
Criteria for Assessing the Effectiveness of using Digital Technology to Achieve Intended Financial Results Due to a Tourism

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Abstract: The rapid development of digital technology in recent years has become an incentive for the introduction of new information technologies in tourism. Indeed, technology can improve the quality of tourism services, access to historical sites and museums around the world can definitely broaden the horizons of travelers, and also help to get fresh impressions. The constant introduction of new information technologies in tourism has become a symbol of the quality and modernity of the tourism industry.

Key words: Digital technology, tourism services, tourism sector, digital economy, information.

New information technologies are a process of acquiring modern skills, knowledge, impressions and built not on communication with a guide, but on the use of the latest methods and techniques based on the use of computer tools with the help of the Internet. The essence of new information and familiarization technologies is the creation of a tourist digital technology of the 21st century, where a tourist-traveler independently studies with the help of the Internet at home or at work all the objects included in the tourist product for the selected country.

Thus, remote transmission of information about a tourist area is a targeted process of interactive (dialogue), asynchronous and synchronous interaction between the guide and the traveler and with the means of receiving information ahead of time, i.e. before the start of the journey in space and time.

It is very important that a remote tourist service is usually accompanied by a preliminary acquaintance, which develops independent creative thinking about the location of a tourist object in the future traveler. The concept of a tourist trip is changing radically.

Here, the effectiveness of remote familiarization with a tourist product in general is considered as the main characteristic of the functioning of the electronic technology system, which reveals the degree of goal implementation and achievement of the intended results due to a tourist trip.

The effectiveness of early receipt of information about the travel destination, which can be obtained in fact, including via the Internet, has several aspects. The information received actively influences both the consciousness of citizens who have decided to travel as tourists, and the social and moral aspects of life, and it should be considered in general in three interrelated and interacting aspects: early familiarization, economic and social. Since without familiarization fruitfulness the proper social and economic effect of a tourist trip is impossible, the actual aspect, i.e. staying at the travel destination, is predominant. In fact, the main goal of a tourist trip is to satisfy the needs of future tourists in familiarization services for early and successful development of spiritual and other abilities, historical and creative potential of the individual before staying at the tourist's travel destination as a whole. And achieving this goal, in turn, indirectly ensures the social and economic effect of this process [1].

The social efficiency of familiarization tourism is assessed through such indicators as the positive impact of the familiarization process on the development of the individual and the creation of the

most qualitatively comfortable conditions for rest after arrival at the place of rest. Early familiarization of the person wishing to travel is not accidentally one of the decisive indicators of comfortable conditions for rest. It also largely predetermines the status of a tourist trip, strengthens its safety, and enhances the social security of the traveler's personality. In social terms, there is a decrease in the level of crime risk, a decrease in the dependence of travelers on social security systems, an increase in the personal culture of citizens before arrival at the place of tourist rest, an improvement in the functioning of travel agencies called upon to serve tourists after arrival at the tourist site of the area.

Economic efficiency should be considered by dividing it into "internal", inherent to the digital technology system, and "external". As "internal" efficiency it is appropriate to consider:

- from the point of view of the direct contribution of travel agency employees receiving tourists and improving the quality of tourism services;
- from the standpoint of better, more rational use of tourism resources in general, in each type of tourism product.

As "external":

- from the standpoint of the increase in spiritual benefits from travel, which is ensured by raising the level of worldview, the productivity of workers in all sectors of the economy can develop in the future;
- from the standpoint of reducing the absolute and relative value of family budget resources from new information received via the Internet.

The above can be illustrated with examples. It is believed that investing \$100 in a tourist trip will bring \$200 in profit at the main place of work. According to our estimates, on average, investing in a tourist trip can provide a 10% increase in national income. We have found that the gross domestic product is produced by workers of three groups related to recreation. It turned out that workers who vacationed outside the country produce more than 50% more products. And citizens who vacationed at their place of residence produce 15%. Workers who received information via the Internet about the place of their future vacation produce 25% more products; a worker who did not decide to vacation produces 1-2% less products than planned [2].

Unfortunately, the number of people who do not rest during their work vacation not only loses morale, but also affects the growth of GDP, although such facts are not yet fully understood.

