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**CONCEPTUAL MODEL OF DIGITAL TOURISM  
INTERCONNECTIVITY AT VARIOUS LEVELS IN THE REPUBLIC OF  
UZBEKISTAN**

**Abstract.** Digital technologies are having an increasingly significant impact on the tourism industry, transforming the way tourists, tourism providers and destinations interact. This conceptual model examines the interdependence of digital tourism at the individual, organizational and societal levels, demonstrating the key factors, processes and relationships that shape the development of this dynamic field.

**Keywords:** tourism, digital tourism, tourism info structure, service economy, digital economy.

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**КОНЦЕПТУАЛЬНАЯ МОДЕЛЬ ВЗАИМОСВЯЗИ ЦИФРОВОГО  
ТУРИЗМА НА РАЗЛИЧНЫХ УРОВНЯХ В РЕСПУБЛИКЕ  
УЗБЕКИСТАН**

**Аннотация.** Цифровые технологии оказывают всё более существенное влияние на индустрию туризма, преобразуя способы взаимодействия туристов, поставщиков туристических услуг и туристических направлений. Эта концептуальная модель рассматривает взаимозависимость цифрового туризма на индивидуальном, организационном и общественном уровнях,

демонстрируя ключевые факторы, процессы и взаимосвязи, определяющие развитие этой динамичной области.

**Ключевые слова:** туризм, цифровой туризм, информационная структура туризма, экономика услуг, цифровая экономика.

**Introduction.** In our country, large-scale work is being carried out to develop modern information and communication technologies, create a comprehensive system of electronic government services, and introduce new communication mechanisms between government agencies and the population. Along with introducing innovations into the economic system, it has identified the need to create a digital space in Uzbekistan and conduct scientific research on the digital economy from an economic and social perspective. In addition, today the introduction and improvement of the digital economy is becoming a priority and important task for every developing country.

As one of the largest tourist destinations in Central Asia, our republic has great potential for the development of this sector of the economy. Currently, one of the trends in the global tourism industry is the development of Internet technologies; in other words, modern tourism is developing in the context of a digital economy. Thus, the process of digitization has not bypassed the tourism industry, like many other industries. The widespread use of web resources by potential tourists has led to the emergence of digital tourism and the development of intelligent web services to generate recommendations that help customers identify travel destinations and make travel decisions.

For example, to raise tourism to a strategic level in the republic's economy, diversify domestic tourism services and sharply increase their volume, create the necessary conditions for familiarizing citizens with the tourism potential of our country, improve the quality of tourism services provided and increase their competitiveness. Businesses operating in the tourism sector in global markets are using electronic platforms and mobile applications to create additional opportunities for the rapid development of modern service infrastructure [1].

The development of advanced information technologies and telecommunications systems has led to the digitalization of the tourism industry. Many scholars around the world have expressed their opinions on this issue. For

example, Abovd G. et al. (1997) emphasized the importance of using a mobile guide installed on a smartphone during travel [2], Ardissono L. et al. (2003) emphasized that digital support before, during and after a tourist activity consists of recommendation systems that help find suitable accommodation during the trip [3]. Uriely N. (2005) wrote in his article that the goal with the help of technology is to further improve the quality or level of the tourist experience [4]. De Carolis B. and another group of scholars.

(2009) noted that tourists use various tools and solutions, such as interactive maps, tourist assistants when visiting attractions, searching for souvenirs and shopping, and that these tools and approaches represent the design of digital tourism [5]. Digital tourism involves the use of information and communication tools, IT solutions, which help to meet the needs of tourists and increase the competitiveness of tourism organizations and enterprises [6].

One of the leading experts in the field of digital tourism is Professor Dmitry Bukhalis of Bournemouth University in the UK, who argues that digital tourism is the same as e-tourism and that smart tourism is the digitization of service chains [7]. Based on our analysis of the literature in this area, we consider digital tourism to be the use of digital tools in the processes of planning, organizing, monitoring and enjoying travel, in which the combination of electronic services provided to travelers before, during and after the trip is of great importance [8].

