

THE ROLE AND IMPACT OF INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF TOURISM AND HOTEL BUSINESS

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Abstract. In the field of tourism, information technology is an important tool for direct business development and creation of modern jobs. And in the management of the tourism sector, information technology is the basis for obtaining reliable information and making decisions based on it by processing various forms of primary data in order to achieve optimal results in the tourism business with the help of hardware and software tools. We have studied such aspects of tourism in this article.

Key words: Tourist industry, tour operator, travel agent, information, freedom of information, principle, guarantee, advertising.

Enter.

The use of information technology in the tourism and accommodation business helps hotels to be more efficient. Using various information technologies, such as online hotel reservation systems, customer relationship management (CRM) programs, and hotel management systems, allows you to better develop your business.

In addition, digital marketing strategies and social media platforms also play an important role for tourism and hospitality businesses. By using digital marketing tools, hotels can reach potential customers, increase brand awareness and ensure customer satisfaction.

Mobile applications will also have a major impact on the tourism and hotel industries. In addition to apps that help customers organize their travel plans, mobile payment systems also offer businesses a quick and easy way to pay.

Therefore, the effective use of information technology by tourism and accommodation enterprises will greatly help to achieve competitive advantage and satisfy customer needs. Therefore, investing in these technologies has great implications for business owners in improving their business performance.

Today, a number of decisions and decrees are being introduced in our country for the development of the tourism sector. In particular,

Solving existing problems in the tourism infrastructure, improving the quality of services provided and actively promoting national tourism products in world markets, increasing the effectiveness of reforms in the tourism sector by strengthening the personnel potential of the



tourism network, and sharply increasing the number of foreign citizens entering the republic for the purpose, as well as in accordance with the main directions of the concept of development of the tourism industry in the Republic of Uzbekistan in 2019-2025:

1. From October 1, 2019, the Ministry of Transport of the Republic of Uzbekistan and the State Committee for the Development of Tourism have applied the "fifth freedom of air" at the international airports "Karshi", "Nukus" and "Termiz" in accordance with the norms of international law, Also, the proposal to introduce the "Open Skies" regime at the "Bukhara" international airport, using the "fifth freedom of air" for the transportation of citizens of foreign countries, should be approved.

The Ministry of Transport of the Republic of Uzbekistan, together with the Ministry of Foreign Affairs, will inform the aviation administrations of foreign countries and foreign air carriers about the list of international airports of Uzbekistan where the "Open Skies" regime is being implemented, including through diplomatic channels. provide notification.

in the event that no less than 20 family guest houses are established in the territories of these citizens' gatherings and in the event that at least five different types of services (except accommodation and/or food services) are provided for tourists, they will be named "Tourism Neighborhood", "Tourism Village" "i" or "Tourism farm" status;

c) from 2020, citizens' gatherings that have been granted the status of "Tourism Village", "Tourism Village" or "Tourism Village" will be included in the state programs of "Prosperous Village" and "Prosperous Mahalla" in the first place;

g) According to the offers of international airports of the republic to "Uzbekistan Airports" JSC:

conclusion of agreements with domestic or foreign legal entities on the supply of aviation fuel and fuel-lubricants on a competitive basis, as well as agreements on their sale to domestic or foreign airlines that operate flights to the country's international airports, including transit flights the right is given.

Analysis of literature on the topic

Scientists and researchers of our country I. Tokhliyev, R. Amriddinova, Sh. The scientific works of Roziyev, O. Khamidov, N. Ibadullayeva, F. Aziztoyeva, B. Mamatov and others cover many issues related to the theoretical and practical aspects of the development of tourism, but some issues related to the development of historical and cultural tourism are not sufficiently studied. therefore, some problems remain relevant today.

Scientific magazines and literature such as "Hospitality Technology Magazine", "Journal of Hospitality Information Technology" can be used to learn more about information technologies in the field of tourism and hotel business. These magazines show how information technology can be useful for further development of tourism and hotel business, how to implement innovations and other important issues.

Analysis and results

The tourism and accommodation sector has developed significantly with information technology in recent years. Hospitalists in these industries use various information technologies to improve customer satisfaction, operational efficiency, and competitiveness. Below is information in the field of tourism and accommodation

The analysis and results of the use of technologies are presented:

1. Online Booking Systems: Online booking systems that allow customers to easily book services such as hotels, air tickets and car rentals over the internet make the travel planning process faster and easier.



2. Smart hotels and accommodation units: Thanks to the advancing technology, the customer experience is enhanced by the use of smart devices in hotels, and systems such as lighting and air conditioning control in the rooms are mobile applications.

As a result, the use of information technology in tourism and accommodation appears to be beneficial for all stakeholders. Thanks to these technologies, businesses can be more competitive and customers can have an easier and more pleasant journey. Therefore, it is important for companies to adapt to the digital transformation process by increasing their investments in this area.

Summary

In our country, where tourism and hotel business are developing, the importance of information technology is very great. Information technologies are important tools used by travel agencies and hotel chains, online sales platforms and other organizations in the tourism sector.

With the help of information technology, travelers can easily plan their trips, help foreign travelers or visitors to identify destinations. This makes tourism more convenient and gives an opportunity to open a new perspective.

List of used literature

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