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EVOLUTION OF INDEPENDENT TOURISM DEVELOPMENT

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Abstract: *the article examines the period of development and evolution of the independent tourism category, its importance in the field of tourism and its impact on the world economy. It is revealed in detail that the introduction of information technologies and internet communications in the tourism market, the establishment of online booking platforms and the popularization of independent travel.*

Keywords: *independent tourism, organized mass tourists, unorganized independent tourists, internet technologies, online reservation systems, service industries*

INTRODUCTION

Nowadays, while the tourism industry in our country is experiencing the process of recovery after the pandemic, diversifying the market of tourism services and eliminating the concept of seasonality in order to attract more foreign tourists remains the next unsolved task behind the country. In the world tourism market, the category of tourists who independently organize travel is becoming popular. The development of online booking platforms in the tourism market makes it possible for foreign tourists to book online tourism services. Taking into account that the main segment of independent tourists is budget tourists, they mainly prefer to travel in the tourist off-season, because we know that in many countries, all tourist services are cheaper in the off-season compared to the seasonal period. For this reason, there are urgent issues such as attracting independent tourists to Uzbekistan in the off-season, creating the necessary conditions for them, and improving the infrastructure. Therefore, first of all, there is a need to conduct research on the essence of the concept of independent tourism, the evolution of its development, and its stages.

Literature review. Several international and local scientists have conducted research on the concept and essence of independent tourism, including I.I. Starkova in the article "Samodeyatelniiy turizm: sovremennoe sostoyanie i perspektivy razvitiya" [2], N.S. Ibragimov in his dissertation "Application of the concept of detention management in Uzbekistan" [3], Ana Figueroa in the electronic magazine "FIT Travel: All About Independence", Diana K. Parr in 1989 in her "Free Independent Travelers, the unknown

tourists" In their dissertation [4], New Zealand scientists Kenneth F. Hyde and Rob Lawson in their article "The Nature of Independent Travel" [5] describe the organization of independent tourism, its features, content and essence. But the factors that lead to the emergence of independent tourism and its history have not been studied.

Methodology. The comparative method of scientific research was used to determine the essence of the concept of independent tourism. In addition, the definitions given by foreign and local scientists on this topic were analyzed and the definition of authorship was given. In the course of the research work, the chronology of the development of independent tourism was determined and logical thinking methods were used.