According to Internet Live Stats, there are approximately 5.3 billion people worldwide who have access to the Internet today. Every day, more than 178 billion emails are sent, more than 5.5 billion Google searches are performed, more than 549.5 million tweets are sent, more than 5.2 billion videos are viewed on YouTube, more than 63.7 million photos are posted and uploaded on Instagram, and interestingly, these numbers are growing every day [9]. Internet users include people of all ages, income levels, and social statuses.

Interestingly, the number of older people who actively use Internet resources, communicate on social networks and search for information is increasing every year. In accordance with global trends, the total number of Internet users in Uzbekistan has exceeded 27.2 million. The number of mobile Internet users is 25.3 million. Currently, 95 percent of residential areas are covered by mobile Internet and 54 percent of households are connected to high-speed Internet [10]. The number of mobile base stations is also increasing, and the capacity of the international data network is accelerating.

The digitalization indicators of our country's economy indicate the need to develop digital tourism in Uzbekistan. Specific, targeted work is underway to accelerate the development of tourism, create appropriate infrastructure for tourists, further improve the quality of services, effectively use the tourism potential of the regions, create new jobs and increase the production of national tourism products. In our opinion, for the further development of tourism in Uzbekistan, it is necessary to improve the tourist information structure along with the necessary tourist infrastructure.

Digital technologies are transforming the way tourists, tourism service providers and destinations interact, exploring the interconnectedness of digital tourism at the individual, organizational and societal levels, and demonstrating the key factors, processes and relationships shaping the development of this dynamic sector.[11] At the personal level, digital technologies provide tourists with a wide range of opportunities to research, plan and book trips.

At the organizational level, digital technologies help travel companies improve their operational efficiency. They automate internal processes, optimize supply chains, personalize offers, and improve customer communication. In addition, the use of big data analytics allows organizations to better understand consumer needs and preferences, which leads to the development of more relevant products and services.

At a social level, digital technologies are influencing destinations, helping them attract more visitors, improve infrastructure, and provide higher quality services. The use of online platforms and mobile applications allows destinations to market themselves more effectively, provide relevant information, and create a more comprehensive guest experience.

It is recommended to identify the following priority areas for the development of digital tourism in our country:

a) Development of tourism information infrastructure in conjunction with tourism infrastructure.

b) In order to increase the current competitiveness of specialists and employees of tour operators and travel agencies, hotels and restaurants, transport and other tourism service companies in our country, including in areas such as digital marketing, e-business opportunities, Google Analytics, Yandex, Metrica, social networks, Facebook, Instagram, WhatsApp and Telegram, it is necessary to ensure regular participation of local and international specialists in training

seminars and trainings on digital knowledge and modern information technologies, such as email marketing, mobile marketing (QR code, mobile application) and innovative online advertising methods.

c) In order to overcome the backwardness of tourism enterprises, organizations and institutions in economic relations and management, it is necessary to transform their activities (online) by introducing new forms of communication with consumers and electronic payments.

d) Supporting scientific research, practical studies and the creation of textbooks, manuals and applications for the development of digital tourism in Uzbekistan will further improve this area. Digitalization in tourism forces the tourism business not only to adapt to modern developments, but also to become more competitive in the developing digital world.

The development of digital tourism in our country will bring great convenience and benefits to our customers, and in turn will help tourism business owners to earn high profits.

- Continuous introduction of new digital technologies focused on the needs of tourists and increasing the efficiency of business processes.

- Continuous training and advanced training of employees for the effective use of digital technologies. Use of big data and analytics to provide personalized offers and improve customer interactions.

- Effective communication and information exchange between tourism organizations, destinations and other stakeholders.

### **Conclusion:**

The digital transformation of tourism is having a significant impact on all levels, from the individual to society. The effective implementation of digital technologies aimed at meeting the needs of tourists and improving business efficiency is becoming a key factor in the success of the modern tourism industry. Further development of these technologies, personalization of offers and creation of integrated ecosystems determine the growth prospects and competitiveness of the industry.

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