

DIGITALIZATION OF THE TRAVEL INDUSTRY - STATISTICS & FACTS: AN EXAMINATION OF UZBEKISTAN

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ABSTRACT

Until two decades, virtual business had been seen a lot of across utmost diligence worldwide. business and trip trade is not any elision, with the event of the online business request and raising consumer need for virtual business services. on- line| the web| the net? trip request includes enterprises like on-line trip agencies (OTAs) – which allow excursionists to bespeak trip services autonomously on- ine – and trip review websites. Meanwhile, guests are trying to search out further digital gests once traveling. These can embody opinions like virtual tenures of a asked destination or accommodation, inversely as mobile integration results, like mistreatment associate app to search out new tourer lodestones or appearance to a chamber. As computable by Statista's Digital Market Outlook, the worldwide profit of mobile apps inside the trip section rose by thirty pool ball in 2021 over the former time, amounting to 296 million U.S. dollars. The coronavirus (COVID- 19) epidemic could in addition play a crucial part in quick the medical care of this sector, with social distancing and hygiene problems making guests bay to use digital rather than in- person services. throughout this respect, a September 2021 study set up that roughly four in ten surveyed trippers worldwide indicated contactless mobile payments among the foremost technologies to increase trip confidence.

Methods

In this study, Scopus is shown that the tourism potential of Uzbekistan during 2014 and 2022 and the level of development of virtual tourism, as well as a number of statistics and facts related to tourism in Uzbekistan, in addition, the statistics obtained in a short period of time related to virtual tourism were also presented and the results of the analysis were shown.

Objectives of Research

The main objective of this study is to describe the development of tourism in Uzbekistan amidst the Covid-19 pandemic. Digitalization in this study is put in the form of compilation of a large number and variety of data. The relations between group data result in recommendations to the

tourism authority in Uzbekistan to develop and improve the tourism sector and other travel services in the nation after pandemic.

Keywords: tourism, expenditure, travel, visitors, purpose, statistics, period, consumer, statistics, facts, import, export.

INTRODUCTION

Digital travel, or digital tourism, refers to the travelers' use of digital tools throughout the tourism expertise. For example, booking travel product on-line may be thought-about a part of this digital method. In keeping with Statista's international client Survey, hotels, flight tickets, and automobile rentals were among the most travel product set-aside on-line within the United States in 2021. Hotels jointly topped the list of the well-liked travel services set-aside on-line within the United Kingdom, however train tickets for long-distance visits were additional common than flight tickets during this case.

Aside from on-line bookings, reviewing travel destinations, accommodation, and restaurants has become another necessary side of the digital tourism expertise. From 2014 to 2021, the full range of user reviews and opinions on Tripadvisor, one among the foremost well-known travel review websites, intimate a multiple increment. Tourists' interest in posting and reading on-line travel tips and comments was confirmed by the very fact that Tripadvisor was one among the foremost visited travel and tourism websites worldwide in September 2022. Nowadays, social media websites play a vital role inside the travel trade, as tourists use these platforms to share on-line content associated with their visits, whereas firms and influencers use them as a promoting tool, suggesting vacation destinations and advertising travel merchandise. In line with a study printed within the fourth quarter of 2021, 21 % of polled U.S. shoppers aged eighteen to 29 used social media as a supply for vacation inspiration, and eighteen % of Spaniards aged thirty to forty four did constant. Meanwhile, roughly 2 in 10 surveyed web users from associate August 2021 world study believed within the effectiveness of influencer promoting within the travel trade. How the guests of the trip and tourism assiduity perceive and make opinions on going on a holiday has changed fleetly over time. And as a result, the trip agencies now can no longer depend substantially on interacting with the guests at where they proactively pierce the information. But companies wishing to thrive need to offer dynamic destinations that meet their callers where they partake and discover.

During the outbreak of the Covid- 19 epidemic, numerous faces of the tourism and trip assiduity have been braked down or desisted. And as a result, the significance and demand for radical digital experience are getting enormous. The possessors of trip businesses have been enforcing colorful results to acclimate their presence on the digital platforms and offering great digital guests. So, the answer for the common- seeing question "how can the trip and tourism assiduity recover from the Covid- 19 epidemic?" is that the businesses need to demonstrate the capability to handle the digital metamorphosis in trip field efficiently and excellently.

