IMPROVING THE QUALITY OF TOURIST SERVICES IN THE DIGITAL ECONOMY OF THE REPUBLIC OF UZBEKISTAN

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Abstract:
This article is devoted to improving the quality of tourist services in the digital economy of the Republic of Uzbekistan. The article presents the ways and methods of improving the quality of tourist services, as well as the ways of improving services in the digital economy

At present, the Republic of Uzbekistan is one of the developing countries in the world and the most effective method of its economic growth may be in tourism as Uzbekistan - the treasury of architectural monuments, the focus of the oldest cities, one of the centers of the legendary silk path. Here you can see the real ancient East - in Khiva, Samarkand and Bukhara. You can enjoy real Uzbek pilaf, prepared by the recipe, which is more than a thousand years. Hotels here are not worthwhile money, and dinner in the restaurant will not raise even the hungry tourist.

In this regard, in the message of Oliy Majlis, the President announced the year 2020, the year of the development of science, education and digital economy. In this connection, the "Digital Tashkent" program has become a logical continuation of this initiative. The decision was very far from: after all, when the world covered a pandemic, the digitalization strategy of the economy, especially education and health, became the only way out to continue full-fledged work. In order to improve its position, the Resolution of the Cabinet of Ministers "on measures to create favorable conditions for restoring and
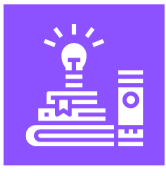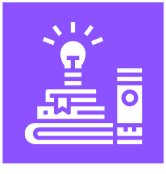
developing the sphere of tourism in the Republic of Uzbekistan" was published. Uzbekistan's authorities have developed new measures to restore and develop the tourism industry in the country.

According to a new resolution of the Cabinet of Ministers, state-building before October 10 is entrusted to conduct an inventory of all current entities of entrepreneurship in the field of tourism and divide them by type of activity as tour operators and travel agents.

Among the new requirements for obtaining a license, which will come into force with the 1-Will of this year:

How tour operators and travel agencies provide services;

How to provide accommodation services in the Republic of Uzbekistan;

About the organization of hostels;

How to allocate funds to compensate for the cost of charter flights from foreign countries to Uzbekistan;

About the selection of tourism actors at international fairs and exhibitions;

About the appropriation of the statuses of "Tourist Mahalla,""Tourist Village" or "Tourist Aul" and others.

On June 20, 2020, the head of the republic Shavkat Mirziyoyev signed a resolution "On additional measures to develop the tourism sector with strict compliance with the requirements of the enhanced health and epidemiological security regime."

It is necessary to form a reserve of $15,000 in equivalent in the fund "Safe Tourism" at the State Tourism Committee for the implementation of tourism activities in the direction of "exit tourism";

There must be a policy confirming the insurance of the civil liability of the tour operator.

Tourist information centres will be established in the Republic of Karakalpakstan, the regions and Tashkent to inform tourists, and the Tourist Service Centre will become the focal point of their activities.

In addition, the State Tourism Will be given the right to use the allocated area at airports, railways and bus stations (which have 50 percent or more of the state share) for the organization of tourist information centers.

According to the ruling, a number of regulations and regulations in the tourism sector are also approved:

How to license tourism activities;

On the certification of tourist services and classification of tourist industry facilities;

According to Bakhrom Siyayev, head of the Digital Economy Development Office at the Ministry of Information Technology and Communications Development, the Digital Tashkent program for 2020-2021 covers key areas: education, health, public sector, public administration, tourism, trade, construction and environmental protection. We will discuss in this article exactly the sphere of tourism as the digital space has become the most important element of the modern world.First digital services for tourists appeared 2000-x and this technology was created to improve the services of the tourism industry.

The application of new developments in terms of productivity contributes to increasing the speed of work and simplifying it, the ability to solve larger problems, individualize the service and take into account customer preferences, from the point of view of marketing - to attract more customers, as the number of users of digital technologies in the world is on average 70% and this number increases every year. Another important aspect of the introduction of digital technologies, simplifies the process of buying tickets, choosing a hotel - the ability to do it remotely. Thanks to such amenities, the life of the people is much easier and helps to save a lot of time than to stand in line for hours.

