

CONGRESS PROCEEDINGS (STUDENTS SECTION)

VI International Scientific Congress
SOCIETY OF AMBIENT INTELLIGENCE 2023

India • Latvia • Portugal • Romania • Ukraine • Uzbekistan
November 20 - 25, 2023

#StandWithUkraine

ISBN 978-80-88618-46-1



PRAHA
2023

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DIGITIZATION OF SOCIETY AND BUSINESS INNOVATIONS

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DIGITIZATION OF HOTEL INDUSTRY IN UZBEKISTAN

Abstract. Digital tourism encompasses more than just easier reservations, photo sharing on social media, or digitally enhanced marketing tools. Additionally, digital tourism is a novel approach to the experiences that industry professionals can provide to visitors. Travel has evolved as a result of the tourism industry's digital development. Not only has digitization made travel planning simpler, but it has also empowered organizations in the tourism sector to offer personalized visitor experiences, while being able to gain insights into their preferences and exploration behavior. Travelers may now arrange their entire itinerary from the convenience of their fingertips, thanks to computers and mobile devices. The most obvious feature is the capacity to virtually and instantaneously share events and experiences with other social media, smartphone apps, and instant messaging have made this possible.

This article examines the issue of digitization in tourism sector of Uzbekistan, which, in the opinion of the author, should make the tourist image of our country more attractive in the minds of potential tourists. According to the author's research, an increase in the flow of tourists will be achieved by showing potential tourists digization of hotel industry in Uzbekistan. In conclusion, the author outlines measures and proposals to strengthen the tourist image of Uzbekistan by digital innovations in tourism sector of a country.

Keywords: digital innovations, Uzbekistan, booking.com, agoda.com, digization

Introduction

The process of converting an analog format into a digital one is called digitization, or digital enablement. Put another perspective, digitization is the

process of converting an analog process to a digital version without involving any modifications of any type to the process itself.

Thanks to the electronic services offered to tourists prior to, during, and following their journey, digital tourism is an excellent method to save not only money but also anxiety and valuable time.

Analysis of recent research and publications. Author Khurramov Ortikjon defines digital tourism that digital tourism is the use of digital tools in the planning, organization, control and enjoyment of travel, with a set of electronic services provided to travelers before, during and after the trip.

Therefore, **the research is aimed** at outlining digitization of tourism industry in Uzbekistan, identifying problems and prospects for its development on the global scale.

To solve the set tasks, the following methods are used: general scientific methods of cognition (comparative analysis, subjective and objective cognition) to determine the essence, types, methods and tools of digitization in hotel industry; analytical methods to analyze the dynamics of digitization in the world.

Digitization in Uzbekistan

A number of policies regarding digitization are being implemented by the government in Uzbekistan. Services are being digitized not only in the field of economy, but also in the field of tourism. All this is done in order to make things easier for tourists. Examples of digitization implemented in service provision in our country include:

- Order a taxi from anywhere through the mobile application;
- Ordering various food through Mobile Apps like Uzum, yandex eats, express24;
- Charge your phone or tablet wherever you want via Qwatt;
- Several digitized services such as renting electric scooters and bicycles can be used by registering on a special website.

Tashkent hosted the opening ceremony of the 4-star Hotel Inspira-S Tashkent, the first hotel brand in Uzbekistan HIS.H.H. The solemn part of the event was opened by the First Deputy Minister of Tourism and Cultural Heritage and the Ambassador of Japan to Uzbekistan Mr. Fujiyama Yoshinori. The first "concierge robot" in Uzbekistan greets visitors to the hotel's main hall. Equipped with cutting-edge technology, it will escort guests within the establishment and furnish them with details about nearby tourist destinations, dining options, and lodging establishments.

Also, to ascertain travelers' level of satisfaction with lodging options, the State Unitary Enterprise "Center for Certification of Tourist Services" has put in place a survey on its official website. Travelers can provide feedback on "catering

facilities," "pilgrimage sites," "educational facilities," "entertainment facilities," "quality of services at the place of residence," "transport," and "health and wellness facilities" via the survey system. It is important to know that people can voice their recommendations and complaints if they are unhappy with the level of service they receive at the hotel or other lodging establishments. Visitors can also upload photo or video files to the system in order to leave their criticisms and recommendations.

A capsule hotel will be opened in the sterile zone of Tashkent airport. The hotel consists of two floors and has 27 rooms. On the first floor there will be a reception hall, a bathroom and a shower room. These will not be just 'capsules', but small comfortable cabins with a full single bed and a minimum set of accessories - a lamp, a clothes hanger, a shelf for hand luggage, a table. In such cabins, the passenger can relax for several hours without leaving the airport and the transit zone while waiting. The hotel has 140 rooms, 7 different types, including a royal suite of 77 m², double and single rooms.