Not only that, but the digital metamorphosis in trip assiduity has vastly bettered the experience of guests by offering them lesser support in functional effectiveness. It can be said that the cycle of a trip client is now completely supported with the digital means of the service providers or the agencies. Either you choose airlines, face transport services, or a variety of lodgment like

hospices or apartments, the digital dislocation also wielded a consummate difference on any points of the trip. Any trip agencies moment are also trying to ameliorate the service quality handed to the guests through digital platforms.

In ultramodern world that's full of chaos and misgivings, there's one thing that could be certain about that's we must get through this together. As we need to make moves to recover from the severe impacts of the epidemic, digital metamorphosis application must be a progressive trouble that's always taken into account by tourism service drivers and associations.

Currently travel to Uzbekistan is one of the most popular ways to widen you horizons, see gorgeous ancient metropolises and come closer to the mysterious and instigative East and its marvelous culture. Why? It's all veritably simple! First, tourism in Uzbekistan is affordable. Second, it's safe. And third, Uzbekistan tourism includes so important conditioning and possibilities similar as special sightseeing tenures, artistic tourism and also adventure tourism and ecotourism.

Placed right in the middle of the notorious Great Silk Road, Uzbekistan welcomes everyone to visit Samarkand, Khiva and Bukhara. It's not a surprise that these places cradle ancient spirit they used to be main artistic centers of Central Asia and they soaked the influence of numerous different societies during the irruptions of Aleksandr The Great and Genghis Khan. These metropolises are as ancient as Rome. You can still find old palaces, mausoleums and minarets which came only more beautiful and grand as the heydays go by. Old structures of ancient metropolises of Uzbekistan created by the stylish once days engineers will dumbfound you with all their glory and greatness. Places filled with literal atmosphere are still comfortable for the excursionists there are numerous ultramodern hospices and guest houses, new restaurants. Everything is made according to transnational norms and with great love.

METHODOLOGY

Located in the heart of Central Asia, Uzbekistan is ready to expand its trip and tourism assiduity with its rich artistic and literal heritage, friendly people, and natural beauty. The government of Uzbekistan views its tourism sector as having high growth eventuality. Uzbekistan was closed to nonnatives for numerous times, and the government has initiated reforms to open access to its rich artistic and literal heritage to grease tourism development. The tourism assiduity was hit hard by the epidemic in 2020- 2021 and hospitality service providers and other sector actors entered state support in different forms. Although the number of foreign excursionists visiting Uzbekistan grew by 25 to 1.88 million people in 2021, it has not yet returned to 2019's pre-pandemic position of 6.75 million callers. As of May 2022, Uzbekistan has established a visa-free governance for citizens of 86 countries free-visas for citizens of 57 countries, including the United States. The government's thing is to grow tourism services from \$ 1 billion in 2018 to \$2.2 billion in 2025. This will bear massive investments in structure – in February 2021, the President allocated \$ 100 million for tourism structure development and hospitality education, and magnet of global hostel brands. The development plan calls for government- subsidized construction of three- and four- star hospices with at least 50 apartments, adding the total number of apartments from 200 (2018) to 1,000 (2025). Projected investments in the tourism assiduity of the capital megacity Tashkent in 2021- 2023 quantum to \$903.6 million (\$739.5 million of which are foreign investments) and include 90 systems 66

hospices, 12 shopping and entertainment centers, 9 premises, and 3 artisan centers. The government is also developing passage tourism. In 2021 Uzbekistan ranked 16th out of 140 countries in the Global Muslim Travel Index. In 2022 the government streamlined its plans and set the thing to increase the number of foreign excursionists to 9 million and domestic excursionists to 12 million, and to invest \$ 300 million in creation of tourism and recreation zones by 2026. Uzbekistan and Russia are enhancing tourism cooperation, which could reach two million passages per time between the countries. also, the cessation of direct breakouts between Russia and the West may boost air trip of nonnatives to and through Uzbekistan (“Uzbekistan-International Tourism numbers and arrivals”-Trading economics).

