

THE ROLE OF INNOVATIVE TECHNOLOGIES IN TOURISM ENTERPRISES IN THE DIGITAL ECONOMY

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Annotation:

This article is about the development of the digital economy in our country. Measures, their role and impact on our tourism potential, and effective ways to overcome the existing shortcomings

Key words: Digital economy, innovation, tourism, hotel, service, problem.

At a time when science and technology are developing rapidly, we need to move into a new era - the era of the digital economy. The digital economy is the foundation for the further development of any industry. In particular, the growth of tourism potential will play an important role in improving the efficiency of the service system. The question arises: what is the digital economy and what are its advantages? The digital economy is a digital environment that can significantly increase the efficiency of storage, sales and delivery of various industries, technologies, equipment, goods and services, based on the use of the results of process analysis and processing of large amounts of data. 'Data is an activity that is a key production factor.'¹ As the President of the Republic of Uzbekistan Shavkat Mirziyoyev said in his address to the Oliy Majlis, "it is necessary and necessary to acquire digital knowledge and modern information technologies to achieve development. This will allow us to take the shortest path. Indeed, today in the world information technologies penetrate deeply into all spheres. Digital technologies not only improve the quality of products and services, but also reduce unnecessary costs. At the same time, they are an effective tool in the fight against corruption, which is one of the biggest concerns and troubles. Public and social administration, as well as the social sphere, can increase productivity and, in short, significantly improve people's lives through the widespread adoption of digital technologies." ². Today, special attention paid to the development of the digital economy in our country will allow us to raise our economy to a new level. In particular, tourism and service systems are developing, like all other industries. Today tourism has a special socio-cultural character, that is, tourism is a social phenomenon that combines the spiritual and cultural heritage of the state and the most modern information technologies. In particular, the fact that Uzbekistan ranks 103rd out of more than 170 countries in the International Index of Information and Communication

¹Sh. Mustofokulov, Director of the Center for International Educational and Scientific and Innovative Research "University 3.0", Ph.D., Associate Professor

² www.uza.uz Message from the President of the Republic of Uzbekistan Sh.M. Mirziyoyev to the Oliy Majlis dated January 26, 2020

Technologies Development shows that there are still many unresolved issues in our country and a lot of work remains to be done in this area. The use of the digital economy in tourism in our country will also lead to significant changes in the development of the industry. In particular, the main performance indicators obtained as a result of digitization are:

- Increases the growth of the tourism economy;
- will increase the number of jobs in the industry by 3-5 times;
- increases labor productivity;
- accelerates the growth of small and medium-sized businesses in the industry;

According to the memorandum on a tripartite agreement between the State Committee for Tourism Development of the Republic of Uzbekistan, the Ministry of Culture and Techno Dargoh LLC dated December 6, 2017, QR codes were installed in 51 historical places of the Bukhara region. an innovative innovation, tourists were able to get information about historical sites in 12 languages in 3 seconds. In turn, QR code technologies are gradually being introduced in tourist destinations in other regions of the country. The market for modern electronics has taken a dramatic turn, especially in the development of the hotel business.. Modern hotels try to attract guests not only with good conditions, but also with unique innovations in a competitive market. In particular, innovative devices are helpful in dealing with problem situations such as overworking documents and overtime for guests. For example, there are a number of electronic systems in the Uzbek market today that provide guest check-in, cancellation, billing, and various other capabilities. The use of such virtual platforms in today's pandemic risk environment is essential to shape our travel market in any situation, creating the foundation for high productivity. It is worth mentioning such systems as Fidelio Suite, 1C Company (1C Enterprise), Trailline, eZee Frontdesk and Guesttracker. The main advantages of these structures are that they combine more than 40,000 functions, save up to 3-5 minutes on check-in and check-in at the hotel, and also double the quality of service. In general, you can list some of these innovative systems. Electronic switches that conveniently improve the quality of security, electronic assistive devices in the hotel system, modern equipment that easily solves the problem of payment, all this helps the client to spend more time in hotels and, in turn, to be satisfied with the service. However, it should be noted that this system is not devoid of disadvantages and disadvantages. In particular, innovative devices may face the following challenges when dealing with clients in the travel market:- the use of electronic systems requires additional costs from the tourist market;

- The use of innovative innovations requires skills, first of all, from the customer, which creates a problematic situation for older tourists;

- The use of electronic systems is not always safe from a cybersecurity point of view.

The development of tourism and services through the development of digital technologies in the country will create new jobs, accelerate the development of regions, increase foreign exchange earnings, the quality of life and income, and also increase the investment attractiveness of the country. Especially during a global pandemic, when people are forced not only to work, but also to live, in remote conditions, since many government services, trade, service and other sectors of the economy have switched to the remote service mode. The digital economy began to develop at a rapid pace. Considering the massive transfer of communication documents to digital media, the

transfer of communication with the state in electronic form, People realized that it was budgetary. The coronavirus has shown businesses that the technology of connecting all things in the world to the internet is transferring every asset to a digital domain dominated by software. The most illustrative examples of the implementation of the digital economy in commercial activities.

1. Uber is the largest company in the world without a single vehicle;
2. facebook is the most popular media owner who doesn't create content at all;
3. alibaba is the most expensive retailer without a single item;
4. airbnb is the world's largest non-owning landlord.

These companies are reformers on the application of a developed digital economy. The digital economy is the work of the future. We see a new form of economic activity that connects people, organizations and machines in the conditional connection of users, businesses, devices, data and processes. According to international experts, Internet technologies allow creating new jobs and thanks to the digitalization of the economy in the next three years, 22% of jobs in the world will be created thanks to Internet technologies.³

To develop the digital economy and modernize new technologies in the field of tourism, they organize Start-Up projects at the international level. In 2018, Sri Lanka organized a large-scale digital promotion of the country as an attractive tourist destination, thanks to which it is planned to attract 2.5 million tourists. Indonesia, in response to the international expansion of Airbnb, launched its own booking network for guesthouses and villas, Indonesia Travel Exchange "(ITE), numbering more than 2000 different households. In the context of the digital economy, public life and tourism activities are becoming more and more technologized, a single information space is being created in the field of world tourism, new principles of information support and tourism management are being formed. Information support of the tourism business and its digitalization are a strategic resource that enhances the competitiveness of tourism.

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