

Model of Formation of A Unified Information Space in Tourism: On the Example of the Republic of Uzbekistan

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ABSTRACT

The article considers the issues of effective use of information technologies in the field of tourism, shows the need to create information comfort for tourists through the formation of a single information space in the field of tourism. A model for the formation of a single information space in the field of tourism and the structure of an integrated centralized information base are proposed.

Keywords: tourism, digital technologies, unified information space in tourism, integrated centralized information system.

Introduction

In an economy based on a modern information system, the success of business in some sectors depends on the speed with which information is exchanged and delivered, the relevance, adequacy, completeness, timeliness and timeliness of information. The effective development of the tourism business also implies the application of modern information technologies in every process related to the development of tourism products and their timely delivery to consumers (tourists).

Information is the link that unites the participants of tourism activities in a single center at all stages of development and delivery of tourism products to the consumer in the tourism industry. In this case, it is not the specific goods, but the flow of information that provides the interaction of the participants of the tourist activity and manifests itself in the form of various services and payments. Tourist services are not delivered to their customers and are not stored until they are consumed. Rather, information on the availability, price and quality of these services is transmitted, studied and selected. In addition, the individual components of the tourism industry are inextricably linked, as most tourism organizations are involved in each other's activities. All this calls for the analysis of tourism as a "highly integrated set of goods and services." This, in turn, leads to a high tendency to use more information technology in the organization and management of tourism. In addition, in the field of tourism, the effective use of information technology by a particular segment is also important for the remaining areas.

According to a sociological survey of domestic consumers of national tourism products to

identify potential buyers and study their needs in the regional tourism market, one of the main obstacles to the use of existing tourist resources is the quality of services.

The effectiveness of improving the organizational and economic mechanism for the development of the regional tourism market depends, first of all, on the provision of a wide range of information on the processes of management at all levels.

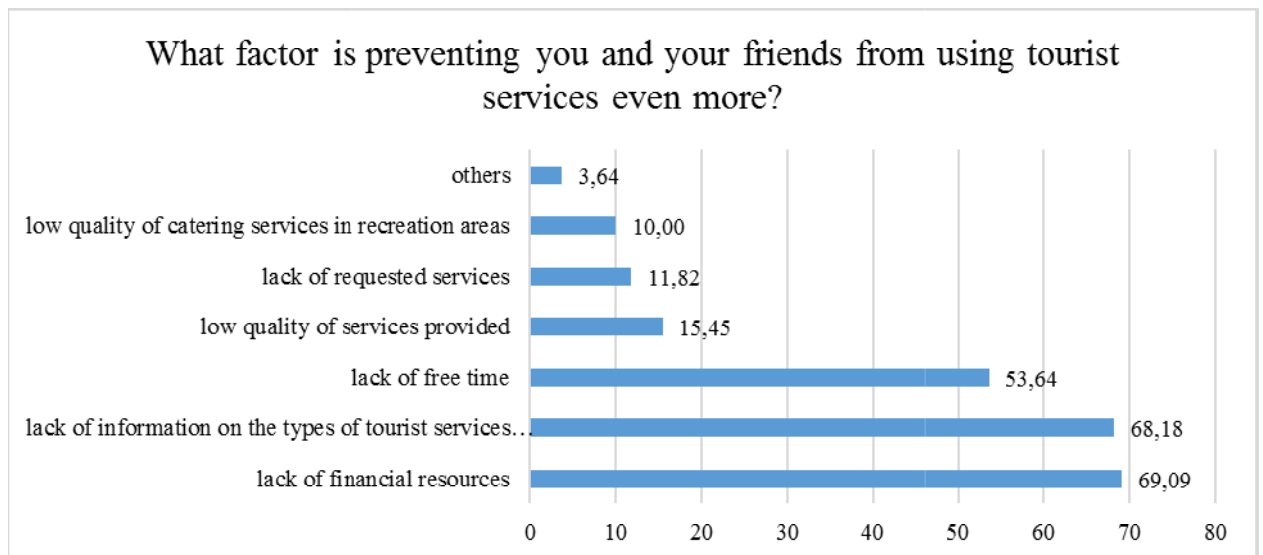


Figure 1. To the development of the regional tourism industry influencing factors

Note-3: Due to the fact that respondents are allowed to mark more than one of the answers given in the questionnaire, the total number of answers is more than 100%.

