conveniences for the tourist as a consumer. Provides information on travel and hotel services without the involvement of travel agencies.

II. LITERATURE SURVEY

According to Russian scientists N. Morozova and M. Morozov, the modern tourism industry has undergone significant changes with the introduction of new electronic technologies. In the market practice of the tourism business, any organization cannot operate successfully without the use of modern information technology. The technology of creation and sale of tourism products provides information on the possibility of access to vehicles and accommodation of tourists in a short time, ensuring fast booking and reservation of places, as well as parallel processing of documents such as tourist services (tickets, bills and routes, billing and reference information). supply, etc.) requires the creation of systems that provide automation of the solution of additional tasks in the provision. This can be achieved with the widespread use of modern computer technology for processing and transmitting information in the system. The tourism

industry is so versatile and versatile that it requires the use of global computer networks, ranging from the creation of specialized software tools to automate the work of a travel agency or hotel, with a variety of information technologies.

III. DISCUSSION

According to another scientist, D. Mukhin, pre-order computer systems (GDS (Global Distribution System)) are the largest and most basic information systems in travel tourism. These systems provide access to reservation information in most sectors of the industry, including travel planning, hotel accommodation, cruises, transportation, tours, currency exchange and entertainment. Unlike reservation computer systems, booking hotel rooms by pre-booking and car rental systems cannot be used directly by a travel agency agent, only indirectly, i.e. airline reservations are used through computer systems or mobile devices. The use of telemarketing services is provided in the marketing services of the travel agency. To work with the fastest aspects of the business, tour companies use a support system from the office. The Internet (as well as electronic networks in general) now provides access to certain information about travel products, as well as pre-booking places in apartments and hotels.

According to A. Getalenko, the introduction of information technology in tourism can be used at different stages of the process of development and implementation of tourism products. Information technology can be used directly in the following main areas of tourism:

- Introduction and sale of tourism products;
- in the management system of tourism organizations;
- in the creation of tourism products;
- in the provision of services.

According to A.Abduvoxidov, in order to show the tourism potential of our country to the world, to stabilize international tourist flows, to free it from seasonal features, it is necessary to change the websites that show our tourist potential through the Internet on the basis of international experience.

According to the experts, the use of modern information technologies in improving the market of tourism services is relevant. Today, various software tools are used to demonstrate the country's tourism potential to the world. It is necessary to show our tourist destinations in the world to the world through the use of programs used by developed countries. This requires the development of a form of virtual activation of the country's tourism potential on the basis of 3D-technologies. This in turn gives consumers a complete picture in advance of the facilities they are traveling to.

IV. METHODOLOGY

The analysis of tourism development shows that there are common problems in the developing regions of the country, including the lack of information about our tourism resources for the population of the country in the development of tourism. This, in turn, leads to low interest in tourism.

Today, with the widespread use of information and communication technologies, it is possible to further increase the opportunities for the development of international and domestic tourism.

In Uzbekistan, it is possible to develop tourism through the Internet. Almost all tourism organizations have their own websites. Internet websites allow tourism organizations to have a wide audience. The beauty of the website, the richness of information is the face of this tourism organization.

Due to the development of historical and cultural tourism and ecotourism in our country, we need to present our websites nationally. Through the websites, tourists will be able to learn about the product in advance, remotely. In the development of the tourism industry, the virtual movement of historical monuments on the basis of 3D-technologies is one of the most pressing issues in the era of information technology.

The spread of information technology in tourism depends on a number of additional socio-cultural, economic and political factors. Information technology alone cannot create "new combinations" of tourism services, and only the combination of technology with a number of social, institutional, socio-political and cultural factors can lead to the creation of new combinations of goods and services, methods and markets. The use of telecommunications networks

and interfaces facilitate the ability of the traveler to use information systems directly. If the system is used correctly, information technology ensures high quality of service, so that customer demand is fully met. But a certain balance needs to be maintained between high technology and the necessary level of personal attention. When considering the role of information technology in tourism, it should be borne in mind that the proposed developments and plans for the development of tourism should answer the following questions:

- How to assess the state of the tourism market and the main problems of the industry;

- What are the main directions of the tourism market that best meet the interests of the region, where and what to spend more efficiently;

- how to improve the image of the region and increase the attractiveness of the region for tourists;

- How to stimulate the socio-economic development of the region through the development of tourism

One of the intermediate steps in the construction of a single information network in tourism in our country can be the establishment of local links between the various actors of the project. Analysis of the information technology market in the tourism industry of Uzbekistan has shown that now, along with the automation of various aspects of in-office operations, there is an opportunity to create local (local) computing networks and systems for remote booking.