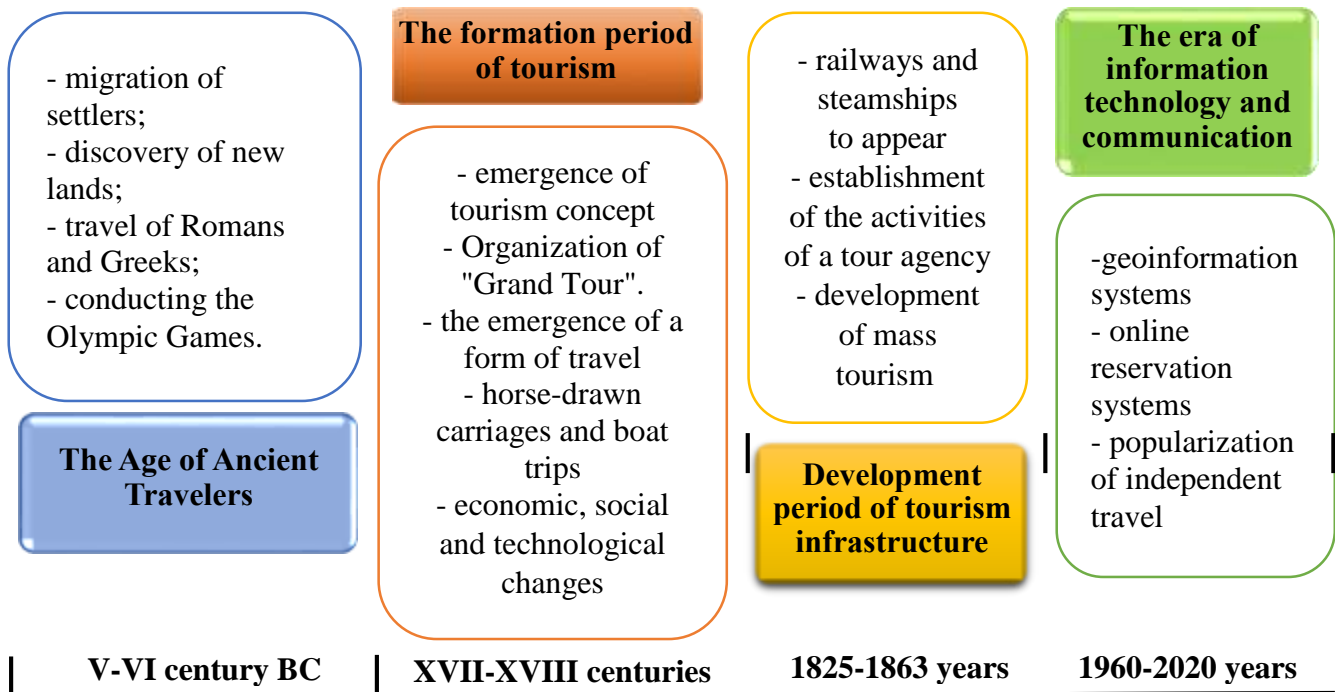
Result and discussion. "At the end of the 20th century and the beginning of the 21st century, independent travel became more and more popular. The reason for this was the development of internet technologies (online reservation systems, electronic tickets) that allow tourists to find the necessary information and purchase services necessary for travel in advance. In the 1960s, the increase in the number and demand for air transportation, and the difficulties faced by airlines in handling the large amount of data and information, led to the need to create automated computer systems that handle the airline ticket reservation process was launched.

At that time, the first computer reservation system CRS (Computer Reservation System) was created [6]. Initially, this system focused only on the sale of air tickets, later it was improved, and services such as hotel, railway tickets, car rental were also turned into a software system. As a result, it led to the creation of the modern "Global Distribution System" (Global Distribution System), whose main task was to provide services to all travel agents. Currently there are 4 GDS systems. These are: Sabre (1964), Galileo (1987), Amadeus (1987), and WorldSpan (1990). These systems cover 90% of the tourism market and about 800,000 travel agents. [7].

Based on the conducted research, it can be observed that the development of the tourism industry was carried out step by step in different periods, and it can be concluded that as human intellectual characteristics develop, the modernization of infrastructure in all areas, the emergence of innovative technologies, the facilitation of people's travel and the digitalization of the travel process. created Tourists are less dependent on various intermediaries and prefer to organize an independent trip without difficulty and save on extra costs. In our opinion, the development of tourism can be divided into four periods: They are presented in the following order (Figure 1).

Figure-1. 4 periods of tourism development

As the use of information technology became popular in the tourism market, Internet communications also began to develop, and this opened new frontiers in the tourism industry. E-commerce has led to the formation of tourism in a new way, as travelers now have the opportunity to remotely study the tourist destinations of their choice and even book tourist services online. The emergence of tourist websites has



fundamentally changed the needs of tourists. The chronology of the historical, main events of online travel and the development of independent tourism was determined as follows:

- In 1989, the British computer scientist Tim Berners Lee proposed to generalize all world tourist services in a single system through the Internet;
- In 1994, the Travelweb.com page was founded, which combined all the hotel catalogs worldwide and advertised it to the public, and over time allowed tourists to book hotels online [8];
- In 1995, the Internet Travel Network company was the first to control the sale of an airline ticket from San Francisco to Las Vegas over the Internet. Viator Systems, a travel agency, has started selling tours

and trips online, and Lonely Planet, which publishes a large volume of travel guides in the same tourism market, has moved some of its business online;

