

## Analysis of the Business Process in Uzbek Tourism and Application of Digitalization to Solve the Problem

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**Annotation:** This scientific article describes the importance of the analysis of the business process in Uzbek tourism and the introduction of innovative technologies in solving problems in it, in particular, the use of digitalization in improving the quality of Service.

**Keywords:** digitization, innovation, tourism, hotel, business process.

**Introduction.** President of the Republic of Uzbekistan dated on February 19, 2018 "Further development of the field of Information Technologies and communications decree on improvement measures" [1], resolution "On measures for the development of the digital economy in the Republic of Uzbekistan"[2] and resolution of the Cabinet of Ministers "On additional measures for the introduction and further development of the digital economy in the Republic of Uzbekistan" on August 31, 2018, which sets the target values of the Digital Economy[3]. From this, the issue of developing tourism and service and developing its prospects, studying what the main attention is paid to in the implementation of innovative technologies in the tourism infrastructure remains relevant. Strategic development and improvement of Tourism Infrastructure today when determining the directions, it is necessary to determine the directions of development based on the analysis of work carried out abroad, to develop specific proposals and recommendations for the development of quality types of services for tourists.

**Main part.** Today in Uzbekistan it is required to master new principles of development of the tourism industry and to form a promising program for changing the economic mechanism. As for the issues of a more rapid development of the tourism industry, increasing its share in the economy, ensuring an increase in the quality of tourism services, first of all, it is necessary to organize work according to its mentality. Because we have ancient traditions, traditions with a long history and Islamic religious values, and it still continue. It is important to note that it is important and valuable not only for the local population, but also for foreign citizens. We believe that the following proposals of Aziza Umarova, a well-known expert in Uzbekistan, who embodied these values, are significant for the development of tourism in Uzbekistan:

1. Passing a master class in a restaurant or at home on Uzbek cooking (in which to teach how to prepare pilaf, spicy-fresh, manti).
2. Dyeing fabrics (teaching fabrics to paint, print patterns using natural dyes Walnut, pomegranate peel, indigo).
3. Imitation of ceremonies: kelinsalom, singing the Uzbek alla, organizing the staging of the Uzbek wedding ceremony for tourists in a large group.
4. Yoga training in Samarkand, Khiva and Bukhara with the help of a trainer under the open sky.
5. In front of the monuments is the work of those who have just learned to draw a picture on the easel.

6. Master classes on playing musical instruments (first an introductory lecture on music is given, and then the first basic lessons on the ancient musical instrument dust and the traditional rubab, playing circles are given).
7. Master classes on Uzbek dances and wearing dance-specific costumes (lazgi, Bukhara, Fergana dance dresses).
8. Organization of lunch or dinner in a traditional Uzbek family (in a traditional household, quails, Canaries — do you imagine national dishes, which are served under the singing of birds, under the floor of the ishkomb, on the supa, on a tray)...
9. Agro tourism. Harvest fruits or vegetables at home in the household according to the season. Attract to taste the taste of fruits, prepare fruit salads, compotes, and juices together. Let them prepare and eat on their own. At the end, entertain everyone with pilaf. It is good to spend such species outside the city.
10. Walking tour through the city (themed tourists in ancient osori atiqas). You may be surprised, but the demand for tourist subject areas will vary. Development of directions that cause giving them a universal name, placing on sites in English about this [4].

It can be said that these species are interesting not only for tourists, but also for local expats living here. What a waste! Each of these types of Tourism adapted to the English language will be in demand both in summer and in winter. The development of tourism will move to a much higher growth rate if the above-mentioned issue is put in its place.

And for the implementation of the above, digital technologies are important to us in the first place anyway. To do this, we turn to e-commerce. What is e-commerce? E – commerce is a type of commercial communication in which contracts and services between the seller and the seller are carried out via the Internet. Article 3 of the law of the Republic of Uzbekistan on e-commerce[5] (No. 613-II adopted on April 29, 2004 and December 9, 2015 with amendments No. 395) provides the following definition: -entrepreneurial activity on the sale of goods, work and services carried out using information systems is e-commerce.

The importance of e-commerce in tourism is as follows:

- a) the buyer choose and buy the product at a convenient time, place and speed possibility;
- b) the possibility of conducting trade activities in parallel along with business activities;
- c) the appeal of a large number of buyers to several firms at the same time can. This is an opportunity for a large number of buyers to communicate with sellers using communication tools;
- d) to find the desired products fast and firms that have the same products when applying for effective use of machinery and vehicles, Assembly of products in one place and reference to specific addresses when purchasing them to do. This will reduce excess time and costs;
- e) strictly from the level of residence, health and material security of the buyer look at the possibility of buying an all-in-one equal product;
- f) products that meet the world standards currently released option to choose and sell;
- g) strictly from the level of residence, health and material security of the buyer look at the possibility of buying an all-in-one equal product;
- h) strictly from the level of residence, health and material security of the buyer look at the possibility of buying an all-in-one equal product;
- i) products that meet the world standards currently released option to choose and sell;

j) sale of products (work, services) of an e-commerce seller further expands and updates its capabilities in the process.

As a result, the organization of trade in e-commerce increases the competition of firms, removes monopolies and provides an opportunity to improve the quality of products (type of Service). And the buyer will be able to choose the qualitative ones within the necessary products in his daily life [6].

The table below shows e-commerce in medium and small tourist companies the advantage aspects of application are given:

Areas of usage	Importance
Release of the product to the market	Direct and indirect advertising
New Sales Channels	Light customer engagement on-line sales and transactions opportunities to enter the international market
Making a direct economy	The share in the market increases. Cheap communications reduction in communication costs. Reduction in advertising costs. Increased productivity.
Brand	Delivery of the product. The level of customer satisfaction increases.
Technological and organizational knowledge having	The image of the company increases. The modern appearance of the company is formed.
Customer relationship	Gaining modern knowledge through the Internet.
New business model	Business formation and expansion Performance of Benchmarking analysis New opportunities open up for business Timely receipt of information on websites. Communication efficiency increases The efficiency of collecting information increases Service improvements and product suppliers support. Having expert knowledge no matter where you are

**Conclusions and suggestions:**

1. It is necessary to study the expected innovations and changes in the introduction of digital innovative technologies used in World Tourism.
2. By means of placement, modern and brand hotels and accelerate the application of innovative technologies in affordable location tools such as hostels, family guest houses.
3. The introduction of modern technologies into transport logistics, the development of unified, safe and innovative transport logistics, taking into account the types of internal and external transport to increase the tourist flow.
4. To increase the efficiency of the activities of cultural heritage entities, museums, theaters, art galleries by implementing smart tourism technologies for the Mayans, installing turnstiles and video surveillance systems.

5. To increase the "monetization" of tourism by organizing the diet of the Mayans, establishing a flexible pricing policy for cultural entertainment events and manufactured souvenir products.

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