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DIGITAL TOOLS IN TOURISTIC MARKETING: INCREASING THE EFFICIENCY OF TOURISM SERVICES IN THE DIGITAL ECONOMY USING DIGITAL TOOLS, NAMELY MARKETING.

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Overview:

The digital economy and new technologies are bringing significant changes to various areas of activity, including tourism. With the advent of digital tools, it has become possible to significantly improve marketing strategies and the quality of tourism services. In this article we will look at how digital tools contribute to expanding the efficiency of tourism services and what benefits they provide.

Key words: tourism, digital economy, digital tools, marketing, tourism development, tourism in Uzbekistan.

Introduction:

Tourism is one of the fastest growing sectors of the world economy, generating significant income and contributing to the development of other sectors. The introduction of digital technologies can further speed up this process and increase the efficiency of tourism activities. In the era of digitalization and rapid development of technologies, including virtual reality, Internet spaces, artificial intelligence, etc., the possibilities for transforming the tourist experience are becoming almost limitless. This may include more personalized and interactive methods of interaction with tourists, improved services, etc. In light of global environmental issues and the desire for sustainable development, digitalization of tourism can also help reduce the negative environmental impact of tourism activities. For example, using digital technologies to manage tourist flows or develop more environmentally friendly tourism facilities. The

tourism industry is competitive and countries around the world are looking to attract more tourists and increase their share of the market. With the development of digital technology and access to information, tourists now have more options when it comes to choosing where to travel. They can seek new destinations according to their interests, be it educational trips, sports or adventurous adventures, or pilgrimage trips. At the same time, digital technologies allow travel companies and businesses to offer more personalized services to their customers. From booking accommodation to creating itineraries and providing sightseeing recommendations, everything can be tailored to suit each traveler's individual preferences. The integration of digital technologies in the tourism industry not only meets the growing needs and expectations of modern tourists, but is also a key factor in creating competitiveness for various tourism destinations.

Digital tools.

Digital tools play an important role in the development of the tourism industry, increasing efficiency and quality of services. They provide attractiveness to tourism businesses, simplify the booking and purchasing process, enable personalized travel experiences and enable active customer engagement. In light of the rapid development of the digital economy, it is important for travel companies to actively use digital tools in their marketing strategies to be competitive and meet the changing needs and expectations of customers. Digital tools, including websites, social media platforms, mobile applications, and email newsletters, empower travel companies to effectively engage and inform potential customers. Thanks to the proliferation of digital media and resources, tourists now have access to comprehensive information about various destinations, accommodations, attractions, and available services. Through digital advertising, content marketing, and search engine optimization strategies, tourism businesses can enhance their visibility and appeal to a broader audience. Consequently, these tools present both challenges and opportunities for the tourism industry to differentiate its offerings and adapt to evolving consumer preferences. In today's

digital era, where traditional marketing methods are increasingly supplanted by digital approaches, businesses can tailor their products and services to meet the specific needs and desires of customers. Utilizing digital marketing as a catalyst for refining service provision in the tourism sector can yield significant benefits, satisfying the expectations of both customers and service providers. In the subsequent sentences, we will elucidate the positive ramifications of integrating digital tools into the global economy and the service provision process within the tourism sector. Given that services in the tourism industry are inherently personal, requiring human interaction and streamlined processes.

- Online booking and simplified transactions:
- Digital tools streamline the booking and purchasing process for travel services. Online platforms enable tourists to compare prices, peruse reviews from fellow travelers, and make bookings in real-time, ensuring convenience and expediency in consumer-service provider interactions.
- Personalization and enhancement of the tourist experience:
- Digital tools empower travel companies to offer personalized services and enrich the overall travel experience. Leveraging data analytics and machine learning, companies can gather and analyze information on tourists' preferences and behaviors, enabling them to create tailored offers and recommendations. Additionally, features such as virtual tours provide tourists with a preview of their destinations, enhancing their satisfaction with their trips.
- Customer engagement and feedback:
- Digital tools facilitate customer interaction and feedback collection, allowing businesses to promptly address concerns and improve service quality based on customer insights.

