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O'ZBEKISTON – 2030: INNOVATSIYA, FAN VA TA'LIM ISTIQBOLLARI

**IX RESPUBLIKA ILMIY-AMALIY
KONFERENSIYA MATERIALLARI**

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O‘ZBEKISTON — 2030: INNOVATSIYA, FAN VA TA’LIM ISTIQBOLLARI

**IX RESPUBLIKA ILMIY-AMALIY
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Annotatsiya

Mazkur nashrda "O'zbekiston — 2030: innovatsiya, fan va ta'lim istiqbollari" nomli IX Respublika ilmiy-amaliy konferensiyasi doirasida taqdim etilgan ilmiy maqolalar to'plami jamlangan. Unda O'zbekistonning turli oliy ta'lim va ilmiy-tadqiqot muassasalari, tarmoq tashkilotlari, mustaqil tadqiqotchilar tomonidan taqdim etilgan ijtimoiy-gumanitar, iqtisodiyot, huquq, biologiya, tibbiyot va boshqa sohalarga oid maqolalar kiritilgan. Maqolalarda ilm-fanning zamonaviy yo'nalishlari, innovatsion texnologiyalar, ta'lim islohotlari hamda barqaror taraqqiyotga oid masalalar muhokama qilingan. To'plam akademik izlanishlar, amaliy tajribalar va ilmiy xulosalarni birlashtirgan holda, fanlararo integratsiyani chuqurlashtirish va ilmiy hamkorlikni kuchaytirishga xizmat qiladi.

Kalit so'zlar: ilmiy-amaliy konferensiya, innovatsiya, fan va ta'lim, O'zbekiston 2030, barqaror rivojlanish, ilmiy izlanishlar, fanlararo integratsiya, ilmiy hamkorlik, texnologik taraqqiyot, zamonaviy ta'lim.

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THE RIGHTS OF TOURISTS IN THE DIGITAL ERA: NEW CHALLENGES AND LEGAL PROTECTIONS

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Annotation. The digitalization of the tourism sector has transformed the way tourists access, evaluate, and consume tourism services, offering increased convenience and personalized experiences. At the same time, it has introduced new risks, including misinformation, fraudulent offers, breaches of personal data, and violations of service quality and safety standards. This paper examines the rights of tourists as key consumers of tourism services in the context of digitalization, with a focus on the legal framework of the Republic of Uzbekistan, particularly the Law “On Protection of Consumer Rights” and related legislation. The study analyzes the emerging risks posed by online platforms, the role of tourist motivation and awareness in shaping behavior, and the effectiveness of current legal and technological protection mechanisms. Recommendations are provided for strengthening oversight of digital services, promoting consumer education, establishing mandatory service standards, and ensuring timely compensation for violations. The findings underscore the need for a comprehensive approach combining legal, technological, and educational measures to safeguard tourists, enhance transparency and accountability in the digital tourism market, and foster sustainable development in Uzbekistan’s tourism sector.

Keywords: tourist, consumer, tourism services, digitalization, consumer rights, motivation, online platforms.

RAQAMLI DAVRDA SAYYOHNING HUQUQLARI: YANGI XAVF-XATARLAR VA HIMOYA VOSITALARI

Reymbayeva Guldaulet Kurbanbayevna

Qoraqalpoq davlat universiteti

«Fuqarolik va tadbirkorlik huquqi» kafedrası doktoranti

Annotatsiya. Turizm sohasining raqamlashtirilishi sayyohlarning turizm xizmatlariga kirish, baholash va iste'mol qilish usullarini tubdan o'zgartirdi, qulaylik va shaxsiylashtirilgan takliflarni ta'minlaydi. Shu bilan birga, u yangi xavf-xatarlarni ham keltirib chiqaradi, jumladan noto'g'ri ma'lumotlar, firibgarlik, shaxsiy ma'lumotlarning maxfiylikni buzish va xizmat sifat hamda xavfsizlik standartlariga rioya qilinmasligi. Ushbu ish raqamli davr sharoitida sayyohlarning asosiy iste'molchi sifatidagi huquqlarini O'zbekiston Respublikasining qonun hujjatlari, xususan, «Iste'molchilar huquqlarini himoya qilish to'g'risida»gi qonun va unga tegishli normativ-huquqiy hujjatlar asosida o'rganadi. Ishda onlayn platformalar orqali yuzaga keladigan xavf-xatarlar, sayyohlarning motivatsiyasi va xabardorligi, shuningdek, mavjud huquqiy va texnologik himoya mexanizmlarining samaradorligi tahlil qilinadi. Raqamli xizmatlar sifatini nazorat qilish, iste'molchilarni xabardor qilish, majburiy standartlarni joriy etish va buzilishlar bo'yicha tezkor kompensatsiya tizimini ta'minlash bo'yicha tavsiyalar beriladi. Tadqiqot natijalari sayyohlarni himoya qilish, raqamli platformalarda oshkoralik va mas'uliyatni kuchaytirish hamda O'zbekiston turizm sohasining barqaror rivojlanishini ta'minlash uchun huquqiy, texnologik va ta'limiy choralarni birlashtirgan kompleks yondashuv zarurligini ko'rsatadi.