A deep understanding of this task and the need of the tourism industry for a centralized, organized, strictly organized information supply system, in our opinion, is a resource for the integration of tourism information, which is integrated at the level of regional and national economies. An integrated information resource is a detailed analysis of the tourism market, a strategic analysis of the strategic goals of management and the factors of their achievement, and a systematic analysis of marketing. The existence of a requirement to form an integrated information resource and ensure its systematic implementation means that it is necessary to create a single information center in the field of tourism.

Literature Review

Some experts, emphasizing the importance of information technology in the effective development of the tourism industry, have expressed the following views. In particular, NI Plotnikova: "Tourism is an activity full of information. There are not many other areas that are important for the collection, processing, use and transmission of information, as well as for the day-to-day operations of the tourism industry. Tourist services are not represented or considered in the sale as consumer or manufactured goods. They are usually purchased in advance, away from the place of consumption. For this reason, tourism is directly related to various means of description, description, communication and information transmission", - emphasizes [1]. LA Rodigin interprets information in tourism as a link between all tourist activities [2].

Results

The main purpose of information in the tourism industry is to ensure the timely and complete delivery of reliable information. This is because the objectivity, speed, timeliness and timeliness of the transmitted information, in addition to determining the success of management decisions, ensure the effective development of the entire industry.

Territorial tourist information system - the formation of an organized database of all levels of management in the national tourism market (from tourism organizations to higher authorities); It is a unique system consisting of a set of elements of interaction and regulation of relations related to the establishment of the order and boundaries of the use of information.

When thinking about the improvement of the tourist information system, it is understood that, first of all, it is necessary to create a relationship that takes into account the interests of all structural units within the system (organizations, government agencies). Major associations in the process of processing and consuming information in the system of tourist information flows: travelers, intermediary organizations (travel agents and tour operators) and organizations providing specialized tourist services, ie participating countries (suppliers and service providers).

In order to support the effective development of tourism, specialized government agencies are tasked with creating a structured database and regulating and coordinating its use.

The completeness and efficiency of the flow of information in circulation depends on the extent to which this system covers the activities of all organizations of the tourism industry. This, in our opinion, leads to the need to create a structured structural database of information and to develop mechanisms for its formation and systematic use (Figure 1).

For this reason, we consider it expedient to form an interactive tourist information system as a key component of the regional tourist information system. The interactive information system consists of a set of elements and tools that integrate the technology of orderly transmission and storage of information about the regional tourist potential through a network of terminals with its own software and touch screen. The interactive information system provides consumers with information about the tourist facilities, excursions and routes, tourist infrastructure, as well as various tourist services in the area, as well as online access to hotels, hotels and other places. creates opportunities. The interactive information system can also be accessed through the Internet and stationary information terminals installed in tourist facilities. The Internet has a direct impact on the choices and movements of consumers of tourism products, from the search for information to the study of travel information. The system of interactive tourist information is characterized by the following structure, namely:

- on a geo-spatial basis (i.e a set of data such as a color satellite image and schematic map of the region, an interactive map of Samarkand region);
- layer of important tourist objects (i.e a structure consisting of a picture of each object, 3D-model, the ability to view information about a specific tourist object);
- a layer of territorial infrastructure objects (i.e a structure consisting of a set of data on infrastructure objects and the ability to view information about a specific object);
- a layer of excursions or tourist routes available in the territory (ie a schematic map of the route, the tourist facilities covered in it, the addresses of the organizations organizing tourist-excursion services, the data set for reference);

