

**The development of e-tourism in Uzbekistan: based on the foreign experience
of the ASEAN countries**

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Аннотация: Статья посвящена развитию электронного туризма в Узбекистане, которое вносит свой вклад в развитие сферы услуг не только в стране, но и в мировой экономике. Показано, что без работы над проблемами в туристической сфере в Узбекистане, мы не сможем увеличить потенциал страны. В качестве примеров как страна с развитой электронным туризмом были приведены инфраструктура в сфере туризма стран АСЕАН. Главная цель – развитие услуг в электронной сфере через некоторые ресурсы.

Ключевые слова: туризм, электронный туризм, АСЕАН, путешественник, исламский туризм, турист, электронные услуги.

Аннотация: Мазкур мақола нафақат мамлакатимизда, балки, жаҳон иқтисодиётида ҳам хизмат кўрсатиш соҳасининг ривожланишига ҳисса қўшадиган электрон туризмни ривожлантиришга бағишланган. Ўзбекистонда сайёҳлик соҳасидаги муаммоларни ҳал қилмай туриб, биз мамлакатнинг салоҳиятини оширишга қодир эмасмиз. АСЕАН мамлакатлари сайёҳлик соҳасида э-туризм инфратузилмаси ривожланган давлат сифатида кўрсатилди. Мақоланинг асосий мақсади – мавжуд ресурслар орқали электрон хизматларни ривожлантиришдир.

Калит сўзлар: туризм, электрон сайёҳлик, АСЕАН, саёҳатчилар, ислоний туризм, сайёҳлик, электрон хизматлар.

Abstract: The article is devoted to the development of e-tourism in Uzbekistan, which contributes to the development of the services sector not only in the country, but also in the global economy. It is shown that without work on problems in the tourism sector in Uzbekistan, we will not be able to increase the potential of the country. As examples of how a country with a developed e-tourism infrastructure in the tourism sector were chosen ASEAN countries. The main goal now is the development of electronic services through some resources.

Key words: tourism, electronic tourism, ASEAN, traveler, Islamic tourism, tourist, electronic services.

Over the decades, tourism has reached and tried to become one of the fastest growing sector of economy in the world. New destinations, places and touristic entertainments have been developed in order to reach high level of growth in the country's economy. Today, the business volume of tourism equals or even exceeds oil exports, food or automobile markets.

According to WTTC (World Tourism&Travel Council) contribution of tourism and travel to world GDP increased rapidly over the last years. In 2016, it endowed US\$2.3 trillion and 109 million jobs worldwide, overall sector contributed US\$7.6 trillion to global economy and supported 292 million jobs which was 10,2 % of world's GDP. Tourism sector is export sector, where international tourist spends money in foreign countries. In conformity with WTTC, tourism sector accounted almost 30 % of world services exports. It was high growth in direct Tourism and Travel GDP in 2017¹. South East Asia and South Asia was fastest growing world regions with growth of around 6,5-7%, whereas Central Asian countries growth was 2,8 %. According to World Travel and Tourism Council, rapid