 The outlook for the tourist market in Uzbekistan is favorable, and a number of travel companies plan to focus on the basis of dynamic packaging, which is fundamentally different from the classic tour opewriting the possibility of having a large number of partners around the world.

Some Uzbek tour operators have already started using tourist packages as part of the dynamic package on the basis of regular flights of Uzbekistan Airways. Dynamic packages began to be developed on the basis of rail transport, in particular on the trains "Afrosiab" in bus service on the routes Tashkent-Samarkand, Tashkent-Bukhara.

One of the very first innovations in dynamic packaged tours is the "electronic ticket" service as well as electronic sales in general, allowing you to get the necessary information about hotels, cultural institutions, packages of services,
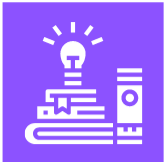
dynamic package technology uses all elements of digitalization and operates on the basis of digital programs and platforms.

Another progressive and universal form of digitalization of tourist processes is "Blockchain" technology.

The specifics of this technology consists of finding data on the purchase of tourist services in a single digital space, which can change the tourist industry. The issue of using blockchain is currently being studied to improve the quality of tourist service, which can seriously change the process of developing and providing tourist packages.

We can see this in the digital tourism platform below.
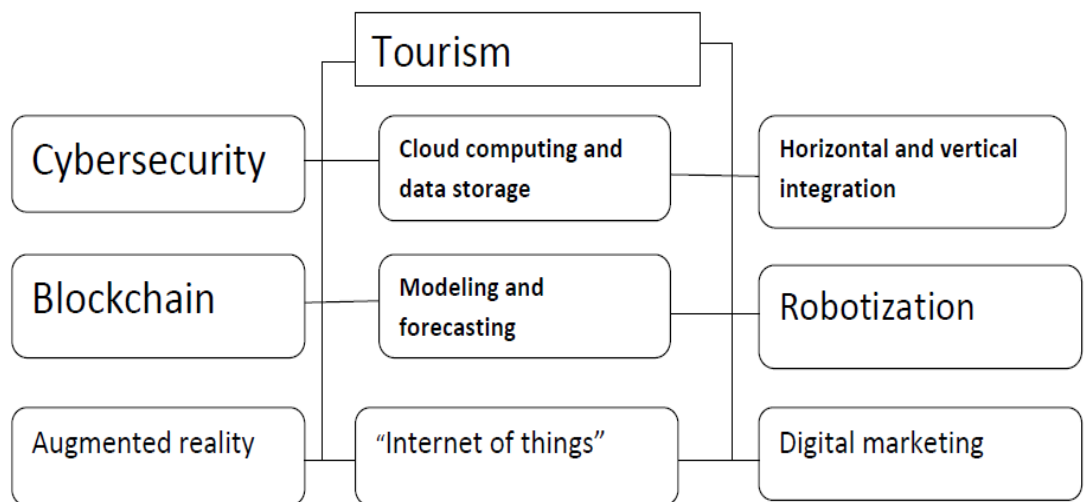
One of the modern forms of digitalization of tourism is mobile applications for cell phones. Application data are not only useful, but also necessary for tourist travel. For example, services for booking rooms, various topics, and the route selection services can be carried out through the Internet systems, in particular, through search engines and sites of tourism organizations. These digital technologies began to be offered in the world market since 2016, and 62% of the requests for the search for railway tickets from mobile devices increased by 50%, and the search for tourist products is 65%. Mobile applications are indispensable in obtaining reference information about the location of the Female person, about the objects of its surrounding in the place of temporary stay.For instance,Google Maps and the Local Experts Program allow users to post photos and give descriptions of tourist places, leave feedback, thereby simplifying the acquaintance of tourists with tourism facilities. So, the Mobile First system offers when developing booking services,
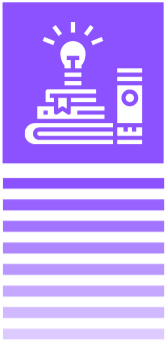
it is no longer on the version for desktops and tablets, but on applications for smartphones. Just the share of requests from mobile devices increased to 40%. About half of users who survey from a mobile phone or tablet make a reservation from this device. To use this trend, it is necessary to provide the user for convenience not only to search, but also pay services from the smartphone.

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