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researchers and students: theory and
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Innovation, integration and modern problems in the scientific activities of young
researchers and students: theory and practice collection of materials of the
international scientific and practical conference on the topic

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In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

TURIZMDA RAQAMLI TEXNOLOGIYALARNING XIZMATLAR SIFATINI OSHIRISH

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Annotatsiya: Mazkur maqolada turizm sohasida raqamli texnologiyalarning o'zini va ularning xizmatlar sifatini oshirishdagi ahamiyati tahlil qilinadi. Xususan, onlayn bron qilish tizimlari, mobil ilovalar, sun'iy intellekt, virtual va kengaytirilgan reallik kabi innovatsion yechimlarning turistik xizmatlar samaradorligiga ta'siri yoritilgan. Shuningdek, raqamli texnologiyalar orqali mijozlar ehtiyojlarini aniqlash, xizmatlarni individuallashtirish va xizmat ko'rsatish jarayonlarini optimallashtirish masalalari ko'rib chiqiladi.

Kalit so'zlar: raqamli texnologiyalar, turizm, xizmat sifati, onlayn bronlash, mobil ilovalar, sun'iy intellekt, virtual reallik, mijozlar qoniqishi, raqamli transformatsiya, innovatsiya

Bugungi globallashuv va raqamli iqtisodiyot sharoitida turizm sohasi jadal rivojlanayotgan tarmoqlardan biri hisoblanadi. Ushbu sohaning samaradorligi va raqobatbardoshligi ko'p jihatdan xizmatlar sifati bilan belgilanadi. Xizmatlar sifatini oshirishda esa raqamli texnologiyalar muhim omil sifatida namoyon bo'lmoqda. Raqamli transformatsiya jarayonlari turizm industriyasida xizmat ko'rsatishning yangi bosqichini boshlab berib, mijozlarga yanada qulay, tezkor va sifatli xizmatlarni taqdim etish imkonini yaratmoqda.

Turizmدا raqamli texnologiyalarning joriy etilishi, avvalo, xizmat ko'rsatish jarayonlarini avtomatlashtirish va optimallashtirishga xizmat qiladi. Onlayn bronlash tizimlari orqali mijozlar istalgan vaqtda mehmonxona, aviachipta yoki tur paketlarni mustaqil ravishda tanlash va buyurtma qilish imkoniyatiga ega bo'ldilar. Bu esa nafaqat vaqtni tejaydi, balki xizmat ko'rsatishda inson omilidan kelib chiqadigan xatoliklarni ham kamaytiradi. Shu bilan birga, mobil ilovalar orqali turistlar o'z safarlarini rejalashtirish, marshrutlar tuzish va real vaqt rejimida zarur ma'lumotlarga ega bo'lish imkoniyatiga ega bo'lmoqda.

Raqamli texnologiyalarning yana bir muhim jihati – bu sun'iy intellekt va katta ma'lumotlar (Big Data) texnologiyalaridan foydalanishdir. Ushbu texnologiyalar yordamida turistik kompaniyalar mijozlarning xatti-harakatlari, qiziqishlari va ehtiyojlarini chuqur tahlil qilish imkoniyatiga ega bo'ladi. Natijada xizmatlarni individuallashtirish, ya'ni har bir mijozga mos takliflar ishlab chiqish imkoniyati yuzaga keladi. Bu esa mijozlar qoniqishini oshirish va ularni qayta murojaat qilishga undaydi.

Virtual va kengaytirilgan reallik texnologiyalari ham turizm sohasida katta ahamiyat kasb etmoqda. Ushbu texnologiyalar yordamida turistlar sayohat qilishdan oldin manzillar bilan virtual tanishish imkoniyatiga ega bo'ladilar. Bu esa ularning

qaror qabul qilish jarayonini osonlashtiradi va xizmatga bo'lgan ishonchni oshiradi. Masalan, mehmonxonalar yoki sayyohlik obyektlari virtual turlar orqali o'z xizmatlarini namoyish etib, mijozlarni jalb qilishlari mumkin.

Shuningdek, raqamli to'lov tizimlarining rivojlanishi ham turizm xizmatlari sifatini sezilarli darajada oshirdi. Elektron to'lovlar, mobil banking va boshqa zamonaviy moliyaviy texnologiyalar turistlarga xavfsiz va tezkor to'lovlarni amalga oshirish imkonini beradi. Bu esa xizmat ko'rsatish jarayonida qulaylik yaratib, ortiqcha byurokratik to'siqlarni kamaytiradi.

Ijtimoiy tarmoqlar va onlayn platformalar ham turizm xizmatlarini rivojlantirishda muhim rol o'ynaydi. Turistlar o'z fikr-mulohazalari, sharhlari va baholarini internet orqali keng ommaga yetkazishlari mumkin. Bu esa turistik kompaniyalarni xizmat sifatini doimiy ravishda yaxshilab borishga undaydi. Shu bilan birga, ijobiy fikrlar yangi mijozlarni jalb qilishga xizmat qiladi.

Biroq raqamli texnologiyalarni joriy etishda ayrim muammolar ham mavjud. Jumladan, texnik infratuzilmaning yetarli darajada rivojlanmaganligi, kadrlar malakasining pastligi va axborot xavfsizligi bilan bog'liq muammolar ushbu jarayonni sekinlashtirishi mumkin. Shuning uchun turizm sohasida raqamli transformatsiyani muvaffaqiyatli amalga oshirish uchun davlat va xususiy sektor hamkorligini kuchaytirish, zamonaviy infratuzilmani rivojlantirish hamda malakali mutaxassislarni tayyorlash muhim ahamiyatga ega.

Virtual reallik — bu kompyuter texnologiyalari yordamida yaratilgan sun'iy muhit bo'lib, u insonni go'yoki haqiqiy dunyoda bo'lgandek his qilishiga imkon beradi. Bunda foydalanuvchi maxsus qurilmalar, masalan, VR ko'zoynaklar yoki shlemlar orqali uch o'lchamli virtual olamga kiradi va u bilan o'zaro aloqada bo'lishi mumkin. Virtual reallikda inson nafaqat tasvirni ko'radi, balki ayrim holatlarda tovush, harakat va hatto sezgi elementlarini ham his qilishi mumkin.

Mijozlar qoniqishi — bu iste'molchi yoki foydalanuvchining olingan mahsulot yoki xizmatdan qanchalik darajada mamnun ekanligini ifodalovchi tushunchadir. U mijozning kutgan natijalari bilan haqiqiy tajribasi o'rtasidagi moslik asosida shakllanadi. Agar xizmat yoki mahsulot mijoz kutganidan yuqori darajada bo'lsa, qoniqish yuqori bo'ladi, aksincha, kutilgan natija bajarilmasa, qoniqish darajasi past bo'ladi. Mijozlar qoniqishi korxonaga yoki tashkilot uchun muhim ko'rsatkich hisoblanadi, chunki u mijozlarning qayta murojaat qilishi, sodiqligi va boshqalarga tavsiya etishiga bevosita ta'sir ko'rsatadi.

Xulosa qilib aytganda, raqamli texnologiyalar turizm sohasida xizmatlar sifatini oshirishda hal qiluvchi omil hisoblanadi. Ular orqali xizmat ko'rsatish jarayonlari soddalashadi, tezlashadi va yanada samarali bo'ladi. Eng muhimi, mijozlarga yo'naltirilgan xizmatlar shakllanib, ularning ehtiyojlari to'liq qondiriladi. Kelajakda raqamli texnologiyalarning yanada rivojlanishi turizm industriyasini yangi bosqichga olib chiqishi shubhasiz.

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