

Tourism Development as a Factor of Integration of the Republic of Uzbekistan into the Global Economy in the Context of Digitalization

*Tukhtarova Feruzakhon Yuldashevna*¹

Annotation: This article describes the development of tourism as a factor in the integration of the Republic of Uzbekistan into the global economy in the context of digitalization.

Keywords: tourism, globalization, integration, digitalization, world economy.

Tourism is an economic, social and political phenomenon that significantly affects the world order and the economy of many countries and regions. The importance of tourism in the global economy is constantly growing, which is associated with the growing influence of this field of activity on the economy of many countries of the world, where it performs a number of important functions.

The process of market transformations of the economy and digitalization of the Republic of Uzbekistan has also influenced the activities of the tourist complex. Uzbekistan is increasingly entering the global tourism market, but various segments of our country's tourism industry are developing unevenly. The functioning of the main facilities of the tourist complex, which are directly related to digital tourist services, remains at a low level [1].

Our country has a very significant tourism potential, but it is poorly used and often irrationally. In other words, the relevance of the research topic is determined, among other things, by the increasing need to unlock the potential of the most promising areas of tourism development and the tourism potential of the republic in the context of digitalization [2].

Digitalization is a long-term process associated not only with the acquisition of computers, software and the use of Internet technologies that are created in society and are equally accessible to all organizations, but also with a significant improvement in the quality of all aspects of our lives [3].

Today, tourism has become one of the leading and dynamically developing sectors of the world economy, and Uzbekistan is actively developing this industry, focusing on the modernization of tourism infrastructure and creating conditions for sustainable growth. Important attention is paid to the development of a regulatory framework aimed at improving the tourism industry and improving the service of foreign guests in accordance with international standards. The country's independence has brought significant successes in this area, while simultaneously preserving and developing a rich historical and cultural heritage, national traditions and customs, as well as restoring significant monuments and attractions. To form a competitive tourist complex, a strong legislative base was laid, starting with the adoption of the Law of the Republic of Uzbekistan "On Tourism", dated July 18, 2019 No. LRU-549 [1].

Various programs are being implemented to improve tourism infrastructure, attract investment, diversify tourism products and train qualified personnel.

The country has gained particular popularity among tourists from Germany, France, Japan, China, Russia and other countries. Since joining the United Nations World Tourism Organization (UNWTO) in 1993, Uzbekistan has significantly strengthened its presence in the international arena. Important milestones were the adoption of the Samarkand, Khiva and Bukhara Declarations aimed at developing

¹ «University of Economics and Pedagogy», Uzbekistan



tourism along the Great Silk Road. Also in 2004, the UNWTO regional office was opened in Samarkand, which became the third such institution in the world, in addition to offices in Japan. The presence of more than 7 thousand objects of tangible cultural heritage, including the historical centers of Bukhara, Khiva, Samarkand and Shakhrisabz, makes Uzbekistan attractive for lovers of history and culture. Unique monuments, picturesque cities and the nature of the country, as well as gastronomic traditions attract tourists from all over the world [4].

Tourism infrastructure is developing in Uzbekistan every year. Currently, there are more than 1,100 tourist organizations operating in the country, including hotels, tour operators, as well as 11 international airports. Modern aviation technology makes it possible to provide regular flights to more than 40 cities around the world, and an improved railway network, including high-speed Afrosiab trains, allows you to quickly and comfortably get to the most remote corners of the country [5].

In addition, Uzbekistan is actively developing ecotourism, geotourism and medical tourism, as well as areas for ski recreation and sports tourism. The development of gastronomic tourism also plays an important role, due to the popularity of Uzbek cuisine, especially pilaf [6].

An important aspect of the further growth of the industry is the training of personnel. There are higher educational institutions in the country that train specialists for the tourism sector, as well as professional colleges. Every year, more than 500 students receive diplomas in the specialty "Tourism". Major international events such as the Tashkent International Tourism Fair, which is the largest tourism forum in Central Asia, play a significant role in promoting Uzbekistan's tourism potential. All these measures contribute to the intensive development of tourism in Uzbekistan, turning the country into one of the most popular tourist destinations in the world [7].

The development of the tourism industry in Uzbekistan can play a key role in the country's integration into the global economy, especially in the context of global digitalization. Tourism is one of those sectors that has been actively using new technologies and digital solutions in recent years, which creates many opportunities to increase competitiveness and integrate into the global economy.