As one of the options, it can be considered that the most suitable measure of the economic effect for the consumer of a tourism product is the sum of the increase in individual earnings of those who rest and receive spiritual food. In addition, improving the quality of tourism services gives a person other important advantages: improved working conditions, more varied and meaningful rest in the following years, expanded opportunities for physical and mental development of the individual. The above applies to the effectiveness of digital technology in general, regardless of the form of obtaining information about the trip.

The effectiveness of the Internet is connected with the achievement of tourism and educational goals, which are undoubtedly set before tourism science by new socio-economic conditions.

Undoubtedly, the effectiveness of digital technology reveals the degree of compliance of the obtained results with the intended goals and objectives in the form of prepared travelers, a tourist trip with the least expenditure of time, labor and health, money (on the part of tourists).

In the digital technology system, when talking about the effectiveness of a tourist trip, it is necessary to take into account the economic and social aspects of travel. Without diminishing the importance of the social factor, we will focus on the socio-economic aspect.

In order to have an idea of the effectiveness of digital or electronic technology in the context of electronic communication, it is necessary to have a numerical criterion for its assessment. The

concept of effectiveness and its multifaceted nature suggests that it will have to be identified by several criteria [3]. Analysis of the functioning of electronic communication shows the inappropriateness of using composite criteria of effectiveness (such as a fraction, with indicators in the numerator that increase (for example, the quality of services), and in the denominator those indicators that decrease (the cost of expenses on tourist trips). This applies to a composite criterion in the form of a weighted average of individual indicators. Based on the recommendations of the theory of "Operations Research", the effectiveness of electronic technology in such a complex human-machine system as information technology communication, it is advisable to evaluate a vector indicator that includes two indicators: K - quality and C - the cost of electronic technology

(ET): $ET = (K, C)$

In this format, all possible options for assessing the ET will be depicted as a point displayed in a two-dimensional coordinate system K and C. This makes it possible to more realistically view possible options and select a rational one using mathematical methods of operations research and system analysis. In modern conditions, when Uzbekistan faces the goal of creating conditions for a strategy for socio-economic development, it is necessary to determine its main factors. The main factor for successful socio-economic development is human capital, investments in which will predetermine the success of socio-economic development in the strategic future.

The ability of a specialist to use electronic technologies should acquire special significance, since it is the ability to handle electronic technology that allows him to establish himself as a specialist in a certain area of the economy, to ensure the effectiveness and efficiency of solving smart and result-generating tasks. Thus, the training of in-demand specialists allows to increase social security and improve competitiveness and professional mobility [4].

In order to achieve the above-mentioned goals and objectives, tourism enterprises face more important tasks in protecting the rights of travelers and the services they provide. Requirements for the implementation of relationships with consumers of tourism services for tourism enterprises must have a positive impact on the availability of tourism services for a wide segment of the population.

In accordance with the set tasks, it is necessary to establish requirements according to which tourism enterprises and other entities receiving tourists must create conditions for:

- unimpeded access of tourists to the direct service area without prior permissions and presentation of documents confirming their personal requirements;
- receiving preliminary advice on the tourist services provided via the Internet from the administrator of the initial reception of tourists;
- transparent registration and consideration of applications with an indication of the step-by-step procedure for making a decision and the procedure for notifying of a reasoned refusal to provide individual tourist services. For example, a tourist's desire to get acquainted with a tourist site using air transport - a helicopter or an airplane, only if the receiving party does not have an airstrip and equipment to provide such services.

Indeed, tourist entities in their development go through all the stages of progress of the world's leading tourist services. Therefore, a strategy of rapid response to any changing tourist demands is impossible, because this can cause the emergence of new tourist products, services and types of activities, which can become the reason for focusing on the development of expensive non-traditional types of tourist products and services, as well as innovative development of tourist spheres of the economy with the help of the introduction of segments of electronic technology capable of transmitting a message about the possibility of creating conditions for tourists before their arrival at the destination as a tourist.

It follows that today, we recommend that travel agencies exchange information with tourists or people wishing to become tourists not only through operational employees (travel agents), but also

through digital economy, what does the service include, spreading which depends entirely on digital technology in the form of the Internet [5].

Thus, taking into account modern trends is important in developing solutions that can allow travel companies to interact with tourists across all channels exactly as tourists want. At the same time, travel companies, simplifying and automating tourism service operations with the help of integrated information technology communication systems for managing finances, risks and regulations should reduce complexity and costs, which, in turn, can lead to increased revenue from innovative tourism products (services).

Literature

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