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SR. NO.	PARTICULAR	PAGE NO
1.	COMPARATIVE PERFORMANCE OF CEREALS AND PLUSES CROPS IN MAHARASHTRA  S.N. Ghadge, D.B Yadav, A.V.Gavali,	7-16
2.	USING INFORMATION TECHNOLOGY IN BUSINESS IS THE KEY TO EFFICIENCY  Rasuleva Maprat Rafikovna, Kadirova Gulchekhra Aliaskarovna, Rajabov Elmurod Egamberganovich	17-22
3.	THE ROLE OF MODERNIZATION OF TRAINING IN THE FORMATION OF A CULTURE OF CREATIVE THINKING IN MILITARY  Sherov Mansur Boltaevich	23-26
4.	LEGAL BASIS OF RELIGIOUS TOURISM IN UZBEKISTAN  Negmatova Shakhzoda Shukhratovna, Iskhakova Shakhlo Ismoilovna	27-30
5.	ANALYSIS AND PROBLEMATIC ISSUES OF FOOD SECURITY IN UZBEKISTAN  Khamraeva Sayyora	31-35
6.	RESTORATION OF THE GREAT SILK ROAD IS AN IMPORTANT FACTOR IN THE IMPROVEMENT OF INTERNATIONAL RELATIONS  Yaxshilikov Juraboy Yaxshilikovich	36-40
7.	FINANCIAL EXPRESS STOCK ADVISER: INFORMER OR MISINFORMER?  Subash Subedi Sharma, Dr. S. Ravi kumar	41-52

8.	<b>ETHICS AND HUMAN RIGHTS OF THE MUSLIM FAMILY</b> Tursunova Olmos Fayzievna	53-56
9.	<b>DEVELOPMENT OF RATIONAL PARAMETERS OF AIR PIPES BASED ON THE RESULTS OF THEORETICAL RESEARCH</b> Sarimsakov Olimjon Sharipjanovich, Khakimova Maftuna Yoqubjon Kizi, Yusupov Abror Koziboy ugli	57-60
10.	<b>INNOVATIVE DEVELOPMENT OF TOURISM AND THE WAYS OF ITS IMPLEMENTATION IN UZBEKISTAN COMPARING WITH FOREIGN EXPERIENCE</b> Davronov Istamkhuja Olimovich, Kadirova Shafolat Habibulloevna, Narzullaeva Gulchehra Salimovna	61-66
11.	<b>THE MAIN DIRECTIONS OF REFORMS IN THE LIVESTOCK SECTOR IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY</b> Fayzieva Shirin Shodmonovna, Djalilovna Nigora Mavlonovna, Yuldasheva Shahribonu Anvar qizi	67-71
12.	<b>ACTUALITY OF USE OF DIGITAL TECHNOLOGY IN TOURISM</b> Khurramov Ortikjon Kayumovich, Sharifova Shahlokhon Shavkatovna, Aripova Makhliyo Salakhiddinovna	72-81
13.	<b>GROWTH OF MUTUAL FUND INDUSTRY IN INDIA</b> Dr. Mukund Chandra Mehta, Prof Harmeet Kaur	82-89
14.	<b>PROBLEMS AND PROSPECTS OF DEVELOPMENT OF ECOLOGICAL TOURISM IN UZBEKISTAN</b> Kadirov Aziz Anvarovich, Urakova Dilfuza Bakhriddinovna	90-94
15.	<b>MORPHOLOGICAL COMPOSITION OF BULL MEAT OF DIFFERENT GENOTYPES</b> Kurbanova Shakhnoza Ergashevna, Gapparov Shovkhiddin Tajievich, Axtamova Munira Tuychiyevna	95-98

