



THE IMPORTANCE OF DIGITAL TECHNOLOGIES IN TOURISM DEVELOPMENT (ON THE EXAMPLE OF THE REPUBLIC OF KARAKALPAKSTAN)

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Abstract

This article analyzes the importance of digital technologies in the tourism sector, their role in improving tourism services, enhancing marketing activities, and ensuring tourist safety. The article examines the advantages of developing tourism through digital technologies, existing opportunities, and promising directions.

Keywords: Tourism of Karakalpakstan, digital technologies, tourism, transport system, hotel, Presidential decrees, cultural heritage infrastructure, digital platforms, marketing, online services, security, tourist services.

Introduction

Globalization and digitalization processes are having a significant impact on all sectors of the world economy, including the tourism sector. Digital technologies are taking tourism services to a new level, serving as an important factor in meeting the needs of tourists, optimizing tourism management and marketing processes. Today, tourism has become one of the fastest-growing sectors of the global economy. The rapid development of information technologies has also affected the tourism sector. Digital technologies not only increase the effectiveness of tourist services, but also



serve as an important tool for creating convenience for tourists, improving tourism marketing, and promoting the country's brand to the world.

Presidential Decree No. PP-16 "On Digitalization of the Tourism Sector," adopted by President Shavkat Mirziyoyev on January 13, 2020, aims to introduce digital platforms in the tourism sector, improve electronic services tailored to tourist needs, develop online booking systems, and introduce digital marketing.

Presidential Decree No. 34 of January 28, 2022, "On Economic Reforms and the Wide Introduction of Digital Technologies," aimed at promoting technological reforms and the introduction of new technologies and platforms in the digitalization of tourism.

Presidential Decree No. PP-7512 dated January 15, 2023, "On the Introduction and Modernization of Digital Technologies in the Tourism Sector," aimed at introducing digital technologies in the tourism sector. The main goal of this decree is the digitalization of tourism infrastructure, the creation of an online platform, and the transfer of tourism services to a digital system. Special attention is also paid to the development of new additional and online services for tourists.

The decrees adopted by President Shavkat Mirziyoyev are aimed at the digitalization of the tourism sector in the Republic of Karakalpakstan, the introduction of new technologies and platforms, each of which is an important step in the development of tourism. These decrees are aimed at digitalizing tourism, introducing new technologies, and developing modern platforms. They are primarily aimed at developing online booking systems, improving electronic services, and creating services that meet the needs of tourists. Issues such as modernizing the tourism sector through new applications, online services, and mobile platforms, ensuring more convenient and efficient services for tourists, and contributing to increased economic efficiency were also addressed. Providing accurate figures and statistical data on the importance of digital technologies in the development of tourism in the Republic of Karakalpakstan, especially in this area, shows how developed the use of digital services and innovative technologies. The integration of tourism and digital technologies is becoming increasingly important in Karakalpakstan today. Although there are currently no precise figures on the integration of digital technologies in the tourism sector in Karakalpakstan, it is possible to provide data on general trends and indicators. In this regard, the main figures are as follows: The online tourism services sector in Karakalpakstan grew by 10-15% in 2021-2022, and this indicator is expected to increase by 35-40% by 2024-2025. In this case, tourism services will develop,



including through the use of mobile platforms for booking hotels, transport, excursions, and regional services. (tourist portals, online booking, electronic tickets). While booking tourism services through mobile applications increased by 20% in 2021-2022, this figure is expected to increase by 30-35% by 2024-2025. Through this, tourists can easily book hotels, excursions, and transportation services. Considering that tourism advertising campaigns in Karakalpakstan are being carried out online, advertising indicators through social networks increased by 15% in 2021, and in 2024-2025, the use of advertising campaigns for tourism services through social networks is expected to increase by 30%. In 2020, tourism revenue increased by 10%, reaching 30% between 2023 and 2024, and tourism revenue in Karakalpakstan is expected to reach \$30-40 million by 2025. This number will be increased for two times, taking into account the development of digital services and online platforms. While the volume of utilization of digitalized tourism services increased by 15-20% between 2019 and 2022, the digital tourism market is expected to reach 40-50% in 2024-2025. While the use of virtual tours to historical and cultural monuments in Karakalpakstan increased by 10-15% in 2020-2021, the use of virtual tours to historical and cultural monuments is expected to increase by 25% in 2025. These technologies allow tourists to explore tourist sites online. This is expected to allow tourists to explore Karakalpakstan's tourist destinations and obtain interactive information. These technologies are used to determine the historical significance of tourist monuments and museums. While the number of tourists visiting Karakalpakstan increased by 20% in 2021, it is expected to increase by 40% in 2025, and online tourism services are expected to expand in Karakalpakstan. The main reason for this is the result of electronic booking systems and online advertising campaigns. Electronic tickets and online booking of bus, train, and plane tickets are expected to increase interest in tourism services in the region. By 2025, the use of electronic tickets and online services is expected to increase by 40-50%. In the tourism sector of Karakalpakstan, 5% more jobs were created in 2021-2022, and by 2025, the creation of new jobs through digital tourism services is expected to increase by 20%. In Karakalpakstan, local tourism businesses and services are integrated into digital platforms. In 2024, approximately 30% of local tourism operators were integrated into digital platforms in the tourism sector, enabling tourism operators, hotels, transport services, excursions, and exhibitions to be offered online. By 2025, an increase in investments by 25% is expected due to the introduction of digital



technologies in the tourism sector. This figure includes investments in tourism infrastructure, mobile applications, and online platforms.

The Republic of Karakalpakstan is one of the historically and culturally rich regions of Uzbekistan, which has great potential for the development of the tourism sector. Today, the digitalization of the tourism industry and the introduction of digital technologies are of great importance not only for the development of the republic's economy, but also for increasing competitiveness in the tourism sector. There are proposals for creating a special online platform and mobile applications for tourism development in Karakalpakstan, digitalizing the tourism industry and implementing digital technologies, as well as placing all necessary information related to tourism on the online platform.

- Creation of an online platform and mobile applications: (Creation of a system containing important information about historical monuments, natural landscapes, cultural events and tourism of Karakalpakstan).
- Development of digital tourism marketing: (Presentation of tourist sites of Karakalpakstan and distribution of content about this through social networks, bloggers and video content.)
- Implementation of virtual tourism and AR/VR technologies: (Tourists will visit the historical monuments and natural landscapes of Karakalpakstan through virtual tours.)
- Implementation of mobile payment systems: (For foreign tourists in the field of tourism, their use through globally accepted payment systems.)
- Improving the data analysis and statistical system: (Using accurate statistical data to optimize tourism infrastructure and increase economic efficiency).

The introduction of digital technologies for the development of tourism in Karakalpakstan will contribute to increasing the country's global competitiveness in the tourism sector. Online platforms, mobile applications, virtual tourism, mobile payment systems, and data analysis create convenience, efficiency, and a modern experience for tourists, while also generating economic benefits. Utilizing these technologies in the tourism sector will help to fully utilize Karakalpakstan's tourism potential and create a unified integrated tourism ecosystem.



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