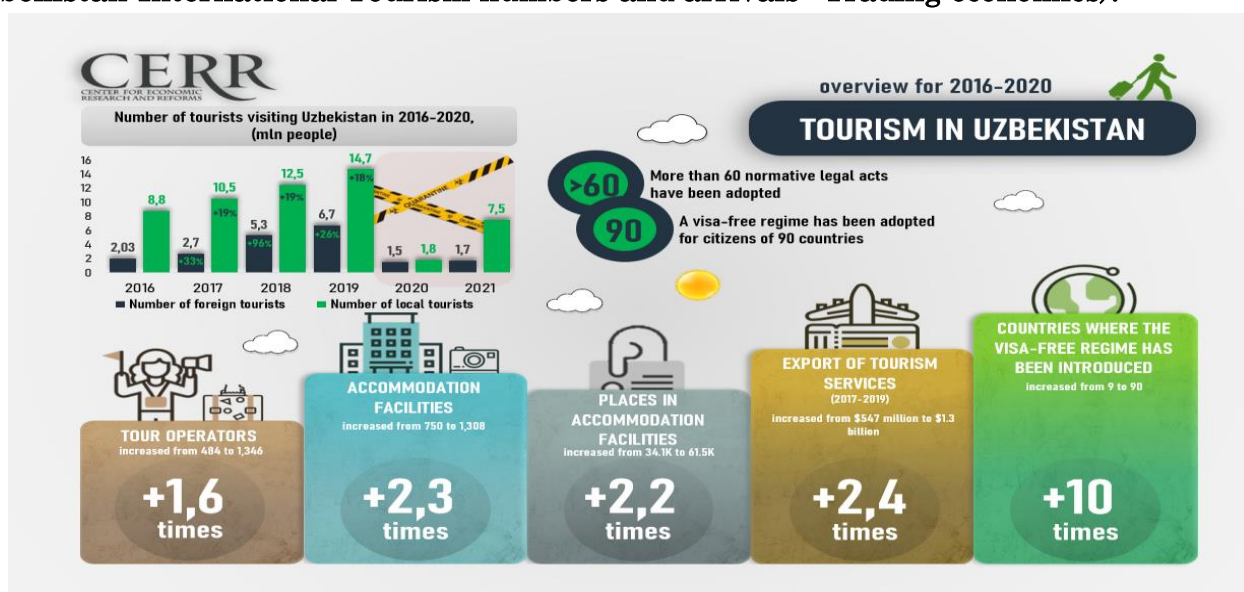


Figure 1. Dynamics of explosive growth during the period of five years in Uzbekistan's tourism industry

Figure 1 shows the tourism potential of Uzbekistan within 5 years, from 2016 to 2020. it can be understood that from 2016 to 2019, the number of foreign travelers increased almost 3 times and reached 6.7 million, then in 2020 and 2021, due to the pandemic, this figure decreased significantly and reached 1.5 million. at the same time, local tourism in the territory of Uzbekistan has shown very encouraging numbers since 2016, at the same time, in 2019, the number of local tourists reached almost 15 million people, and these numbers have lost a little strength in the 2nd year.

Till now, more than 60 laws and projects on the development of the tourism sector and its improvement have been developed in Uzbekistan, and by 2020, Uzbekistan has introduced visa-free entry to Uzbekistan for 90 countries. which leads not only to the development of the tourism industry, but also to the rapid development of other sectors.

In addition, other sectors in tourism have grown over the past 5 years. that is, the activity of tour operators increased from 484 to 1,346 and increased by 1.6 times, accommodation facilities increased from 750 to 1,308 and increased by 2.3 times over 5 years. places in accommodation facilities increased from 34,000 to 61,500, 2.2 times. another is the export of tourism services, which has increased by 2.4 times. the last one, the cancellation of entry visas for 90 countries by Uzbekistan, led to a 10-fold increase in the result (Innovative economic development of Uzbekistan: trends and prospects- Review.uz).

To herald a lot of foreign travelers, the country is modernizing and increasing the airports. Republic of Uzbekistan |Uzbek |Asian country| Asian nation} Airports was separated from the Uzbekistan Airways in 2019 and controls Uzbekistan’s eleven international airports. the govt. invested with \$140 million within the development of airports in 2021, primarily in metropolis, and can pay \$200 million in 2022. In total \$1 billion are going to be required by 2026 to satisfy planned development targets. Uzbek Airports plans to figure with personal firms for landing field reconstruction and management on a young basis and hopes to double the airports’ rider outturn capability and triple load outturn capability by 2026. the govt. has secure to liberalize the national aviation market by breaking apart Uzbek Airways’ monopoly (pledging to sell fifty one or additional of its shares through commercialism within the close to future) and making additional domestic firms (in Feb 2021, the Qanot Sharq personal airline signed a lease agreement with Air Lease Corporation for 2 used airliner A320-200 aircraft; Republic of Uzbekistan| Uzbek |Asian country| Asian nation} Airports plans to determine its Silk Avia airline by Oct 2022 as a partner of Uzbekistan Airways in domestic flights, to satisfy increasing domestic commercial enterprise demand), whereas authorizing foreign firms to work in Uzbek. the govt. intends to get short- and medium-haul craft to develop the regional rider transport market. Uzbek Airways’ current air fleet consists of 34 planes.

