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В данном сборнике рассматриваются актуальные в современных рыночных условиях и социальные, рыночно значимые вопросы на основе системной модели, позволяющей проводить отчетность, аудит и анализ методов оценки бизнеса и эффективные управленческие аспекты бизнеса.

Экономист-мамандарға, АӨК ұйымдарының басшыларына, оқытушылар мен студенттердің кен ауқымына арнаған.

прошлом многие компании могли успешно функционировать, уделяя внимание в основном повседневной работе, внутренним задачам, которые были связаны с повышением эффективности использования ресурсов в текущих операциях. В настоящее время, хотя проблема оптимального использования потенциала в текущей деятельности не исключается, особенно важно осуществлять такое управление, которое обеспечивает адаптацию компании к быстро меняющимся условиям ведения бизнеса и «имеет дело не с будущими решениями, а с будущим принимаемых решений» [1, с.104].

Таким образом, для обеспечения эффективной работы предприятия должны не только изучать информацию об использовании своего экономического потенциала, но и оценивать внешние факторы. Для комплексного и глубокого изучения эффективности предприятий в современных условиях необходима разработка методов многофакторного диагностического анализа, которые позволили бы не только совмещать ретроспективный и перспективный анализ, но и выявлять альтернативы управленческих решений и оценивать их последствия.

Таким образом, суть диагностики заключается в выявлении патологических изменений в исследуемой системе и установлении диагноза. Более точная оценка получается при изучении совокупности и взаимосвязи элементов системы. В экономических исследованиях результат диагностики выступает как вывод о состоянии объекта диагностики. Основным звеном экономики является хозяйствующий субъект (предприятие), поэтому от правильности и точности диагностики эффективности его деятельности зависит диагностика экономической системы региона и экономики страны в целом.

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**THE EFFICIENCY OF DIGITALIZATION IN
PROMOTING SUSTAINABLE TOURISM IN
UZBEKISTAN**

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Digitalization and sustainability: interaction. Life is accelerating, moving with fast steps. Inevitable defeat awaits any industry that lags behind it. Choosing the path of sustainable tourism is one of the most important steps for every country, especially at the time when climate problems have already escalated and social problems have become far more serious than ever before. And it is difficult to imagine the today's world without modern innovative technologies and digitalization in general. In today's globalized society, it is very difficult to influence the behavior of customers. In this way, being able to influence millions at once can only be done through digitalization. Most of the world's population has already become a digital society. This has made it accessible of its capabilities for any industry. Therefore, it is necessary to promote sustainable tourism through digitalization,

and to achieve long term balance using digitalization in its economic, social, and environmental components.

According to the statistics of “the world counts”, every month the number of tourists reaches more than 82 million and 45 arrivals in every second, 1.4 billion every year. As a contributor tourism has causing by five percent of global greenhouse gas emissions, with transportation is responsible for 90 percent of this. By 2030, a 25% increase in CO₂-emissions from tourism compared to 2016 is expected. From 1,597 million tons to 1,998 million tons.

Increasing trend and need for sustainable tourism: According to a survey conducted by the charity Tourism Cares, 55 percent of respondents have made a voluntary financial contribution to the place they have visited. The survey also showed that 73 percent of the younger generation is willing to invest in sustainability, compared to 51 percent of Baby Boomers. This illustrates that the main proportion of society is young generation who are ready to invest for their green future.

Vision of Sustainable tourism:

Guidelines and management practices for sustainable tourism development apply to all forms of tourism in all types of areas, including mass tourism and various tourism segments. The principles of sustainability imply environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance must be struck between these three dimensions to ensure its long-term sustainability (UNEP & UNWTO, 2005).

Thus, sustainable tourism:

1) Optimal use of ecological resources, which are a key element of tourism development, conservation of important ecological processes and assistance in conservation of natural resources and biodiversity.

2) to respect the culture of the host communities, to travel without compromising their historical and living cultural heritage and traditional values, thereby contributing to intercultural tolerance.

3) ensuring fairly distributed socio-economic benefits to all stakeholders, including sustainable employment and income

opportunities, and the provision of social services to host communities and vital, long-term economic operations that contribute to poverty alleviation.