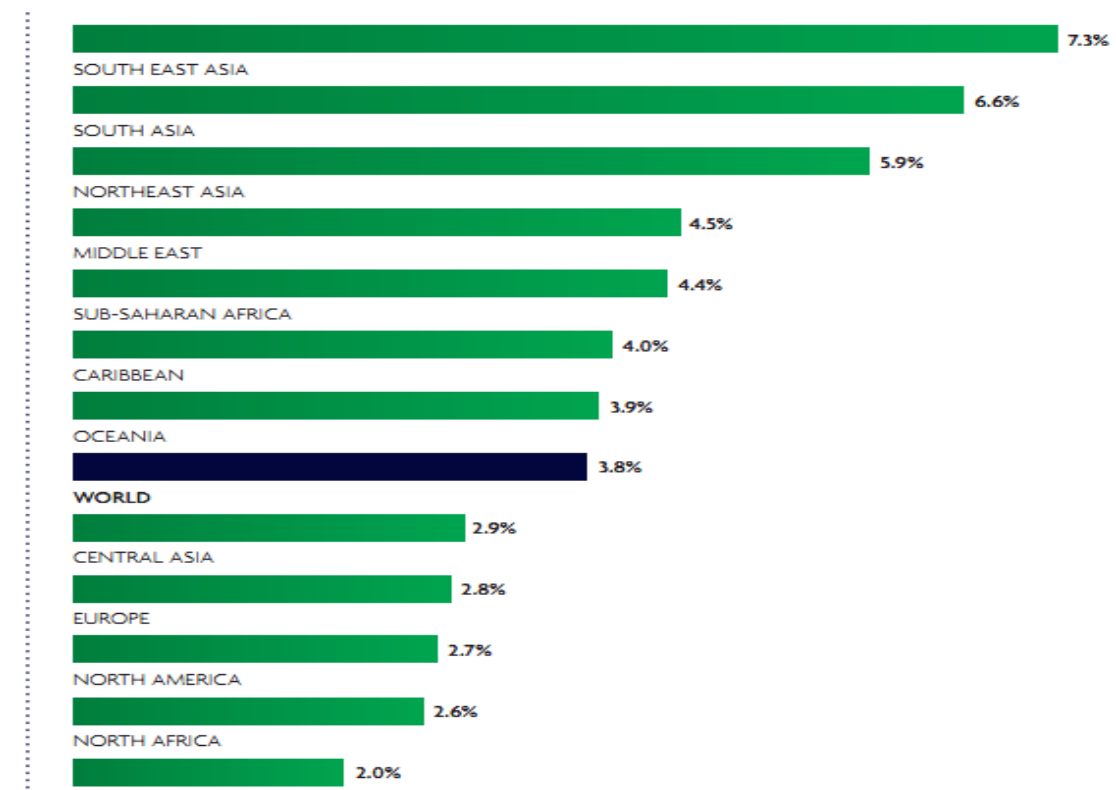
¹ ASIA Tourism Trends, 2016 Edition, World Tourism Organisation (UNWTO) and Global Tourism Economy Research Centre (GTERC)

<https://conferncea.org>

growth was seen in tourism developed countries such as Thailand (10,7 %) , Philippines (8,9 %), Singapore (8,7 %) and Indonesia (5,8%). These countries are some of the countries which saw their Travel and Tourism sectors outperform the general economy most importantly. For instance, 32,529,588 tourist travelled to Thailand in 2016, where average each tourist spent US\$ 150 per day.

Figure 1. Direct Tourism and Travel GDP Contribution Growth in 2017.

(World Travel and Tourism council, www.wttc.com)



Moreover, with the ease on usage of the internet, planning a travel had become one of the top reasons why people used the internet for. In a 2007 study that was conducted by Dutton & Helsper², they founded out that the most searching activity done online was for planning a travel.

E-Tourism makes use of ICT functions as well as the internet by several tourism industries around the world to attract more tourist traffic and enhance their tourist experience. E-Tourism makes this easier, faster and convenient. While

choosing next destination, tourist can recall information or idea from internal memory. If internal information is not enough, tourist will look for external information from friends, relatives, internet, brochures and etc. This information is very necessary while choosing a destination and planning ongoing activities during the trip such as travel mode, attractions, location activities and lodging. Following is given what factors will play main role while choosing destination.

Figure 2. Provisional 2011 data. 15000 + international tourists from 30+ markets and visiting a destination for the first time. TRAVELSAT benchmarking survey, 2011.

As it can be seen from Figure 1, Information on the web takes high position on decision making process of tourist, whereas old traditional ways of travel agency recommendation, newspaper takes less percentage among them. Because of technology, the travel industry can reach more people than it ever has before and as a result travelers are younger, better informed and more tech savvy. According to statistics by Statista, Vienna, there are around 60000 active travel related apps, which can conclude that current travelers prefer and use mobile application rather than other techniques of Tourism and Travel. Overall, 1 in 2 travelers used their smartphones to make bookings. According to GOOGLE research, 70 % of travelers with smartphone have done travel research on their mobile³. It is clear that mobile can also be a great source to reach potential target. Moreover, official websites of tourism department, social websites and touristic blogs will efficiently effect to traveler's decision making while searching for next destination.

