

Digital Transformation of the Tourism Business

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Annotation:

This article examines the impact of digitization on international tourism. It studies how digital innovation is changing international tourism, making it easier and more accessible, but at the same time generating new demands and challenges. The article highlights the impact of digitization on the socio-economic aspects of tourism, the importance of understanding its sustainability and prospects. Particular attention is paid to the influence of digital technologies. The authors also consider possible problems related to digitization and suggest ways to solve them.

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Introduction:

Tourism currently plays an important role in the global economy. In 2023, the share of travel and tourism in the total global gross domestic product (GDP) decreased by 1.3 percentage points compared to 2019. Overall, these industries accounted for 9.1 percent of global GDP in 2023. In 2023, the total contribution of travel and tourism to global GDP amounted to almost 10 trillion US dollars [9]. Considering the tourism industry as an important priority for the socio-economic development of countries, it is necessary to take into account the technological transformations associated with the introduction of innovative technologies and the large-scale digitalization of the industry, which has led, among other things, to a change in the consumer behavior of tourists who place high demands on digital travel support .

Modern trends in the development of the hospitality and tourism industry are based on the widespread use of digital technologies (digital technologies), which helps to reduce production costs, increase labor productivity and competitiveness of the industry as a whole. The increasing role of innovative technologies in the activities of hotel and tourism organizations contributes to their integration into a single information space, intensification of the processes of transition of key sectors of the tourism business to the format of digital ecosystems. Since digitalization is becoming one of the significant factors in increasing the competitive positions of hotel and tourism business entities and a vector of innovative development, the need to study the digital and technological aspects of their activities is very obvious [4]. The introduction of digital technologies into the tourism industry opens up new opportunities for all

participants in the tourism business. The use of digital technologies ensures cost savings for travel companies, contributes to the formation of a positive tourist experience, as well as the effective promotion and popularization of tourist destinations.

The use of digital technologies is maximally focused on the individual preferences of tourists in order to further increase sales and profits. However, with the ubiquity of the Internet, significant transformations have begun to occur in the travel industry regarding sales strategies, as well as ways to process tourist applications. With the development of IT technologies, enterprises in the hospitality and tourism industry have the opportunity to analyze a large amount of Big Data, which, in turn, served as an impetus for the development of digital marketing in tourism.

Currently, the promotion of territories is carried out both through traditional (offline) (advertising, PR, including through various media channels, organization and participation in cultural, sports and business events, etc.) and rapidly developing types of digital (online) tools (social networks (SMM) and blogs, Internet forums, video advertising, search engine marketing (SEM), search engine optimization (SEO), digital content marketing, e-mail marketing, online media press releases, push notifications, mobile applications, crowdsourcing platforms, etc. Since the beginning of the pandemic, Internet users who have been in self-isolation for a significant amount of time have begun to turn to digital communications even more often, adapting to unprecedented changes in their usual way of life [5].

The success of the application of Internet marketing depends on the operational consideration of emerging trends in this area, including:

- 1) an increase in the volume of information, the use of large volumes of databases (Big Data), allowing to reach a significant number of potential consumers;
- 2) the growth of personalization and targeting of marketing, targeting advertising with segmentation of the target audience, highlighting the part of it that meets the specified criteria, creating and conducting advertising campaigns specifically for it; Facebook Instagram, etc.), due to the increase in the share of Internet traffic compared to television, which will allow to involve new users and use the possibilities of social media;
- 4) leading video marketing in the digital environment [6].

It is obvious that Internet marketing at the present stage of development provides ample opportunities for promoting both territories and tourist products and the destinations they offer. The use of a wide range of its tools makes it possible to effectively promote regional tourism brands, forming positive ideas among consumers not only about the tourist attractions of the region, but also positioning the territory as a center of tourism offering services at the level of world standards.

The introduction of IT technologies into document management processes contributes to improving the efficiency of the tourism business in the context of digitalization. For example, the use of blockchain technology allows you to store data on financial transactions and assets in a single digital space. The main advantages of blockchain technology are the reflection of all completed transactions, as well as the availability of access to all information for each participant of the system.

Digital interaction of tourism organizations with consumers in terms of the implementation of the sales system is carried out according to the business-consumer (B2C) scheme using innovative tools aimed at providing the most effective service to tourists.

The increasing role of digital technologies in the activities of tourist organizations in modern conditions is also manifested in encouraging potential tourists to book tickets and hotels independently online, in the ability to plan a route and travel independently, as well as remotely explore the sights. At the same time,

banking institutions are also interested in attracting additional customers (tourists) – credit card holders who can pay for travel services purchased via the Internet.

Currently, Uzbekistan pays special attention to the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, the organization of services for foreign guests in accordance with international standards. During the years of independence, the country made a significant breakthrough in this area, coupled with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration and improvement of the sights of the Republic [8].

In order to create a modern, highly efficient and competitive tourist complex, a solid regulatory framework has been formed in the republic, infrastructure is being improved, and digital innovative technologies are being introduced [1,2,3]. The tourism industry uses digital innovative technologies to create unique tourist services, smart tourist destinations, and enrich the experience and impressions of tourists during their travels. Digital technologies today are an indispensable means of influencing the formation and stimulation of consumer demand for tourist services. Given the growing importance of the tourism industry in the economy of the Republic of Uzbekistan, digital technologies are an effective tool for the development of tourist infrastructure, are widely used in travel planning, booking tickets and hotels, and visiting tourist attractions.

Further development of digital platforms, mobile applications, artificial intelligence, big data, virtual and augmented realities as promising innovative tools necessary to strengthen the competitive positions of enterprises in the field of hospitality and tourism will be implemented in the ecosystem format, which will contribute to an increase in the volume of domestic and inbound tourism, as well as more fully meeting the needs of tourists and obtaining additional added value.

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