In addition, citizens of about 80 countries have the opportunity to apply for an electronic visa in a simplified manner. Five new types of visas have been introduced for foreigners: "Compatriot", "Student", "Academic", "Medicine" and "Pilgrimage". According to the Ministry of Tourism and Sports of the Republic of Uzbekistan, the simplification of the visa regime has yielded positive results. In particular, in 2019, if the average growth in the number of foreign tourists was 26%, then the growth rate among the countries where the visa-free regime was introduced reached 58%. The government took comprehensive measures to develop business infrastructure. Firstly, 22 styles of necessities control the activities of hostels associated with the kind of budget housing are canceled. especially, the procedure for obligatory certification of edifice services provided by hostels has been canceled and therefore the apply of operating with a unified register of guest homes and hostels has been introduced. Secondly, so as to extend a lot of tiny hotels, entrepreneurs were given eight customary comes of tiny hotels up to fifty rooms freed from charge and this live is developed supported the expertise of Turkey and Republic of Korea (Asian Journal of Multidimensional Research (AJMR), 2018. T. 7. № 11. C. 160-168.)

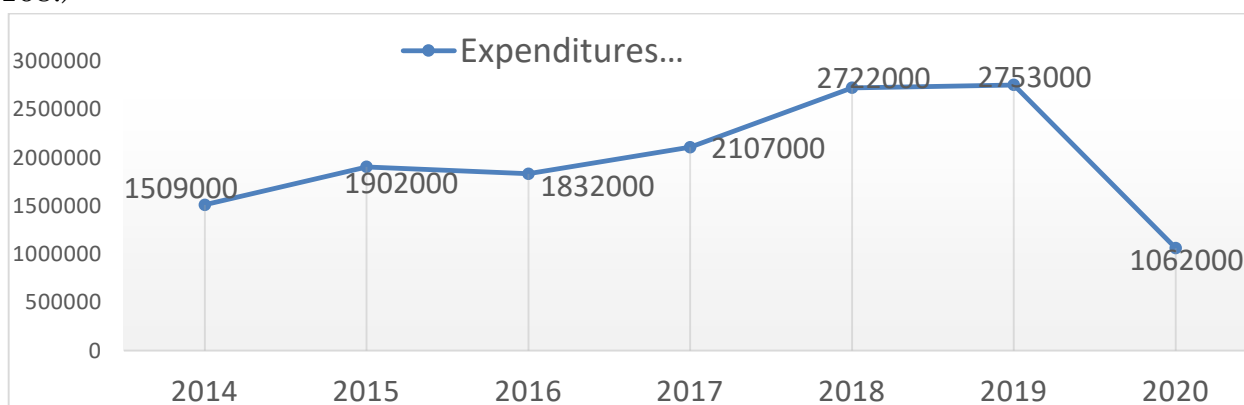


Table 1. Uzbekistan Tourism Statistics-International Tourism Expenditure
(source:ceicdata.com/en/uzbekistan/tourism-statistics)

International Tourism: Expenditures data was reported at 1.062 USD bn in 2020. This records a decrease from the previous number of 2.753 USD bn for 2019. UZ: International Tourism: Expenditures data is updated yearly, averaging 1.902 USD bn from Dec 2014 to 2020, with 7 observations. The data reached an all-time high of 2.753 USD bn in 2019 and a record low of 1.062 USD bn in 2020. UZ: International Tourism: Expenditures data remains active status in CEIC and is reported by World Bank. The data is categorized under Global Database's Uzbekistan – Table UZ.World Bank.WDI: Tourism Statistics. International tourism expenditures are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport. These expenditures may include those by residents traveling abroad as same-day visitors, except in cases where these are important enough to justify separate classification. For some countries they do not include expenditures for passenger transport items (source: ceicdata.com/en/uzbekistan/tourism-statistics).

