

## IN ENHANCING THE TOURISM OPPORTUNITIES OF THE REGIONS FEATURES OF USE OF DIGITAL TECHNOLOGIES

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**Abstract:** *In the article, increasing the tourist potential of the regions the need to use digital technologies is revealed, the use of innovative technologies in the field, Fergana the example of the region is highlighted and the development of the network proposals were made.*

**Keywords:** *Region, regional tourism, digital technology, innovation, Global innovation index, tourism infrastructure, tourist attractions.*

## В РАСШИРЕНИИ ТУРИСТИЧЕСКИХ ВОЗМОЖНОСТЕЙ РЕГИОНОВ ОСОБЕННОСТИ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ ТЕХНОЛОГИЙ

**Аннотация:** *В статье «Повышение туристического потенциала регионов» выявлена необходимость использования цифровых технологий, освещено использование инновационных технологий в области, Фергана на примере региона и внесены предложения по развитию сети.*

**Ключевые слова:** *Регион, региональный туризм, цифровые технологии, инновации, глобальный инновационный индекс, туристическая инфраструктура, туристические достопримечательности.*

In the modern western economy, tourism is considered as a complex socio-economic system and tourist the view that the tourism industry is a society, tourism policy and economy there is. Such an approach to the development of the tourism industry is not limited to certain sectors of the economy for, but also multiplicative as it can have a positive effect on the economy of the whole country shows efficiency.

When analyzing tourism from an economic point of view, it is not at the macro level (the whole country), but at the micro level study at the level (individual area, region) and fully study its possibilities helps to find out ways of strengthening. Especially today, digital technologies with the help of study of any field, analysis and forecasting for several years, its to be able to provide ways to multiply its capabilities, to internationalize tourist

activity can have a positive effect on bringing the standards to the level and improving the tourist infrastructure solving issues such as digital technologies for the development of regions in the field of tourism determines the importance of strengthening with the help of.

Number PF-5611 of the President of the Republic of Uzbekistan on the development of tourism in the regions 'Concept of Tourism' was adopted by decree and according to it, state policy in the field of tourism in the future, the tourism sector in the comprehensive rapid development of regions and the infrastructure leadership, solving current socio-economic tasks, increasing jobs, regions ensuring diversification and development, incomes, living standards and quality of the population practical aimed at increasing and improving the country's investment attractiveness and image tasks are defined. Therefore, in the implementation of the above tasks, the introduction of digital technologies in the field, it is scientific to provide scientific and theoretical conclusions on their support and stability determines the importance of work.

From the point of view of scientific theory and methodology, tourism to the socio-economic development of the region its effect has hardly been studied. To see the role of tourism in the economy of the country and the region in different ways and is distinguished by its high contribution to certain fields. But this situation first of all, it is necessary to fully satisfy existing consumer requirements, i.e., the unique value is expensive system, owners of tourist companies, tourists who consume their products, in the region, they should be formed by employees who receive them. The role of tourism in the economic structure of regions is characterized by diversity. Territorial tourism instead of being part of economic sectors, it is a multi-sectoral, inter-sectoral part of social infrastructure should be evaluated from the point of view of being complex. This definition is tourism in the regional econom emphasizes the duality of its purpose.

The use of digital technologies in the analysis of tourism opportunities of regions there are different approaches to in particular, Portuguese scientists J. Saura, A. Menendez, P. Palos Sanchos modernize digital technologies to the development of digital marketing and by creating an opportunity to facilitate online sales, reservations, and sales of products states that he gave They travel from electronic devices connected to the Internet today using various applications such as guides, GPS or interactive books to help people organize and implement world travel are considered to be in constant use.

Applying innovations in the field to increase the use of digital technologies and them through development, there will be an opportunity to increase the touristic attractiveness of the regions. The world indicator showing the level of innovation development in practice (Innovation Index) exists, and through it, the development of the national economy in the country is allowed for innovative activities covers the elements of giving. These include: institutions, human capital and research, infrastructure, market complexity, knowledge and technology outputs, creative outputs and business such as complexity. Innovative processes and effective use of digital technologies exist in the

regions positively serves in finding solutions to problems and reducing shortcomings. In the field of tourism the use of such technologies shows its convenience. Among these we can include:

1. The tourist has the opportunity to optimize his expenses, i.e. consumption of services can make an order before making (for example, advance hotel reservation, air and railway tickets, etc.)

2. More, faster and quality information about tourist services (tour packages and tour routes). An opportunity to get it will appear (internet sites, special bots providing information, etc.)

3. Shortcomings of tour itineraries and services due to quick feedback of tourists the necessary information that allows to eliminate and further develop them it is possible to easily collect, sort and determine the necessary analysis and conclusions.

Summary. In general, nowadays digital technology is the development of any field and it is being used to fully demonstrate its capabilities. Therefore, every part of the economy in which network it is necessary to consider its introduction as an important task. Especially tourist regions while increasing its attractiveness and attracting a large number of local and foreign tourists, the use of digital technologies is an important factor in organizing a high level of service quality the period itself shows that.

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