

## Benefits of Implementing the Digital Economy in Tourism

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**Abstract:** This article discusses the positive aspects of the introduction of the digital economy in the field of tourism. One of the areas affected by the pandemic is tourism, the restoration and development of which, like all countries, is a topical issue for Uzbekistan. It is also clear that the use of the digital economy in tourism can eliminate the shadow economy. Relevant proposals and recommendations have been developed on this issue.

**Keywords:** digital economy, tourism, tourism services, digital tourism, coronavirus pandemic, sanitary-epidemiological security.



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## **Introduction**

In our country, the state is taking measures to develop the digital part of the economy, including each of its sectors. These include the implementation of a number of information technologies, such as remote communication, the introduction of electronic document management systems, the development of electronic payments, the improvement of the regulatory framework in the field of e-commerce. That's why blockchain technology, artificial intelligence, and the use of supercomputers are so important today. One of the ways to develop the digital economy in many countries around the world is to work on crypto-assets. Digital economy technologies are being introduced not only to sectors of the economy, but also to the public administration system and other public relations. The application of this technology to the tourism industry is the basis for a number of positive developments.

**Methods.** As a method in the digital economy, the main factors of production in the field of tourism are digital data, economic activity, the use of large amounts of data and various types of production activities, technologies, compared with traditional forms of management. The results of the analysis are used, which allows to increase the efficiency of delivery, storage and sale of goods and services.

One of the goals of the introduction of the digital economy in the field of tourism, as mentioned above, is to eliminate the elements of the shadow economy in the industry. In the context of the coronavirus pandemic, the process of introducing the digital economy has accelerated somewhat as it has been proven that many issues can be solved remotely. It is this process that has shown that the digital economy is an objective necessity not only in the field of tourism, but also for our society as a whole. It is important to note that this economy has many positive aspects, as well as the ability to curb the shadow economy.

**Results.** As a result of the introduction of the digital economy in the field of tourism, an information network will be created using blockchain technology. In other words, one piece of information is reflected in several places at the same time. This in itself limits the possibility of falsification of numbers. The positive aspects of the introduction of the digital economy in the field of tourism include the following.

First, the introduction of the digital economy into our socio-economic life, including tourism, will save people time, money and energy. This saves time and labor and efficiency. It should be noted that the share of physical labor in the structure of products and services decreases, while the share of intellectual labor increases.

Second, you will have the opportunity to buy any goods, including tourist services, from anywhere in the world at home. But for this to happen, the Internet must be fully operational in all regions of the country. This can be done by creating appropriate material and technical capabilities. In this regard, a lot of work is being done in our country. But it is also true that the speed of the Internet does not yet fully meet the demand. To achieve this, it is necessary to accelerate the implementation of the “Digital Uzbekistan – 2030” program.

Thirdly, one of the important aspects of the introduction of the digital economy in the field of tourism is the reduction of falsification of the results of the economy, which is sometimes allowed in the current situation. The creation of an information network will not allow this. This will create an opportunity to improve not only the economic but also the spiritual environment in our country.

Fourth, corruption related to the existing economic relations in the tourism sector will be prevented. Here, too, the creation of an information network is essential. This is because the ability to change the information you enter once is very limited. This situation limits the ability to pretend that something does not exist or to hide what exists.

Fifth, the introduction of the digital economy will allow tourists to get information from anywhere in the world in one place. This saves a lot of time. Getting information fast is like "time flies." In fact, the time is 24 hours a day. But with good credit, you might find exactly what you need. Today, remote messages are delivered to different corners of the world. This is also a great opportunity for humanity, especially for international tourism.

Sixth, there will be an opportunity to earn extra money for employees working in various fields, including tourism. Because information, in a sense, becomes a commodity. There is an opportunity to earn extra money by selling them. For example, it will be possible to sell electronic versions of software, electronic information (such as books, developments, scientific results, documentaries about tourist facilities) and other products designed to perform various tasks. In addition, many online sales contracts can be made.

Through the implementation of this direction, it is possible to accurately calculate the activities of each tourist, travel agency.

