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**ENHANCEMENT OF DIGITAL ADVERTISING IN TOURISM INDUSTRY
DEVELOPMENT**

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DISSERTATION

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INTRODUCTION

Topicality and relevance of the thesis topic. The rapid spread of digital technologies has reshaped global tourism, making online search, personalization, and booking the dominant ways travelers plan their trips. For Uzbekistan—with its rich cultural heritage, dramatic landscapes, and untapped visitor potential—fully capitalizing on domestic and foreign demand now hinges on strategic digital advertising. A strong online presence allows the country to highlight its unique attractions and fresh tourism offerings, meeting the expectations of a growing audience that relies on social media, search engines, and mobile apps for inspiration and reservations. Globally, digital advertising has emerged as one of the most important marketing instruments. Global digital advertising spending was predicted to hit a record-breaking 694 billion dollars in 2025 due to growing internet penetration rates and the constantly growing demand for online content Utilizing targeted, innovative, and data-driven digital campaigns is crucial if Uzbekistan is to effectively compete, improve service quality, and gain a larger share of this growing market. Tourism already accounts for about 10% of global GDP, attracted approximately 975 million international trips in 2023, and is expected to reach USD 2 trillion in spending in 2025¹.

In the tourist sector, digital transformation has grown more and more important, changing how destinations interact with visitors and provide services. The use of digital technologies, such chatbots driven by artificial intelligence, mobile booking applications, virtual tours, and real-time travel updates, has greatly enhanced the consumer experience as travelers depend increasingly on smartphones, online

¹ <https://www.statista.com/topics/7666/internet-advertising-worldwide/> [Digital advertising worldwide - statistics & facts]

platforms, and quick information². Digital advertising stands out among these techniques as a major growth engine, enabling travel agencies to reach audiences throughout the world with tailored, data-driven content. Through targeted ads on social media, search engines, and travel platforms, destinations can highlight unique cultural experiences, promotions, and travel opportunities to the right audience at the right time. This not only boosts international visibility but also increases conversion rates and builds long-term brand loyalty in a highly competitive global market.

Uzbekistan has great potential for tourism development and actively supports this sector through state programs. The “New Uzbekistan Development Strategy 2022–2026” promotes digital transformation in all economic sectors, including tourism, with a particular emphasis on information and communication technologies. The “Travel in Uzbekistan” initiative aims to increase domestic tourism to 12 million and attract 9 million international tourists. According to the plan, within the framework of the “Digital Uzbekistan – 2030” program, about 580 projects are envisaged to develop digital infrastructure, promote e-government, digital tourism, and e-commerce. The Presidential Decree No. PQ-135 dated April 26, 2023 – “On additional measures for the rapid development of the country’s tourism potential and increasing the number of domestic and foreign tourists”; Presidential Decree No. PF-146 dated March 18, 2024 – “On additional measures to increase the investment and tourism attractiveness of regions” and Presidential Decree No. PF-87 dated May 15, 2025 – “On measures to significantly increase the role of tourism in the economy and expand the scope of services by increasing tourist

² Digiorgio, V. (2016). Impact of promotional tools on reservation channels management: a descriptive model of Italian accommodation facilities. *Information Technology & Tourism*, 16(4), 347–373.
<https://doi.org/10.1007/s40558-016-0069-9>