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USE OF MODERN MANAGEMENT MECHANISMS IN DIGITALIZATION OF TOURISM SITUATION LEARNING

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ABSTRACT

The article talks about the development of digitalization in tourism. The authors note the motives of the tourism market entities in the use of digital technologies. It was noted that digitalization is a new form of communication between producers and consumers of tourism services, which will become a source of competitive advantages for tourism organizations.

KEYWORDS

Digital technologies, tourism, tourist services, online reservations, mobile applications, digital technologies in tourism.

INTRODUCTION

The global tourism industry is undergoing radical changes related to technology. Over the past decade, technological advances have significantly changed the process of researching and booking travel services. Digital technologies are becoming the main focus of

the culture and tourism development strategy in the cities of the future.

Digital technologies in the urban space bring tourists immediately to the urban environment with to join contribution adds and their own their travels to plan

independently, to communicate with local residents through a headset with simultaneous translation, to receive personal recommendations for visiting museums and places of recreation and entertainment, taking into account its advantages.

The tourism sector, which is the most active in the introduction of digital technologies, has not been left out of the digitalization process. The use of new digital technologies in the field of tourism is constantly expanding, they are becoming more accessible to everyone.

Due to the widespread development of the Internet, it is possible to accurately analyze the wishes of tourists, taking into account the places they visit. has a significant positive impact on development. Internet of Things technologies in the field of tourism include the emergence of technical tools such as geolocation bracelets, mobile guides, ticketing software, and virtual reality technologies.

Modern software is quick to the advantage of the tourist can respond with, help you search for a destination and rate the country's tourist attractions. Based on this information, you can analyze the profile of the tourist, the objects visited, the time of visiting the tourist places, etc. Due to the fact that there are almost no special time and material costs for conducting surveys of tourists and their statistical processing, you can use the Internet to analyze tourist preferences, anticipate their changes, and make sure that existing tourist offers meet the needs of the client.

Digital marketing has become an important part of the modern economy as a means of promoting a product or service. Each of the market main segment digital technologies using developing, using them to increase sales, increase brand awareness and create certain trends related to the company or organization. Tourism is the shortest and most effective way to achieve the goal of digital technologies method that knows The last one user travel since it can be thousands of kilometers away from the route, digital advertising plays an important role in the field of tourism [1].

"Today, 3.5 billion people are connected to the Internet. This number includes people of different ages, incomes and social status. This indicator is growing every year. If it was considered that the Internet was used mainly by young people, now it is more and older, and especially abroad. they use social networks every day and use the Internet to search for information," said Dulat Iman, director of the PR and marketing department of the Kazakh Tourism national company.

As source material, we used statistical data describing the development of digital technologies in the field of tourism, analytical reports on the study of online sales of tourist services in Russia. The Federation and the World [2].

Exploring the impact of digital technologies on the development of the tourism market and the creation of a traveler-friendly urban environment.

Global tourism growth has increased over the past six years, and globally, around 350 million international tourist arrivals are expected to reach 1.8 billion by 2030, according to the UNWTO.

That's it along with it is now 2021 in the second half tourism activity is expected to decline by 50 percent, with the forecast for total export earnings from international tourism this year falling to \$0.9 trillion from \$1.75 trillion in 2019.

According to the Master Card Global Destination Index, looking back, total international overnight arrivals grew 140.3% from 2009 to 2018, total international overnight arrivals grew 176% from 2009 to 2018, and tourism spending grew 197%. increased.

In 2019, global tourism activity grew by 3% to 4%, with Europe expected to grow by 6%. However, in an EC survey of available tourism supply, only 9% of tourism services in the EU are available, leaving a large gap between supply and demand. present done that guess done the world tourism organization the figures published by show that the total export earnings from international tourism reached 1.7 trillion dollars in 2018 and increased by 4% compared to 2017 [3].


The strategy until 2035, developed by the Ministry of Economic Development of Russia, aims to develop domestic and inbound tourism in Russia by creating conditions for the formation and promotion of a high-quality tourist product. The document was approved by the government of the Russian Federation on September 20.

Along with other means, tourism in Russia will also develop using digital technologies. The main tasks of digital technologies in tourism:

- ✓ state touristic services electron to form transfer;
- ✓ tourism market participants for electron report provide the opportunity to give;
- ✓ of information to repeat road not to put to unify state information systems in the field of tourism. Strategy creating a better customer experience and requires the creation of an online platform integrated with external data sources to unite all market participants. Various blocks, services and mobile applications can be developed on the basis of the platform, which perform functions aimed at developing the system of promoting the tourist product of the Russian Federation [4].

