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AFTER THE PANDEMIC: IMPROVING THE QUALITY OF TRANSPORT SERVICES USING THE DIGITAL ECONOMY TOOLS

Abstract: This article discusses the importance of improving the quality of transport services and the use of digital economy tools after the pandemic. The example of Uber also examines the current state and prospects of post-coronavirus transport services in leading countries.

Annotatsiya: Ushbu maqolada, Pandemiya keyin transport xizmatlar sifatini oshirish va raqamli iqtisodiyot vositalaridan foydalanish ahamiyati. Shuningdek, Jahondagi yetakchi davlatlarning koronavirusdan so'ng Uber kompaniyasi misolida transportda xizmat ko'rsatish muammolar, hozirgi holati va istiqbollari to'g'risida tadqiq etilgan.

Аннотация: В данной статье раскрывается важность повышения качества транспортных услуг и использования инструментов цифровой экономики после пандемии. На примере Uber также рассматривается текущее состояние и перспективы посткоронавирусных транспортных услуг в ведущих странах.

The current state of the world economy requires the development of the transport sector and service system. After pandemic situation transport plays an essential role in the modern economy and society and has a major impact on economic growth and employment. According to the European Commission's science and knowledge service, about 10 million people work in the transport sector and account for 5 percent of the gross domestic product. Moreover, effective transportation systems are the basis for European companies to compete globally. Logistics, such as transportation and storage, accounts for 10-15 percent of the cost of finished products for European companies. Moreover, on average, 13.2 percent of each household budget is spent on transportation and services and the need to formulate and develop this transport services market.

Global Transport Services Market 2020-2030: Impact and Recovery of COVID-19 (Transport Services Global Market Report 2020-2030: COVID-19 Impact and Recovery) report that the transportation services market will grow from \$ 6176.9 billion in 2019 to 6079 in 2020,

to \$ 9 billion, an annual growth rate (CAGR) of -1.6 percent. This decline is mainly due to the economic downturn across countries due to the spread of COVID-19 and measures to prevent it. The market is expected to recover at 8% annual growth (CAGR) from 2021 and reach \$ 7,518.4 billion by 2023. Western Europe is the largest region in the global transport services market, accounting for 31% of the 2019 market

The development of the transport services market is becoming one of the main priorities in the modern economy of Uzbekistan. The government of Uzbekistan adopted several laws aimed at developing the transport sector and transport services. The regulatory framework of the Transport sector is being revised and improved. The government and the private sector carry out systematic work to provide transport services to the population in accordance with international standards and further improve the system of passenger transportation on buses in cities and villages.

The Transport sector has a comprehensive economic, social and political impact almost everywhere globally. The economic impact of transport has been recognized. Moreover, the importance of the transport sector in the development of the digital economy, the effective use of innovative solutions in improving the quality of services provided to the population are an integral part of the development of the industry.

During the years of independence, due to reforms aimed at modernization and diversification of the economic sector, the sphere of transport service has reached a new level. Furthering this development and improving the quality of transport services, logistics, and infrastructure is one of the essential areas of research in Uzbekistan. The implementation of this task indicates the need for several organizational and economic measures for the innovative development of the provision of transport services, including the economic justification of the existing market conjuncture of transport services, the formation of the regional cluster of transport services, scientific research aimed at developing the institutional framework of this sphere. Henceforth, the topic dealing with the research on the basis for increasing the quality of transport services using the digital economy tools is vital at the current state of reforms.

Providing quality transport services to passengers, improving the public transport system and attracting innovative technologies to the industry remain a priority today. The increase in the number of private and public vehicles is leading to congestion on city streets, difficult pedestrian traffic and an increase in car accidents.

The Decree of the President of the Republic of Uzbekistan No. PF-6079 of October 5, 2020 on the approval of the Strategy "Digital Uzbekistan - 2030" and measures for its effective implementation. Strategic goals and priorities include the introduction of an automated system of public transport fares in all major cities of the country in 2022 and increase the share of cashless payments to 90%, a single platform for purchasing tickets for any passenger transport. It is planned to implement mechanisms for the use of software modeling systems for the complex development of the transport system.

Also, in the framework of the Strategy "Digital Uzbekistan - 2030" in the framework of the program of digital transformation of Bukhara region in 2020-2022, the introduction of automated payment systems in public passenger transport, equipping buses with stationary validators, automated transport cards installation of sales equipment, as well as the development of integration of the system into the geo-information system "Digital Bukhara".

The COVID-19 crisis that struck the world two years ago is one of the biggest game-changers for many businesses and economies around the world. Some vertical conditions, such as the supply of food on demand, have seen unprecedented growth during this period. Also, some industries, such as tourism, transportation, manufacturing, and others, which are expected to grow rapidly, have declined sharply. During the pandemic, demand for transportation fell sharply, leaving many vehicle owners unemployed. Also, drivers who earn a living have lost their jobs. In particular, due to the pandemic, large-scale work on digitalization has been carried out in all areas at a rapid pace, creating the conditions for remote work. At the same time, in the field of transport, digitization has been carried out at a high pace. According to Uber (Uber

Technologies Inc.; Uber is an American international public company based in San Francisco that created a mobile application of the same name for finding, calling and paying for taxis or private drivers and delivering food), it's been more than a decade since it opened a cash booking business. This did not signal a revolution not only for the transportation sector but also for the service sector in general.

With an app that combines a user profile with GPS and a service that connects these users to service providers, anyone can be served exactly at any time and in any place.

In addition to the complete elimination of cash as a payment method and adherence to digital, application-based payment methods, it would not be a surprise if cash services start accepting payments in both foreign currency and cryptocurrency.

