

DEVELOPMENT OF THE DIGITAL ECONOMY IN UZBEKISTAN AND ITS IMPACT ON TOURISM

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Development of digital economy in the field of tourism, all services to consumers, households, and state bodies tourism, the activity of which is regulated by certain regulatory and legal documents. It is a complex process that affects companies in the field. Internal and external The enterprise in the field of tourism is responsible for the formation of suitable factors of the environment has all the necessary conditions for the digital development of its activities.

The main distinguishing factor of the digital economy is that information is the most is an important asset, and its value is constantly increasing. Tourism The issue of forming a single information space in the field has been around for a long time is being discussed. In this regard, the state authorities in the field of tourism and great work was done by the management bodies. The tourism industry is the newest is fully focused on the active introduction of digital technologies.

Most of the activities are in line with the development of the digital economy, including tour reservation system, electronic payment technologies and restructured with others in mind.

Due to the development of technologies, 81 of the population of the Republic of Uzbekistan percent, 93 percent of trade enterprises, 80 percent of transport enterprises, state 95 percent of its bodies use the Internet. Most importantly, Internet technologies are used in financial transactions, interaction with state bodies, and communication with suppliers and consumers. Basically, all enterprises in the field of tourism use information and communication technologies to one degree or another. All main processes of activity are based on information processing, including various booking systems in tourism, information-search systems, information-communication relations with partners, end users. A significant part of modern advertising technologies in tourism is based on the use of Internet technologies.

On January 28, 2022, the President of the Republic of Uzbekistan Development strategy of the new Uzbekistan for 2026 in the period from 2022 to 2026 according to Decree No. PF-60 "Rapid development of the national economy and ensuring high growth rates" The priority line included 16 goals. Also Local tourists within the framework of the "Travel around Uzbekistan" program increasing the number of people from 12 million and visiting the republic increasing the number of foreign tourists to 9 million - 10 main goals includes direction.

All market participants, including tour operators and tourism agencies, accommodation facilities, transport companies, tourists themselves mutual cooperation is formed thanks to the information space of the tourism sector.

The main components of the information space are information resources, information means of interaction and information infrastructure. Tourism and recreation firms are new to the market economy increasingly need to develop and develop products and services and they are aware of the related economic benefits. However, all companies are not ready to introduce new technologies because it associated with a certain level of risk, as well as future indicators difficult to predict. Formation of digital economy in tourism and With a competent approach to development, all this is great for enterprises can bring income.

Natural resources are the basis of regional and national tourism consists of natural landscapes, seas, volcanoes, rivers, includes mountains, mineral waters, healing springs, climate. Also tourism cultural and historical factors in the development of activities: historical monuments, monuments, museums, culture and traditions of the local population of the regions, etc. play an important role. Tourist activity is mainly focused on natural-climatic and cultural-historical factors. Illiterate exploitation of territories is a wrong approach to the use of natural and cultural heritage tourism can lead to a decrease in capacity. Tourism business in the process of introducing the digital economy internal factors also play a big role in development. These factors are tourism formation of companies at the micro level. Internal factors includes: digitization policy, tourism strategy of the company, introduction of the latest information and communication technologies, as well as their development, support for innovations by the company's management, high level of the company's financial capabilities, as well as for the implementation and development of organizational and innovation technical training.

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serious in the field of personnel infrastructure there will be changes. Our social life and tourism activities are increasingly technological is getting a new unified information space in the field of world tourism forming, developing information provision and tourism management system coming out.

