

POSSIBILITIES AND WAYS TO INCREASE ECONOMIC EFFICIENCY IN THE FIELD OF TOURISM IN THE DIGITAL ECONOMY

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Annotation. Information about opportunities and ways to increase economic efficiency in the field of tourism in the conditions of the digital economy is given.

Key words: tourism, digital economy, economic efficiency, ecotourism, agrotourism, historical tourism, cultural tourism, tourist objects.

ВОЗМОЖНОСТИ И ПУТИ ПОВЫШЕНИЯ ЭКОНОМИЧЕСКОЙ ЭФФЕКТИВНОСТИ В СФЕРЕ ТУРИЗМА В УСЛОВИЯХ ЦИФРОВОЙ ЭКОНОМИКИ

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Аннотация. Дана информация о возможностях и путях повышения экономической эффективности в сфере туризма в условиях цифровой экономики.

Ключевые слова: туризм, цифровая экономика, экономическая эффективность, экотуризм, агротуризм, исторический туризм, культурный туризм, туристские объекты.

The digital economy offers a multitude of opportunities to enhance economic efficiency in the tourism sector. By leveraging modern technologies, tourism

businesses can streamline operations, improve customer experiences, and increase profitability.

The socio-economic development of the service sector, according to its content, is covering various areas of economic activities to improve the well-being of human capital, the creation of acceptable human capital, the relatively high level of labor distribution. In the conditions of the transformation of the economy, the service sector is economically more efficient than the industrial production, because the start-up activity in the service sector requires less funds, and the turnover rate of capital is considered much higher. Currently, in the conditions of the transformation of the economy, the improvement of the socio-economic mechanism of increasing efficiency in ensuring the sustainable development of service enterprises and the intensity of service provision is considered a special task.

At the current stage of the economic development of our country, the number and quality of services are increasing. The application of the experience of developed countries has led to an increase in the demand for services. This, in turn, brought about changes in the composition of the consumer market. As a result of the increase in the material well-being of some strata of the population, a new category of consumers has emerged who have their own demands and needs for services. Affluent consumers are considered to be in great demand for a wide range of services that improve their living conditions. The expansion of the service sector affects the level of development of all countries. The level of development of this sector has become a criterion for the development of society. Currently, if less than 65.0% of the gross national product is created in the service sector, such a country is not included among the developed countries.

Tourism is one of the most promising branches of the service sector and the national economy in general. World practice, especially the advanced experience of Western countries with highly developed economies, shows that the tourism sector can become a significant sector of forming the gross domestic product, providing the population with useful work and consistently increasing its income.

According to a report published by the World Travel and Tourism Council (WTTC) in March 2020, the Tourism and Travel sector grew by 3.5% in 2019, outpacing the global economy for the ninth year in a row (2.5 percent) surpassed. In the last five years, this sector has created one in four new jobs, making it the best partner in solving employment problems.

The Republic of Uzbekistan ranks among the leading countries in terms of tourism potential among Central Asian countries. A new era of tourism development has begun in Uzbekistan due to the high attention given to the development of this industry by the President Sh.M. Mirziyoyev in recent years. In particular, it is no exaggeration to say that a number of decisions and decrees of our president aimed at the development of tourism are a real solution to the problems and shortcomings accumulated in this field, as well as the situations that hinder the development of tourism. More than 90 normative legal documents have been adopted in our country in order to rapidly develop this industry. As of March 15, 2021, a visa-free regime was implemented in our country for citizens of 90 foreign countries. From July 15, 2018, the system of issuing electronic entry visas was launched, and citizens of 57 countries had the opportunity to use this system. In 2016, 1.3 million citizens of foreign countries visited our country as tourists. This indicator reached 6.7 million people in 2019.

Each region of Uzbekistan has its own tourist potential. In addition, Fergana region is considered one of the greenest corners of the country with high potential for tourism development. The beautiful nature of the Fergana region, unique climate, unique relief forms, rivers and streams create a wide opportunity for the development of all directions of tourism, as well as providing all types of services for tourists in all forms of tourism, is also considered to be able to do so.

In recent years, large-scale investment projects for the development of tourism infrastructure have been implemented, including the opening of "Nyatt Regency Tashkent" and "Lotte City Notel Tashkent Palace" brand hotels in Tashkent, the establishment of cultural and entertainment parks in Andijan, Urganch and Tashkent,

"Angren-Pop" It is worth mentioning the opening of the railway, the opening of electrified railways for high-speed trains to the cities of Bukhara, Karshi, Shahrisabz and Khiva.

In the field of tourism, the state policy aims to lead the tourism sector in the complex rapid development of regions and their infrastructure, to solve urgent socio-economic tasks, to increase jobs, to ensure the diversification and development of regions, to increase the incomes, living standards and quality of the population, and to improve the country's investment attractiveness and image.

On March 29 of this year, at the meeting of the video selector, which was held under the chairmanship of the President of the Republic of Uzbekistan, in connection with the discussion of the issues of increasing the potential of tourism, it was specially noted that the number of foreign tourists visiting our country in 2022 has increased by 3 times compared to 2021. Extensive work is being done in this regard in Bukhara region.

