

THE ROLE AND IMPORTANCE OF DIGITAL BANK IN SERVICE MANAGEMENT IN THE TOURISM FIELD

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Abstract: This article aims to solve the issues of the development of the digital economy, the fundamental change of the working model of many types of economic activities, including tourism, the efficiency of using digital banking services in the process of digital transformation, and national security, and the increase of the global competitiveness of local companies. The importance of this study is that the conditions and factors of the formation of the digital economy and the current review of the provision of information to tourism activities are considered the issues that are considered the most important impetus for its development.

Keywords: Bank, banking operations, digital economy, entrepreneurship, tourism.

INTRODUCTION

The development of the digital economy in the field of tourism is a complex process that affects all consumers of services, both households, state bodies, and firms in the field of tourism whose activities are regulated by certain regulatory and legal documents. The enterprise in the field of tourism has all the necessary conditions for the digital development of its activities in the formation of suitable factors of the internal and external environment.

In order to further explore changing approaches to defining the role of digital development of the tourism sector within tourism and recreational activities, which are the drivers of the economy, we understand not only the economic activities related to the formation and promotion of the tourism product, but also the

activities related to the tourism infrastructure. we need to understand other areas as well.

The level of tourism development is one of the parameters describing the socio-economic development of the country and its regions and the well-being of the population. Innovation plays an especially important role in the field of tourism. World practice shows that tourism ranks second after oil and gas extraction and processing in terms of profitability and development dynamics. Tourism is the most important sector of economic activity for the national economies of many countries. In addition, it should be noted that tourism is an information-rich field, in which the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of the field. In this regard, the formation and development of the digital economy is of great importance for tourism activities, in which the latest information and communication technologies are actively used.

Providing tourism with information is a set of information about tourism activities and specialized information technologies designed for its processing and analysis, which ensures the effective operation of the tourism system.

The digital economy is a specific type of economy in which digital information and related data management methods are the main focus. The digital economy is characterized by the dominant role of digital information over all other elements of production.

In the conditions of the formation of the digital economy, providing tourism with information is the most important factor in its development.

The main factor in the production of services in tourism activities is the information that the potential consumer of services can receive, and the final result of tourism activities is the impression that the consumer receives during the trip.

The digital economy is based on the integration of all business processes occurring in economic systems at all levels, where special importance is attached to the information component, allowing the use of information on the activity of

economic systems in real time in an integrated global system. In the conditions of the digital economy, new requirements for the information and communication environment, information systems and services are being formed. The formation of a single information space is being implemented taking into account the needs of the population to obtain quality and reliable information focused on the socio-economic sphere.

The main differentiator of the digital economy is that information is the most important asset, and its value is constantly increasing. The issue of forming a single information space in the field of tourism has been discussed for a long time. In this regard, great work was done by state authorities and management bodies in the field of tourism. The tourism industry is fully focused on the active implementation of the latest digital technologies. Most of the activities have been restructured in line with the development of the digital economy, including the tour reservation system, electronic payment technologies, etc.

LITERATURE ANALYSIS AND METHODOLOGY

Today, a consistent policy for the further development of the tourism sector is being implemented in the republic, which helps to solve the following tasks:

- ensuring diversification of the economy;
- flow of foreign currency income;
- creation of new jobs;
- improving the quality of life of the population and increasing incomes;
- rapid development of regions;
- image enhancement;
- investment and credit attractiveness of the country.

In order to create favorable conditions for the development of the tourism sector in the Republic, the following important documents were adopted: the improved "Law on Tourism" [1], the Law of the Republic of Uzbekistan "On Banks and Banking Activities" [2], Decree No. PF-5781 of the President of the Republic of Uzbekistan "On measures to further develop the tourism industry in

the Republic of Uzbekistan"[4], "Intensification of tourism in the Republic of Uzbekistan" of the President of the Republic of Uzbekistan Decree No. PF-5611 [5] of the President of the Republic of Uzbekistan "On measures for rapid development of the tourism sector" PQ-4095 - decision [6], as well as the concept of development of the tourism sector was approved in 2019-2025 [7].

