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Халықаралық ғылыми-практикалық конференция еңбек жинағында Қазақстан Республикасындағы және шетелдегі жаһандық сын-қатерлер жағдайында экономикалық жүйелердің орнықтылығын қамтамасыз етудің өзекті аспектілері қарастырылған.

В сборнике материалов международной научно-практической конференции рассмотрены актуальные аспекты обеспечения устойчивости экономических систем в условиях глобальных вызовов в Республике Казахстан и за рубежом.

The proceedings of the international scientific and practical conference consider topical aspects of ensuring the sustainability of economic systems in the face of global challenges in the Republic of Kazakhstan and abroad.

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Конференция Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Ресей халықтар достығы университетінің Қонақ үй және туризм Институты, Шота Руставели атындағы Батуми мемлекеттік университеті, Ташкент Мемлекеттік Экономикалық университеті, М. Рысқұлбеков атындағы Қырғыз экономикалық университеті және Бұқара Мемлекеттік Университеттерімен бірлесіп ұйымдастырылды.

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The conference was organized by L.N. Gumilyov Eurasian National University together with the Institute of Hotel Business and Tourism of the Peoples' Friendship University of Russia, Batumi Shota Rustaveli State University, Tashkent State Economic University, Kyrgyz Economic University named after Musa Ryskulbekov, Bukhara State University.

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THE INFORMATION TECHNOLOGIES AND DIGITAL TOURISM

Khurramov O.K.

Lecturer of Department of Service sphere economics

Bukhara state university, Bukhara, Uzbekistan

E-mail: o.k.xurramov@buxdu.uz

In today's information society, the importance of information as a commodity is increasing. This is a consequence of the general growth of information needs and an expression of the development of the information services industry. Evidence of this is the increased contribution of the information sector to the creation of national wealth.

The most dynamically developing informatization is in the field of market infrastructure: enterprises engaged in intermediary services for the sale of goods, securities and currency, as well as advertising and representation services and auditing, are mainly equipped with new modern information technologies.

The global computer network Internet is developing so rapidly that every year the number of its subscribers and the volume of information resources almost double. The tourism industry has not been left out of this boom.

International and domestic tourism is a powerful branch of trade in services. The basis of the tourism industry is made up of tour operators and travel agents involved in travel, selling them in the form of vouchers and tours; provision of services for the accommodation and catering of tourists (hotels, campsites, etc.), their movement around the country, as well as government agencies, information, tourism research advertising and training for it, enterprises for the production and sale of tourist goods. other industries for which tourism services are not the main activity (cultural, trade, etc.).

Tourism is an information activity. There are few other industries in which the collection, processing, application and communication of information would be as important to day-to-day functioning as in the tourism industry. A service in tourism cannot be displayed and considered at a point of sale as consumer or industrial goods. Usually it is bought in advance and away from the place of consumption. Thus, tourism

in the market is almost entirely dependent on images, descriptions, means of communication and information transfer.

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.

The layout of the tourism industry is very similar to the organization of any other economic activity. Travel agent - an individual or legal entity acting as an intermediary for the sale of tours, formed by a tour operator. Tour operator - a travel organization that collects tours.

However, one feature stands out - an information center that brings together various manufacturers in the tourism sector. It is information flows, not goods, that provide a link between tourism service providers; they come not only in the form of data flows, but also appear in the form of services and payments.

Services such as overnight stays, car rentals, package tours and plane seats are not shipped to travel agents, who in turn do not store them until they are sold to consumers. Information about the availability, cost and quality of these services is shared and used. Similarly, real payments are not passed on from travel agents to travel agents, and commissions from travel agents are not passed on to travel agents. In fact, information about payments and receipts is translated.

There are three characteristic features of tourism. First, it is a diverse and integrated trade in services. Secondly, it is a comprehensive service, both from the point of view of the manufacturer and the consumer.

Finally, it is an information service. Therefore, tourism, both international and domestic, is an area of growing application of information technology.

The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, management information systems, electronic information systems for airlines, electronic money transfers, telephone networks, mobile communications, etc. It should be noted that this technological system is not used by travel agents, hotels or airlines individually, but by all of them. In addition, the use of the information technology system by each tourism segment is important for all other parts.

For example, in-house hotel management systems can be connected to global computer networks, which in turn provide the basis for communication with hotel reservation systems, which can be accessed in the opposite direction by travel agents through their computers. Therefore, we are dealing with an integrated information technology system that is spreading in the tourism sector. From the foregoing, it becomes clear that in the tourism industry, not only computers, telephones or video terminals proliferate on their own - there is a system of interconnected computer and communication technologies.

