

DEVELOPMENT AND PROSPECTS OF TOURISM INDUSTRY IN THE DIGITAL ECONOMY

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Annotation: The article focuses on the foundation of the digital economy and its key features in the tourism industry. Also, the application of digital technologies in the tourism and recreation industry, the creation of a digital online platform model "Tourism 4.0" with the widespread use of the achievements of the fourth industrial revolution.

Keywords: IT-technologies, digital platforms, digital economy, global, information-communication technologies, the fourth industrial revolution, artificial intelligence, robotics, internet, automotive robots, 3D printing, nanotechnology, biotechnology, unusual sources of energy, Tourism 4.0.

Introduction. The development of the world economy in the XXI century, a number of changes in it, the strained relations between different countries, the spread of various plagues (the spread of coronavirus around the world in early 2020) in turn had a negative impact on world economic development. To overcome these problems, digital platforms are leading to the widespread use of IT technologies in practice.

According to the Boston Consulting Group, the digital economy is growing rapidly and could reach \$ 16 trillion by 2035. [5] The development of the digital economy has ushered in a new era in the world economy, further intensifying competition between states, enterprises, organizations and large associations. The digitization of sectors of the economy has led to the rapid development of business of a number of organizations and enterprises. This digital economy will provide a number of benefits to business entities, adapting these entities to the global digitization process in the global economy and serving to identify future activities.

The main part. Through research on digital technologies that began in the next two decades, it has made it possible to put them into practice. One of the first studies was conducted by N. Negroponte, a professor at the Massachusetts Institute. The main goal of the research is the intensive development of the economy on the basis of information and communication technologies, contrasting the traditional and digital economies. To achieve such development, it is necessary to use the achievements of the industrial revolution experienced by the world economy. Digital platforms are a system that has a new business model and an alternative development center that plays an important role in the development of the digital economy and is compatible with a market economy [6]. According to The Center for Global Enterprise, digital platforms are divided into the following groups:

1. Transactional platform; 2. Innovative platform; 3. Integration platform; 4. Includes investment platforms.

One of the key features of the digital economy is the transition from the third industrial revolution to the fourth industrial revolution. In the fourth industrial revolution, digital technologies are being widely used with the widespread use of new innovative products such as artificial intelligence, robotics, the Internet, automotive robots, 3D printing, nanotechnology, biotechnology, and energy from unconventional sources.

The first industrial revolution took place in 1760-1840, during which time the construction of railways, the development of steam engines, the development of mechanical production. The second industrial revolution began in the late nineteenth and early twentieth centuries, with the development of mass production, conveyor-based production developed. The third industrial revolution began in the 1960s,

when the first versions of the computer were developed. The development of semiconductors, the emergence of large computers, and in the 70s and 80s began to use personal computers and Internet sets [2.].

The rapid improvement of digital systems, in turn, paved the way for the fourth industrial revolution. Soon the first examples of the new revolution, namely mobile communication and mobile internet, began to be widely used in practice. The term "Industry 4" was introduced at the Hanover Fair in Germany in 2011. The development of new technologies laid the foundation for "smart factories" [3]. The fourth industrial revolution, in turn, will shape the digital economy, creating a single virtual system that connects computer technology to all industries and consumers. During its formation, it led to the development of "online services, products", e-payments, e-commerce, e-commerce, Internet products (IoT - Internet of Things), crowdfunding, Internet banking. The formation of new digital platforms based on new digital technologies, the development of Big Data technologies, neurons (artificial intelligence), has laid a solid foundation for the emergence of smart technologies.

According to a study by the International Data Corporation, the global digital economy will grow by 16.8% in 2019, with revenues of \$ 2.1 trillion. Accenture researchers predict that by 2020, digital technology will continue to grow at a high rate in the TOP-10, and the global economy will generate \$ 1.36 trillion in revenue. In the first quarter of 2020, the role of digital technologies in the impact of the COVID-19 coronavirus pandemic, which swept the world economy, further increased (Figure 1).

