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SOCIAL AND ECONOMIC ESSENCE OF CONCEPTS RELATED TO DIGITAL TECHNOLOGIES IN TOURISM DEVELOPMENT

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Abstract: This article highlights the role and importance of digital technologies in the development of the tourism industry. In addition, useful information is provided about the socio-economic nature of concepts related to digital technologies.

Keywords: Tourism, digital technology, virtual, digital economy, tourist product.

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Introduction

Digital technologies have become so embedded in our lives that today not only our daily activities, but also the development of socio-economic spheres cannot be imagined without them. Naturally, as in other fields, the introduction of advanced technologies in the field of tourism is fundamentally changing its activities. It is not only related to the relationship between tourists and tourism enterprises, but also introduces innovations from the provision of tourism products to the methods of payment for services and data storage.

Digitization of the global tourism industry is rapidly developing today. It is becoming more and more common for travelers to book their trips online, but there are still people who use travel agencies. As the digitalization of the travel industry advances, more consumers are turning to online travel agencies to book their travel.

In particular, by creating a single electronic platform in the field, a modern method of entering, collecting, forming, and analyzing data was established. As a result, the process of planning tourist trips was reduced by 5-7 times. Therefore, in accordance with the "Digital Uzbekistan - 2030" strategy, in the decision of the President of February 17, 2021 "On measures to create conditions for the rapid introduction of artificial intelligence technologies", analysis of tax revenues of tourist enterprises in the field of tourism, differences in tax payments special importance is attached to the use of artificial intelligence technologies in detection [1].

Nowadays, the number of countries that use artificial intelligence technology in their economic system is increasing year by year. And many countries are already reaping the benefits of artificial intelligence in many areas, including healthcare, transportation, defense, and national security. Research by consulting firm PricewaterhouseCoopers (PwC) shows that global artificial intelligence is expected to contribute 15.7 billion trillion US dollars to the world economy by 2030. This will lead to a 26% increase in world GDP [3].

At the moment, no matter what industry we look at, we come across the word "digital" and today's demand is pushing to create such an environment. In order to develop the tourism sector, if we do not introduce the latest technical equipment and software products to its activities, create comfortable conditions for employees every day, effectively use the level of opportunities of digital technologies in human activity, and create an enterprise that provides services in line with competitiveness, every no matter how hard you try, you will be left out of the tourism business.

Develops specialized corporate software solutions adapted to business processes and types of documents used by the customer to organize automatic classification, recognition and entry of current receipts of documents based on intelligent processing technologies in the digitization process.

Several main directions of digitalization technologies can be distinguished.

Results and Discussion

Digitization is the introduction of digital technologies into various spheres of life, including the economy, all stages of education, culture, medicine, tourism, agriculture, services and other processes.

Digitization is the description of an object, image or audio-video signal (in analog form) in the form of a set of discrete digital measurements (samples) of this signal, i.e., the object, using one or another equipment, i.e. converting it into a digital form suitable for recording on an electronic medium.

Sometimes the term "digitization" is used figuratively instead of the corresponding term (decoding) when converting information from analog to digital. For example, voice digitization.

Digital technologies are technologies that use electronic computing machines used to record coded pulses in a certain sequence and frequency [4].

Digital technology refers to digital devices, systems and resources that help create, store and manage information.

Digital tourism is an economic activity based on digital technologies, which, due to the development of digital technologies in economic sectors, leads to labor productivity and product competitiveness, a decrease in service costs, and the creation of new jobs [2].

Digital technologies in tourism is a set of economic activities closely related to e-business and e-commerce based on digital technologies, as well as tourism products and digital goods and services sold as a result of these activities.

The leading travel companies in the online travel market are Booking Holdings and Expedia Group. Looking at the revenues of the leading online travel agencies (OTAs) worldwide, these two companies ranked first and second with revenues of US\$10.95 billion and US\$8.59 billion in 2021, respectively. These figures increased sharply in 2021 compared to 2020 after the coronavirus (COVID-19) pandemic subsided. However, despite significant growth, the revenues of Booking Holdings and Expedia Group did not reach pre-pandemic levels [5].