- In 1996, Gert-Jan Bruinsma from the Netherlands was the first to create Bookings.nl, which provides online hotel information and direct booking. system, and later in 2000 they started a new project by merging with the Bookings Online system and changing the URL to Booking.com. It is currently headquartered in Amsterdam, Netherlands;

- In 1996, Microsoft, the world's largest computer software corporation, launched its online travel agency Expedia. Larry Page and Sergey Brin launched the Google search engine on January 4, 1996. Airlines such as Ryanair, EasyJet, and Southwest have introduced low-cost air travel models to the public, with the goal of selling airline tickets directly online;

- In 1998, Brent Hoberman and Martha Lane Fox launched an online travel website in Europe. In it, travelers had the opportunity to get information about their destinations and book services online. In addition, in the same year, an online system such as Travelocity was launched by the Americans;

- In 2000, TripAdvisor was founded. On this site, hotels did not have the opportunity to sell their services, it only had the concept of operation as a system where tourists leave impressions and comments about hotels and their trips in general;

- In 2003, the VroomVroomVroom system for the sale of rental vehicles was launched in Australia;

- in 2007, with the launch of the Apple iPhone mobile device, which allows access to Internet pages through a mobile phone, they had the opportunity to download applications providing tourist services;

- In 2008, the website AirbedAndBreakfast (now Airbnb) was launched, which allows you to rent out apartments.

The advent of the Internet has created limitless opportunities for organizations operating in the business sector, and the tourism industry is no exception. Innovative technologies and touristic online web pages have led to the formation of a modern tourist, which has led to changes in the internal characteristics of a person, such as his worldview, behavior, and attitude to travel. In addition, after the problems of internet communication in other countries started to be solved thanks to information technologies, the problems caused by the language were almost solved due to the production of online translation applications for modern tourists.

In general, the sale of tourism services through various web pages has increased the level of usefulness mainly for independent travelers. For people of low, middle, and above-average socio-economic status, their interest in travel has increased, and the demand for independent travel has increased. The reason is that online travel agents have also started developing budget travel options in parallel.

For the purpose of systematization, we have presented the important factors affecting the development of independent tourism, the chronology of the formation of software and electronic commerce tools in Figure 2.