The above is a vivid example of digital innovations in the field of tourism in our country. All these conditions are implemented in order to provide comfort to tourists.

If we look at the example of digitalization in the hotel industry, the best examples are the worldwide online hotel booking sites and mobile applications. There are world-famous sites such as Booking.com, Agoda.com, and a tourist from any part of the world can easily book a hotel in any country through this site.

In booking.com there are 1153 hotels in Uzbekistan which tourists can easily book one of the best hotels. In table 1 and table 2 we can analyze by filters.

Table 1

Hotels of Uzbekistan in booking.com (popular filters)

<i>Features</i>	Number of hotels
<i>No prepayment</i>	1077
<i>Free cancellation</i>	1129
<i>Hot tub</i>	40
<i>Ocean view</i>	1
<i>Book without credit card</i>	929
<i>Breakfast & dinner included</i>	4
<i>Breakfast Included</i>	636

Source: Author's work based on booking.com

It can be seen from Table 1 and 2, that with this platform tourist can easily choose the hotels what they want. Tourists may now arrange their entire itinerary from the convenience of their fingertips thanks to booking.com.

Table 2

Hotels of Uzbekistan in booking.com (property type)

Features	Number of hotels
Entire homes & apartments	504
Apartments	342
Hotels	119
Vacation Homes	20
Guesthouses	10
Villas	7
Bed and Breakfasts	4
Hostels	2
Resort Villages	1
Chalets	1

Source: Author’s work based on booking.com

In agoda.com there are 2573 hotels in Uzbekistan which tourists can easily book one of the best hotels. It can be seen that in agoda.com more hotels than booking.com.

In figure 1 we can analyze the number of hotels in Uzbekistan in agoda.com by region.

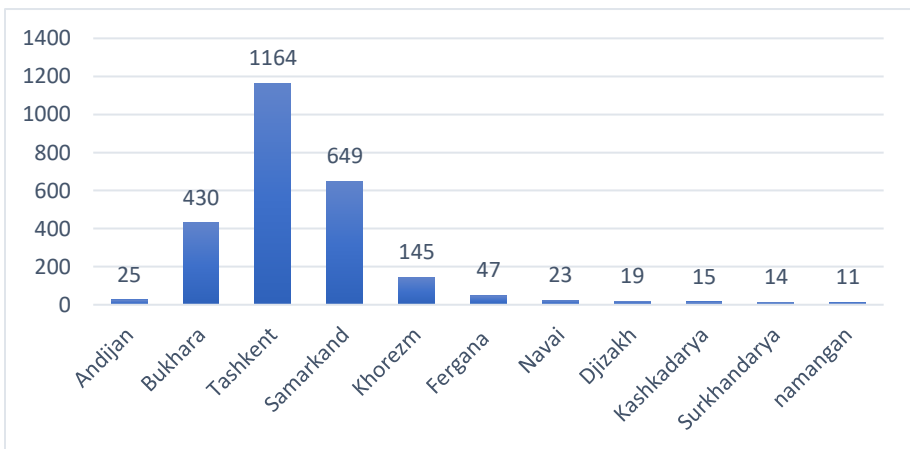


Fig.1. The numbers of hotels in Uzbekistan in agoda.com

Source: Author’s work based on agoda.com

We can analyze from Figure 1, that the most hotels in Uzbekistan is in Tashkent with 1164 numbers. But there are hotels with the least number in Navai, Djizakh, Kashkadarya, Surhandarya and Namangan.

Conclusion

In our country, there are a lot of measures for digital tourism. However, there are aspects that we need to develop further. For example, if we analyze the above-mentioned booking sites, booking.com has the advantage that tourists can find the hotels they want through separate categories, but the disadvantage is the small number of hotels in the country.

If we analyze the agoda site, the advantage is that the total number of hotels is more than the booking site, and the disadvantage is that when we compare by regions, the number of hotels in regions Navai, Djizakh, Kashkadarya, Surhandarya and Namangan is too small.

In order to eliminate the above shortcomings, we offer the following suggestions:

- ensuring the registration of all hotels in our country to the booking.com site;
- ensuring that all hotels in Navai, Djizakh, Kashkadarya, Surhandarya and Namangan regions are registered on agoda.com, eliminating the large disparity between regions;
- application of all tourism digitalization implemented in the world.

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