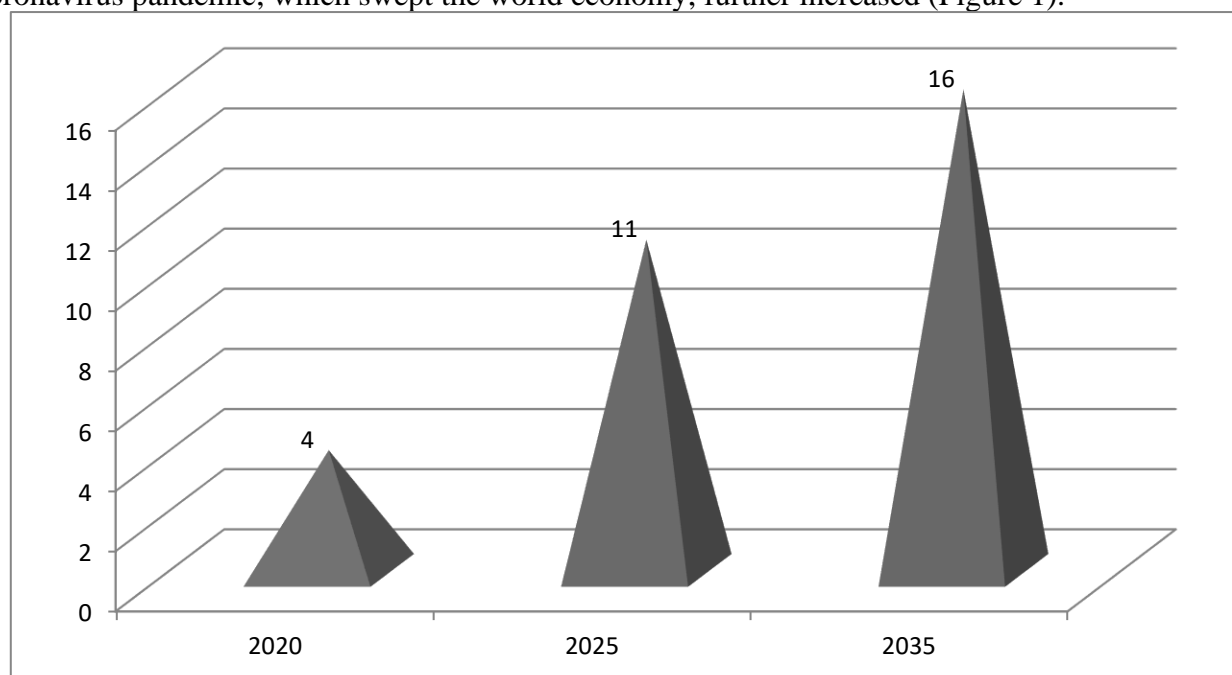


Figure 1. Revenues of the world economy from the digital economy, trillion US dollars ¹

The development of the economy on the basis of digital technologies has led to significant structural changes in the systems of production, agriculture, services, tourism and recreation. According to The Boston Consulting Group, by 2035, the digital economy will grow rapidly and generate \$ 16 trillion in revenue. From year to year, the world economy undergoes a process of reconstruction based on digital technologies.

In the service sector, sharing models have been formed on the basis of service models, the development of public-private partnerships during the transition from the traditional economy to the digital economy. In the transition of the economy to digital systems, it is advisable to start with the service sector, ie the tourism and recreation industries. Achieving a wide audience of tourists and vacationers through the digitization of tourism and recreation, improving the quality of services, their place in the global digital world economy.

South Asian countries have also achieved positive results in the field of digitization of the tourism industry. In 2018, Sri Lanka began using mass digital technologies in the country's tourism destinations. As

¹ Source: Based on data from The Boston Consulting Group.

a result, the country has attracted an additional 2.5 million tourists. In Indonesia, it has introduced an international booking system Airbnb. Today, more than a dozen technology startups around the world operate in the field of tourism.

According to Google statistics, more than 400 internet searches are conducted when planning trips or during the holiday season. It is becoming commonplace for all tourists to see and visit the country or region they are visiting online. This is why the role of digital platforms is on the rise. 75% of travelers make their journeys through the virtual world and then go on, leading to an increase in the variety of online services in tourism. Under the influence of mobile apps, tablets and internet services, the era of global change in the tourism industry has arrived.

Conclusion. Based on the above, it can be said that studying the experience of digitalization in the field of tourism in a number of developed countries, it is necessary to create a model of the digital platform "Tourism 4.0" in the tourism industry in the Republic of Uzbekistan (Figure 2).

To develop the model of the digital platform "Tourism 4.0", the following tasks will be required.

1. Automation of all subjects;
2. Increasing the speed of the Internet throughout the country;
3. Prolongation of the life cycle of tourism products and services;
4. Establishment of tourism products and services in a virtual system;
5. It is necessary to create virtual-digital-advertising platforms in each region.

There is a huge digital economy potential in small and medium business development in the tourism industry. To do this, it is necessary to digitize, taking into account the technological and financial capabilities of each tourist entity.

In conclusion, it is expected that in the near future the creation of online platforms that reflect the tourism potential of large tourism enterprises, organizations and regions. With the creation of new business models of facilities related to digital tourism, innovations are rapidly entering the industry. As we embrace the new changes, it will require an intensification of the virtual world struggles for the tourism market and the emergence of new relationships between competitive online platforms. A travel company will either accept such a digital economy or they will cease operations.

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