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PROSPECTS OF EFFECTIVE USE OF DIGITAL BIG DATA ANALYTICS IN THE FIELD OF TOURISM

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ABSTRACT

The article discusses the development of the tourism industry using digital analytics and Big Data technologies, and the role of the tourist center in this.

KEYWORDS

Big data, digitalization, tourism, o.4 industry, data analytics.

INTRODUCTION

Industry 4.0 is influenced by several trends in manufacturing, such as digitization, automation, increased interdependence between physical and cyber systems, and increased management efficiency as a result of the widespread use of big data analytics and cloud computing. It is a term that has been recognized as the reason for its change, and today it serves the improvement of other areas of the economy. Industry 4.0 is completely changing the forms and types of industrial systems and economic

production. Tourism, which is an industry and service sector, is undergoing a major upheaval due to the rapid pace of information technology and digitization. We can see three stages of technological development in tourism.

THE MAIN RESULTS AND FINDINGS

They are:

1. Sales and Marketing - The last decade of the 20th century, the emergence of the Internet allowed organizations and business organizations to use it as a marketing tool. Digital shopping centers for consumers and their supporting software have simplified the internal management processes of small businesses. Web pages have put an end to paper marketing record keeping, and business transactions have become a little easier with the possibility of booking a product or service through web pages.

2. Digital business ecosystems - In the first 10 years of the 20th century, the Internet further strengthened its position as a large database for travelers. The continuous development of technologies has led to the emergence of virtual markets where products and services can be searched, their prices compared, and of course familiar with the comments left by consumers. The shift in focus from products to the traveler's emotions and experiences has fueled an increased interest by suppliers in connecting more closely with their customers' needs, wants and desires, age, tastes and preferences in general. During this period, various tourist service sites are created, they create a number of conveniences for their users, and as a result, the number of people visiting traditional and usual tourist information centers will decrease more and more.

3. Systems Integration – From 2011 to now, cloud computing, mobile technologies, augmented and virtual reality tools, real-time geo-location, and high-level interoperability and integrability of digital systems have made the connection between the physical and digital worlds possible. installed. Social media platforms and Web 2.0 facilitating user-generated content have led to the creation of new innovative goods together.

According to statistics from the World Economic Forum, 294 billion messages were sent in 2019, and it is

predicted that by 2025, 463 exbytes of data will be generated per day [1]. Data is an asset of the 21st century, and its proper use can help move all of humanity forward, says Jordan Morrow in his book on data analytics. So how can these assets be used in the tourism industry? Big data analytics, part of the 3rd stage, is the easiest way to prepare for an unexpected tourist flow in the tourism industry, to eliminate existing shortcomings, to predict the likely locations of travelers in advance, and to determine the needs and desires of visitors in general. Tourism is such a field that it is completely anthropogenic in nature. The purpose of tourism business is human-centered. It is known that nowadays business needs forecasting together with analytics. Since 2019, the demand for predictions is becoming more popular [2]. By tracking and analyzing the impressions of travelers on their previous journeys on the Internet, predicting their next destinations, the likelihood of return visits, and the needs that may arise in them is a promising way to introduce business proposals and improve the industry at a faster pace. . In addition, having a complete understanding of the flow of tourists, their likely directions, the environment and conditions they are preparing for, improves the quality of service in tourism, successfully satisfies needs and, of course, has a higher income as a result. can be More precisely, Big Data can be used for 5 purposes in the field of tourism. They are:

Revenue Management - As we all know, the goal of every manufacturer is to deliver the right product to the market, with high demand. In the field of tourism, in order to improve the financial situation, hotels, motels, rental places and other tourism companies should offer the goods and services that are in demand at the moment to the customers who have the needs at the prices they want. In performing this complex task, Big Data does not face any obstacles and shows the way to achieve the goal with maximum accuracy.



Internal and external data are effectively used in the analysis process. For example, internal information such as comments left by previous guests of the hotel and the number of stars they gave it, its monthly income, the number of rooms booked in real time, local holidays in the area where the hotel is located, the location of the hotel proximity and other similar external information is then evaluated and the probability of selection by the traveler is determined.

Brand Reputation Control - The Internet is a space for sharing and exchanging ideas, providing every traveler with information. Currently, there are web pages, official web pages of each tourist service organizations, mobile applications created for travelers to share their experiences, impressions and thoughts, to write down, to show the way for other travelers. The impressions left make it possible for a specific organization to get acquainted with the opinions of its customers about it and to take strategic action to eliminate problems and shortcomings accordingly. This information describes the organization's strengths and weaknesses. Travelers openly share their opinions about a country, organization, product for other potential travelers, advise them to visit a tourist destination or buy a product, or vice versa.

Strategic marketing - Potential customers differ from each other in terms of desires, age and origin, customs and cultures, and tastes. These factors determine the sustainable development or decline of marketing in tourism. Big Data knows the similarities between tourists and the most optimal marketing opportunities. In addition, Big Data is useful in determining the real-time locations of thyristor and predicting the type of demand that may arise in them depending on the area. With its help, you can send targeted and appropriate marketing messages based on space and time

information and achieve their sales. Online tourism businesses can offer unique benefits to current and potential customers through digital marketing programs [3].

Consumer Experiences – The travel and tourism industry interacts with customers in a wide variety of ways. Each contact is new, relevant and useful information. Together, they improve the customer experience. Correctly used information determines which services travelers use the most, which organization, service or product is discussed the most, as well as their level of satisfaction and quality.

Market analysis - Big Data can also provide information about the advantages of competitors, the number and services they offer, the convenience they create for customers, and the innovations they introduce. A business organization familiar with the capabilities of competitors in the same field fills its gaps, strives to innovate, offer a completely new type of service, competes with price and quality and maintains its position.

Big Data information is useful for national tourism organizations, service providers and of course travelers alike.

National Tourism Organizations from Big Data:

- Determining expenses and travel verb;
- Monitoring the directions and destinations of the flow of tourists and evaluating the actions of organizations in this situation;
- Achieving more effective processes by ensuring control.
- Service providers from Big Data:
- Determining the level of satisfaction of the consumer with the quality of the provided service;
- Open and easy price comparison;

- Studying demographic information of customers;
- Analysis of sales and other transactions;
- Identification and notification of clients and organizations;
- Making processes more efficient.
- Travelers from Big Data:
- Acquaintance with service offers of organizations;
- Communicate with service organization or government organizations;
- Payment for goods and services before, after and during the trip;
- transparency and reliability of payment;
- Check the status of the visa;
- They use processes to be more effective.

Effective use of Big Data for the above-mentioned purposes can be implemented by organizing tourist information centers, which are being established to help develop and develop domestic tourism in our country, form and distribute its tourist information. The establishment of this center is described in the "Regulation on the procedure for the establishment and operation of tourism information centers" according to Resolution 433 of the Cabinet of Ministers of the Republic of Uzbekistan[3].

CONCLUSION

Digitization in tourism: leads to creativity and innovation in tourism; increases the level of satisfaction and satisfaction of the traveler with the provided service; creates new business models, business ecosystems and value chains. creates new roles for consumers and producers; ensures the development of small and medium-sized enterprises through the management of tourist routes.

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