16.	<b>INTERNATIONAL STANDARDS OF FINANCIAL REPORTING AND AUDIT: ANALYSIS OF POSITIVE RESULTS AND PROBLEMS OF INTRODUCTION</b>  Jumayeva Gulruh Jurakulovna, Samadov Ortiq, Khamrayeva Zilola	99-103
17.	<b>WAYS AND MEANS OF DEVELOPING FINANCIAL MARKETS TODAY</b>  Rustamov Dostonbek Jamshid o'g'li	104-108
18.	<b>“A STUDY ON WOMEN’S BUYING BEHAVIOUR WITH REFERENCE TO BRANDED RETAIL APPARELS IN BENGALURU.”</b>  P Dishank Palrecha and Purvi Passary	109-120

## ACTUALITY OF USE OF DIGITAL TECHNOLOGY IN TOURISM

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### ABSTRACT

*The article discusses an actuality of use of digital technology in tourism. In modern conditions of informatization and computerization, the rapid development of the tourism business requires a new approach to information processing and decision-making. The activity of organizational systems in the tourism business, accompanied by the process of generating a large amount of information and requiring operational processing for decision-making, can be complicated by a number of factors, such as the transfer of incomplete, inaccurate or erroneous information, the inconsistency of the characteristics and functioning conditions of the systems themselves, the presence of the human factor, etc. e. participation of people with freedom of action.*

**KEYWORDS:** *Tourism, Digital Technology, Digital Tourism, Information And Communication Technologies, Travel, Informatization, Computerization*

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### INTRODUCTION

Informatization is one of the most striking features of the system of social relations of developed countries. Humanity has entered a stage in the development of civilization in which information, knowledge play a decisive role in all areas of human activity. At the same time, information becomes in modern society the most important factor in economic growth.

It must be understood that technological progress is today not only the main factor in ensuring the welfare of the nation, but also the most important condition for the process of its sustainable development. At the same time, priority attention should be paid to information technologies, which, thanks to their special properties of the catalyst, will actively contribute to the technological breakthrough of the country, not only in the information sphere, but also in many other equally important areas.

In the modern information society, the importance of information as a commodity is increasing.

This is a consequence of the general growth of information needs and an expression of the development of the information services industry. Evidence of this is the increased contribution of the information sector to the creation of national wealth.

The most dynamically developing informatization is in the field of market infrastructure: enterprises engaged in intermediary services in the sale of goods, securities and currency, as well as advertising and representation services and audit activities, are equipped mainly with new modern information technology.

The next revolutionary stage in the informatization of society is associated with an extraordinary increase in the use of global computer networks.

The world-wide computer network Internet is developing so rapidly that every year the number of its subscribers and the amount of information resources almost double. The tourism business does not stand aside from this boom.

### **MAIN PART**

International and domestic tourism is a powerful industry in trade in services.

The basis of the tourism industry consists of tour operators and travel agents involved in travel, selling them in the form of vouchers and tours; providing services for the accommodation and meals of tourists (hotels, campsites, etc.), their movement around the country, as well as governing bodies, information, advertising on tourism research and training for it, enterprises for the production and sale of tourist goods. Other industries work for tourism, for which tourist services are not the main activity (cultural, trade, etc.).

Tourism is an information-intensive activity. There are few other industries in which the collection, processing, application and transmission of information would be as important for daily functioning as in the tourism industry. A service in tourism cannot be exhibited and considered at a point of sale as consumer or industrial goods. It is usually bought in advance and away from the place of consumption. Thus, tourism in the market is almost entirely dependent on images, descriptions, means of communication and information transfer.

The arrangement of the tourism industry is very similar to the organization of any other economic sphere of activity. Travel agent - an individual or legal entity acting as an intermediary for the sale of tours formed by the tour operator. Tour operator - a tourist organization engaged in the collection of tours.

However, one feature stands out - the linking center that holds various manufacturers within the tourism industry is information. It is information flows, not goods, that provide links between producers of tourism services; they go not only in the form of data streams, but also appear in the form of services and payments.