Many domestic and foreign scientists have worked on the issues of organizing credit to tourism market entities: M. A. Krivulya [7], S. V. Fedorova [8], A. A. Kozybagarov [9], K. S. Zakharova, A. A. Bakanova [10], N. G. Novikova, K. A. Lebedev, O. E. Lebedeva [10], [11], N. A. Zaitseva [12], McKercher, H. Du Cros [13], M. A. Bulaev [14] and others.

Despite the existence of extensive economic literature devoted to the analysis of various aspects of lending to tourism market entities, there are still many problems in this area that require further research. Specific measures for crediting the subjects of the tourism market of Uzbekistan have not been sufficiently developed and the mechanism of effective use of the credit market has not been established.

The analysis of the activity of the tourism industry and the crediting of tourism market subjects showed the following results.

Factors hindering the development of tourism include:

- failure to develop normative legal documents that help to develop the innovative activities of tourist enterprises;
- failure to develop regulatory documents on the implementation of innovative projects within enterprises in the field of tourism;
- failure to develop a comprehensive methodology for the evaluation of innovative projects, which provides for the financing of innovative projects of enterprises in the field of tourism;
- lack or lack of financial resources;
- lack of clear criteria for assessing the financial potential of enterprises in the field of tourism;

- lack of professional personnel to work in an innovative and developing enterprise in the field of tourism;
- lack of knowledge on organizing and conducting work within the framework of innovative development of enterprises in the field of tourism, etc.

The level of formation of the digital economy is largely determined by the development of information and communication technologies (ICT) and their introduction into the socio-economic life of society. Thanks to the development of technologies, 81% of the population of the Republic of Uzbekistan, 93% of trade enterprises, 80% of transport enterprises, and 95% of state bodies use the Internet. Most importantly, Internet technologies are used in financial transactions, interaction with government bodies, and communication with suppliers and consumers. Basically, all enterprises in the field of tourism use information and communication technologies to one degree or another. All main processes of activity are based on information processing, including various booking systems in tourism, information-search systems, information-communication relations with partners, end users. A significant part of modern advertising technologies in tourism is based on the use of Internet technologies.

According to the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of the new Uzbekistan for 2022-2026" No. and ensuring high growth rates" included 16 goals. Also, within the framework of the "Travel Uzbekistan" program, the goal of increasing the number of domestic tourists from 12 million and increasing the number of foreign tourists visiting the republic to 9 million includes 10 main directions, which are as follows:

- Wide implementation of barrier-free tourism infrastructure in the main tourism cities of the country. By 2026, the number of people employed in tourism should be doubled to 520,000.
- Adoption of the state program on the development of the infrastructure of tourism and cultural heritage objects and the effective use of more than 8 thousand cultural heritage objects.

- Construction of additional tourist zones and recreation centers in Zomin, Forish, Bakhmal districts and "Aydar-Arnasoy" lake system, implementation of projects worth 300 million US dollars, creation of 25,000 jobs.
- To increase the volume of tourism services by at least 10 times in the next five years by turning Samarkand into a "Tourism Gate". Ensuring the employment of 40 thousand people in the field of tourism. In 2022, the establishment of the Samarkand tourism center, including the historical complex "Eternal City", and the necessary infrastructure.
- Implementation of a special program for the development of ecotourism in the Republic of Karakalpakstan and the island. In this case, wide use of the possibilities of the new airport of Moynoq.
- Adoption of a special program for tourism to be the main driving force in the creation of new jobs in Khorezm region.
- Implementation of a special program for rapid development of tourism in Bukhara region.
- Effective use of pilgrimage and ecotourism potential in Navoi region.
- Further improvement of tourism infrastructure in Tashkent city.
- Development of a separate program for bringing the tourism potential to a new level in the Tashkent region.

Organizations such as the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC) are engaged in the formation of information infrastructure at a mega level. At the macro level, the development of information infrastructure in tourism is entrusted to national tourism administrations and national tourism organizations. At the regional level, the information infrastructure is formed by the relevant regional tourism management bodies. Individual enterprises of touristic business activity represent the micro level, information supply is carried out independently by them.

The interaction of all market participants, including tour operators and travel agencies, accommodation facilities, transport companies, tourists themselves, is

formed thanks to the information space of the tourism industry. The main components of the information space are information resources, means of information interaction and information infrastructure.

The development of information technologies is currently the main factor in the development of the economy and has a significant impact on all aspects of the organization of tourism activities, which is manifested in the formation of radically new types of organizations, including virtual travel companies. These are network type operator structures and so on.

