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Improving The Quality Of Services In The Context Of The Development Of The Digital Economy

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Abstract – In today's world, digital data is a key factor in the economic development of the 21st century. The digital economy plays an important role in ensuring the competitiveness of countries, industries and enterprises in the rapid development of the world economy.

Keywords – Industries, Technologies, Equipment, Goods And Services, Knowledge And Modern Information, Sectors.

I. INTRODUCTION

At a time when science and technology are developing rapidly, we need to move to a new era - the era of the digital economy. The digital economy is the foundation for the further development of any industry. In particular, the growth of tourism potential will play an important role in increasing the efficiency of the service system.

This begs the question: what is the digital economy and what are its advantages? The digital economy is a digital environment that allows you to significantly increase the efficiency of storage, sales and delivery of various industries, technologies, equipment, goods and services, based on the use of the results of process analysis and large-scale data processing. ‘data is an activity that is a key production factor.

II. MAIN PART

As the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted in his address to the Oliy Majlis, “Digital knowledge and modern information for development is necessary and necessary to master the technologies.

This will allow us to take the shortest path possible. After all, today in the world, information technology is penetrating deep into all areas. Digital technologies not only improve the quality of products and services, they reduce unnecessary costs.

At the same time, they are an effective tool in overcoming the scourge of corruption, which is one of the biggest worries and annoyances. Public and social governance, including the widespread use of digital technologies in the social sphere, will increase efficiency and, in short, dramatically improve people's lives it is possible. ”

Today, the special attention paid to the development of the digital economy in our country will serve to raise our economy to another level. In particular, the tourism and service systems, like all other sectors, are developing. Today, tourism has a special socio-cultural character, that is, tourism is a social phenomenon that combines the spiritual and cultural heritage of the state and the most modern information technologies.

Fig 1. 2020 International Travel Uzbekistan

In the Middle East in 2020, international travel is the fastest for tourism has become a developing region and is almost twice the world average (+ 8%). In the Asia-Pacific region, the growth of international travel has slowed, but averaged more than 5%. Europe, which has started to grow more slowly than in previous years (+ 4%), remains the leader in international travel, with 743 million foreign tourists visiting Europe in 2019, accounting for 51% of the global market. the total number of visitors was 437,265, including 419,202 from the CIS, 18,063 from abroad and 288 from other countries.

The American continent (+ 2%) showed a mixed picture as many island travel destinations in the Caribbean strengthened their positions after the 2017 storms, with travel to South America partially continuing. Limited data due to social and political shocks in Africa (+ 4%) show strong strengths continuing in North Africa (+ 9%), growth in post-Saharan Africa (+ 1.5%) slowed in 2020.

In the context of the global economic downturn, tourism spending has continued to grow, especially in the top ten of global spending. France reported the strongest increase in international travel costs in the top ten of the world's best tourism markets (+ 11%), while the U.S. (+ 6%) consistently leads in terms of consistency.

However, some major emerging markets, such as Brazil and Saudi Arabia, have reported declining tourism spending. In the first half of 2020 travel from China, the world's largest source of tourism, rose 14 percent, while costs fell 4 percent. According to the World Tourism Organization, the share of tourism and tourism companies in the world economy is growing every year.

Until 2022, it is planned to implement 268 projects in Uzbekistan aimed at the development of the Electronic Government system, telecommunications, the Technological Park of software products and information technologies, as well as the introduction of digital technologies in the economy, agriculture and water economy [1].

These projects should become the basis for the emergence of new high-tech enterprises and the entire digitalization of the economy. The transition to the digital economy is a requirement of the times.

The world's largest merchandise and resource businesses use digital technologies associated with e-business and commerce in their operations. This makes them participants in the market for digital goods and services, where they act as consumers and customers, and sometimes even create and offer new technologies.

The importance of further digitalization of the economy of Uzbekistan was noted in the January Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. The head of our state outlined the active transition to the digital economy as one of the main priorities for the next five years.

It should also be noted that today the digital world and the physical (or material) worlds are rapidly approaching each other day by day. The fusion of these two worlds ultimately leads to a world of perception in which the notion of interdependence is of paramount importance. The process of global digitalization continues to accelerate, ensuring the sustainable growth and convenience of individuals, businesses and governments. In the context of such lobal digitization, slow growth has led to regression in Central Asia

can cause It is only a growth process that will help countries to create new competitive advantages, to find solutions based on new ideas, to create best practices. Research shows that the main benefits of investing in information systems in e-commerce are economic development.

significantly affected. As an example, in 2017, Huawey and Oxford Economics jointly presented the Digital Spillover (Digital Impact) report. This report shows that the return on each investment of $ 1 for digital technology has risen to $ 20 over the last 30 years. The long-term return on investment (ROI) for digital technologies has grown 6.7 times more than traditional investments, and the digital economy has grown 2.5 times the average world GDP. As more and more countries and regions develop, digital technologies are becoming increasingly important

admit that. For the same reason, great emphasis is placed on the development of national strategies such as 4.0 Industry in Germany, Smart Nation in Singapore and Horizon 2020 in the European Union. Kazakhstan and Kyrgyzstan in Central Asia are also presenting plans for the development of a national digital technology called Digital Kazakhstan and Kyrgyzstan Taza Koom. However, that

