

THE CURRENT STATE OF THE ONLINE TOURISM MARKET OF UZBEKISTAN
AND THE USE OF MARKETING METHODS IN ITS DEVELOPMENT

Nasriddinov Shohrux Zayni o'g'li

Master student, Bukhara state university, Bukahara, Uzbekistan

Aziza Farmonovna Ergasheva

Lecturer, Bukhara state university, Bukahara, Uzbekistan

E-mail: s.z.nasriddinov@buxdu.uz ,azizaergasheva1986@gmail.com

Annotation: *After a pandemic, the development of online tourism is difficult to overestimate, it is he who is now helping to attract the attention of tourists to our country. According to statistics, one of the main factors when choosing a place of rest or visit is visual information: panoramic 3D images, video tours, etc., which allows you to immerse yourself in a new world without leaving your home. That is why we have developed free virtual tours of the sights of Uzbekistan, which are available on the platforms online-tourism.uz, uzbekistan.travel, uzbekistan360.uz and others. The development of online tourism can bring significant profit in the near future and increase the flow of tourists, stimulating interest in our country.*

Keywords: *tourism, online tourism, tourist product, destination, tourist flow, inbound tourism, tourism potential, tourist opportunity.*

Regarding the development of tourism in the regions, the "Concept of Tourism" was adopted by the decree of the President of the Republic of Uzbekistan No. PF-5611, according to which, in the future, the state policy in the field of tourism should lead the tourism sector in the comprehensive rapid development of the regions and their infrastructure, current socio-economic practical tasks aimed at solving tasks, increasing jobs, ensuring regional diversification and development, increasing incomes, living standards and quality of the population, and improving the investment attractiveness and image of the country have been set.

The role of tourism in the economic structure of regions is characterized by diversity. Instead of taking tourism as a part of regional economic sectors, it should be evaluated from the point of view of the fact that it is a multi-sectoral, inter-sectoral complex of social infrastructure. This definition emphasizes the dual purpose of tourism in the regional economy: on the one hand, tourism creates new material value and implements it in the form of services; on the other hand, it implements and implements intangible tourist services. therefore, it performs both productive and non-productive functions. Therefore, it is necessary to look at the economic process taking place in tourism from the point of view of both production and service. In these approaches, the tourism sector is approached from the point of view of increasing the possibilities of the region.

In the analysis of the touristic opportunities of the regions, there are different approaches to the use of digital technologies. In particular, the Portuguese scientists J. Saura, A. Menendez, P. Palos-Sanchos state that the modernization of digital technologies is an opportunity to facilitate the development of digital marketing and Internet sales, reservations, and sales of products. claims to have created it. They believe that today, Internet-connected electronic devices are constantly being used to help people organize and carry out their travels around the world using various applications such as travel guides, GPS or interactive books.

A. Norchayev, one of our local economists, stated that the digital economy in service provision is not a process that needs to be developed or introduced, but it is a new look of existing services by introducing innovative technologies in the daily life of tourists.

In increasing the use of digital technologies, there will be an opportunity to increase the tourist attractiveness of the regions through the use of innovations in the field and their development. In the world practice, there is an indicator (Innovation Index) that shows the level of development of Innovations, which covers the elements of the national economy in the country that allow the development of innovative activities. These include institutions, human capital and research, infrastructure, market complexity, knowledge and technology outputs, creative outputs and business complexity. If we analyze the Global Innovation Index in Uzbekistan, the results in the range of 0-100 show the following situation (Figure 1).

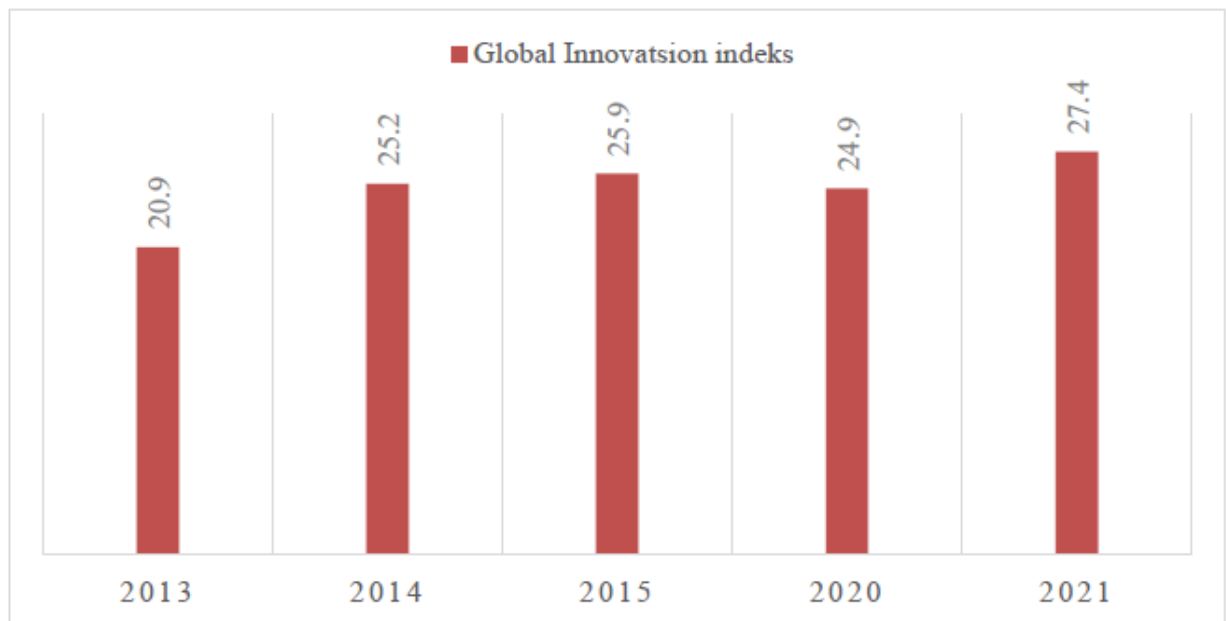


Figure 1. Growth trends of the Global Innovation Index in Uzbekistan.

Recourse: <https://mininnovation.uz/en/info/global-innovatsion-indeks>

The average score for Uzbekistan in the studied period was 25.13 points, the lowest score was 20.9 points in 2013, and the highest score was 27.4 points in 2021. For comparison, the average score for 132 countries in 2021 was 34.30 points. So, it shows that there are many tasks that need to be done in terms of innovation

development in the conditions of Uzbekistan. This situation is also relevant for the tourism industry. The fact that the service sector covers many sectors of the economy (transportation, utilities, accommodation, insurance, banking and finance, security, education, ecology, etc.), the economic efficiency of the changes implemented in them is considered to be related to the tourism sector. .

Effective use of innovative processes and digital technologies will positively serve in finding solutions to existing problems in the regions and reducing disadvantages.

The use of such technologies in the field of tourism shows its advantages. Among these we can include:

- tourists have the opportunity to optimize their expenses, that is, they can order services before consuming them (for example, advance hotel reservations, air and railway tickets, etc.);

- there will be an opportunity to get more, faster and quality information about tourist services (tour packages and tour routes) (websites, special information bots, etc.);

- tourist services in the digital world (online tourist services, virtual tours, online museums, etc.) will have great opportunities to enter the world market;

- it is possible to easily collect and sort the necessary information, and to determine the necessary analysis and conclusions, which will allow to eliminate the shortcomings of tour itineraries and services and to develop them further due to the quick reception of tourists' opinions (feedback);

- the introduction of digital technologies and innovations in the field has a positive effect on ensuring the possibility of providing services or organizing high-quality services faster, better, more conveniently and at a lower cost.

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