It ought to be noted that because of the restrictions obligatory against the scene of the coronavirus pandemic and also the consequences of the world crisis, the commercial enterprise trade has suffered serious losses. above all, lots of foreign tourists visiting Republic of Uzbekistan attenuated by quite four.5 times, to 1.5 million, and also the volume of holidaymaker services fell to \$261 million in 2020.

Taking into consideration the present state of affairs, the “Uzbekistan project” was developed. Safe travel secure ("Uzbekistan. Safe travel guaranteed"), that may be a new system of healthful and epidemiologic safety for tourists supported world standards. Certification of commercial enterprise objects and connected infrastructure, commercial enterprise services supported new healthful and hygienical necessities for all state border posts; air, railway and bus stations; objects of tangible cultural heritage, museums, theaters, etc. To mitigate the results of the pandemic for the commercial enterprise trade, the Safe commercial enterprise Fund was shaped at the expense of associate degree initial contribution from the Anti-Crisis Fund, additionally as payments for passing voluntary certification enforced among the framework of the (“Uzbekistan. Safe travel secure ”).

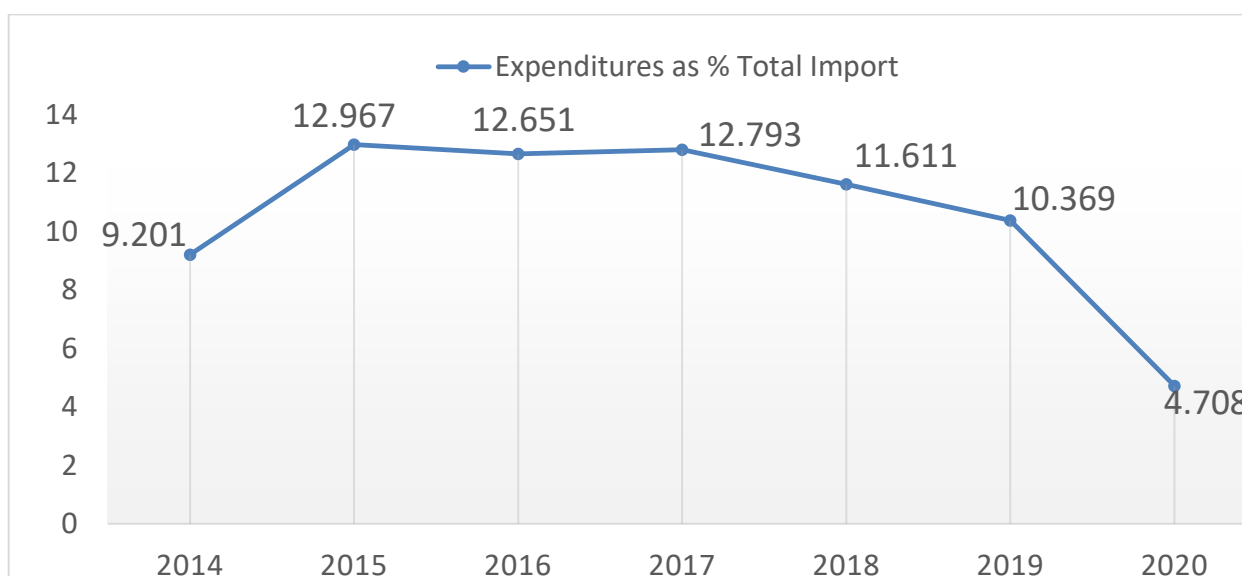


Table 2. Expenditures as % Total Import

(source: ceicdata.com/en/uzbekistan/tourism-statistics)

International Tourism: Expenditures at the least of Total Imports knowledge was reportable at 4.708 you bored with 2020. This records a decrease from the previous variety of 10.369 you take care of 2019. UZ: International Tourism: Expenditures at the least of Total Imports knowledge is updated yearly, averaging 11.611 to stand out from Dec 2014 to 2020, with 7 observations. the info reached associate degree incomparable high of 12.967 you bored with 2015 and a record low of four.708 you bored with 2020. UZ: International Tourism: Expenditures at the least of Total Imports knowledge remains active standing in CEIC and is reportable by UN agency. the info is categorized beneath world Database’s Republic of Uzbekistan – Table UZ.World Bank. WDI: business enterprise Statistics. International business enterprise expenditures are expenditures of international outward-bound guests in alternative countries, as well as payments to foreign carriers for international transport. These expenditures could embrace those by residents traveling abroad as same-day guests, except in cases wherever these are vital enough to justify separate classification. for a few countries they are doing not embrace expenditures for rider transport things. Their share in imports is calculated as a magnitude relation to imports of products and services, that comprise all transactions between residents of a rustic and therefore the remainder of the globe involving a amendment of possession from nonresidents to residents of general merchandise, product sent for process and repairs, nonmonetary gold, and services.



