



ACADEMICIA
An International
Multidisciplinary
Research Journal
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: **10.5958/2249-7137.2021.00768.0**

THE ROLE AND OPPORTUNITIES OF INFORMATION TECHNOLOGY IN TOURISM

Juraeva Feruza Jumaqulovna*

*Independent Researcher,
Bukhara State University
UZBEKISTAN

ABSTRACT

The article provides an overview of innovative services based on information technology (IT) and successfully used by domestic and foreign tourism enterprises. The considered three areas of IT allow us to conclude that they serve as a source of innovations that can bring the activities of a tourism enterprise to a higher level of quality of products or services. Promotion of any activity and production sphere is impossible without the introduction of new technologies and scientific achievements, improvement of existing models, taking into account changes in the market and the needs of the buyer, as well as without the ability to be mobile among competitors. Such changes determine the innovative way of the industry development. Tourism innovation is innovation and fresh ideas in travel and recreation. The result of the introduction of such innovations is an increase in the tourist flow and an increase in profits.

KEYWORDS: *Innovation, Information technology, Tourism, Hospitality, Mobile applications.*

INTRODUCTION

The development of telecommunication networks and information technologies has radically changed the activities of tourist enterprises: many processes have become automated and can be controlled remotely, a huge amount of data is stored in digital form, the time for processing requests and performing operations is minimized. However, the issue of innovative development for each enterprise is still relevant, since Intense competition in this area forces the participants of the tourism market to seek, develop and introduce innovations in their work.

Tourism is the main economic activity that has a positive impact on economic growth and employment in the country, as it has a huge impact on such key sectors of the economy as

transport, hotel and restaurant services, trade, construction, production of consumer goods and many others.

Tourism is an important tool to strengthen the opinion of Uzbekistan in the world, forms our values and contributes to the development of the country's attractiveness, which is the result of centuries of cultural exchange, linguistic diversity and creativity.

In addition, tourism is becoming an increasingly important aspect in the lives of citizens who travel more and more for business or leisure purposes. As an activity that affects the cultural and natural heritage, as well as traditions and modern culture in the country, tourism provides an opportunity for economic growth and sustainable development in Uzbekistan.

Thus, tourism is a complex intersectional complex that requires a systematic approach to regulating the socio-economic interaction of many sectors of the economy, both at the state and regional levels.

The economic and financial crisis that has affected the economies of all countries since 2008 has had a significant impact on the demand for tourism services, so the issue of an innovative approach to tourism is now becoming acute.

METHODOLOGY

Innovations in the tourism industry are mainly aimed at the formation of a new tourism product, new approaches in marketing activities, as well as the application of new management methods using information technology. Innovative activities in this area can also be aimed at changing an existing product, at improving transport, hotel and other services, and developing new markets. Information technologies play a key role in such activities, since they are able to radically change the methodological, informational and technological components of management processes and implement them at a qualitatively new, more effective level.

Innovation, the science of innovation, identifies different grounds for classifying them. The practice-oriented classification, which includes ten types of innovations, developed by an innovation consultant Larry Keely, deserves special attention. The first four types of innovation relate to the structure of production. One of them is the profit-making model. The following types of innovation involve collaborating with other companies, restructuring the company, and introducing new ways of working. Another two types of innovation involve making changes to a company's product. The product must be unique and functional and must be accompanied by a package of additional goods and services in order to maintain customer loyalty.

New information technologies play an even more important role for suppliers of cultural products into tourism destinations. Whereas initially only the establishment of Internet platforms for the promotional presentation of cultural offers seemed to be important, ticketing is now increasingly pushed by the supply side. The main reason for this is the increasing tendency towards late booking of offers by lo-call's as well as tourists. Interestingly, one can see general tendency towards local tourism organizations cooperating in traditional tourism destinations. The intention of this cooperation is to establish larger regional destination organizations.

Mobile applications, which have become widespread due to the technical improvement of mobile devices and the availability of the Internet, are becoming an effective tool for implementing innovations in any of these types. Travel guides are also actively moving to mobile applications.

Moreover, in this case, the mobile application becomes multifunctional, and therefore more convenient for users in comparison with printed counterparts.

This innovation is interesting in that it combines several of the types described above. Firstly, the model of making a profit in it is not the standard "commodity-money", but the so-called freemium (from the English free minimum), i.e. the product itself is free, and the additional product or service costs money. Secondly, it reveals mutually beneficial cooperation with companies (tourist attractions), which a tourist gets access to when buying an electronic card. Thirdly, the multi functionality of the mobile application makes it more attractive to consumers in comparison with separate analogs: navigators and Internet sites of certain attractions.