Blogging as a way of promotion is considered as a cheaper marketing activity than traditional advertising and many researchers have suggested that tourism blogs are new and non-traditional way to help define the image of a destination or activity. Moreover, it will effect to the mind of tourist, which tourist will consider

³ <https://www.trekkssoft.com/en/blog/65-travel-tourism-statistics-trends-for-2018>

blogger's advices or travel advisor websites (Doris Schmallegger and Dean Carson, 2007)⁴.

In the case of Uzbekistan, there are few numbers of blogs and promotions on trip advisory websites comparing to Thailand or Singapore. They don't encourage bloggers or tourist to write about their experience or suggestions how to improve tourism in the country. Uzbekistan Tourism agencies don't pay attention about online reviews or promotions which can be hardly seen their promotions on social blogs or travel advisory websites. The blogs created for Uzbekistan tourism are mostly outdated and tourist can hardly get idea and excitement to travel to the country. Moreover, most of posts written by bloggers are giving bad image about the both country, because of bad comments. Comments or reviews on trip advisory websites such as TripAdvisor.com or Lonelyplanet.com are very less or about bad experience in the country. These bad comments or expressions will give bad image about the country's tourism which will led to demotivation of tourist to visit the country. Potential tourists will have difficulty in getting information and ideas about tourist attraction places from blogger's or trip advisory websites while visiting to Uzbekistan In general, it is obvious that there is less e-word-of-mouth about both countries' tourist attraction places and activities. For example, there are less promotions or pop-up advertisements about Uzbekistan tourism on Lonelyplanet.com or Tripadvisor.com, comparing to other developing countries such as Singapore or Malaysia. Because of the factors which were mentioned above, travel lovers don't know much or don't have any idea about Uzbekistan.

In addition, demand for leisure travel by Muslims is increasing in parallel with the expanding Muslim population worldwide. Islamic Tourism is used for travelers who want to accomplish religious observances or leisure voyage in countries where Islamic religious rules needs to be considered such as halal or Muslim-friendly tourism. Uzbekistan is known and considered as Muslim country, where great Islamic philosophers such as Imom Al-Buxoriy, At-Termiziy,

⁴ Doris Schmallegger and Dean Carson, "Blogs in tourism: Changing approaches to information exchange", October 2007, Charles Darwin University, Australia

<https://conferencea.org>

Naqshbandiy were born. However, from my personal practice, I can say that minority of people in the world knows where Al-Buxoriy was born. In addition, majority of Muslims are currently in Asia-Pacific region with number of 986,420,000 people in 2010⁵. In detail, Indonesia has highest number of Muslims. Islamic tourism in Asia-Pacific region is well developed and appreciated by many Muslim countries. For example, Halal Local app in Indonesia helps Muslim travelers to find Halal food and restaurants, mosque, prayer spaces in the country. Moreover, tourist can book hotel or restaurants by looking at menu and request halal foods to be served. There are around 40,000 listing of halal restaurants, hotels and homestays. Unfortunately, Islamic Tourism is not well developed in Uzbekistan. There are less halal restaurants and pray rooms in main touristic destinations. However, we have high capability to develop Islamic Tourism in our country.

In order to solve drawbacks which were given above Uzbekistan Tourism authority need to do some improvement and changes in this sector. There are some recommendations:

1. Formulating inexpensive intercity taxi system.

This allows tourists to travel in a cheap way. We can see some examples of these in European countries, such as BLA BLA CAP. This system works in the following manner: ordinary people having the same direction help passengers by taking them to their address if it is profitable for them. These ordinary people may be doctors, programmers, farmers etc.

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