Fergana province is a unique place located in the southern part of the Fergana valley. During the years of independence, this place became more beautiful. The celebration of the anniversaries of our scholars such as Ahmed Fargani, Burhoniddin Margilani and the city of Margilon on a world scale increases the interest of foreigners in this land and serves to increase the tourism potential. At the moment, tourist routes are being organized for guests visiting Fergana in the cities of Margilon, Kokan and Fergana, as well as in Kuva district. New tourist destinations - Burhoniddin Margiloni, Said Ahmad Eshon complexes, Uvaisi House Museum, crafts workshop, Orda palace in Kokan and the museum of local studies located in it, Jome and Komal Qori Mosques, Norbotabi Complex, Madalikhan Historical Monuments, Fergana City and Ahmad Fergani Complexes in Kuva, tours are making a great impression on tourists. The organization of the national exhibition of handicraft products also opens the way to new opportunities.

It has become a tradition to prepare unique pilaf every year in Ferghana, and as in the whole valley, a special type of rice - devzira - is used to prepare this dish. This

rice has an unusual red-brown color and is very suitable for pilaf. As a rule, garlic is used to acquire a unique taste. It is put whole without adding rice. Tourists from many countries of the world visit to taste this delicious food. This creates a great opportunity to develop the gastronomic direction of tourism in Fergana region.

Fergana region is considered one of the major centers with high tourist potential in Uzbekistan. Currently, a lot of work is being done to further develop the tourism potential of the region.

The decision of the Cabinet of Ministers of the Republic of Uzbekistan, adopted on October 3, 2019, "Measures to further develop the tourist potential of Fergana region", is considered a big step in the development of tourism in Fergana region, and the projects being implemented are of great importance in the industry and economy of the region.

In order to increase the flow of foreign and domestic tourists to the region, it is planned to increase the total number of hotels until 2026, and increase the number of visiting foreign and domestic tourists. In cities and districts with high tourism potential, the work on the establishment of "Tourism Quarter", "Tourism Village", and "Tourism Street" is being accelerated. In order to increase the number of tourists, it is planned to organize air travel and foreign routes.

Altiariq, Fergana, Buvayda, Rishton, Tashloq districts and Kuvasoy are moderately developed regions of tourism in Fergana region. Among these districts, Uzbekistan, Altiariq, and Fergana districts are rich in tourist resources. Nevertheless, we can see that these opportunities are not used enough.

In Beshariq, Dangara, Kuva, Koshtepa, Baghdod, Uchkoprik, Sokh, Yozyovon, Furqat districts of the region, the tourism sector is less developed. Although it is possible to develop some types of tourism at a high level in these regions (for example, in the Sokh mountainous regions, it is possible to develop reservoir ecotourism in Yozyovon), it is limited by low-level development indicators.

The analysis shows that more than 150 of the tourist organizations operating throughout our country are located in Fergana region, and the favorable conditions of the region create a great opportunity for the development of tourism.

Especially the green areas around the shores of the Syrdarya, forest plants scattered in the adjacent areas, ornamental trees stretching to the sky, medicinal herbs growing along the mountain slopes, natural vegetation. Getting to know forests, fishing farms, protected animal world, various natural monuments will not leave indifferent not only the tourists of our country, but also foreign tourists. Of course, effective use of these opportunities will have a positive effect on the rapid growth of our country's economy. The given information proves that the tourism potential of Fergana region is high. In order to effectively use these opportunities, systematic measures are required. A number of suggestions can be made in this regard. For example, for tourists visiting the Republic of Uzbekistan, first of all, it is necessary to lower the prices of air tickets and organize separate accommodation for tourists.

To increase economic efficiency in the field of tourism in the city of Fergana, create a system for online booking and sale of tourism services (hotels, flights, excursions), introduce a "one-stop" system for tourists, provide all resources on one platform, international payment systems and electronic integration with money, development of special mobile applications for guests, creation of interactive tourist maps of the city of Fergana, providing tourists with "virtual" travel and online excursion opportunities, introduction of electronic reservation, inventory, marketing analysis systems for tour operators and hotels, the use of "big data" technologies for the in-depth analysis of tourists' movements, inclinations, behavior, the introduction of "cloud" information systems to optimize the costs and revenues of tourist services, the only tourist portal of the city of Fergana, a virtual tour, creating videos, blogs, using social networks to ensure the wide distribution of tourist services, offers, introducing a system of critical analysis of information about tourist products, services, events, issuing online permits and licenses for hotels, restaurants introduction of the system, provision of electronic free Wi-Fi, accommodation and dining options for tourists,

development of electronic payment, delivery and other services in tourist infrastructure facilities, targeted and effective use of digital technologies in Fergana city economic efficiency can be increased in the field of tourism.

In short, today, where the principle of "man-society-state" is gaining stability in our country, construction works based on this principle are spreading widely in the old and ever-modern Bukhara.

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