To ensure you have the best tool for service delivery, it's helpful to be aware of the various digital technologies available today. There are over thirty types of digital technologies, but we've compiled a list of the most business-friendly technologies, starting with business technologies.

There are so many forms of digital technology available today that it can be challenging to choose the one that is best for your business. Statista highlights the demand for digital or computerized devices as they predict global IT spending to increase to 4.66 trillion USD in 2023.

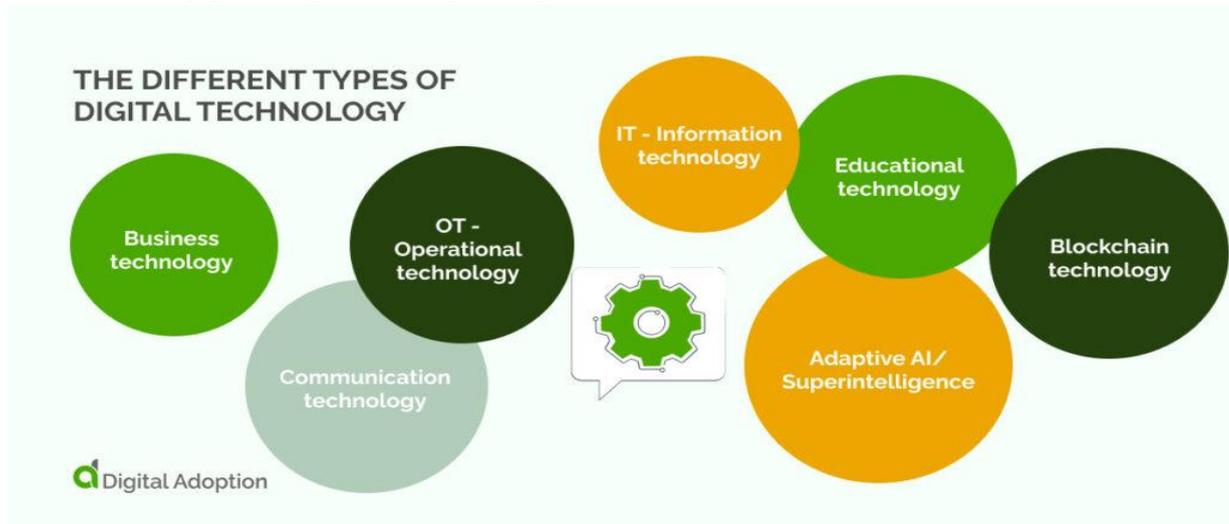


Figure 1. Different types of digital technology

It's helpful to be aware of the different types of digital technology available today to ensure you have the best tool for the job. There are over thirty types of digital technology, but we have curated a list of the technologies most relevant to business in priority order starting with business technology.

- **Business technology:** Businesses can elevate their operations through cutting-edge technology and science. Business Technology includes information technology, digital marketing, data management, and E-commerce tech.
- **IT – Information technology:** By leveraging IT – Information Technology – comprised of both hardware and software, in addition to telecommunications, businesses can store, send and retrieve data effortlessly.
- **Communication technology:** As an amalgamation of information and communication, Communication Technology (CT) involves digital communication networks for users and devices. Virtual assistants, social media platforms, Wi-Fi networks, and Bluetooth are examples of CT.
- **OT – Operational technology:** Operational Technology is a powerful combination of hardware and software that enables companies to secure their industrial networks.
- **Adaptive AI/ Superintelligence:** Superintelligence uses artificial intelligence and computer systems to expand and upgrade human life. AI-based examples of digital technology include chatbots, virtual agents, and self-driving cars.