Table 3. View Uzbekistan's UZ: International Tourism: Receipts as % of Total Exports from 2014 to 2020 (<https://www.ceicdata.com/en/uzbekistan/tourism-statistics>)

International Tourism: Receipts at the least of Total Exports information was reported at 2.718 you tired of 2020. This records a decrease from the previous variety of 9.880 % for 2019. UZ: International Tourism: Receipts at the least of Total Exports information is updated yearly, averaging 5.808 to stand proud of Dec 2014 to 2020, with seven observations. the info reached AN uncomparable high of nine.880 % in 2019 and a record low of two.718 you tired of 2020. UZ: International Tourism: Receipts at the least of Total Exports information remains active standing in CEIC and is reported by United Nations agency. the info is categorized below international Database’s Uzbekistan – Table UZ. World Bank. WDI: touristy Statistics. International touristy receipts square measure expenditures

by international arriving guests, as well as payments to national carriers for international transport. These receipts embody the other defrayal created for product or services received within the destination country. They additionally could embody receipts from same-day guests, except once that square measure necessary enough to justify separate classification. for a few countries they are doing not embody receipts for rider transport things. Their share in exports is calculated as a magnitude relation to exports of products and services, that comprise all transactions between residents of a rustic and also the remainder of the globe involving a modification of possession from residents to nonresidents of general merchandise, product sent for process and repairs, nonmonetary gold, and services.; World touristry Organization, Yearbook of touristry Statistics, Compendium of touristry Statistics (Uzbekistan Tourism Statistics).

Even though the travel and business enterprise sector is bouncing back, the approach folks travel has modified considerably. From the approach they arrange, book, and manage travel however typically they are doing it—the travel trade has shifted dramatically.

So, wherever higher to contemplate these changes than online—that's wherever most travelers notice and pay money, mostly booking, using application for being easy for their visits.

They have compiled over sixty on-line travel booking statistics to require a glance at travelers' new preferences and behaviors for post-pandemic travel. These travel booking statistics can provide you with a peek into the foremost fashionable trends within the business enterprise trade with meaning insights into someone expectations and also the role of mobile and on-line travel agencies.

RESULTS AND DISCUSSION

The online travel trade generated revenue value over \$800 billion in 2021. The travel trade is projected to grow at a compound annual rate (CAGR) of ten.58% between 2021 and 2027—when it's expected to hit \$1463.98 billion (GBTA).The Asia-Pacific region (APAC) has the best growth potential within the on-line travel booking industry—with China and Bharat leading the method. This growth will be attributed to the expansion of the conservative financial gain cluster, increase in income. The travel sector recovered over five hundredth of its sales by the top of 2021 compared to the pre-coronavirus numbers. This recovery is projected to succeed in eighty fifth by the top of 2022. In the 5 surveyed countries, travel intent is higher in 2022 compared to 2019 both for business and leisure travel activity. Consumer intent for flying and on-line building booking was five hundredth a lot of in Gregorian calendar month 2021 than it absolutely was in September month 2020

The online travel market size worldwide reached the \$433.2 billion mark in 2021, and it's expected to achieve \$690.71 billion by 2026. 83% folks adults need to book their visits on-line. Monday is that the post in style day for booking travel, and Saturday is that the quietest day. 63% of travelers believe technology plays a key role in dominant health risks throughout visits and reduces travel anxiety in an exceedingly post-pandemic world (Booking.com). The percentage of shoppers that abandon their travel purchase is 85% for desktop users and 91% for those shopping for on a mobile device. 72% of mobile bookings

happen within the 48 hours following Google searches that embody the words 'tonight' and 'today'. In 2022, 64% of these booking on-line build on-line purchases on desktop and a quarter mile build them on a mobile device. This shows a shift from 2021, once 59 of bookings were done on desktop and forty first on a mobile device. 66% is that the revenue share of on-line sales within the world travel and touristy market (Statista). It's calculable that over 700 million folks can build a booking on-line by 2023. 70% of all customers do their analysis on a mobile device.