Behind the digitization of the transport sector, the taxi industry has ordered a number of changes aimed at reducing the likelihood of a pandemic affecting passengers and drivers. In the short term, this may require large sums of money for taxi companies, but it is the only way to be active in a very competitive market.

Modern and digitalized taxis are expected to be one of the fastest-growing industries by 2025. Things have hardly changed in this area. At the same time, annual growth from 2020 to 2021 was around 55.6%, which is 2% lower than the previously forecast.

Factors such as personal mobility, urbanization, and abandonment of the word ownership of cars contributed to growth, while factors such as social segregation, personal hygiene, and a general ban on the allocation of common-use space could slow growth. We know that one of the segments of the biggest crisis of the coronavirus era is tourism. Due to factors such as reduced travel costs, traffic congestion, and reduced emissions and pollution, car sharing has begun to gain great sponsorship. However, as the COVID-19 crisis imposed socially divisive restrictions, market share was expected to decline from about 60% to 50% in 2020.

However, as the car exchange market rises in 2021, the factors that led to the increase in the distribution of travel have become a priority. New strategies, such as divisions between driver and passengers, and even between passengers, equipping the vehicle with sanitary facilities, and installing body temperature gauges, will help to eliminate future threats and increase the number of travel cases. began to help. As a direct result, sharing cars may not be as economical as it used to be, but it's still more economical than riding it yourself!

Although many types of service in taxis are very flexible and multiple payment methods are used, cash payments have always been provided as an option. In addition to eliminating cash altogether as a payment method and adhering to digital, application-based payment methods, it would come as no surprise if cash services start accepting payments in both foreign and national currencies.

The COVID-19 crisis has brought many passive benefits to the world. In addition to people starting to reconsider some elements of their lifestyle, it has contributed greatly to making the world a cleaner and more prosperous place. Studies by foreign scientists have shown that the degree of contamination is directly related to the susceptibility of the population to the coronavirus.

Therefore, electric vehicles may become the agenda in the near future. One of the biggest concerns for any electric vehicle belongs to this range. Since most taxi cabs move within the city, electric vehicles can be an attractive alternative to internal combustion engine cabins, especially in cities with heavy traffic. This growth is due to governments with increasing awareness of electric vehicles, improved infrastructure, CO2 emissions, and global warming.

In less than 10 years, several popular names have emerged in the travel industry from around the world. Each brand is committed to changing the way it operates, so a good balance can be struck between profit and protection for both customers and drivers.

In China, it has built disinfection stations for on-demand vehicles. \$ 14.3 billion has been spent on these safety measures, which include the installation of protective plastic covers that will create a safe space for both drivers and passengers.

In Singapore, it provided free masks and sanitary ware to its drivers. He stopped the services of travel and bicycle taxis in an attempt to comply with social evasion norms. This happened despite Singapore recovering from the devastating effects of the coronavirus crisis.

Lyft (Taxi Aggregator, a public company from San Francisco (California, USA) that allows users to find drivers who cooperate with the service using an Internet site or mobile application and are ready to give them a ride for a reasonable fee) Uber’s biggest competitor in the U.S., has temporarily suspended all ride-sharing services in all markets, regardless of the number of COVID-19 cases in the region. He purchased more than 200,000 glass hand cleaners and cleaners, which were distributed to all drivers. Although he did not stop scooter and bicycle taxi services, he tried to disinfect all high contact surfaces on bicycles and scooters in special warehouses for sanitation.

It’s hard to believe that the invisible virus has been so powerful in changing the lifestyle and landscape of business. The good news is that the business world and people are always very adaptable to any changes that can be made or imposed on them with any plan.

Even though the aircraft industry has undergone unprecedented changes, it will soon be bigger, stronger, and adapt to people’s new lifestyles, so if you will. developing a taxi app, you need to consider all of these factors.

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IMPROVING AND DEVELOPING THE MECHANISM FOR MANAGING THE ADVERTISING ACTIVITIES OF TOURISM ORGANIZATIONS

Abstract:

The definition of tourism “is the travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country”. Tourism as an industry, in today’s modern language is a means of global communication between nations and travelers of all countries, introducing them to the various cultures and societies abroad, as well there history, ancient, historical sites, and languages. Hence, advertising overall has become a tool of necessity in this ever-growing global industry.

INTRODUCTION: Today’s, tourism has become a multinational business of global importance. This of course is due to today’s Worldwide Web, a new era in social interaction and culture solely built around this medium, triggered in (Moradkhani, 2014). Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, and human resources available to any country’s economy, not mention the worldwide popularity of the country involved in this advertising. It is generally acknowledged, that Iran’s economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism. Today’s, tourism has become a multinational business of global importance. This of course is due to today’s Worldwide Web, a new era in social interaction and culture solely built around this medium, triggered in (Ibrahimi and Associates, 2009). Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, and human resources available to any country’s economy, not mention the worldwide popularity of the country involved in this advertising. It is generally acknowledged, that Iran’s economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism. Iran is listed as one the first 10 countries of the world for travel, and is one of the most interesting countries in the world and in terms of tourist attractions, society, history, historical site (Persepolis). The handicrafts of precious and semiprecious metal and of course the famous Khatam Kari from the artesian of Esfahan; these make Iran one of the top five „must-see“ countries (Salehi, 2014). Tourism is so important in countries where ancient civilization once existed, their remains of these ancient cities with their natural beauty and history that attract the potential tourists.

2. MATERIALS AND METHODS 2.1. Tourism and Its Role in National Development Nowadays, tourism is a part of the infrastructure of any country’s economy the growth and development of tourism is of great importance. Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business,