Services, such as overnight at a hotel, car rental, package tours and seats on airplanes, are not sent to travel agents, who, in turn, do not store them until they are sold to consumers. Information on the availability, cost and quality of these services is transmitted and used. In the same way, real payments are not transferred from travel agents to travel agents, and commissions

are not transferred from travel agents to travel agents. In fact, information about payments and receipts is being translated.

Three characteristic features of tourism can be distinguished. Firstly, it is a diverse and integrated trade in services. Secondly, it is a comprehensive service, both from the point of view of the manufacturer and the consumer.

Finally, this is an information-rich service. Therefore, tourism - both international and domestic - is the sphere of growing application of information technologies.

The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, control information systems, electronic information systems for airlines, electronic money transfer, telephone networks, mobile communications, etc. It should be noted that this technology system is not deployed by travel agents, hotels or airlines individually, but by all of them. Moreover, the use of an information technology system by each tourism segment is important for all other parts.

For example, the hotel's internal management systems can be connected to global computer networks, which, in turn, provide the basis for communication with hotel reservation systems, which, already in the opposite direction, can be accessed by travel agents via their computers. Therefore, we are dealing with an integrated system of information technology, which is distributed in tourism. From the foregoing, it becomes clear that in the tourism industry it is not computers, telephones, or video terminals that are distributed on their own - a system of interconnected computer and communication technologies operates here.

In addition, the individual components of the tourism industry are closely interconnected - after all, many tour manufacturers are vertically or horizontally involved in each other's activities. All this allows us to consider tourism as a highly integrated service, which makes it even more susceptible to the application of information technology in organization and management.

Tourism service providers use a number of communication technologies that can provide direct satellite coverage of international events, doing business through teleconferences from mobile communications (for example, the ability to make a call to anywhere in the world from an airplane). To obtain information about the place of stay, its attractive features, various video tools are also needed. As a result of the use of IT, the safety and quality of tourism services increase, and there is by no means a change in their explicit human content.

Information technology provides the airline. In the process of organizing, managing and controlling aviation operations, a huge role is played by electronic systems that help with route planning and timetables, flight control and analysis, personnel management, accounting and long-term planning. They include, for example, a messaging system, a satellite system for collecting and transmitting information for air transport, inertial navigation systems. Air traffic control system. Microwave landing systems, Air ticketing system.

Providing a high level of service in a hotel in modern conditions cannot be achieved without the use of new technologies.

The new technology provides for the automation of many hotel processes, electronic reservation, the introduction of technologies that contribute to improving the quality of service while reducing staff. Automated systems are aimed at increasing labor productivity, raising the level of knowledge among senior managers. Combination of professions is becoming more and more common, which entails a growing need for more fundamental training of personnel, in training them in several professions.

Computers are widely used in the central data processing centers of hotels. With their help, there is a reservation management, registration of visitors, distribution of rooms, inventory accounting and control over food supplies.

An analysis of existing software for tourism enterprises shows that the vast majority of programs provide the ability to enter, edit and store information about tours, hotels, customers, vehicle schedules and applications. Without exception, all of them make it possible to print many different documents - from questionnaires, vouchers and tourist lists to the description of hotels, tours, etc. Most software products allow you to control the payment of tours, print payment documents, keep records of places in the hotel and on transport. One of the important functions of such programs is also the automatic calculation of the cost of tours taking into account individual and group discounts, commissions, exchange rates and other factors.

**TABLE 1 BENEFITS OF DIGITAL TECHNOLOGY AND ONLINE DELIVERY FOR TOURIST SMALL AND MEDIUM ENTERPRISES**

Component	Benefit
Product Promotion	Direct and indirect advertising
New sales channels	Easy access to potential buyers. Online Sales and Transactions Opportunity to enter the international market
Direct savings	Increasing the market share of a product / service Cheap communication Saving on communication Savings on advertising Productivity increase
The brand	Product delivery Increase customer satisfaction
Technological and organizational training	Improving the image of the company Creating a modern company image
Customer relationship	Getting know-how when communicating with others over the Internet

New business models	Formation and expansion of a business network Benchmarking competitors Creating new business opportunities Timely access to information from websites Improving communication efficiency Improving information collection efficiency Accessibility of expertise regardless of location Improving service and support from suppliers
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As for such an important direction in the use of modern computer technologies as analysis of the company's activities, assistance in decision-making, it should be noted that systems of this kind have not yet been properly applied, although their creation is, of course, relevant.