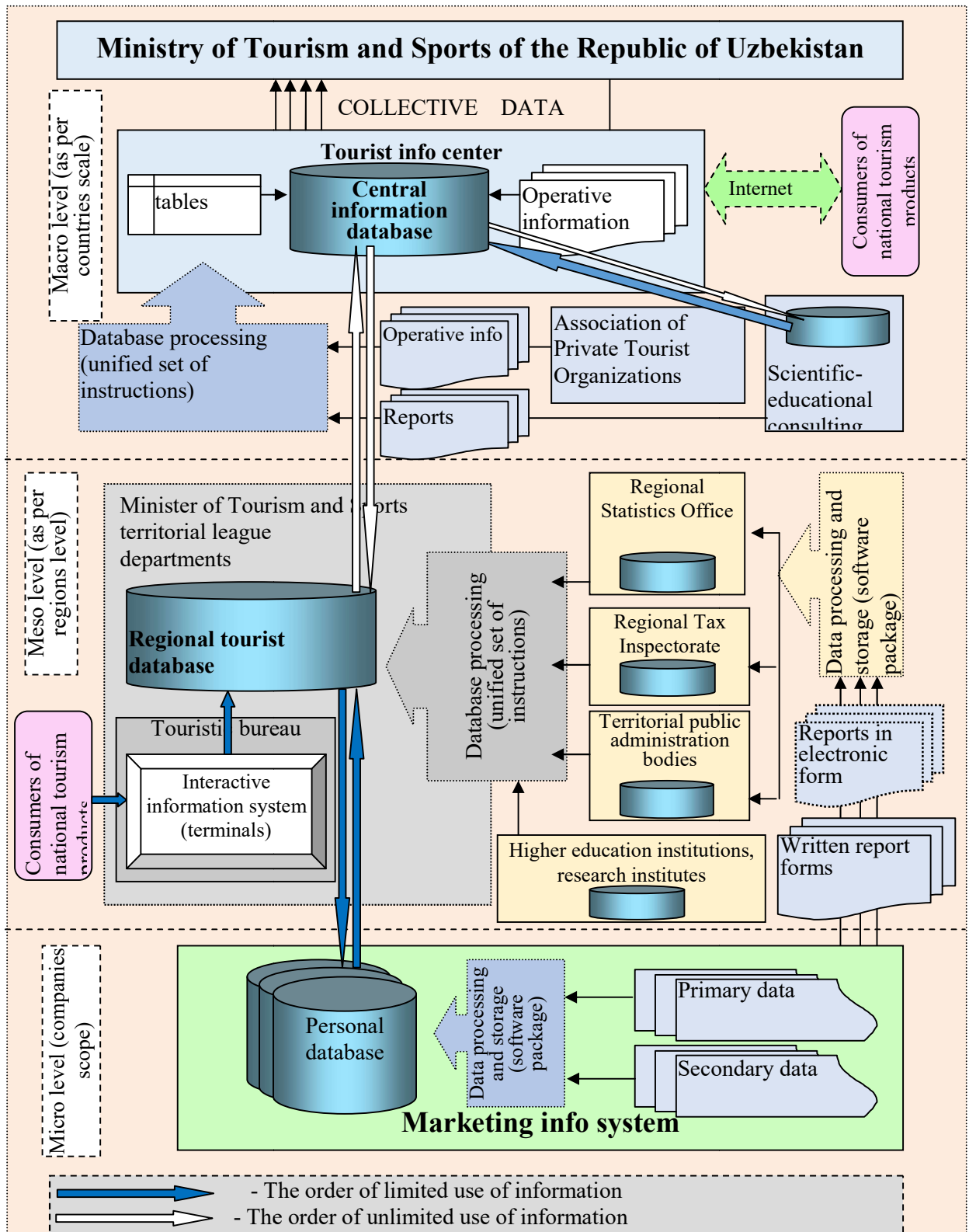


Figure 1. The mechanism of formation of a single information space in the field of tourism: methods, elements and tools ¹

¹ Author construction

- a set of information retrieval (navigation) tools;
- layer of hotel and other accommodation facilities (ie a set of information about the exact hotel location, types of services provided and current vacant rooms and premises);
- have a description of access to transport (ie a set of data on access to transport services in the area, road maps);
- it is expedient to create a database in the interactive database in several foreign languages.

In modern societies, the development and implementation of information and communication technologies is becoming increasingly important, because in the modern economy, no sector of the economy can develop rapidly without automated information systems and computerization. This, in turn, has led to the development of software that is compatible with this system. Even in Uzbekistan, which has a unique scientific and technical potential, today special attention is paid to the development of information and communication technologies and their software.

The organization has at its disposal almost all the necessary information, and due to the fact that it is not systematized, it is not possible to use this information. It is possible to organize and prepare this information for use by implementing the marketing information system in the organization's activities. In this case, the marketing information system is an algorithm that collects the necessary information from internal and external sources to make appropriate decisions in different situations and transmits it to stakeholders.

