

Role of information systems on tourism development in Uzbekistan

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Abstract

The article discusses some issues related to the development of pilgrim tourism in Uzbekistan. Information and communication technologies play a special role in the development of tourism.

Keywords: tourism, technology, travel services, advertising.

New tourist destinations are created in the country thanks to the accelerated development of pilgrimage tourism, a more complete and efficient use of tourism potential through innovative, information and communication technologies and the development of traditional cultural and historical tourism.

Issues related to the development of pilgrim tourism in Uzbekistan as a strategic sector of the national economy create favorable economic, legal and organizational conditions for the accelerated development of tourism.

National and regional programs for the development of domestic, inbound and outbound tourism are developed and coordinated for their certification, computerization, development of mobile applications, the formation of a database, the formation of unified national registries for tourist destinations and tourist sites.

In Uzbekistan, a lot of work is being done to further develop tourism in the country, increase the attractiveness of the country and increase the international rating using modern computer technologies.

When it comes to visiting tourism, it is wrong to think only about tourists from Muslim countries. Thousands of people traveling from Israel to Southeast Asia use the airports of Uzbekistan as a transit point. Japan, South Korea and China also show great interest in visiting many Buddhist monuments in the Surkhandarya region.

Uzbekistan has ample opportunities and conditions for the development of pilgrimage tourism. For example, in Malaysia you have to wait 35-42 years to complete the hajj. Uzbekistan can serve as a transit point for them. There are places of great pilgrimage in our country, such as Bukhara and Termez. Pilgrims from Malaysia and Indonesia can spend a week in Uzbekistan on their way to Mecca. This in turn increases and develops budget revenues. [1].

In the holy places of Uzbekistan, efforts are being made to attract tourists from Muslim countries, especially from Malaysia and Indonesia. In this regard, we can clearly see the work of the state committee of the Republic of Uzbekistan on the development of tourism.

Outbound tourism retraining guides, publication of a new edition of booklets. Creating travel applications on the Android platform, making banners, handouts, booklets, slides using modern communication technologies.

The development of the etiquette of visiting holy places.

Suggestions and comments on facilitating airport and visa services and developing relations with foreign partners and embassies [2].

On December 28, 2017, the President of the Republic of

Uzbekistan issued a decree "On the appointment of additional working days and relocations during the celebration of official dates in 2018". According to the document, Uzbekistan will celebrate New Year, Navruz and Independence Day, as well as additional holidays in Eid al-Fitr and Eid al-Adha. In addition to the holidays, our compatriots will have the opportunity to spend time with their family and visit places to celebrate the holiday.

Tourism, regardless of the international or local level, is impossible to imagine without modern information technologies. Modern tourists cannot relax without modern information technologies.

"Audio Guide Khiva" developed by Uzbek programmers allows you to listen to the sights of the city in audio format and use a QR code (English Quick Response Code - code for immediate execution). The program, created in 2017, has a GPS system [3].

Travel business is a mobile business. Its representatives must constantly be in contact with customers, be able to remotely coordinate any situation, be able to answer any questions and comments as quickly as possible, be prepared for the latest moments and trips. Information technology abroad is an integral part of a number of major tourism and socio-cultural projects. Information systems play a special role in the development of long-term tourism development planning projects in the region [4].

Mobile technology plays a very important role in sales. Today, travelers can get the necessary barcode information from their mobile phone to pay for an air flight, check in and out. Information flow is a service that provides communication between manufacturers of tourism services. They act not only in the form of information flows, but also in the form of services and payments.

Tourism today is a source of information for business, which includes the largest airlines in the world, hotel chains and operators of tourist facilities. Personal computers and the Internet, their availability and reliability contribute to the penetration into all spheres of society, including tourism, of new information technologies [5].

Many years ago, online orders were a small stream, and now they have turned into a powerful stream, which accounts for a quarter of all revenue. An example is CheckMyTrip. Through this portal, local and foreign tourists will be able to get acquainted with the ancient cities and tourist destinations of Uzbekistan. The portal works in Russian, English, Malay, German, French, Spanish, Chinese and Korean.

At the same time, in order to further enrich the portal,

various materials are collected from various regions of Uzbekistan in the direction of tourism. It is also worth noting that the portal, along with reading interesting materials, provides an opportunity to learn about attractions, entertainment venues, museums and historical monuments.

Today, more than 730 enterprises providing tourism services in Uzbekistan have their own pages on the Internet, but not all of them have real economic success. If we talk about travel portals, the most popular area in the online travel business today is advertising travel services, which will give the client as much information as possible to make a decision. In the future, ways to influence the client may be further improved [6].

Currently, the competitiveness in the tourism segment is directly related to the creation of the site. The company's website performs a number of important functions. This is one of the main advertising channels of a travel company, the most effective mechanism for promoting a travel product or service. Company sites provide basic information

that is easy to read. Creating blogs on sites based on the memories and desires of consumers [7].

Many travel companies offer on their sites the opportunity to relax, for example, Greece is not only a resort and beach country, but also a country that provides ski and medical relaxation. The combination of textual information with the media is a specific representative of the tourist space and a specific consumer of tourist services. The company's website is a means of information and communication with the target audience.

In conclusion, we note that due to a lack of experience, travel companies do not take into account the requirements of some consumers. Information on many sites is only 32% of the total number of tourists interested. It can be concluded that many users do not find enough information for search and travel companies, and the companies themselves lose potential customers. To do this, it is worth increasing the number of mobile applications that promote the tourism of visits to Android and IOS systems.

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