The use of computer technology in the tourism process improves manageability (accelerates control cycles), ensures the growth of intellectual capabilities of the entire management system, improves the quality of management through a system of using data banks, expert systems and forecasting decisions.

The main activity of a tourist organization is the process of developing and promoting a tourist product on the market. The process of developing a new tourism product is the most responsible, therefore this stage needs to create a software product that provides information support for the decision-making process. For decision-making, the most important is: firstly, the speed of the decision-making process; secondly, the validity of the choice of route, vehicles, place of residence, etc., which requires the creation of a model that allows you to vary the possible options for routes, calculate the most profitable; carry out a price study; to forecast the demand and popularity of new tours; to conduct a model experiment simulating an "experimental race".

The successful functioning of the company in the tourist business market is almost unthinkable without the use of modern information technologies. The specifics of the technology for the development and implementation of tourist products requires such systems that would provide information on the availability of vehicles and accommodation options for tourists as quickly as possible, ensure quick reservation and reservation of seats, as well as automate the solution of auxiliary tasks when providing tourism services (parallel processing of documents such as tickets, bills and guides, providing settlement and reference information, etc.). This is achievable with the widespread use in tourism of modern computer technology for processing and transmitting information.

The tourism industry is so multifaceted and multifaceted that it requires the use of a wide variety of information technologies, ranging from the development of specialized software tools that automate the work of a separate travel company or hotel, to the use of global computer networks. Today, tourism uses quite a lot of the latest computer technologies, for example, global computer backup systems, integrated communication networks, multimedia systems, Smart Cards, information management systems, etc.

The greatest influence of modern computer technology has on the promotion of a tourist product (distribution and sales). First of all, this concerns the possibility of forming new marketing channels for promoting and marketing a tourist product. So, in the field of advertising, direct distribution of tourist information by e-mail (direct-mail) has become widespread. In recent years, most tourist enterprises create their own sites on the Internet.

In the West, there is already an electronic attack on the traditional tourist business. In particular, e-commerce is actively penetrating and introducing into the tourism market.

Currently, the formation of tourist products involves the use of global distribution systems GDS (Global Distribution System), which provides quick and convenient booking of tickets for transport, reservation of hotels, car rental, currency exchange, booking tickets for entertainment and sports programs, etc.

One of the main areas of application of information technology in tourism is the introduction of multimedia technologies, in particular directories and catalogs. Electronic catalogs allow you to virtually travel on the proposed routes, see these routes in an active mode, get information about the country, objects along the route of the route, information about hotels and other accommodation facilities, get acquainted with the system of privileges and discounts, as well as legislation in the field of tourism.

In addition, these catalogs usually provide information on the rules for processing tourist documents, tourist formalities, patterns of tourist behavior in extreme situations, etc. The client can plan the tour program, select it according to the set optimal parameters (price, system of benefits, transport system, season, etc.).

**TABLE 2 BARRIERS TO E-COMMERCE APPLICATIONS AND E-BUSINESS  
TOURISM SMALL AND MEDIUM ENTERPRISES**

Category	Obstacles
SME Awareness / Infrastructure Access	Costs (upfront costs) Ignorance of the Internet Lack of competency to start the process
Critical number of business partners	Offline providers Clients Offline
Regulatory Confidence / Security	Security risks Message delivery guarantee Unauthorized interference with correspondence Unauthorized access to the internal network Network message interception Message authorship check
Business process implementation	Decrease in productivity due to superficial attitude

