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

Toshmurodov Jonibek

Student of KarSU

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

Online tourism is the best remote tours and virtual tours. This summer's trend is online tourism. You can go anywhere in the world with a few clicks on your smartphone or computer, and these tours are absolutely free. So, if you cannot imagine your life without trips, you need virtual tourism. Online tourism includes many directions. For example, virtual travel, room reservation in hotels, online booking of airline tickets, use of rentakar service, online table reservation in restaurants and other types of tourism-related services can be given as an example.

Let's go over everything from the beginning, virtual travel is currently gaining great popularity, and one of the main reasons for this is the pandemic. Due to the worldwide pandemic, almost all people were forced to stay in their homes. This has caused great damage to the tourism industry. Only travel agencies that offer their services online survived the crisis. #QuarantineTravel - with the help of this hashtag, you can find about ten thousand publications that talk about amazing places on our planet, reveal secrets and share useful travel tips. By the way, anyone can create their own travel blog. Perhaps you would like to tell about historical buildings and natural beauties and attractions located in your city?

A few years ago, we could travel the world freely, but we thought it would always be like this. Time has taught us that we never know what will happen tomorrow. forced us to change our views and appreciate freedom more. We do not know what lies ahead. In the last 2 years, humanity has gone through difficult times. Like all difficulties in the past, overcome this test. we trust our teeth.

Thanks to the development of modern technologies, you can travel around the world without leaving your home, and this is not a fantasy, but a reality. Online cameras, virtual tours, taking high-quality videos and photos, specialized sites significantly expand the possibilities of understanding the world. The right virtual travel you may not be able to talk to local people or taste local food, but the opportunity to travel in quarantine is valuable. Virtual travel is becoming more and more popular and has reached a new level in 2020-2021. If earlier it was possible to see different parts of the world through cameras installed in special services or pre-recorded videos, today the whole direction of online tourism has been formed. In my opinion, 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 interesting, because virtual travel can also serve as a foundation for real travel in the future. Another positive aspect is people with limited opportunities and low income. virtual travel is the right type of service for those who find it, it gives them the opportunity to be anywhere in the world in real time without leaving their homes and sitting in their seats for only \$5-10.

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

anywhere - to the quiet streets of Athens or the beautiful Galapagos Islands. Such services help to get acquainted with new places of our planet, to build itineraries for future post-covid trips. You can see what's happening in New York's Times Square right now, be on Copacabana Beach in Rio de Janeiro, or visit the famous Victoria Falls. On the above sites, you can see all the places through thousands of webcams around the world. You can. You can organize online trips even to space. The webcam of the International Space Station www.ustream.tv is located 400 km above the Earth's surface and broadcasts wonderful views of our planet. It's amazing, isn't it?

For true art lovers, world art galleries, museums and treasures are open around the clock. Take a digital tour of the Prado Museum, the Uffizi Gallery or the Doge's Palace using the global Google Arts & Culture service. This virtual collection contains more than 1200 exhibits from the world's most famous museums. The high quality of the panoramic photos allows you to view the masterpieces in detail.

Undoubtedly, online tourism cannot be compared with the feelings and impressions of a real trip. However, in modern conditions, we have ways to get to know our beautiful world virtually, gain new knowledge and learn useful tips for future trips. Let's take advantage of these opportunities, take care of our health and plan real trips in the future. We all know that the hotel business is one of the most profitable industries in tourism. In the world tourism market, hotel systems are very developed, they can be a model in all aspects, including they are currently attracting customers with the help of information technologies. We are talking about the online form of booking a room in hotels. There are four Global Distribution Systems (GDS) in the travel business today, namely Amadeus, Galileo, Saber and Worldspan. The services of these systems are used by more than 800,000 travel agencies around the world. These systems provide various travel services, including hotel room reservations. For the first time, such a system was created in the early 60s of the 20th century, and it was mainly used in the aviation industry. It made it possible to track information about flight schedules, availability of free seats for flights and ticket prices. In the early 1970s, many of the travel agencies that had spent a lot of time doing manual bookings realized the benefits of GDS systems and started to install domestic flight booking systems. The Saber company was one of the first to establish the system and it is still operating today. By using the GDS system, travel agencies have significantly reduced time costs and increased productivity. Today, the GDS system is used not only for booking airline tickets, but also for booking hotels, cruises and cars. Hundreds of thousands of travel organizations connected to terminals of Amadeus, Galileo, Saber and Worldspan global reservation systems can provide their customers with a range of online booking services. Therefore, an agent of any travel company can easily find a hotel for a customer, see its prices, availability and make a reservation with the help of certain commands.

Amadeus is the oldest of all modern air travel reservation systems, developed in 1987 and fully operational since 1992. Amadeus is the world's most popular computer-based reservation system. 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 lines available for booking through Amadeus.