Tourism and recreation firms increasingly need to develop and develop new products and services in a market economy, and they are aware of the associated economic benefits. However, not all companies are ready to introduce new technologies, because it is associated with a certain level of risk, as well as the difficulty of predicting future performance. With a competent approach to the formation and development of the digital economy in tourism, all this can bring great profits to enterprises.

It should be noted that the development of the digital economy in tourism and recreational activities mainly depends on internal and external environmental factors. These factors interact with each other and depend on the specific socio-economic conditions of the development of the state and region at the macro level, and enterprises at the micro level.

DISCUSSION AND RESULTS

The development of the digital economy in the field of tourism is a complex process that affects all consumers of these services, both households and state management bodies, as well as companies in the field of tourism whose activities are regulated by certain regulatory and legal documents. In the formation of the relevant factors of the internal and external environment, the enterprise in the field of tourism has all the necessary conditions for the digital development of its activities.

In 2022, a total of 5.2 million tourists from foreign countries visited Uzbekistan. This is almost 3 times more than the figure of 2021 (1.8 million people).

In particular, a total of 4,364,800 tourists from neighboring countries visited last year, which is 283% more than in 2021. Also, 606,400 tourists from the Commonwealth of Independent States (291% more than in 2021) and 261,600 tourists from foreign countries (198% more than in 2021) came to our country.

In particular, 75.5 thousand from Turkey (171% more than in 2021), 19.9 thousand from South Korea (347% more than in 2021), 17.7 thousand from Germany (257% more than in 2021 'p), 13.1 thousand from the USA (242% more than in 2021), 11 thousand from France (372% more than in 2021) and 10.5 thousand from Great Britain (264% more than in 2021 'p) tourist visited our country.

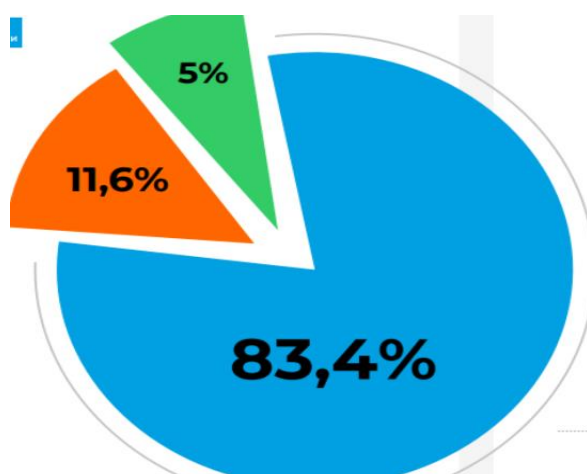


Figure 1. Tourists who visited in 2022 (by country)¹

Figure 1 shows that 83.4% of tourists came from neighboring countries, 11.6% came from other CIS countries, and 5% came from distant foreign countries.

The purpose of this study is to determine the factors affecting the development of the digital economy in tourism.

¹ Statistik ma'lumotlar <https://uzbekistan.travel/uz/sayyohlarning-kelishi/>

In order to further explore the changing approaches to defining the role of digital development of the tourism sector under tourism and recreational activities reflecting entrepreneurship, we understand not only the formation and promotion of the tourism product, but also the economic activities related to the operation of the tourism infrastructure.

The level of tourism development is one of the parameters describing the socio-economic development of the country, its regions and the well-being of the population. Innovations in the field of tourism play a particularly important role. World practice shows that tourism ranks second after oil and gas extraction and processing in terms of profitability and development dynamics. Tourism is the most important sector of economic activity for the national economies of many countries. In addition, it should be noted that tourism is an information-saturated industry, where the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of this industry. In this regard, the formation and development of the digital economy is of great importance for tourism activities, in which the latest information and communication technologies are already actively used. Providing tourism with information is a set of databases on tourist activity and specialized information technologies designed for its processing and analysis, which ensure the efficient operation of the tourist system.

In the conditions of the formation of the digital economy, providing tourist activity with information is the most important factor of its development.

The main factor in the production of services in tourism activities is the information that the potential consumer of services can receive, and the final result of tourism activities is the impression received by the consumer during the trip. In the process of digital banking transformation, making online payments in tourist activities is developing very much nowadays. The digital transformation of the bank is a set of services that provide the remote banking services that enable the

remote implementation of various banking operations. It is enough to use a computer or mobile phone without visiting a bank.