- Development of online communities and knowledge sharing:
- Digital tools foster the development of online tourism communities through social networks and forums. Tourists can exchange experiences, share recommendations, and provide reviews, fostering trust among community members and aiding prospective travelers in making informed decisions.

Integration of digital marketing into touristic sphere of Uzbekistan.

Uzbekistan has launched a process of radical reforming of tourism industry. Its goal is to transform tourism into strategic direction of the country's development, which will ensure accelerated regional development. In his Message, President Sh.M. Mirziyoyev defined one of the main tasks in the social sphere in 2019 is "to adopt comprehensive measures to develop tourism, attract investment in the field, increase personnel potential." To implement the task, as well as for the purpose of forming favorable conditions for the development of tourism was proposed and approved. Concept for the development of tourism in the Republic of Uzbekistan for 2019-2025, in which provides an analysis of the current state of the tourism sector and sets out the main goals, stages and directions of industry development have been determined. Much is being done to achieve the above goals, and the use of digital tools can facilitate this process. In analyzing the tourism prospects of different regions, there are diverse perspectives regarding the integration of digital technologies. According to Portuguese researchers J. Saura, A. Menendez, and P. Palos-Sanchos, the modernization of digital technologies presents an opportunity to streamline digital marketing, internet sales, reservations, and product transactions. They contend that the ubiquity of internet-connected devices facilitates travel planning and execution worldwide, utilizing applications like travel guides, GPS, and interactive books.

A local economist, A. Norchayev, asserts that the digital economy in service provision isn't merely a developmental process but rather a reimagining of existing services through the integration of innovative technologies into tourists' daily experiences. Expanding the usage of digital technologies offers the potential to enhance the tourist appeal of regions by leveraging innovations in the field and fostering their

advancement. Globally, the Innovation Index serves as a metric to gauge the innovation development within a country, encompassing factors such as institutional support, human capital, research capabilities, infrastructure, market complexity, knowledge and technology outputs, creative outputs, and business sophistication. Evaluating Uzbekistan's Global Innovation Index reveals fluctuating trends over time (Figure 1), with an average score of 25.13 points during the study period. Notably, the lowest score recorded was 20.9 points in 2013, while the highest reached 27.4 points in 2021. By comparison, the average score across 132 countries in 2021 stood at 34.30 points, indicating that there are numerous innovation-related tasks requiring attention and development within Uzbekistan.

Conclusion.

In conclusion, the integration of digital tools into touristic marketing represents a pivotal strategy for enhancing the efficiency of tourism services in the digital economy. With the advent of digital technologies, there arises a myriad of opportunities to revolutionize marketing strategies and elevate the quality of tourism offerings. By harnessing the power of digital platforms, tourism businesses can effectively engage with potential customers, disseminate comprehensive information about destinations, accommodations, and services, and optimize their visibility in a competitive market landscape.

The adoption of digital tools not only meets the evolving needs and expectations of modern tourists but also serves as a catalyst for creating competitive advantages for various tourism destinations. From streamlining booking processes to personalizing travel experiences and fostering customer engagement, digital technologies play a pivotal role in shaping the future of the tourism industry.

In Uzbekistan, where tourism is undergoing radical reforms to position it as a strategic pillar of national development, the utilization of digital tools holds immense promise. As outlined in the Concept for the Development of Tourism (2019-2025), the country is committed to leveraging digital innovations to accelerate the growth and

regional development of the tourism sector. Moreover, insights from global perspectives, such as the Innovation Index, underscore the imperative for Uzbekistan to prioritize innovation and technological advancement in its tourism initiatives.

In essence, the integration of digital marketing tools into the touristic sphere of Uzbekistan represents a transformative opportunity to enhance the country's tourism offerings, attract more visitors, and foster sustainable economic growth. By embracing digitalization and innovation, Uzbekistan can position itself as a leading tourist destination on the global stage, offering unique and memorable experiences for travelers worldwide.

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