In our opinion, the formation of a marketing information system in tourism organizations is the main method of timely provision of marketing research with information in organizations operating in the market of tourist services, as well as the main basis for the formation of a single marketing database in the country.

A marketing information system is a set of constantly moving resources and methods for collecting, organizing, analyzing, evaluating, and disseminating the information needed to make effective marketing decisions through appropriate channels. In this regard, the structure of the marketing information system can be divided into four main blocks: internal information; marketing information analysis system; marketing tracking system; system of specialized marketing research.

The functioning of the marketing information system in the organization is a set of complex actions aimed at combining the necessary resources and technologies in order to form a set of information on the characteristics and volume required for appropriate management decisions.

A marketing information system is necessary to meet the information needs of data users.

To achieve this goal, the following issues need to be addressed:

- clearly define the range of information users;
- identification of information needs of information users;
- identification of data sources;
- identification of the database structure and the main processes of its operation;
- determining the procedures for presenting and transmitting data.

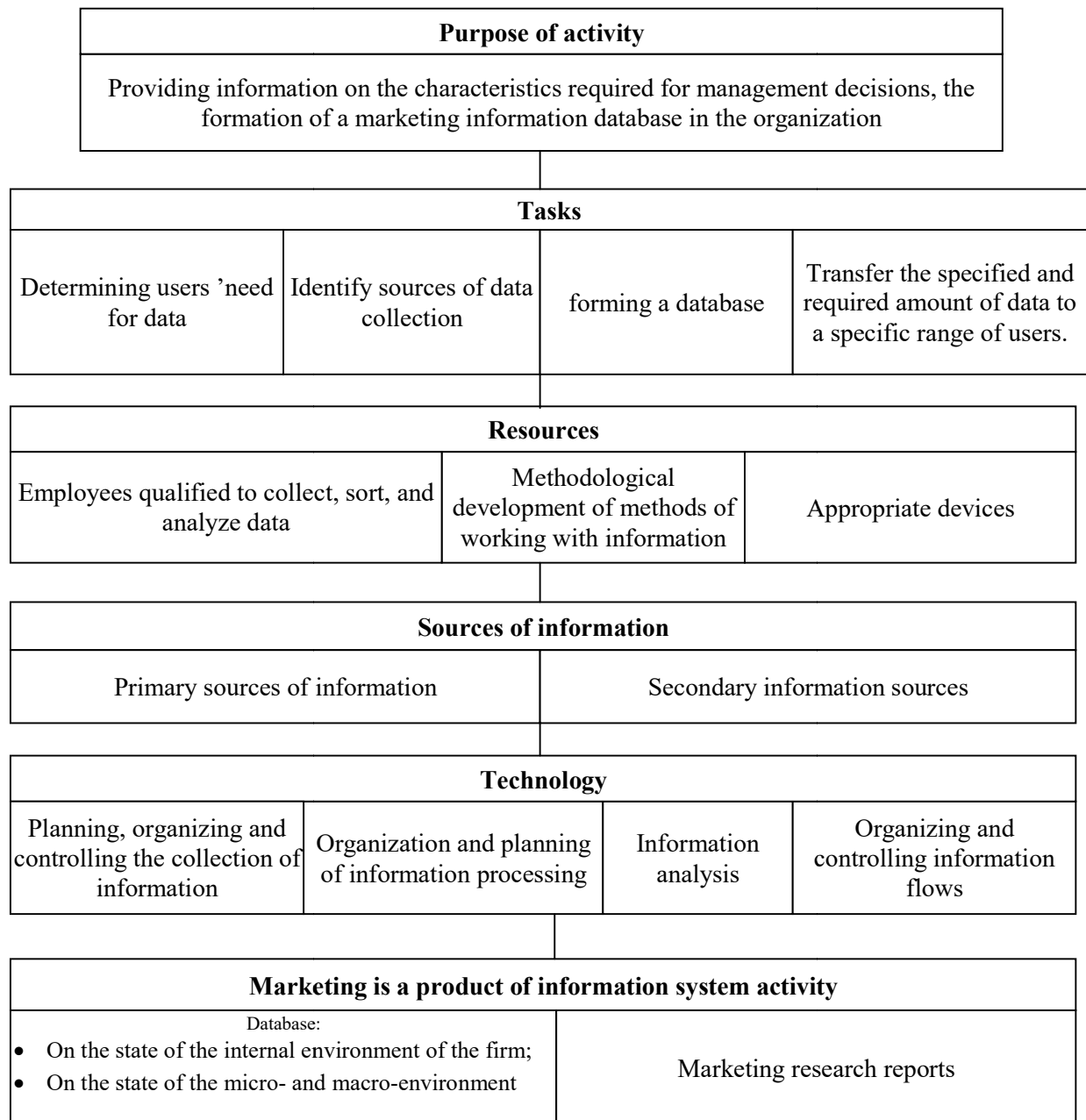


Figure 2. The concept of marketing information system activity

The organization must have the necessary primary resources to collect marketing information. These are: first, specialists who have the necessary knowledge and skills to collect, process and analyze the necessary data; secondly, the methodological support of these data processing methods, as the methods of data collection and processing are one of the main factors influencing their quality; thirdly, modern information technologies, devices that provide the ability to process and transmit this data with high speed and accuracy. They need not only computer equipment, but also software and special devices and instructions that allow you to re-record data during the study. In addition, the demand for resources depends on the content, scope and breadth of issues considered in the system.