Remote technologies allow the client to use banking services with maximum convenience and to minimize time and financial costs in the process of working with the bank.

The remote service system can be divided into two types according to the nature of the services provided to customers:

- informative;
- transaction.

Informational banking is focused on providing financial information to customers, while transactional banking provides an opportunity to carry out financial transactions.

The main principle of remote banking services is the remote exchange of various information between the client and the bank. The bank ensures the security of this operation.

Today, residents can perform real-time card-to-card (P2P) money transfer operations, make tax, budget, utility and other payments, receive microloans and repay loans, make online deposits, deposit and widely uses remote opening of loan (credit) accounts, making payments from an international bank card account, online conversion operations and other remote banking services.

In turn, for enterprises and organizations, through remote bank account management systems, real-time management of funds in bank accounts and making payments, an order for purchase (conversion) of foreign currency funds to the service bank in electronic form opportunities for sending, transferring monthly salary and equivalent payments to the bank and using other services have been created.

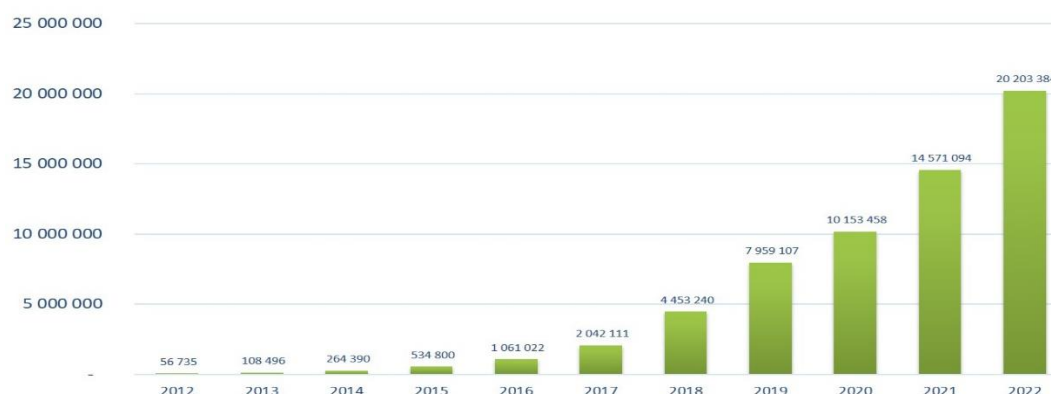


Figure 2. The number of users of systems providing remote banking services (as of January 1)²

Legal entities and individual entrepreneurs, as well as individuals, use their services in the field of tourism. It should be mentioned that the number of users of remote banking systems as of January 2022 is 20,203.4.

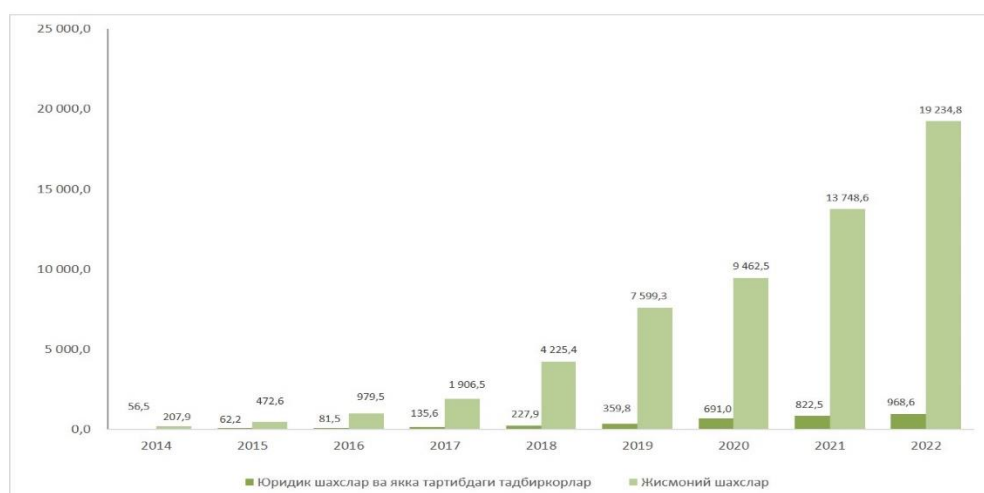


Figure 3. Number of users of systems providing remote banking services (by types)³

Today, the total bandwidth of connecting to the international Internet network is 1,800 Gigabits per second, and as a result of ongoing projects, it will be expanded to 3,200 Gigabits per second by the end of 2022.

