

**REGIONAL TOURISM MARKET TO THE LEVEL OF THE NUMBERING OF THE MANAGEMENT PROCESS AND ITS ECONOMIC EFFECTS****Tursunbekova Nigora Iskandarovna**

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this research regional tourism market to the introduction of cost-effective digital technology and their status in the management of the effects of are analyzed. Digital platforms, big data and artificial intelligence role in study destinatsiya management, indicators are proposed to assess the numbering level.

**Key word**

Digital tourism (e-tourism), Smart destinatsiya, big data, economic efficiency, digital, transformative, and regional branding.

**Access**

The present stage of development of digital technology in all sectors of the world economy, in particular, be characterized by deep penetration into the tourist industry. According to the information needs of the tourism sector is one of the most tactile nature of their networks, its competitiveness direct collection of information, depends on the speed of processing and transmission. In the management of tourism market from the regional reject the traditional method, and the transition to digital platforms and intellectual system — this is not simply a technological update, but in the space of global tourism on the territory o'rni zaruratdir defining the strategy.

O'to become a driver of tourism in the economy of uzbekistan the republic of uzbekistan within the framework of its strategic sector reforms in order to take the issue of digitization in a separate e'tibor is paid. Especially, the territory of tourist-recreational potential of the effectiveuse of digital services and improve the quality of the transformative process of reducing costs tranzaksion o'rni incomparable.

The issues of digital technology and the effectiveness of management in tourism Buxalis D., lav r., m. Porter as foreign scientists, as well as from local economists Tuxliev I., N. Mahmudov, M. Alimova and others in the work of the various aspects of scientific study. However, a clear indicator of the market to the level of regional tourism and economic evaluation of this process numbering in natijadorlikka ta'takes the basis of the quantitative aspects of research workers still in deep mystery.

The results of this research the main objective of the regional tourism market and economic analysis in the management process to increase efficiency toe to the numbering of its'citizens to develop research proposals.To achieve this goal the following tasks have been identified:

- Regional tourism in the management of "Smart Destination" (Smart destinatsiya) of the theoretical basis of the concept studies.

- The numbering of the level of appraisal management process ko'rsatkich system formation;
- Evaluation of the impact of digital technology on profitability of tourism clusters;
- Identify barriers to the complexity of the regional tourism market and digital transformative ways to give showing eliminate them.

The research object as regional tourist-recreational zones and management systems are taken, research and management consists of economic relations arising as a result of the digitization of the subject. The research process of systematic analysis, comparison, comparative, economic-statistical methods to use led. The scientific novelty of work of regional tourism destinatsiyalarining birth index reach digital (Digital Maturity Index) determine the methods and digital services be offered multiplikativ ta 'be given is caused by basing mystery.

The tourism sector in the modern economy is not only a source of revenue for the country, but also regional development, employment and also is of strategic importance from the standpoint of environmental protection. In particular, ekoturizm be common in the xxi century and the concept of sustainable tourism, sustainable use of natural resources and excessive and unbalanced storage they bring economic benefits to the local community through mutually beneficial solutions.

The president of the republic of uzbekistan "Uzbekistan – 2030" Strategy is defined as one of the main directions of the economic development of tourism, "Uzbekistan – 2030" Strategy to diversify tourism, development based on the sustainable use of natural and cultural heritage, as well as the regional tourism infrastructure development tasks such as strictly declared. In the meantime, "2023-2027 on tourism development-the program for the year" at the Aydar lake tourism zone are shown as separated and the actual sog'lomlashtiruvchi ekoturizm natural objects like.

So'nggi ekoturizm in the decade, especially in areas such as the form of agroturizm and cultural tourism as a research area is based. Activation of the population of the country as they are a common feature of economic, cultural heritage aims to save and protect the environment. In particular, Hall, C. M, a. a. Lew research, as well as researchers and d. tursunov a. karimova Uzbek their scientific work it is not only the number of guests in the effectiveness of regional tourism, but tourism and services, the level of integration of the network of the local population diversity of detection were noted.

The scientific work was mainly in the field of tourism in uzbekistan, cultural or spiritual heritage of tourism around the city are collected. Natural resources-based regional tourism, especially in the Aydar-Arnasay lakes system is still underdeveloped cognitive research of the ecosystem water enough. However, the "Uzbekistan – 2030" strategy and "on tourism development 2023-2027-year program" development of tourism and the need for state documents like the natural zone is based on the scientific aspects of ekoturizm sog'lomlashtiruvchi.

The region is mainly from the aspect of practical passenger aydanko'l tourism tourism services (transit) is limited and simple in the form of a vacation. This full use of local resources to remain in a centralized manner and leads to the distribution of revenue leads to an increase of environmental pressure. International experience (for example, Kyrgyzstan's lake xovsgol issiqko'l or Mongolian) shows that the diversification of services - boosting the regional economy, increase employment and the conservation of the ecosystem is an effective means of

## SUMMARY

The results of this research, according to the Aydar-Arnasay lakes system in the territory of the diversification of tourism services - sustainable regional development, environmental sustainability and economic efficiency units 'can be used as an effective mechanism of minlash. Of service "horizontal" diversifikatsiyasi (ekoturizm, adventure, health, a combination of cultural tourism) visit not only serve to increase the average cost of the period of stay and the readers but also gives you the opportunity to stretch davomiga the tourist season of the year. In the meantime, infrastrukturaviy investments (road, electricity, airfield) expanding access opportunities, create new jobs and boost the local economy in the field of tourism can cause.

However, the project carried out in the process of some systematic defects are also detected: moliyalashtirilmaganligi the master plan, environmental monitoring system, in this case no involvement of the local population and lack of tourism to the network - this is contrary to the principles of sustainable development in the future and can be the cause of the destruction of the ecosystem.

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