Here are a few factors that can help Uzbekistan in this process:

1. Digitalization of tourism infrastructure. In the context of digitalization, Uzbekistan can significantly increase the attractiveness of its tourism industry through the introduction of modern information technologies. The creation and development of online platforms for booking tours, hotels and tickets, as well as virtual tours of historical and cultural monuments, will improve the accessibility of tourism for international and domestic tourists. This will increase the convenience of travel and facilitate the planning process, making Uzbekistan more attractive for digitally literate tourists.
2. Using technology to improve the quality of service. Digital solutions such as artificial intelligence, Big Data and the Internet of Things (IoT) can be used to optimize and personalize travel services. For example, the database of tourist preferences can be used to create personalized offers, improve marketing strategies and increase the overall efficiency of the tourism industry. The introduction of such technologies will also ensure a higher level of service, which will contribute to the growth of the number of tourists and strengthen the image of Uzbekistan in the international arena.
3. Development of electronic services and online tourism. In the context of the digital economy, Uzbekistan can expand the range of electronic services for tourists, such as online visas, mobile applications for travelers, as well as the use of digital maps and travel guides. This will simplify the process of entering the country and increase the availability of travel services, attracting a large audience, including those who prefer to organize travel through digital platforms.
4. Tourism as a source of foreign exchange earnings and job creation. The development of the tourism industry through digitalization will open up new opportunities to attract foreign investment, which contributes to strengthening the economy and increasing foreign exchange earnings. Moreover, it will lead to the creation of new jobs in the field of information technology, hotel and service services, as well as in related industries such as transport and culture. The



increase in the number of professionals working in this sector contributes to the social and economic integration of Uzbekistan into the global economy.

5. Promotion of cultural heritage through digital technologies. With the help of digital technologies, Uzbekistan can widely present its historical and cultural heritage in the international arena. The use of virtual museums, online exhibitions and 3D models of monuments can attract the attention of a global audience and increase interest in the culture and history of the country. This not only contributes to the popularization of tourism, but also helps to preserve the heritage, making it accessible to a global audience [9].
6. Participation in global digital platforms. Uzbekistan can actively participate in international digital platforms to promote tourism services. Using platforms such as Booking.com Airbnb, TripAdvisor and others, Uzbekistan will be able to attract tourists from all over the world by improving the accessibility and visibility of its travel offers in the global market. This will create new channels for interaction with international tourists and business partners [10].
7. Digital marketing and branding. Digitalization of marketing will allow Uzbekistan to create a modern and attractive travel brand using social networks, online advertising and SEO (search engine optimization). The promotion of tourism products through digital channels will increase the country's awareness, attract a wider range of tourists and business partners, as well as integrate the country into the international tourism industry [3,10].
8. Innovations in tourism management. Digital technologies will allow the introduction of innovative solutions to improve the management of the tourism industry, such as monitoring and management systems for tourist flows, which will contribute to the sustainable development of the industry. The introduction of smart solutions will help to regulate the load on popular tourist sites, improve the management of the transport system and reduce the burden on infrastructure.

Conclusion. Thus, digitalization of the tourism industry in Uzbekistan will become an important tool for the country's integration into the global economy, increase its competitiveness in the international arena and open up new business and investment opportunities. The introduction of advanced digital technologies in tourism management, tourist services, marketing and cultural promotion will help not only attract more tourists, but also integrate Uzbekistan into global processes, becoming an integral part of the global tourism market.

List of used literature:

1. Государственная программа развития туризма Республики Узбекистан на 2020-2025 годы. - Ташкент: Государственный комитет по развитию туризма Республики Узбекистан, 2020.
2. Узбекистан в мировой туристической индустрии. - Ташкент: Академия наук Республики Узбекистан, 2019.
3. Цифровизация экономики Узбекистана / Под ред. М. Джураева. - Ташкент: Узбекский институт прогнозирования и макроэкономических исследований, 2021.
4. О туризме в Узбекистане. - Ташкент: Национальная компания «Узбектуризм», 2022.
5. Международная туристическая организация: теория и практика / Под ред. Н. Иванова. - Москва: Издательство «Наука», 2018.
6. Цифровые технологии и их внедрение в сфере туризма / Е. Черкасова. - Москва: РГГУ, 2020.
7. Туризм и экономика: Проблемы и перспективы / Под ред. А. Сергеева. - Санкт-Петербург: Издательство «Питер», 2019.
8. Туризм в эпоху цифровизации: мировой и региональный контексты. - Москва: Издательство «Инфра-М», 2021.
9. Туризм и цифровизация: новейшие тенденции / Под ред. В. Лебедева. - Ташкент: Издательство «Оксид», 2022.



10. Современные информационные технологии в туризме. / В. Чеснокова. - Санкт-Петербург: Издательство «Лань», 2019.
11. Всемирная туристская организация: Проблемы и решения в области туризма. - Женева: Всемирная туристская организация ООН, 2019.
12. Роль цифровизации в развитии туризма в Центральной Азии. - Ташкент: Узбекская академия наук, 2021.
13. Н.Т. Сафина, Ш. Худойбердиева. Совершенствование процесса принятия управленческих решений в организации. Formation of psychology and pedagogy as interdisciplinary sciences. 2024/5/13 <https://interoncof.com/index.php/italy/issue/view/18>
14. Khalilov N. Kh. Foreign experience on the implementation of a quality management system. Gospodarka i Innowacje. Vol. 48 (2024): 13/06/2024. https://gospodarkainnowacje-pl.openconference.us/index.php/issue_view_32/article/view/2748