² www. <https://cbu.uz/oz/payment-systems/remote-banking-services/>

³ www. <https://cbu.uz/oz/payment-systems/remote-banking-services/>

In 2021, the transmission capacity of the data transmission network increased by 1.5 times at the level of regional and district centers.

In order to develop the telecommunications network, an additional 50,000 kilometers of fiber-optic communication lines were built, their total length was 118,000 kilometers, and as a result, this network penetrated 67% of the population. It is planned to continue the work on the expansion of the optical network in the coming years.

The total capacity of devices for providing high-speed Internet services to the population has reached 3.6 million.

In order to develop mobile communication services, mobile internet speed has been increased by 1.5 times, and 14,150 additional base stations will be installed in 2021, bringing their total number to 45,890.

The tariff for Internet services for operators and providers has been reduced by 42.9% compared to the same period last year, and is 30,000 soums per 1 Mbit/s.

To date, 95 percent of residential areas are covered by mobile Internet, 54 percent of households have access to high-speed Internet.

In order to rapidly develop the digital infrastructure in the republic, eliminate the "digital divide" between urban and rural areas, and create the necessary conditions for improving the quality of services, tasks have been defined.

Based on this, if 95% of the population is covered by mobile internet, then the level of using mobile platforms in the use of services in the field of tourism is 82.5%. As a result, 78.9% of the users of online banking services in the use of tourism services correspond to individuals, and 21.1% to legal opinions.

Regional and national tourism is based on natural resources, which include natural landscapes, seas, volcanoes, rivers, mountains, mineral waters, healing springs, and climate. Also, cultural and historical factors: historical monuments, museums, culture and customs of the local population of the regions, etc., play an important role in the development of tourism. Tourist activity is mainly focused on natural-climatic and cultural-historical factors. Uneducated

development of territories, wrong approach to the use of natural and cultural heritage can lead to a decrease in tourism potential.

Dynamic factors also have a strong influence on the development of tourism. Political instability in the region, military conflicts, long-lasting crises in the economy, high unemployment and others have a negative impact on the level of tourism development. The socio-demographic factor is more important in this group. This factor is characterized by such indicators as the standard of living of the population, the level of well-being, the level of employment, demography, the level of education and culture, urbanization, etc. Factors such as the level of activity of the health system, the level of crime, as well as the environmental situation in the region can be attributed to individual social factors. Material and technical factors of tourism development are tourism infrastructure, ie hotels, hostels, shops, roads, communication, banks, etc.

Yuqorida e'tiborga olib ishga xulosa qiladigan bo'lsak, turizm faoliyatining in the analysis of the external environment, it is necessary to pay great attention to the factors listed above, which have a direct impact on the formation, implementation and further development of the digital economy and new products. All this has a positive effect on the development of the entire tourism industry.

In the process of introducing the digital economy, internal factors also play a major role in the development of the tourism business. These factors are the formation of tourism companies at the micro level. Internal factors include: digitization policy, the company's tourism strategy, the introduction of the latest information and communication technologies, as well as their development, support for innovation by the company's management, a high level of the company's financial capabilities, as well as organizational and innovation implementation and technical preparation for development.

CONCLUSIONS AND SUGGESTIONS

The development of the digital economy will significantly change many types of economic activities, including the provision of infrastructure for tourism.

Given that the basis of the digital economy is large-scale information processing, a high-tech system of information storage, processing and transmission is of particular importance. We should expect the active development of mobile technologies that provide a wide range of functions, such as purchasing airline tickets, booking hotels, traveling around the area, providing information about attractions, cultural and historical heritage, and providing ratings, in order to provide convenience to potential tourists.

The digital economy creates an opportunity to potentially create new forms of tourism businesses. There will also be significant changes in the field of personnel infrastructure.

Our social life and tourist activities are becoming more and more technological, forming a new unified information space in the field of world tourism, information provision and tourism management system is being developed.

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