**Discussion.** In the field of tourism, the question of how to curb the shadow economy in our society as a whole is important. We think there are several ways to achieve this.

First, it will not be possible to falsify the initial data generated in the tourism industry and included in the database, or it will be completely restricted. This is because the data entered into the database is immediately located in the information network (blockchain mode). It can be changed in one place, but it cannot be changed in another. As a result, the path to a fake or clandestine economy is blocked.

Second, all the measures related to the digital economy will create objective conditions for the transition of the shadow economy in our country, especially in the field of tourism, to the official economy. Because where there is no possibility of counterfeiting, the road to the shadow economy will automatically close. Because once all the existing movements in economic and social life are digitized, there is no possibility of counterfeiting it. As a result, the path of the shadow economy will be blocked and transparency will be ensured.

Third, the elimination of the foreign exchange black market in the socio-economic life of the country, including tourism. Because if the money from tourists is made directly in the information network (in the form of a blockchain) with the number, the black market of foreign exchange will disappear.

Fourth, the ongoing tax reforms in our country are also important in that they are aimed at preventing the shadow economy. For example, in some enterprises, especially in the service sector, employees still work without formal employment. There is a practice of informally paying the monthly salary to such employees. This salary is not reflected anywhere and, accordingly, they are not taxed. It also remains a form of shadow economy. We think it's time to end this situation. And to do that, we think we need to take additional incentives.

Fifth, the digital economy is making a significant contribution to the establishment of order in our social life, especially in the field of tourism. In particular, in the context of the pandemic, distance learning in higher education will be carried out. It would be the same as a couple of

lessons before. When the class was over, it would have been over. Now, how the lesson was taught, how many people attended, what information was given, how many students attended, in short, all the information about the lesson is stored in the memory of information technology. He can check this at any time and give the participants (teachers and students) the appropriate “assessment”.

Sixth, the digital economy is a major ally of corruption and the “shadow economy”. Because numbers seal everything, store it in memory, and provide the necessary information quickly and accurately when needed. In such circumstances, it is impossible not to hide any information, to make secret transactions, not to give full information about any activity. After all, information technology stores all information accurately and delivers it ready at any time. Most importantly, along with the abundance of information, their systematization does not give false information and does not allow for misconduct accordingly.

Seventh, the digital economy, like other sectors, does not allow for theft, inefficiency and misuse of funds in the field of tourism, exaggeration or concealment. As a result, domestic and foreign tourism will increase the flow of legal funds into the economy, taxes will be paid on time and correctly, the budget allocation in the sector will be transparent, and funds directed to the social sphere will not be stolen. This is an important factor in the development of the industry.

**Areas for future research.** It should be noted that the fact that the shadow economy and some related shortcomings still remain, while the state has chosen to develop the digital economy, opens up new directions in the field of information technology, electronic document management. This, in turn, will contribute to the socio-economic development and sustainable development of the country. Based on this, we have developed a number of scientific recommendations. In the future, it is advisable to continue and deepen research on this issue in the following areas.

First, any state that seeks to build a just society must first and foremost fight all elements of the shadow economy and corruption in all areas, including tourism. This cannot be achieved by itself. Therefore, to solve this problem requires in-depth research by our scientists on the causes of corruption and ways to eliminate them.

Second, one of the most effective ways to fight corruption requires the introduction of the digital economy in our entire socio-economic life, based on "digital technologies" in all sectors of the economy. An important factor in this is the development of the Internet and quality communications around the world. Taking advantage of these opportunities, it is necessary to study the issue of full digitization of the tourism industry and develop appropriate recommendations.

**Conclusion.** In conclusion, the above recommendations suggest that the development of digital tourism in our country in a pandemic environment will ensure the safety of tourists, sustainable development of the industry, prevent corruption and the shadow economy, and create a fair sector. The digitalization of the tourism industry not only makes the tourism business more flexible, but also increases the competitiveness of the industry based on digital technologies. The digitalization of the tourism industry not only provides great convenience to tourists, but also helps to create conditions that allow tourism companies to earn high incomes.