Saber is a computer-based reservation system that provides its users with the most reliable travel information in the system, as well as information on schedules, availability, prices and airline policies. In addition, Saber allows you to book and issue airline tickets, boarding passes, itineraries and other transportation documents. The Saber system also includes travel information such as currency conversions, medical requirements, visa instructions, weather and local attractions. The company

includes 56,000 agency offices in 112 countries, 6 continents, and handles 37% of the world's airline bookings. 8900 people support the company's activities in 45 countries of the world.

Galileo is a whole set of built-in internal systems, each of which has access to comprehensive information and resources for 527 airlines, 202 hotel chains, car rental in 14,500 cities, as well as cruise bookings. intended for use. Information about tours, theater tickets and their prices, weather, visas, vaccinations, credit cards and more can be viewed. Galileo system is already used in 38 thousand agencies in Europe, America, Asia and Africa.

Worldspan is an information system that makes reservations mainly for air transport (487 airlines), hotels (39 thousand hotels and 216 hotel chains), tour agencies, theaters, car rental companies (45 large 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 presenting its product in GDS systems will immediately have access to millions of potential customers and more than 800,000 travel agencies. In this case, the hotel significantly increases its efficiency by reducing various types of costs.

We all know that tourists want to taste the national dishes of that region after traveling to a region. Restaurants have a big role in this. In the modern restaurant industry, new applications and services aimed at improving the quality of service are increasing. The world's most popular online reservation service is OpenTable, which serves its customers in the USA and 19 countries around the world. But there are other services that provide a different service. For example, Resy and Table8, they reserve a table in advance in high-end and hard-to-reserve restaurants, and then sell it to their customers. The service fee is around \$20. and this price may change depending on the customer's demand. Online table reservations can be beneficial as well as harmful for restaurants. Let's talk about the first benefits, online booking provides great convenience to customers and customers don't have to spend time to come to the restaurant and make a reservation. It also helps to collect accurate information about customers as a result of their online booking and to send them periodic reminders about menu changes. This leads to an increase in the number of customers and an increase in income.

Not all restaurants have their own online booking system and they have to cooperate with other websites. They serve as mediators between the client and the restaurant. Some "business" sites can pre-book a table in a restaurant and sell it to clients for several times more than its price, which can greatly 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 the Le Jules Verne restaurant located on 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 on the tower at least once. Over the tower The view and the delicious lunch are sure to give you a special feeling. A 3-course lunch at the restaurant costs 105 euros, and dinner costs 190-230 euros. The restaurant has its own website, booking.lejulesverne-paris.com and through it you can easily book a table at the restaurant. You can book a table through this site, you can only book a few months in advance. This is proof of how popular the restaurant is. If you want to order a table through the website, you will need to prepay 135 euros for lunch and 190 euros for dinner. If you do not arrive at the appointed time, this payment will not be returned as a penalty.

Uzbekistan is so rich in tourism resources that almost all types of tourism can be created. 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, etc. As of today, the number of hotels for foreign and local tourists in Uzbekistan has reached 966, construction work is ongoing in 138 more. The sharp increase in the number of tourists coming to Uzbekistan spurred the establishment of new tourism facilities by business entities in the regions, and during the past period of this year, 40 hotels with a total of 2,038 beds were 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 dwell on the extent to which online tourism has developed in Uzbekistan and its importance. At the moment, 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 the online-tourism.uz site, which allows virtual tours of tourism in Uzbekistan. This will be the first platform that offers the possibility of virtual travel across Uzbekistan. The works being carried out are bearing their results. Currently, such sites as www.uzbekistan.travel.uz, www.uzbekistan360.uz, www.3d.museums.uz are working for tourists. These sites allow you to see the famous cities and attractions of Uzbekistan in 360°. It can also be said that the creation of a 3D model of the Registan square in Samarkand city has been started as a proof of the ongoing work. The project between the United States company "Global Digital Heritage" and the National Association of Electronic Media of Uzbekistan, the Cinematography Agency of Uzbekistan an agreement was reached. This project will be implemented in Samarkand and will provide an opportunity to restore historical objects to their previous appearance using unique technologies and to tour the buildings in VR (Virtual Reality) format. Digitization works will be carried out in Ulugbek Observatory, Registon Square and Juma Mausoleum. Above, we talked a little about the virtual trip. Now let's talk about the real trip. When we go on a trip, we all like to get gifts for ourselves and our loved ones. If you forgot to buy souvenirs for your family members or close friends, there is no need to worry, now there are online stores such as www.ihunar.uz, www.uzsogda.com offers its services, and these stores deliver their products to almost all countries of the world through postal services.

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