One of the important tasks of the development of domestic and inbound tourism is the conditions for the formation of a tourism ecosystem that unites all market participants on an online platform to form the best customer. is to create. External data sources and experience integrated with social platforms (Koroleva, 2018).

Blocks, services and mobile applications that perform various functions aimed at the development of the tourism product of the Republic of Uzbekistan on the basis of the platform. Among the "important digital solutions", the President of the Republic of Uzbekistan emphasized:

 *centralization of efforts to create*

and promote the tourist market, further development of the tourist product of the Republic of Uzbekistan.

- multilingual tourist assistance services, including information services, navigation services current reach and development

- increasing the availability, quality and attractiveness of tourist services, tourism of resources use efficiency increase in order to self-service;

- development and implementation of an electronic tourist guest card and similar mobile application in cities applications constituent entities of the Republic of Uzbekistan (for mobile devices analogue of international maps and applications. I can use public transport, find out about cultural events and activities, get discounts when visiting

tourist exhibition facilities, as well as provide other benefits);[5].

If we look at the mentioned information, let's study the tourism platform developed in the Russian Federation. One of the indicators of the development of information technologies and their spread is the share of online booking of tourist services. According to researchers, the size of the online travel booking market is growing gradually. (Analytica ..., 2016).

The travel market in Russia is almost 800 billion rubles (2017) with steady growth of just over 20% per year (Travel ..., 2018) (Table 1).

Table 1
Tourism companies and in organizations number of workers, people

	2019	2020	2021	2022	2023
Total (without seats)	2 920	2 330	1 956	2 793	3 490
<i>of them :</i>					
men	1 695	1 324	1 128	1 837	2 241
women	1 225	1 006	828	956	1 168
higher	1 595	1 229	1 048	1 285	1 862
<i>including professional tourism education</i>	404	249	246	256	379
medium special	1 175	935	716	1 345	1 344
<i>including professional tourism education</i>	134	88	72	125	122
others	150	166	192	163	203
Comrades	313	157	158	342	387
Employees					
tourism in the field	534	214,83	74	-	-
teaching with depends expenses , thousand soum	825.5	5.4	649.0		

Online sales of travel services are popular with a narrow range of consumers: air and railway tickets

20% of Russians shop online, 12% buy hotels and travel. In 2017, half of the sales of the Travel market were air tickets (Figure 2).

The largest part of the investment coming from online services is considered avi. Browser shopping is popular among buyers who want to save money, because the cost of the service on the website tends to be minimal, but at the same time, search queries are popular on these sites, and most users make purchases through programs.

The Travel market in the Russian Federation has good growth potential: the audience can increase due to those who plan to start booking online tickets 1.8 times, hotels / tours - 2.4 times. The greatest potential for growth in the segment of the young audience is 18-24 years old - 3.5 times (A nalyt i c a ..., 2016). The growth of the online tourist services market is limited by the unstable economic situation in the country and the resulting lack of vacation travel among many Russians [5 - 6].



Figure 2. 2017 in Russia in the Federation Travel structure of the market.

The conditions and visa procedures at the airport for foreign tourists of the Republic of Uzbekistan should be simplified, the airport staff should be among those who know foreign languages and have a tourist consciousness. must be selected. Below is a SWOT analysis of the tourism business of the Republic of Uzbekistan.

Marketing research of the market of tourist services lays the groundwork for the effective use of the country's territorial potential, because initially marketing research in the field of tourism is aimed not only at studying the demand and identifying its potential customers, but also at forming the demand itself. development of the existing tourist potential of certain regions and its use [8].

CONCLUSION

The process of digitization of the tourism industry will help to increase its competitiveness, because customers will improve the quality of service and tourism service companies will get more income from their activities. Thus, under the influence of digital transformation, important trends have emerged in the field of tourism. Use of opportunities of innovative and digital technologies in the field of tourism modern digital in the world tourism field competitive has a positive effect on being.

Based on the research conducted by foreign consumers segments socio-demographic factors with found out they are presented as follows: English - 10% of the total tourist flow in Uzbekistan, age - from 35 to

54 years, secondary and higher education, 26% - family; the second group - Koreans make up 8% of the tourist flow, aged 25 to 54, higher education, 39% - married couples; Group 3 - French - 6% of the flow of tourists aged 25 to 54 years, secondary and higher education, 32% married; From 4 years - Germans from 35 to 54 years old, higher and secondary education, 24% - married couples; 5 group-Japanese - 1% of the tourist flow, 45-65 years old, higher education, married couples make up 10%.

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