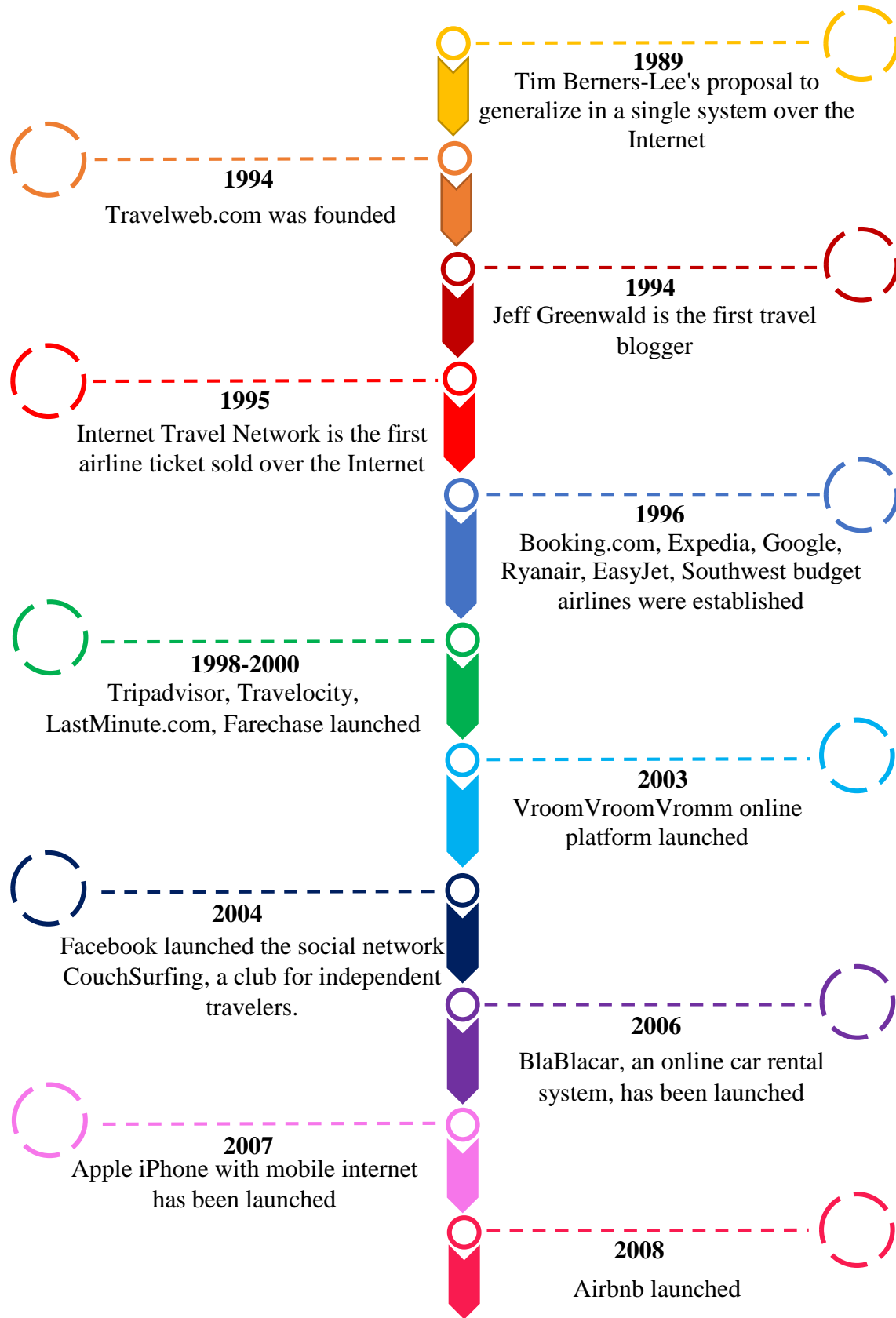


Figure 2. Factors affecting the development of independent tourism and digital services

With the popularization of all electronic online reservation systems, information media, and Internet technologies, tourists independently book each service of their trip, create a tour itinerary, determine when and at what time they will go, and most importantly, choose a travel companion that suits their needs and worldview. a solution to global problems such as predetermining the choice of travel, when and what means of transport to use, what type of accommodations to stay in, what type of food and products to consume, determining the duration of the trip and its flexibility, and most importantly, adapting the travel time to oneself offered to independent travelers.

Conclusions and suggestions. The increasing influence of Internet networks on the service industry is becoming more and more perfect as the independent tourism infrastructure continues to improve year by year. Dependence on tourist intermediaries (tour operators and tour agents) is decreasing and all service providers (mainly accommodation and transport and catering) now sell their services directly. has the opportunity to directly communicate with tourists. In parallel with the new forms of tourism based on the needs of tourists, services are becoming more flexible to the needs of tourists, and in the future, individual service representatives will be able to successfully operate and the quality of service will be high. we are sure that it will increase in level.

Based on the research identified above, the following proposals and recommendations were developed in order to attract independent tourists and increase their flow in our country:

- taking into account the fact that independent tourists are representatives of an unusual form of travel, creating conditions for them, that is, organizing tours such as suitable hiking in mountain ranges, climbing to its peak, and improving infrastructure in these zones, improving Internet connections and speed , there is a need to establish camping zones and parking zones for independent tourists visiting in their private cars;
- taking into account that independent tourists book all services independently without buying tour packages formed by tour operators, there is a need to ensure the availability of all tourist services on online platforms;
- ensuring the availability of information about tourist attractions in the country at the airport, railway and bus stations of all cities, controlling the level of language knowledge of employees (at least Russian and English),

It is necessary to establish organizations that rent various types of cars near the airport, railway and bus stations, and also to organize special minibuses and large buses that travel to city landmarks and tourist attractions at the time of arrival of foreign tourists.

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