If we consider the museum sphere, then mobile applications are becoming more widespread in it. Large museums, such as the Hermitage, develop audio guides for their exhibitions, and this, in turn, qualitatively changes the workflow. Paid audio tours for a mobile application allow the museum, firstly, to receive additional income, and secondly, to optimize its costs for maintaining traditional technical means (their repair, charging, etc.).

Accommodation facilities are actively mastering mobile applications using NFC technology (Near field communication), a short-range wireless data transmission technology that enables data exchange between devices located at a distance of about 10 centimeters. The first hotel to showcase innovation was the Clarion Hotel Stockholm. NFC technology is changing the traditional check-in process for hotel guests. At the set time before arriving at the hotel or already being there, the guest receives a notification that his room is ready to move in and he can go through the registration procedure. After completing online registration in the mobile application, the key to the number is activated. By attaching a mobile device to the electronic lock, the guest gains access to the room. Thus, the hotel's working process is changing, which becomes more perfect in terms of safety and reliability, as well as convenient for guests and staff.

CONCLUSION

In modern research, much attention is paid to theoretical issues related to innovation and innovation processes in tourism. The considered directions of IT innovations are of practical importance and do not exhaust all the possibilities of using IT in tourism and hotel business. The wide range of IT applications for creating innovations of various types - from process to product - makes them attractive for investments. Moreover, it can be assumed that the implementation of ready-made IT solutions that have proven their effectiveness will be the best option for those companies in the travel industry that are just going to step up innovation.

REFERENCES

1. Beirne, E., & Curry, P. (1999). The impact of the Internet on the information search process and tourism decision making. In D. Buhalis & W. Schertler (Eds.), *Information and Communication Technologies in Tourism 1999* (pp. 88–97). Vienna/New York: Springer Computer Science.
2. Ebner, A. (1999). Tourism information system (TIScover): Development and future plans. Paper presented at Ciset International Conference "From Destination to Destination".

- Marketing and Management: Designing and Repositioning Tourism Products,” Venice, March 15–16.
3. Rakhmatov Dilmurod, Akhatov A., & Rakhmatov D. (2020). Research on Effective Ways to Intelligence Quotient of Perception through Mobile Games. *The American Journal of Applied Sciences*, 2(08), 89-95. Retrieved from <https://usajournalshub.com/index.php/tajas/article/view/693>
 4. Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research*, 27(2), 301–321.
 5. RaxmatovD.R., AxatovA.R., (2020). Axborotkommunikatsiyatexnologiyalariningiqtisodiyotsohalaridatarqalishiningdolzarbligi: raqamliiqtisodiyot. *Iqtisodiyotda innovatsiyalar (Innovations in economy) ilmiy jurnali 7-soni 2019 yil*, 56-61. Retrieved from <https://economy.tadqiqot.uz/index.php/economy/article/view/238>
 6. Rakhmatov D.R., Abduganiev A.Sh., Buriboev A.Sh. Possibilities of virtual reality in education and entertainment // *Competition for the Best Student Papers: a collection of articles of the VI International Research Competition. - Penza: ICNS "Science and Education". - 2020. - p. 29-34 URL: https://www.elibrary.ru/item.asp?id=44321811*
 7. Rakhmatov D.R. Pandemic as a stimulus for the development of a new stage of digital transformation // *XX International scientific conference. 2020.S. 107-109*
 8. Dilmurod, Rakhmatov, and Abduganiev Akhror. "Research on the Study and Practical Implementation of Blockchain Technologies in the Republic of Uzbekistan." *International Journal of Discourse on Innovation, Integration and Education 1.5 (2020): 12-15.*
 9. Rakhmatov, D.R. (2020). Foreign experience of digital transformation of business processes in the developing economy of Uzbekistan: problems, shortcomings, contradictions. In *Digitalization and its impact on the life of modern society* (pp. 186-197).
 10. Minghetti, V., Moretti, A., & Micelli, S. (2000). “Intelligent” museum as value creator on the tourism market: Towards a new business model. In D. Fesenmaier, S. Klein, & D. Buhalis (Eds.), *Information and Communication Technologies in Tourism 2000* (pp. 114–125). Vienna/New York: Springer Computer Science.