



WAYS TO IMPROVE MANAGEMENT IN DIGITAL TOURISM

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Abstract

This article analyzes the ways to improve digital tourism management, its possibilities. Through the development of digital platforms, artificial intelligence, data analytics and online reservation systems, it is possible to optimize management processes in the tourism sector. These approaches will help make tourism more competitive, efficient and customer-oriented.

Keywords: Digital marketing, ICT sector, analytics.

Introduction

Internationally, tourism is one of the most profitable sectors of the world economy. In our country, great work is being done to develop modern information and communication technologies, create an integrated system of electronic government services, and introduce new mechanisms for government agencies to communicate with the population. Along with the introduction of innovations into the system of economic relations, it has determined the need to form a digital space in Uzbekistan and conduct scientific research on the economic and social aspects of the digital economy. In addition, today the issues of introducing and improving the digital economy are becoming a priority and important task of every developing country.

Uzbekistan, through its large-scale reforms, is achieving high performance in many areas. Based on the Decree of the President of the Republic of Uzbekistan No. PF-158 dated September 11, 2023, the “Uzbekistan – 2030” strategy was developed and adopted. This strategy includes urgent tasks that need to be done in each area, and at the same time, a number of tasks are also given in the tourism sector, the share of which in our national economy has been increasing in recent years. Section 58 of the appendix to the strategy sets out tasks to increase the number of tourists by creating



broad conditions for the development of foreign and domestic tourism in our Republic¹

At the same time, it is also planned to implement measures to develop the concept of "Digital Uzbekistan" by 2030. The main factors of growth in services in the economy are scientific knowledge, intangible assets, information technologies and integration of entrepreneurial activity. As of January 1, 2020, 398.1 thousand operating enterprises and organizations were registered in the republic. Of these, more than 261 thousand enterprises and organizations operate in the service sector. This indicator increased by 23.0% compared to the same period last year. The share of enterprises and organizations operating in the service sector is significantly higher, that is, as of January 1, 2020 it was 65.8%. In particular, during the observed period, the share of enterprises and organizations operating in the industrial sector reached 17.7%, construction - 9.1%, and only 7.4% fell to the agriculture, forestry and fisheries sector. Today, the rapid development of the service sector in our republic, increasing the role and share of services in the formation of gross domestic product, and radically changing the structure of services provided, primarily due to their modern high-tech types, are urgent issues. In 2019, the gross domestic product (GDP) of the Republic of Uzbekistan amounted to 511,838.1 billion soums at current prices and increased by 5.6% compared to 2018. We can see that the share of the service sector in GDP has increased almost 3 times over the past six years. In January-December 2019, the volume of communication and information services amounted to 10,869.2 billion soums. The growth rate of this type of services compared to 2018 reached 108.0%. The share of the provided market services in the total volume was 5.7%. In turn, the share of the information and communication network in the country's economy in 2019 was 1.6%. In the structure of the added value of the information and communication network, the main share fell on telecommunication services (wired and mobile communication services, Internet, etc.) and amounted to 76.2%[7].

Currently, the information and communication technologies (ICT) sector, which includes computer and telecommunications technologies, software production, and the provision of a wide range of interactive services, is gaining increasing importance in the global economy. The experience of developed countries shows that the development of ICT directly affects the level of competitiveness of the country,

¹ Decree of the President of the Republic of Uzbekistan No. PF-158 dated 11.09.2023 on the Strategy "Uzbekistan - 2030", <https://lex.uz/ru/docs/-6600413>



allows for the collection and generalization of large volumes of data, and opens up great opportunities for management at the strategic level[2].

Digital marketing – using digital marketing to connect with customers around the world and build long-term relationships. Can use data to create personalized marketing campaigns and targeted advertising campaigns[1].

It includes various components that work together to achieve a company's goals. Some of the key elements of digital marketing are:

1. Content (content marketing). The creation and distribution of useful and valuable content that attracts and retains the attention of a target audience. Content can be presented in the form of articles, blogs, videos, infographics, and other formats.
2. Search Engine Optimization (SEO). The optimization of a website to improve its visibility in search engines. This includes optimizing the content, the technical aspects of the website, as well as obtaining external links.
3. Paid Advertising (PPC). The use of advertising platforms such as Google Ads and social media to advertise and reach a target audience.
4. Social Media Marketing. The use of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to build brand presence, engage an audience, and distribute content.
5. Email Marketing. The use of email to send personalized messages and offers to a target audience. This can include sending news, promotions, recommendations, and other messages.
6. Analytics. Collecting and analyzing data about user behavior, marketing campaign effectiveness, and goal achievement. Analytics helps optimize strategies and make data-driven decisions.

In the field of management, tourism organizations are faced with two interrelated tasks:

- to fully implement market relations, that is, to instill the essence of a market economy in tourism management;
- to adapt the innovations of "know-how" in the field of tourism to the conditions of the new century, that is, to take into account the changes taking place in this direction in the world to the maximum.

In order to ensure the implementation of a number of tasks set for higher educational institutions in the Decree of the President of the Republic of Uzbekistan No. 6165 dated February 9, 2021 “On measures to further develop domestic and pilgrimage



tourism in the Republic of Uzbekistan” and Resolution No. 135 dated April 26, 2023 “On additional measures to accelerate the development of the tourism potential of the Republic and further increase the number of local and foreign tourists”, an international scientific and practical conference was held by the Tashkent State University of Oriental Studies on December 20, 2023 on the topic “Problems and prospects for the development of tourism in foreign countries in the context of digitalization”. The main topics (sections) of the conference:

- socio-economic foundations of international tourism development in the context of digitalization;
- foreign experience in using digital technologies in the development of domestic tourism;
- main directions and specific features of tourism development in foreign countries in the context of digitalization;
- Possibilities of using information and communication technologies in the development of tourism in new Uzbekistan.

In conclusion, it can be said that digital marketing, which is gaining a wide foothold among countries around the world, can play a significant role in improving tourism management. We also need to be able to widely apply foreign experiences in our country's economy and tourism management.

Approaches, technological innovations and innovations implemented in the field of improving management in digital tourism play a major role in the development of the industry. The integration of digital platforms and artificial intelligence creates opportunities for effective management of tourism processes, helps to establish better relationships with customers, and allows you to reduce operating costs. However, for the successful implementation of digital transformation, it is important to create technological resources, qualified personnel and flexible strategies. Such changes will lay the foundation for the future success of the digital tourism industry and increase its competitiveness on a global scale.

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