Electronic networks are important in the transmission of information, and more and more organizations are using them. However, as before, tourism organizations do not take full advantage of all the opportunities offered by the electronic network. Unlike traditional tourism information systems (GDS), electronic networks are now in the hands of all categories of consumers and tourism organizations, but the condition is that they must have the necessary equipment. Traditional backup systems provide some of the information needed in the first phase, but it is assumed that electronic networks support both phases. At the stage before the decision is made, the information needed by the tourist can be divided into static and dynamic information.

Static information is:

- general information about the object of travel, ie geography, history, transport, etc .;

- General offers from travel agents, tour operators and others. Dynamic information is:

- news (in the country, region, city); availability of seats, etc .;

 - special offers; - detailed information about the person

The use of electronic networks can bring the consumer closer to the offer, thus quickly creating a cheap, organized, two-way, straightforward and independent information channel. The examples listed above illustrate the capabilities of the international internet network when planning trips. Most of the tourist information currently delivered to electronic networks is statistical information. For this reason, tourism organizations that use the Internet in their business are not yet able to take full advantage of the existing advantages of electronic networks. It is therefore important to pay attention to the period before the decision is made, the dynamic part of the information about the place where the holiday is planned is more important for the traveler.

The effective use of modern information technologies by tourism organizations, the presentation of attractions through Internet advertising will lead to an increase in the flow of tourists to our country.

The Law of the Republic of Uzbekistan "On Tourism" was adopted on July 18, 2019, which introduced new concepts based on the current stage of development of the industry, defined the principles and main directions of state policy on tourism. Also, the subjects of tourist activity were divided into categories. The visa regime for citizens of 47 countries has been abolished and the number of countries with a visa-free regime has increased to 86. In addition, in order to simplify the visa process, the number of countries that have the opportunity to obtain an electronic visa was 57.

60% of tourists visiting Uzbekistan are Europeans. Effective and efficient use of the Internet and various global data networks The development of the tourism economy in Uzbekistan is one of the most pressing issues to be addressed in the near future.

Туризм ташкилотларида замонавий ахборот технологиялари тизимли равишда амалга оширилса, исталган фойдаланувчи интернетдан етакчи туроператорларнинг нархлари ва таклифлари тўғрисида маълумотларидан хабардор бўлиши мумкин (олдин турист агентликка ўзи қўнғироқ қилиб учиш санаси, нархи, меҳонхона хонаси ва туроператорнинг номи ва ҳатто алоқа телефонларини ҳам ўзлари сўраб олганлар), бронлаштиришнинг бундай тизими жорий қилингандан кейин мижоз иш ўрнини тарк этмаган ҳолда мустақил тарзда нафақатгина

уни қизиқтирган турни брон қилиши (исталган йўналишда), балки агентлик хизматларига мурожаат қилмасдан унга тўловни амалга ошириши, йўлланма ҳамда ваучерни мустақил тарзда олиши ва саёҳатга эркин бориши мумкин бўлади. Исталган вазиятда турларни бронлаштиришнинг глобаль тизимларини ташкил этиш ғояси фақатгина лицензияга эга бўлган туризм агентликларигагина нисбатан жорий қилиниши зарур.

However, the creation of global electronic booking systems on the Internet in Uzbekistan is still just an idea.

V. CONCLUSION

Modern tourism has undergone tremendous changes with the introduction of new computer technologies. It is practically impossible for any firm to operate successfully in the tourism business market without the use of modern information technologies.

Ўзбекистон Республикаси Туризмни ривожлантириш давлат қўмитаси ҳамкорлигида мамлакатимизда фаолият кўрсатаётган туристик ташкилотларнинг ягона онлайн маълумотлар алмашиш тизимини яратиш зарур. Тизим орқали барча вилоятлардан меъёрий-ҳуқуқий хужжатлар, ҳисоботлар, ўзаро маълумотлар алмашишни тезлик билан бажариш мумкин ҳисобланади. Бу эса ўз навбатида минтақадаги барча туристик фаолият кўрсатадиган ташкилотлар бир вақтнинг ўзида маълумотларни олиш имконияти вужудга келади.

In the process of informatization of the activities of tourist organizations, in order to increase the tourist potential of the country, it is necessary to develop a virtual tourism program in 3D using all available tourist facilities using modern information technology. Through the program, travelers travel directly to tourist sites virtually, and in turn have the opportunity to get advance information about the objects they want to travel. The development of a travel program in a world-recognized programming language will allow us to further introduce our country to the world. The proposed program project is not created not only in our country but also as a tourist project around the world. Once the program, which covers all tourist facilities in the country, is fully developed, it is necessary to develop a travel program along the Great Silk Road.

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