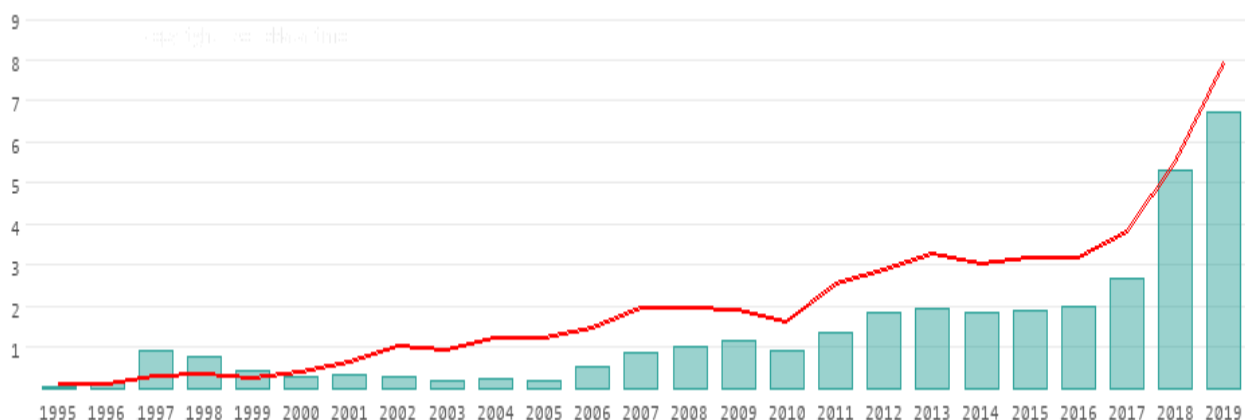


Table 4. Development of the tourism sector in Uzbekistan from 1995 to 2019
(worlddata.info/asia/uzbekistan/tourism)

The connection between all the given statistics, information, and this chart is shown that we can be sure that Uzbekistan's tourism and all travel business were developed starting from 2014, plus the number of tourist arrivals were registered in Uzbekistan each year. Anyone who spends at least one night in the country but does not live there for more than 12 months is considered a tourist. In so far as the survey included the purpose of the trip, business trips and other non-tourism travel purposes have already been excluded. The number of people passing through within the same day, and crew members or flights are also not considered as tourists in most countries. If the same person travels in and out more than once within the same year, each visit counts again. In addition, Uzbekistan has achieved good results in the export and import of tourists, and it can be said that the expenditure of tourists visiting Uzbekistan has also shown high figures, and this shows that Uzbekistan is doing a lot of work for tourism and its industries. possible however, one thing should be mentioned, during the covid-19 period, not only Uzbekistan, but also other countries' tourism competence and statistics have significantly decrease. Our data on tourist numbers, revenues and expenditures are based on information from the World Tourism Organization, Uzbekistan tourism statistics, worlddata.info, **Uzbekistan. Safe travel secure**, Uzbekistan: trends and prospects Review.uz. However, to ensure international comparability, the data for some years or countries were manually researched and corrected if they obviously included visitors without overnight stays. In these cases, the data were taken from the official communications of the respective national tourism authorities. The WTO additionally points out that in some countries the number of tourists is only counted at airports, in others also at border crossings or even hotels. A comprehensive and reliable indication is therefore hardly possible in any country.

CONCLUSION

All around us today, business models are being radically transformed by digitalization. New opportunities are being created, as the rate of change continues to increase, and the number of new technologies continues to grow. Through the article, we also want to mention some of the current digital development trends in tourism in the world. This shows that the digital transformation has not been fully implemented in the tourism industry of our country. Therefore, tourism businesses need to accept the change that comes from digital transformation and quickly catch up with the trend by re-examining the business model, reviewing the structure, the company management model and invest more in technology. If corporate culture does not catch up with that pace, it will inevitably be a stagnation, not only for the development of businesses. During the outbreak of the Covid-19 epidemic, many faces of the tourism and travel industry have been slowed down or ceased. And as a result, the importance and demand for radical digital experience are becoming enormous. The owners of travel businesses have been implementing various solutions to adjust their presence on the digital platforms and offering great digital experiences.

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