
THE ROLE AND DEVELOPMENT OF ONLINE TOURISM IN THE WORLD AND IN UZBEKISTAN

Yusufjonova Nafisa

Student of KarSU

ABSTRACT

This article is about creating convenience for tourists in the world and in Uzbekistan through the use of IT in tourism.

Keywords: Tourism, virtual travel, hotel, restaurant, booking, museum, internet.

Introduction

Online tourism is the best long distance excursions and virtual tours. The trend this summer is online tourism. You can go anywhere in the world with the click of a few buttons on your smartphone or computer, and such tours are absolutely free. So, if you can't imagine your life without travel, you need virtual tourism. Online tourism includes many destinations. and other types of services, including tourism.

Let's start with the fact that virtual travel is gaining popularity today, and one of the main reasons for this is the pandemic. Due to the pandemic around the world, almost everyone had to stay at home. This is a great loss to the tourism industry. Only travel agencies that offer their services online have survived the crisis. #QuarantineTravel - With this hashtag you can find close to ten thousand publications that tell you about the amazing places on the planet, reveal secrets and share useful travel tips. By the way, anyone can create their own travel blog. Perhaps you would like to tell us about the historical buildings and beauties of your city, as well as the sights?

A few years ago we could travel freely around the world, but we always thought it would continue like this. Time has shown us that we do not know what will happen tomorrow. The pandemic has affected us in many ways. It is unknown what lies ahead for us [1-13]. In the next two years, humanity has gone through difficult times. Like all the difficulties of the past, this time it has overcome the test. I believe in our teeth.

Thanks to the development of modern technology, you can travel around the world without leaving your home, and this is not a fantasy, but a reality. Online cameras, virtual tours, high quality videos and photos, specialized sites significantly expand the possibilities of understanding the world. You may not be able to chat with the locals or taste local food, but any opportunity to travel in quarantine is valuable. Virtual travel is becoming more popular and has reached a new level in 2020-2021. If in the past different parts of the world could be seen in cameras or pre-recorded videos on special services, today the whole trend of online tourism has formed. I think this format of travel has great potential and smartphones, thanks to computers and the Internet, has an audience of millions. Personally, I find virtual travel fun, because virtual travel can also serve as a foundation for future real travel. Another advantage is that people with disabilities and low income For those who find it, virtual travel is just the right kind of service, which allows them to sit in their seats without leaving home and spend real time in any part of the world for just \$ 5-10.

The following websites and platforms for virtual travel can be listed; Yandex Panorama Internet platforms, Google Street View, 360cities.net, Airpano.com, Fullscreen360.com. These sites will take you

wherever you want - to the quiet streets of Athens or the beautiful Galapagos Islands. Such services will help you get acquainted with new places on the planet, build routes for future post-covid travels. You can see what's happening in New York's Times Square right now, visit Copacabana Beach in Rio de Janeiro, or visit the famous Victoria Falls. The International Space Station's webcam, www.ustream.tv, is located 400 km above the Earth's surface and broadcasts spectacular views of the planet. Amazing, isn't it?

World art galleries, museums and treasures are open 24 hours a day for true art lovers. Take a digital trip to the Prado Museum, Uffizi Gallery or Doge Palace using the global Google Arts & Culture service. This virtual collection contains more than 1,200 exhibits from the most famous museums in the world. The high quality of the panoramic paintings allows for a detailed view of the masterpieces of art. Obviously, online tourism cannot be compared to the emotions and impressions of a real trip. However, in modern conditions, we have ways to get virtual acquainted with our beautiful world, gain new knowledge and learn useful tips for future travels. Let's take advantage of these opportunities, take care of our health, and plan real trips in the future [14-30].

We all know that the hotel business is one of the most lucrative industries in tourism. We are talking about an online form of hotel reservation in hotels. Today, there are four Global Distribution Systems (GDS) in the travel business: Amadeus, Galileo, Sabre and Worldspan. The services of these systems are used by more than 800,000 travel agencies around the world. These systems allow you to book a hotel room, including a variety of travel services. Such a system was first created in the early 60s of the twentieth century, and it was mainly used in the aviation industry. This allowed us to keep track of flight schedules, availability of free seats and ticket prices. In the early 1970s, many travel agencies, which had spent a lot of time on manual bookings, realized the advantages of GDS systems and began to install domestic flight booking systems. Sabre was one of the first companies to establish the system, and it still operates today. Using the GDS system, travel agencies have significantly reduced time costs and increased work productivity. Today, the GDS system is used not only for booking air tickets, but also for booking hotels, cruises and cars. Hundreds of thousands of travel agencies connected to the terminals of Amadeus, Galileo, Sabre and Worldspan global booking systems can offer a range of online booking services to their customers. Therefore, the agent of any travel company can easily find the hotel for the customer, see the price, availability and book with the help of certain orders.

