
THE IMPORTANCE OF DEVELOPMENT OF ONLINE TOURISM IN THE WORLD

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Annotation

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

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

Introduction

In recent decades, the combination of tourism and Information and Communication Technologies (ICT), has originated considerable changes in tourists' behaviour. The analysis of tourism demand resulting from the Internet is of growing importance, given the increasing number of online reservations observed in recent years. However, in order to analyse the new trends caused by online bookings, the availability of data enabling the measurement and characterization of this phenomenon is essential. This has, however, been a considerable limitation, given that either no data on key variables is available or the available data is sometimes of questionable quality. For professionals and researchers in the area of tourism, the high volume of tourists who use the Internet to make hotel and travel reservations is worth of consideration, given that it may potentiate the discovery of new source markets, the identification of clients with different characteristics and may help explain the dynamics between suppliers or countries [1-13]. The existence of predictive studies to support decision-making and planning, by professionals of the tourism sector, is of great importance. Panel data models are a useful and appropriate method for the analysis and modelling of tourism demand. These models consider both the time series and the cross-sectional dimensions of the data and allow for the inclusion of social variables. The results of estimation of tourism demand, through panel data models, show that the Internet and the sharp technological development have encouraged the increasing demand for tourism. The growing number of tourism companies online will naturally promote or potentiate an increase of tourism demand.

Tourism has witnessed impressive growth in the past decade and barring few exceptional periods such as the Covid-19 phase. It can be said that Tourism can grow in the foreseeable future. During good times, the tourism sector has been proved to be a sector with rapid growth opportunities. Moreover, with the increase in tourism activities, the economic situation of the country improves as well.

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. It is unknown what lies ahead. 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. we 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 [14-30]. Online cameras, virtual tours, high-quality video and photography, 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 the 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 you could see different parts of the world with cameras installed in special services

or pre-recorded videos, today the whole direction of online tourism has been 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 think virtual travel is 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 a virtual tour, this is the right type of service, which allows them to sit in their seats without leaving home and be in real time anywhere in the world for only \$ 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 to get acquainted with new places on the planet, to 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.

Obviously, online tourism cannot be compared to the emotions and impressions of a real trip. However, in modern conditions, we have ways to get acquainted with our beautiful world virtually, gain new knowledge and learn useful tips for future travel. Let's take advantage of these opportunities, take care of our health, and plan real trips for the future. We all know that the hotel business is one of the most lucrative industries in tourism. In the global tourism market, hotel systems are well developed and can serve as a model in all respects, including the fact that today they are attracting customers with the help of information technology. We are talking about the online form of hotel reservations [31-45]. 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. The first such system was created in the early 60s of the twentieth century and 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 reservations, realized the advantages of GDS systems and began to install in-flight reservation systems. Sabre was one of the first companies to establish the system, and it is still operating. 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 using 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 offices of 64,000 travel agencies 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. In addition, Sabre allows you to book and issue air tickets, boarding passes, itineraries and other transportation documents. The Sabre system also includes travel information such as currency conversions, medical requirements, visa guidelines, weather and local attractions. The company covers 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 complex 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 bookings. designed to ensure use. You can view information about trips, theater tickets and their prices, weather, visas, vaccinations, credit cards and more. The Galileo system is already in use in 38,000 agencies in Europe, America, Asia and Africa.

Worldspan is an information system that mainly makes reservations 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 in this. In the modern restaurant industry, there are a growing number of new applications and services aimed at improving the quality of service. The most popular online booking service in the world is OpenTable, which serves its customers when booking a table in the United States and 19 countries around the world. But there are other services that provide a different service. 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 costs around \$ 20. and this price may vary depending on customer demand. Booking tables online can be both beneficial and detrimental to restaurants. First of all, online booking is very convenient for customers, and customers do not have to spend as much time in the restaurant as before. It also helps customers to gather accurate information about themselves as a result of online booking and send them notifications about changes to the menu from time to time, which leads to an increase in the number of customers and increased revenue.

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

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 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 dreams of having lunch at least once on the tower. The restaurant has its own website, booking.lejulesverne-paris.com and has its own website. through it you can easily book a table from a restaurant. You can book a table through this site,

just a few months in advance. This will prove how popular the restaurant is. If you want to order a table through the site, you will have to pay in advance 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 our country, including sports tourism, pilgrimage tourism, extreme tourism, gastronomic tourism, ethnic tourism, ecotourism, youth tourism, cultural tourism and others. 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 in the regions by businesses, and over the past year, 40 hotels with a total capacity of 2,038 beds have been built and commissioned in the regions. reservation is available. You can book a room in a hotel that is convenient for you through the following sites mybooking.uz and booking.com. We will talk about the level of development of online tourism in Uzbekistan and its importance. Currently, the State Committee for Tourism Development has launched work to develop online tourism and support 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 to offer virtual travel around Uzbekistan. The work being done is yielding results. Currently, there are sites for tourists such as www.uzbekistan.travel.uz, www.uzbekistan360.uz, www.3d.museums.uz. On these sites you can see the famous cities and sights of Uzbekistan in 360 °. The project between Global Digital Heritage of the United States of America and the National Association of Electronic Mass Media of Uzbekistan, the Uzbek Cinematography Agency is also a proof of the ongoing work. The project will be implemented in Samarkand and will allow to restore the original appearance of historical objects with the help of unique technologies and travel to buildings in VR (Virtual Reality) format, Digitization will be carried out at the Ulugbek Observatory, Registan Square and Juma Mausoleum.

We have already talked a bit about virtual travel. Now let's talk about real travel. We all like to receive gifts for ourselves and our loved ones when we travel. 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 their services and these stores deliver their products by mail to almost all countries of the world.

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