In addition, the individual components of the tourism industry are closely interrelated - after all, many tourism producers are vertically or horizontally involved in each other's activities. All this allows us to consider tourism as a highly integrated service, which makes it even more receptive to the use of information technology in organization and management.

Travel service providers use a range of communication technologies that can provide direct satellite coverage of international events while doing business via mobile teleconferencing (for example, the ability to call anywhere in the world from an airplane). To obtain information about the place of residence, its attractive features, various video tools are also needed. As a result of the use of IT, the safety and quality of tourism services are increased, and their explicit human content is not changed in any way.

Information technology is provided by the airline. In the process of organization, management and control of aviation activities, electronic systems play a huge role, which help in planning and scheduling routes, monitoring and analyzing flights, personnel management, accounting and long-term planning. They include, for example, a messaging system, a satellite system for collecting and transmitting information for air transport, inertial navigation systems. Air traffic control system. Microwave boarding systems, Air ticket system.

Providing a high level of service in a hotel in modern conditions is impossible without the use of new technologies.

The new technology provides for the automation of many hotel processes, electronic booking, the introduction of technologies that improve the quality of service while reducing staff. Automated systems are aimed at increasing labor productivity, increasing the level of knowledge among senior managers. The combination of professions is becoming more and more common, which entails a growing need for more fundamental training of personnel in preparing them for several professions.

Computers are widely used in the central data centers of hotels. With their help, booking management, visitor registration, distribution of premises, inventory accounting and control over food supplies are carried out.

An analysis of existing software for tourism enterprises shows that the vast majority of programs provide the ability to enter, edit and store information about tours, hotels, customers, vehicle schedules and applications. Without exception, all of them allow you to print many different documents - from questionnaires, vouchers and lists of tourists to descriptions of hotels, tours, etc. Most software products allow you to control payment for tours, print payment documents, keep track of places in a hotel and on transport. One of the important functions of such programs is also the automatic calculation of the cost of tours, taking into account individual and group discounts, commissions, exchange rates and other factors.

Table 1

Benefits of digital technologies and online delivery for tourism SMEs

Component	Benefit
Product promotion	Direct and indirect advertising
New sales channels	Easy access to potential buyers. Internet sales and transactions Opportunity to enter the international market

Direct Savings	Increasing the market share of a product / service Cheap communication Savings on communication Savings on advertising Performance improvement
Brand	Delivery of goods Increasing customer satisfaction
Technological and organizational	Improving the company's image Creation of a modern company image
Customer Relations	Gaining know-how when communicating with others over the Internet
New business models	Formation and expansion of the business network Comparative analysis of competitors Creating New Business Opportunities Timely access to information from websites Improving Communication Efficiency Improving the efficiency of information collection Availability of expertise regardless of location Better service and support from vendors

As for such an important direction in the use of modern computer technologies as the analysis of the company's activities, assistance in making decisions, it should be noted that systems of this kind have not yet been properly applied, although their creation, of course, is appropriate.

The use of computer technologies in the tourism process increases manageability (speeds up control cycles), ensures the growth of the intellectual capabilities of the entire management system, improves the quality of management through the use of data banks, expert systems and predictive solutions.

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ОЦЕНКА И УПРАВЛЕНИЕ РИСКАМИ

Алымбаева Жылдыз Карабековна

Кыргызский экономический университет им. М. Рыскулбекова
г. Бишкек, Кыргызская Республика
E-mail: zhyldyz_alymbaeva@mail.ru

Абдукадырова Гульназ Токтосуновна

Кыргызский экономический университет им. М. Рыскулбекова
г. Бишкек, Кыргызская Республика
E-mail: a_gull@mail.ru

Аннотация: Статья посвящена вопросам оценки и управления рисками. Обзору достижений на пути обоснования оценки рисков, уделяя особое внимание фундаментальным идеям, на которых они базируются. в научной среде были разработаны принципы и методы концептуализации, оценки и управления рисками. Подобные принципы и методы в существенной степени и сегодня являются основой управления рисками, однако, несмотря на то, что было достигнуто много успехов, связанных как с теоретическим обоснованием, так и с практическим применением, вопросы, связанные с рисками, по-прежнему остаются во внимании различных заинтересованных лиц. В результате этих факторов можно выделить новые тенденции в управлении и оценки риска. Рассмотрены основные приоритеты в методах оценки и управления рисками.

Ключевые слова: Риск, неопределенность, управление, оценка, концепция, исследование области риска, стратегия управления рисками, рынок, Европа, инновации, центральный банк, анализ, критерий риска.

Концепция риска и его оценки имеет довольно глубокую историю. Еще более 2400 лет назад афиняне предложили свои методы оценки риска перед принятием ключевых решений [1]. Однако оценка риска и управление рисками

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