Centralized, systematized information for the marketing industry can be used by other departments of the enterprise, as well as for management purposes, creating an information environment for the whole enterprise. The marketing information system becomes a central element that connects all departments in the organization, facilitates the effective exchange of information between them and ensures the completeness, openness, accuracy and timeliness of the information obtained. The resulting product of the marketing information system is a database or a set of data that determines the state of the micro-, macro- and internal environment of the organization in the form of marketing reports.

Within the framework of the tourist information system, the flow of information can be observed not only vertically, but also horizontally, that is, between separate departments of a single management structure, or between departments on systematic communication. The implementation of information exchange relations is one of the main driving forces for the establishment of cooperation between organizations.

At the same time, information flows increase the effectiveness of the study of the structural characteristics of the central database, which is the result of their systematic movement, their formation, and later their use. Figure 3 shows the structure of the centralized database, which provides such opportunities, and a description of its formation.

One of the urgent issues is the improvement of the Republican Tourism Web Portal on the basis of the Ministry of Tourism and Sports of the Republic of Uzbekistan, which unites tourist organizations into a single information environment and forms a central database. This creates the following opportunities for the rapid development of tourism in our country:

- providing consumers of national tourism products (inbound, outbound and domestic visitors) with tourist information;
- elimination of the shortage of tourist resources (information) for organizations operating in the national tourism market;
- finding new partners in the global tourism market;
- full disclosure of the country's tourism potential to the world community;
- strengthening systemic ties in the field of tourism;
- increase the volume of online services in the national tourism market;
- assessment of the structural structure of the tourism industry on the basis of world standards, the use of the latest world achievements in the field of information technology and the formation of a single base for standardization, etc.

To do this: develop a methodological framework for the use of necessary technologies; improvement of the legislation on the organization and management of information systems; to develop or improve existing computer programs that enable the formation of large databases; It is necessary to improve the system of training qualified personnel (programmers, technologists) who will be able to take full advantage of the opportunities of modern information technology in the organization of tourism activities.