It should also be noted that the current level of information and communication structures in Central Asia is much lower than the world average. As a result, much of the digital economy's infrastructure cannot fully meet the needs of the digital economy. If we take as an example a wide range of these countries

if we look at a broadband household network, we can see that the average penetration rate into households is only 10-34% across the regions. This is less than the global average of 41.1%. In addition, the broadband speed used by 79% of the population in these countries has a speed of less than 10 Megabytes / second. Strengthening broadband capacity in the Republic of Uzbekistan

This can be achieved through the development of infrastructure using the experience of other countries. At present, Central Asian countries often face incomplete investment recovery and potential investment problems in the digital infrastructure. Solving such problems requires the equal efforts of all participants. Therefore, it would be appropriate for the governments of these countries to develop effective policies to develop their tax and IT capabilities, related funds, and take a creative approach to the exercise of their political capabilities to support the development of the digital economy. was.

Only then can governments help telecom operators address investment risks and challenges by creating a strong environment in which digital information and communication technologies can be applied to all sectors.

For example, Mongolian operators have been able to build 80,000 intellectual grasslands with WTTX technology due to the favorable policy pursued by the state government. Similar smart grasses help shepherds in remote areas to access broadband communication services similar to urban conditions.

This allows shepherds to easily access market information, participate in distance learning courses, and send family members online and provides a more comfortable “digital” environment for chatting with friends.

When deciding on the placement of funds, the investor must evaluate many factors that determine the effectiveness of future investments. Taking into account the range of options for combining different values of these factors, the investor must assess the cumulative effect and the results of the interaction of these factors, ie to assess the investment attractiveness of the socio-economic system and the decision to invest on this basis must accept.

Therefore, there is a need to quantify the state of investment attractiveness, and it should be borne in mind that in order to make investment decisions, the indicator describing the state of investment attractiveness of the enterprise must have economic significance and be compared with the cost of investor capital. Therefore, it is possible to formulate the requirements for the methodology for determining the indicator of investment attractiveness:

- The indicator of investment attractiveness should take into account all the factors of the external environment that are important for the investor;
- The indicator should reflect the expected return on investment;
- The figure should be compared with the cost of investor capital.

The methodology for assessing the investment attractiveness of enterprises built taking into account the above requirements allows investors to choose a quality and reasonable investment object, monitor investment efficiency and adjust the process of implementation of investment projects and programs in case of adverse conditions.

It is necessary to distinguish between the concepts of "investment attractiveness" and "financial condition of the enterprise." The financial condition of an enterprise is a set of indicators that reflect the availability, location and use of financial resources, ie. provides an overview of the current state of the enterprise's assets and liabilities in general.

Indicators characterizing the financial condition of the enterprise are calculated according to standard methods, ie. can almost always be determined based on several formal criteria:

- indicators of liquidity and financial stability of the trend of change in profitability, profitability of products and property (the level of return on capital received);
- the current financial condition of the company and the factors that may affect it in the near future;
- capital structure of the enterprise, risks and benefits from the investor's point of view;
- forecast of stock prices of the enterprise and its competitors in relation to the general trends of the stock market.

Analyzing and evaluating an enterprise's attractiveness to investors can be done "by eye" in a variety of ways, including speculatively. There is no single proven way to determine the efficiency of an investment, but there are several most commonly used algorithms that allow you to predict it with the highest reliability.

The method is based on the forecast of the annual growth of the commercial organization after the investment and the determination of its commercial potential, taking into account inflation, expressed in the discount rate. Data on income, profit and other expenses and income will be required for the calculation. The value of the enterprise is determined by the following formula:

$$SP = \frac{SR}{(1+CD)^n} + \sum_{i=1}^{n} \frac{DP}{(1+CD)^i};$$

Where:

SP is the value of the enterprise;

CR - the cost of the enterprise after the end of the accounting period (in reversal mode);

CD - annual discount rate (depreciation of the currency);

DP - current incoming cash flow;

n is the number of years of the accounting period (usually 3 to 5);

i is the number of current years in the accounting period.

For example, the indicative methodology is included in the methodological framework for assessing the bank's investment attractiveness in the provision of targeted loans aimed at expanding and modernizing the enterprise.

In general, the formula for calculating the IIN investment attractiveness index is similar to the product of several (e.g., seven) coefficients. We will consider them separately so as not to tire the reader by decoding the components of this polynomial. They are not unique and are widely used in the economy.

III. Conclusion

Many economists today still interpret financial opportunities as equivalent to financial resources. In our opinion, although the content of these concepts is close to each other, they are not the same thing.

If we achieve the effective development of tourism, we can achieve the following results:

- the gross national product of our country will increase;
- an increase in state budget revenues will be achieved;
- foreign capital will increase and foreign exchange earnings will increase;
- production and services will be further developed through increased investment by tourists in Uzbekistan;
- employment will grow, new jobs will be created;
- development of tourism infrastructure and industry will be ensured;
- tourism development through the development of other areas.

In short, if we consider tourism as a strategic sector of the economy, we can implement a set of measures related to tourism in the development of regional economies, as well as the country's economy, within the framework of the programs and concepts. If we do, we will definitely achieve the desired goal.

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