- Educational technology: EdTech, or educational technology, has revolutionized how students learn by offering breakthroughs such as computer-based instruction, interactive learning tools, audio-visual systems, and online resources.
- Blockchain technology: Blockchain offers a secure, web-based financial system with encrypted data. Initially designed to manage digital assets, its applications now extend far beyond that; from online stock exchanges to social media platforms, this tech is quickly becoming an essential tool for businesses.

Consider this list in relation to your business tech stack and whether you need to fill a gap by investing in new technologies to promote innovation or growth.

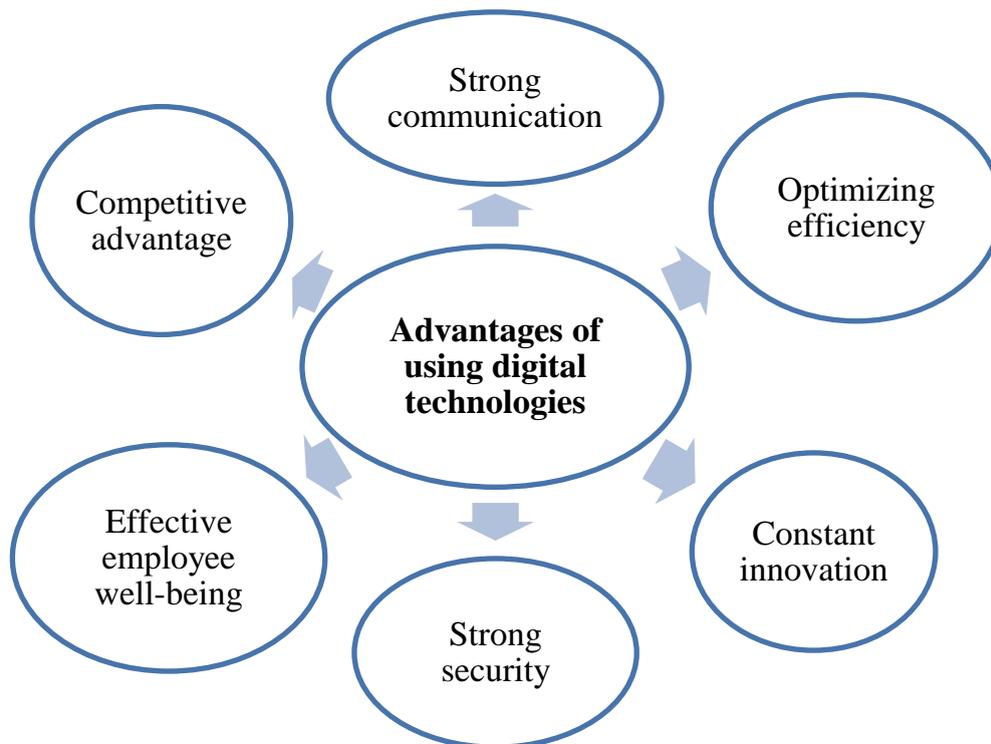


Figure 2. Advantages of using digital technologies

With the help of research by expert scientists, we came to the conclusion that one of the modern forms of digitalization of tourism is mobile applications, platforms and smartphones and phones for mobile communication. These apps are not only useful but essential for travel. For example, room reservation services, various tickets, as well as travel route selection services, in particular, can be done through Internet search engines and websites of tourist organizations. In addition, potential consumers can search using information from the applications installed on these smartphones.

Thus, the development of digital technologies in the tourism industry leads not only to the efficiency of the sector, but also to a new stage of development due to closer integration with other sectors of the economy and technological modernization.

Conclusion

This study underscores the transformative role of digital technologies in the tourism industry, emphasizing their impact on efficiency, customer experience, and sector growth. The findings indicate that digitalization not only streamlines processes but also fosters innovation through tools like AI, online booking platforms, and mobile applications. The socio-economic implications are significant, contributing to increased labor productivity, reduced service costs, and enhanced competitiveness. Future research should explore the long-term effects of digital integration on employment patterns and the potential for AI to further personalize and enhance the tourist experience, ensuring the sector's sustainable development.

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