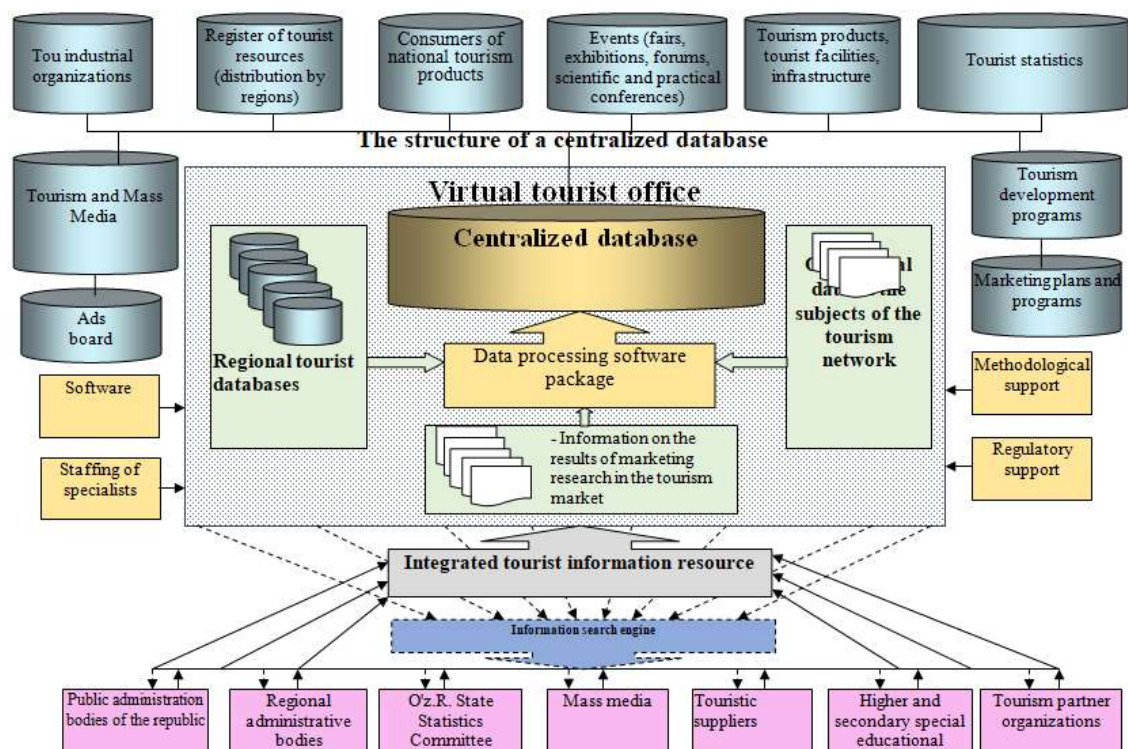


Figure 3. Structural structure of a centralized database

* developed by the author

It is expedient to form an information system of the tourism market on the basis of the tourist information center established under the Ministry of Tourism and Sports. The centralized database consists of ten additional data covering the scope of activities of the Ministry of Tourism and Sports, as well as all aspects of the national tourism industry, namely:

1. Appendix "Tourism Industry Organizations" provides all information (information), information, information, information about all subjects of the tourism industry (tour operators, travel agents, their counterparties) that offer national tourism products;
2. The "Register of tourist resources" appendix contains a complete list of natural-geographical, cultural-historical, archaeological and ecological resources and objects existing in the territory of the Republic of Uzbekistan, their location on 3D-maps, their location and location; electronic navigation systems to facilities;
3. Appendix "Tourism and Public Information Vessels" includes public information vouchers specializing in the field of tourism, advertising clips of tourist areas, as well as catalogs of reputable foreign travel agencies;
4. The "Our Customers" app is a real-time online consumer input and evaluation system for our national tourism products.
5. The event "Events" is a series of events (fairs, exhibitions, festivals, scientific-practical conferences) scheduled for a year in the territory of our country; the productive results of these activities (booklets, postcards, pamphlets, scientific collections);
6. Appendix "Tourist Products and Infrastructure" information on tourist products, regional infrastructure facilities offered by the Regional Tourism Organization;

7. Appendix "Tourist statistics" includes information on national tourism statistics, seminars, meetings and their practical results and news related to the tourism industry;
8. The program "Programs" is a program adopted by the state government in the field of tourism, "Innovation and investment projects" developed on the basis of these programs, competitions on projects;
9. Information on the results of marketing research conducted in the field of tourism in the "Marketing" application, the information on the list of developed marketing measures;
10. The Announcement Board Approves the Inclusion of the Announcement Board in the International Tourism and International Tourism Board

In addition, the generated database should be updated online in an operational manner and provided in several foreign languages (including Chinese). In this regard, it is important to ensure that the information entered in the database about regional tour operators can be updated by themselves using the login and password provided to them.

Conclusion

If we look at the global tourism operations, the process of wide application of information sources in the field of tourism and the provision of information services in the tourism market is developing rapidly. At present, the system of tourism includes electronic communication and the circulation of relevant documents within a separate organization, which allows organizations to effectively establish contacts and relationships at the level of organizations. Strengthening and enhancing the effectiveness of these links requires, first of all, the development of a mechanism for the formation and use of a centralized database at all levels of the tourism market regulation system. At the same time, the creation of a virtual form of tourist facilities and their interactive demonstration is an important sign of the transition to a new level of quality in the organization of tourist activities.

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