

## THE INFORMATION TECHNOLOGIES AND DIGITAL TOURISM

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### ABSTRACT

This article describes the information technologies and digital tourism. The use of advanced innovative technologies also has great potential in terms of optimizing the time and variety of choice of the necessary tourist product for travelers. The creation of powerful computer reservation systems for accommodation and transport, excursion and cultural and recreational services, the introduction of the latest technology in the tourism sector, information on the availability and accessibility of certain types of trips, routes, tourist potential of countries and regions - the whole range of these issues, taking into account the development Integration processes are very topical today.

**Keywords:** information, internet, digital tourism, information and communication technologies, mobile technologies

### INTRODUCTION

The main activity of a tourism organization is the process of developing and promoting a tourism product on the market. The process of developing a new tourism product is the most responsible, so at this stage it is necessary to create a software product that provides information support for the decision-making process. For decision making, the most important are: first, the speed of the decision-making process; secondly, the validity of the choice of route, vehicles, place of residence, etc., which requires the creation of a model that allows you to vary possible route options, calculate the most profitable ones; conduct price research; predict the demand and popularity of new tours; conduct a simulation experiment that simulates an "experimental race".

The successful functioning of the company in the tourism business market is almost impossible to imagine without the use of modern information technologies. The specifics of the technology for the development and implementation of tourism products require such systems that would provide information on the availability of vehicles and accommodation options for tourists as quickly as possible, ensure quick reservation and reservation of places, and also automate the solution of the problem. auxiliary tasks in the provision of tourism services (parallel processing of documents such as tickets, invoices and guides, provision of settlement and reference information, etc.). This is achievable due to the widespread use in tourism of modern computer technologies for processing and transmitting information.

### MAIN PART

The tourism industry is so multifaceted and multifaceted that it requires the use of a wide variety of information technologies, ranging from the development of specialized software tools that automate the work of a separate travel company or hotel, and ending with the use of global

computer networks. Today, tourism uses quite a lot of the latest computer technologies, for example, global computer backup systems, integrated communication networks, multimedia systems, smart cards, information management systems, etc.

Modern computer technologies have the greatest influence on the promotion of a tourist product (distribution and sale). First of all, this concerns the possibility of forming new sales channels for the promotion and marketing of the tourist product. Thus, in the field of advertising, the direct dissemination of tourist information by e-mail (direct mail) has become widespread. In recent years, most tourism enterprises have created their websites on the Internet.

In the West, there is already an electronic attack on the traditional tourism business. In particular, e-commerce is actively penetrating and being introduced into the tourism market. Currently, the formation of tourism products involves the use of global distribution systems GDS (Global Distribution System), which provide quick and convenient booking of tickets for transport, hotel booking, car rental, currency exchange, booking tickets for entertainment and sports programs, etc.

One of the main areas of application of information technologies in tourism is the introduction of multimedia technologies, in particular catalogs and catalogues. Electronic catalogs allow you to virtually travel along the proposed routes, view these routes in an active mode, receive information about the country, objects along the route, information about hotels and other accommodation facilities, get acquainted with the system of benefits and discounts, as well as tourism legislation.

In addition, these catalogs usually provide information about the rules for processing travel documents, travel formalities, models of behavior of tourists in extreme situations, etc. The client can plan the tour program, choose it in accordance with the specified optimal parameters (price, benefits system, transport system, season, etc.).

Table 2. Barriers to e-commerce applications and e-business tourism SMEs

Category	Obstacles
Awareness / Access to infrastructure	Costs (initial costs) Ignorance of the Internet Lack of competence to start the process
Critical number of business partners	Autonomous providers Clients offline
Regulatory Trust/Security	Security risks Message delivery guarantee Unauthorized interference with correspondence Unauthorized access to the internal network Intercepting messages on the network Message authorship check
Implementation of business	Decreased performance due to shallow attitude

In the field of management in the tourism business, there have also been dramatic changes. The current level of development of the tourism industry and fierce competition in this area attach particular importance to the information systems of travel agencies.

Modern computer information technologies are able to radically change the methodological, informational and technological components of management processes and introduce them to a qualitatively new, more efficient level. However, at present, there are still a number of objective factors hindering the pace of their implementation, including: economic instability, "gaps" in legislative support, lack of managerial personnel in the field of information technology, lack of specialists in the field of information. Insufficient state funding for research and development, as yet a clear lag in the development of computer technology and communications.

Along with the listed problems, there are many other problems, such as: insufficient competence of both management at all levels of enterprise management, and ordinary managers in matters of automation (introduction of new information systems and technologies); adherence to the traditional approach to management. And although many managers and specialists understand that time requires new approaches to the implementation of most tasks, they are in no hurry to put them into practice. This applies to both standard tasks and fundamentally new tasks.

Another problem is the analysis of the existing management system in the enterprise. Despite the fact that this problem has been covered in detail in the literature and the need for such studies has been repeatedly proved by domestic and foreign scientists, enterprises are very reluctant to agree to such work, and only when it is no longer possible to avoid it. For example, the performance of such work is a prerequisite for the implementation of corporate management systems. As a result, the need for organizational restructuring of the enterprise, both in the production and management sectors. While most software packages include customization to an existing organizational structure, it cannot be argued that "tailoring" a package to the needs of an existing organization is rational.

As life shows, the role of information technology in tourism is great, since information is the object of the travel agency.

Gradual implementation involves the introduction of the main, basic system, expanding the range of users, increasing the number of applied tasks, integration.

The result of the introduction of computer information technologies is time saving for specialists. The only way to get a tangible economic effect from saving time is to reorient this time to achieve the specific goals of this unit, determined by the overall strategy of the company. The well-known adage "Who owns the information, owns the world" is more relevant than ever for the tourism business, which is characterized by such features as efficiency, reliability, accuracy, high speed of processing and transmitting information, which largely determine efficiency. management decisions in this area.

## CONCLUSION

Computer information technologies will continue to develop rapidly, which will stimulate the development of the science of economic and managerial information technologies and become increasingly important as the most important tool for the scientific, technical and socio-economic development of society.

Experts believe that the global financial crisis will only contribute to the development of Internet services. Online tour operators operating online expect record profits. Network tour operators can look forward to a rapid increase in their profits this year. Oddly enough, this

forecast is directly related to the global economic crisis. According to experts, travelers will start using the Internet more actively than before.

In particular, tourists will increasingly be willing to book seats and tickets online. The reason for this "e-booking boom" will be precisely the desire to save money in a difficult economic period. Due to the fact that the cost of tours with online operators is often much lower than in conventional agencies, people will begin to use their services not only to obtain basic information about a particular destination, but also to place an order.

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