In the field of management in the tourism business there have also been dramatic changes. The current level of development of the tourist industry and fierce competition in this area give particular importance to the information systems of travel agencies. The functionality of these

systems should provide input, editing and storage of information about tours, hotels, customers, the status of applications, provide for the output of information in the form of various documents: questionnaires, vouchers, tourist lists, tour descriptions, hotels; calculate the cost of tours taking into account the exchange rate, discounts, control the payment of tours, the formation of financial statements, the transfer of export-import data to other software products and other features. These systems not only speed up the settlement process and the formation of documents, but can also reduce the cost of services (tour package) by choosing the best option for customer delivery, accommodation, etc. An order to develop a unique information system for automation of a tourist office is quite expensive, and at present this is not particularly necessary, as there are a number of well-proven software products.

The market for software products presents several computer systems that automate the internal activities of a travel company. Typically, these systems provide reference databases for customers, partners, hotels, transport, embassies, as well as conducting tours and accounting of payments, receiving orders and working with clients, generating output documents, etc. Almost all software systems provide the formation of financial statements and often export-import data into specialized accounting programs.

Along with the automation of travel agencies, a similar development of automation programs for hotels, restaurants and other tourism business enterprises is underway. The use of information systems in this area leads to significant changes in management, and also improves the quality of service.

Modern computer information technologies are capable of drastically changing the methodological, informational and technological components of management processes and implementing them at a qualitatively new, more effective level. However, at present, there are still a number of objective factors that have a restraining effect on the pace of their implementation, which include the following: economic instability, "gaps" in legislative support, lack of education of managerial personnel in the field of information technology, lack of specialists in the field of information Inadequate state funding for research and development, as yet a clear lag in development computer equipment and communications.

Along with the listed problems, there are many other problems, such as: insufficient competence of both management at all levels of enterprise management and ordinary managers in relation to automation issues (implementation of new information systems and technologies); commitment to a traditional management approach. And although many managers and specialists understand that time requires new approaches to the implementation of most tasks, they are not in a hurry to put them into practice. This applies to both standard tasks and fundamentally new tasks.

Another problem is the analysis of the existing management system in the enterprise. Despite the fact that this problem has been thoroughly covered in the literature and the need for such studies has been repeatedly proved by domestic and foreign scientists, enterprises are very reluctant to agree to such work, and only when it is no longer possible to avoid it. For example, the implementation of such work is a prerequisite for the implementation of corporate management systems. And, as a result, the need for organizational restructuring of the enterprise, both in the production and in the management sector. Although most software packages involve tuning to an

existing organizational structure, it cannot be argued that “tailoring” a package to the needs of an existing organization is rational.

As life shows, the role of information technology in tourism is great, because information is the object of activity of a travel agency.

The gradual implementation involves the implementation of the primary, basic system, expanding the circle of users, increasing the number of applied tasks, integration.

The result of the introduction of computer information technologies is the saving of time for specialists. The only way to get a tangible economic effect from saving time is to reorient this time to achieve the specific goals of this unit, determined by the general strategy of the company.

The well-known dictum “Who owns the information, owns the world” is more relevant than ever for the tourism business, which is characterized by such features as efficiency, reliability, accuracy, high speed of processing and transmission of information largely determine the effectiveness of management decisions in this area.

Computer information technologies will rapidly evolve further, giving an impetus to the development of the science of economic and managerial information technologies and becoming increasingly important as the most important tool for the scientific, technical and socio-economic development of society.

## CONCLUSION

Experts believe that the global financial crisis will only contribute to the development of Internet services. Online tour operators working online are expecting record profits. Network tour operators can count on the rapid growth of their profits this year. Oddly enough, this forecast is directly related to the global economic crisis. According to experts, travelers will begin to use the Internet more actively than before.

In particular, tourists will increasingly be willing to book places and tickets online. The reason for this “boom of electronic booking” will be precisely the desire to save money in the difficult economic period.

Due to the fact that the cost of tours from online operators is often much lower than in ordinary agencies, people will begin to use their services not only to get basic information about a particular direction, but also to place an order.

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