



Development of Active Tourism in the Digital Economy

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ABSTRACT

The present article provides information on the development of economic activity, the level of tourism development, the economic economy, the level of economic development, and the development of information and communication technologies

Keywords:

Tourism, economy, information and communication, ICT, UNWTO

The development of the tourism economy is a complex process that affects all rights to consumers, both government agencies and activities aimed at promoting tourism. and a suitable food environment has all the necessary conditions for its own health tourism in the domestic environment. The purpose of this research is to influence the development of computer economy in tourism.

Development of tourism is one of the parameters describing the country, its economic development and the well-being of the population. Innovation plays an important role in tourism. World practice shows that tourism is in the first place in terms of profitability and production dynamics, and after gas extraction and processing. Tourism is the most important sector of economic activity for the national economies of many countries. In addition, tourism is an information-rich industry, where it is necessary to ensure that information collection, power, analysis and storage play an important role in decision-making at industry levels. In this regard, the development of the economy and development of tourism has a large enterprise, in which the

latest information and communication technologies are actively used. Information provision of tourism is a set of information about tourism activities and specialized information technologies designed for its processing and creation, which provide effective measures for the analysis of tourism.

The digital economy is a specific type of economy in which code is information and related data management methods. The digital economy is characterized by the dominant role of information from all management of production. The development of the digital economy and the development of tourism are the most important factors of its development. The main factor of the development of production in tourism activities is the information that the potential consumer can get and the final result of the tourism activity is the impression of the traveling consumer. The digital economy is based on the integration of all business processes occurring in all economic systems, where special importance is attached to the information component, allowing the use of information on the activity of economic systems in real time in an

integrated global system. New requirements for digital information communication environment, systems and services are being formed. The unified information space is being implemented based on the availability of quality and reliable information, which is removed from the socio-economic sphere. A useful differentiator of the digital economy is emerging, the most important being wealth, and its sustainable development. The problem of a single information space for tourism is being discussed a lot. Great work has been done by the state authorities and management bodies. The tourism industry is fully focused on the latest technologies in active movement. Corresponding to the foreign economic development of the activity, the tour reservation system, electronic payment technologies, etc. have been properly restructured. The level of formation of the digital economy depends on the level of production and introduction of multi-technological information and communication technologies (ICT) into the socio-economic life of society. 81 of the population of the Republic of Uzbekistan are clean, 93 of the trade networks are clean, 80 of the vehicles, 95 of the state bodies are Internet technologies. Most importantly, additional power in production through Internet technologies, interaction with government agencies, security providers and consumers. Basically, the development of tourism is all related to information communication at one level or another. All information processes of the activity are based on information processing, various reservation systems in this tourism, partner-search systems, relations with partners. A significant part of modern advertising technology in tourism comes from internet technology.

In accordance with the strategy of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development of the new Uzbekistan for 2022-2026" No. PF-60 "Strategy for rapid development of the national economy" and ensuring high growth rates" included 16 goals. , under the "Travel Uzbekistan" program, the number of tourists will increase from 12 million and the number of tourists visiting the republic to 9 million

children - the goal includes 10 main directions, with the help of which:

- Wide implementation of barrier-free tourism infrastructure in the main tourism cities of the country. 226 inhabitants, the number of tourism incomes increased by 2 times to 520 people.

- Implementation of the state program on the development of the infrastructure of tourism and cultural heritage objects and the effective use of more than 8 thousand cultural heritage objects.

- Construction of additional tourist zones and recreation centers in Zomin, Forish, Bakhmal districts and "Aydar-Arnasoy" lake system, implementation worth 300 million US dollars, 25,000 jobs.

- In the next five years, the volume of tourism services to Samarkand "Tourism Gate" will not be less than 10 times. Ensuring tourism employment for 40,000 people. In 2022, the establishment of the center of Samarkand, including the historical complex "Eternal City", and the necessary infrastructure.

- Implementation of a special program for the development of ecotourism in the Republic of Northern Pakistan and the Island. In this, a wide range of travel from Moynaq's new airport.

- Adoption of a separate program for the driver in the field of determining new jobs in tourism in the Khazm region.

- The province of implementing a special program for rapid development of tourism in Bukhara.

- Pilgrimage and eco-tourism are effectively conducted in Navoi region.

- Improvement of tourism infrastructure in Tashkent city.

- Development of a program to bring direct tourism to a new level.

Organizations such as the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC) deal with the mega-level regulation of information infrastructure. At the macro level, the development of information infrastructure in tourism is entrusted to national tourism administrations and national tourism organizations. Regional information

infrastructure is formed by relevant regional tourism management bodies. Represents the micro level related to the support of tourism business activities, the information supply created by them is an independent implementation. All market participants, companies, tour operators and travel agencies, transport companies, transport companies, tourists themselves create information through the tourism network. The main components of the information space are information resources, information and information infrastructure of interaction.

The development of information technologies is currently the main factor in the development of the economy and has an impact on the aspects of the organization of tourism production. These are network type operator structures and so on. Tourism and recreation firms are interested in the economic benefits associated with the market economy helping to facilitate the production of new products and production. Again, not all companies are ready to support new technologies, because certain factors are difficult to predict. By helping to grow and develop the economy in tourism, it can bring a lot of income to all of them. Note that cultivation, tourism and reactive activities depend on the internal and external environment of the personal economic system. It depends on the specific socio-economic conditions of the state at the macro level and its development at the micro level.

Tourism to improve potential new support for the development of the digital economy. Personnel infrastructure will also undergo significant changes.

Our social life and tourist activities are being developed, the world's new unified information technologies are being developed, and the information supply and management system is being developed.

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