The development of sustainable tourism requires strong political leadership to ensure the participation of all stakeholders, as well as broad participation and consensus. Achieving sustainable tourism is a continuous process and requires continuous monitoring of impacts and the introduction of necessary preventive and / or corrective measures as needed.

Sustainable tourism should also achieve satisfaction and provide a meaningful experience for tourists by providing them with a high level of quality, raising their awareness of sustainability issues and promoting sustainable tourism practices among them.

Outcomes: The significant impact of climate change and environmental problems currently occurring means that the term sustainability cannot be ignored. It is clear that this will be an area that can have an impact on every industry in the world and become a trend in the next decade. The tourism sector is often cited as one of the main causes of global climate problems. This is due to the fact that in 2012 alone, the number of tourists reached a record one billion, which is a significant increase in carbon footprint. By 2030, these numbers are projected to reach 1.8 billion a year. So the question arises, if 1 billion tourists have already been exposed to the environment, how will this impact be estimated by 2030.

While there are some shortcomings in the research conducted by many institutions involved in global sustainable tourism projects, most of them are encouraged. In the coming years, nearly a third of tourists will choose sustainable routes. 79% of tourists unaware of this type of tourism want to go to ecological destinations, while 39% of tourists want to visit sustainable tourist destinations.

Almost twice the increase in sustainable destinations.

According to a global survey by Booking.com, between 2014 and 2015, the demand for sustainable destinations increased by almost 50 percent. Another study by these tour operators found

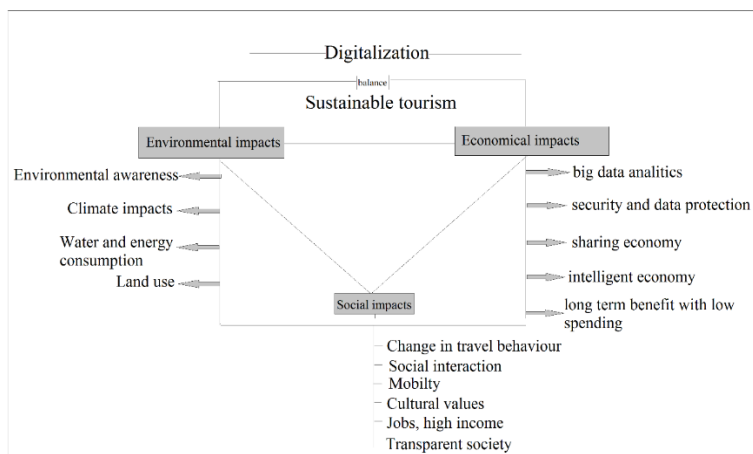
that about 83 percent of travelers prefer to pay better for an eco-friendly hotel.

The impact of tourism on the environment: The impact of tourism on the environment is mainly felt through unplanned tourism. It is possible to observe effects in three main areas: depletion of natural resources, pollution, and physical impacts.

Digital society:

Over the past two decades, digitization has been increasingly observed in many parts of the world. The travel and tourism industry is no exception, with the emergence of the digital market and increased consumer demand for digital travel services.

As for the market size of the global online travel sector is supposed to grow in 2021 compared to the previous year. Overall, the worldwide online travel market is expected to be worth about US\$433 billion in 2021, rising to about US\$396 billion in 2020. This market is projected to reach approximately USD 691 billion by 2026.



Above you can see the impact of digitization on three components of sustainable development (own elaboration). Therefore, the future survival of the tourism sphere depends on digitization and sustainability. And it gives many positive results in this area:

- Increasing tourism intelligence rate;

- Big data technologies efficiencies;
- Contactless solutions at once;
- Business intelligence rate;
- Availability of Smart Tourist Destinations and their increase in number;
- Ec-friendly applications for travelers
- Smart technology applications;

With tools such as ‘live streaming e-Commerce’ or live broadcasts through social networks, hotels can take advantage of to promote their services. Thus promoting electronic commerce.

Conclusion. In general, digitization and new technologies (such as virtual reality, robotization, "contactless" technology or virtual assistants) stand out as two strong allies to accelerate the restoration of "pro" sustainability and process efficiency in the tourism sector, as they contribute they are connected and crucial allies in the fight against climate change and environmental protection in Uzbekistan. Because there will be no tourism of the future without sustainability in any country.

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