



# Digital Transformation Of Tourism In Uzbekistan: E- Services And Tourism Safety

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**Abstract:** Uzbekistan's tourism sector is undergoing rapid digital transformation to enhance service delivery and improve tourist safety. This study examines the adoption of digital technologies, such as unified e-services platforms, mobile applications, and interactive digital tools, and evaluates their impact on tourism experiences and security. Using a systematic review of recent policy documents, news reports, and academic literature, this paper finds that digital innovations significantly increase convenience for visitors by simplifying registration, itinerary planning, and access to services. At the same time, digitalization contributes to tourism safety by promoting proactive monitoring and information access. However, challenges such as digital literacy gaps among stakeholders and cybersecurity vulnerabilities remain. The research concludes with recommendations to strengthen digital infrastructure and safety protocols to ensure a balanced and secure digital tourism ecosystem.

**Keywords:** Digital Transformation, Tourism, E-Services, Safety, Uzbekistan, Digital Platforms.

**Introduction:** Tourism is a strategic sector of Uzbekistan's economy, with government efforts aimed at increasing international tourist visits, improving service quality, and leveraging digital solutions to enhance competitiveness. Recent initiatives include the development of unified national tourism platforms and dedicated mobile applications designed to streamline tourist experiences and support economic growth. Digital transformation in tourism encompasses the use of electronic services (e-services), interactive digital guides, and integrated ticketing systems to make travel planning more accessible and efficient for both domestic and international visitors. These digital

innovations align with broader state digitalization goals that aim to modernize public services and economic sectors.

While digital transformation can improve convenience and engagement in tourism, it also brings challenges related to tourism safety and information security. Efficient digital systems must ensure data protection, cybersecurity, and user trust to provide secure and reliable services. This study explores the dual role of digitalization in enhancing tourism services and contributing to tourism safety in Uzbekistan.

### METHODS

This research applies a systematic literature review and analysis of recent reports and policy announcements concerning digital tourism in Uzbekistan. Sources were collected from governmental announcements, national news outlets, and academic journals published between 2023 and 2025. Key search terms included “Uzbekistan tourism digitalization,” “e-tourism services,” “tourism safety digital platforms,” and “tourist e-services Uzbekistan.” Information was synthesized to identify main themes, opportunities, and challenges related to e-services and tourism safety.

### RESULTS

#### Adoption of Digital E-Services in Tourism

Uzbekistan is implementing a unified national tourism platform and mobile app starting July 1, 2026, designed to centralize multiple tourism services. These include electronic SIM card activation, digital registration for accommodation, itinerary planning, transport selection, and online ticket purchases for cultural sites and events.

A unified ticketing system will enable tourists to book access to museums, heritage sites, and recreational facilities online, which enhances user convenience and reduces friction in service delivery. Digital guides with interactive maps, audio and video content are planned to assist visitors during excursions.

Additional digital innovations, such as the Tourist Map portal launched in test mode, provide multilingual interactive maps that help travelers navigate airports, train stations, and major attractions. Free tourist SIM cards during pilot phases enhance connectivity.

#### Digitalization and Tourism Safety

Digitalization enhances tourism safety by providing tourists with accurate, real-time information about routes, transport options, and services. Integrated technologies such as e-registration and digital monitoring systems contribute to proactive oversight of tourist flows and activities, potentially reducing risks associated with lost travelers or emergency response

delays.

However, the introduction of new digital services also requires careful attention to cybersecurity and data protection, as personal information collected through e-services platforms may be vulnerable without robust safeguards. Ensuring secure data handling is essential to maintain tourist trust in digital systems.

### DISCUSSION

The digital transformation of tourism in Uzbekistan presents significant opportunities for enhancing both service quality and safety. Digital e-services streamline processes such as registration, itinerary planning, and ticket purchases, making travel more transparent and user-friendly. These innovations support the growth of tourism as a key economic sector, aligning with Uzbekistan’s strategic goals to increase tourist numbers and service efficiency.

At the same time, tourism safety in the digital age depends on comprehensive digital governance frameworks, including cybersecurity policies, data protection standards, and user education. Ensuring tourists can rely on secure mobile applications and platforms is critical to mitigating negative risks, such as data breaches and misinformation.

While digital infrastructure offers many benefits, a digital skills gap among service providers and stakeholders may limit the potential of advanced systems. Training programs and public awareness campaigns can help bridge these gaps and ensure digital tools are effectively used.

### CONCLUSION

Uzbekistan’s tourism sector is actively transitioning toward a digital ecosystem, with a unified national tourism platform and mobile applications set to launch in 2026. These innovations improve service convenience and have the potential to enhance tourism safety by providing better monitoring and information access. However, challenges such as cybersecurity risks and stakeholder digital literacy must be addressed to fully realize the benefits of digital transformation. Policymakers and tourism authorities should prioritize secure digital infrastructure and comprehensive safety standards to support sustainable tourism development in the digital age.

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