Amadeus is the oldest of all modern air travel booking systems, developed in 1987 and fully operational since 1992. Amadeus is the most popular computer-based booking system in the world. The 64,000 travel agency offices on five continents use Amadeus to book flights, hotel rooms, ferries, car rentals and excursions. There are 750 airlines, 64,000 hotels, 50 car rentals, 13 ferries, and 11 cruise companies to book through Amadeus.

Sabre is a computer-based booking system that provides its users with the most reliable travel information in the system, as well as information about schedules, availability, prices and airline policies [31-43]. In addition, Sabre allows you to book and issue airline tickets, boarding passes, itineraries and other transport documents. The company has 56,000 agency offices on 6 continents, in 112 countries, and handles 37% of airline bookings worldwide. The company is supported by 8,900 people in 45 countries.

Galileo is a whole suite of built-in systems, each of which has access to complete information and resources for 527 airlines, 202 hotel chains, car rentals in 14,500 cities, as well as cruise reservations.

designed to ensure use. Information about travel, theater tickets and their prices, weather, visas, vaccinations, credit cards, etc. The Galileo system is already in use in 38,000 agencies in Europe, America, Asia and Africa.

Worldspan is an information system that makes reservations mainly for air transport (487 airlines), hotels (39,000 hotels and 216 hotel chains), tour agencies, theaters, car rental companies (45 major rental companies). The system is used by more than 25,000 travel companies around the world. Analyzing these systems, we can say that a hotel that offers its products in GDS systems will immediately have access to millions of potential customers and more than 800,000 travel agencies. In this case, the hotel will significantly increase its efficiency by reducing various types of costs.

We all know that tourists want to taste the national cuisine of a region after a trip. The role of restaurants is great. There are a growing number of new applications and services aimed at improving the quality of service in the modern restaurant industry. The most popular online booking service in the world is OpenTable, which serves its customers when booking a table in the US and 19 countries. But there are other services that provide different services. For example, Resy and Table8, they pre-book a table in high-end and hard-to-find restaurants and then sell it to their customers. The service fee is \$ 20. and this price may vary depending on the customer's requirement. Online booking of tables can bring benefits as well as harms to restaurants. As for the first benefits, online booking is very convenient for customers, and customers no longer have to spend time visiting the restaurant to book as before. This will increase the number of customers and increase revenue.

Not all restaurants have their own online booking system, and they have to cooperate with other websites. They act as intermediaries between the customer and the restaurant. Some "business" sites pre-book a table in restaurants it can sell it to customers for several times its price, which can seriously damage the restaurant's reputation.

There are many famous restaurants in the world, which are distinguished by their delicious food and high quality service.

One of them is Le Jules Verne restaurant located in the Eiffel Tower in Paris. Millions of tourists visit France every year to see the Eiffel Tower in Paris, and I think each of them wants to have lunch at least once on the tower. The restaurant will have a website, booking.lejulesverne-paris.com and through it you can easily book a table from a restaurant. You can book a table through this site, only a few months in advance. This proves how popular the restaurant is. If you want to order a table through the site, it costs 135 euros for lunch and 190 euros for dinner. If you do not arrive on time, this payment will not be refunded as a penalty.

Uzbekistan is so rich in tourism resources that it is possible to create almost all types of tourism. We all know that today there are dozens of types of tourism in the country, including sports tourism, pilgrimage tourism, extreme tourism, gastronomic tourism, ethnic tourism, ecotourism, we can say youth tourism, cultural tourism and so on. To date, the number of hotels for foreign and domestic tourists in Uzbekistan has reached 966, and construction is underway on 138 more. The sharp increase in the flow of tourists to Uzbekistan has led to the creation of new tourist facilities by businesses in the regions. Over the past year, a total of 40 hotels with a total capacity of 2038 beds have been built and commissioned in the regions. You can book a room in a hotel of your choice through the following sites mybooking.uz and booking.com. Let's talk about the level of development and importance of online tourism in Uzbekistan. Currently, the State Committee for Tourism Development has started work on

the development of online tourism, support for entrepreneurs and startups. The State Committee for Tourism Development and the National PR Center under it are working on the launch of online-tourism.uz, a website that allows virtual tourism in Uzbekistan. This will be the first platform for virtual travel in Uzbekistan. On these sites you can see the famous cities and sights of Uzbekistan in 360°. An agreement has been reached between the company and the National Association of Electronic Mass Media of Uzbekistan, the Uzbek Agency for Cinematography. provides the opportunity to travel The first digitization works will be carried out at the Gori Amir Mausoleum, Bibikhanum Mosque, ancient Afrosiyob, Ulugbek Observatory, Registan Square and Juma Mausoleum.

We have already talked a little bit about virtual travel. Now let's talk a little about real travel. When we travel, we all like to get presents for ourselves and our loved ones. Sometimes we forget something as a result of impressions from the trip. If you forgot to buy souvenirs for family members or close friends, there is nothing to worry about, now there are online stores such as www.ihunar.uz, www.uzsogda.com offers these services, and these stores deliver their products by mail to almost all countries of the world.

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