Kalit so'zlar: sayyoh, iste'molchi, turizm xizmatlari, raqamlashtirish, iste'molchi huquqlari, motivatsiya, onlayn platformalar.

Introduction. The contemporary tourism market is experiencing a profound transformation driven by digitalization. The widespread adoption of online booking systems,

mobile applications, review platforms, and digital payment solutions has significantly enhanced the accessibility, efficiency, and personalization of tourism services. These innovations empower tourists to plan, book, and manage their trips with unprecedented convenience. However, the digitalization of tourism also introduces a spectrum of new risks, including exposure to inaccurate or misleading service information, fraudulent offers, violations of consumer rights, and breaches of personal data confidentiality and security.

This paper examines the rights of tourists as primary consumers of tourism services within the digital context, with a focus on the legal framework of the Republic of Uzbekistan. Central to this analysis is the Law of the Republic of Uzbekistan “On Protection of Consumer Rights” [1], which guarantees consumers access to reliable and complete information, the right to safe and high-quality services, and mechanisms for legal recourse in cases of violations.

The study explores how these legal protections apply to digital tourism services, including online travel agencies, booking platforms, and mobile applications. It also analyzes emerging challenges such as the adequacy of existing legislation in addressing digital risks, the accountability of service providers and online platforms, and the mechanisms for resolving disputes in a fast-evolving market. Special attention is given to the role of transparency, consumer education, and digital literacy in strengthening tourists' ability to make informed decisions and safeguard their rights : [3; 125–126-p.].

The findings underscore the need for a comprehensive approach to consumer protection in the digital tourism sector, combining regulatory oversight, technological solutions, and public awareness initiatives. By integrating these measures, Uzbekistan can ensure that the benefits of digital tourism innovation are realized while minimizing potential risks to consumers.

In the Republic of Uzbekistan, the rights of tourists as consumers of tourism services are primarily protected under the Law “On Protection of Consumer Rights”. This legislation establishes several key guarantees:

- The right to accurate and complete information about goods and services, enabling consumers to make informed decisions regarding travel offers, service conditions, pricing, and additional fees.
- The right to quality and safety of services, ensuring that tourism providers adhere to established standards and that services do not pose risks to the health, property, or well-being of tourists.
- The right to compensation in the event of a breach of contract, substandard services, or failure to meet the advertised conditions.
- The right to file complaints with relevant governmental authorities and pursue legal remedies in case of violations.

With the rapid growth of digital tourism platforms, these rights have acquired new dimensions. Online booking systems, mobile applications, and review platforms must provide transparent and reliable information, maintain the confidentiality of personal data, and comply with the rules for digital transactions. Recent amendments to the legislation in 2025 have strengthened the responsibility of digital platform operators and tourism service providers, making them accountable for violations of consumer rights.

This evolving legal framework reflects Uzbekistan's commitment to ensuring that tourists are adequately protected in an increasingly digital marketplace. By enforcing these regulations and promoting awareness of consumer rights, the legislation aims to enhance trust, reduce risks, and support the sustainable development of the tourism sector.

The digitalization of the tourism sector, while offering convenience and accessibility, also introduces a range of new risks that can compromise the rights and safety of tourists.

1. Misinformation and Fraud: Tourists increasingly rely on online platforms to research and book travel services. However, the proliferation of fraudulent websites, misleading advertisements, and deceptive travel offers exposes consumers to financial losses and undermines trust in digital tourism services. Ensuring the authenticity of information is therefore a critical challenge for both regulators and service providers.

2. Privacy and Data Protection: The collection, storage, and processing of personal data such as passport information, payment details, and contact information by digital platforms present significant privacy risks. Unauthorized access, data breaches, or improper handling of sensitive information can lead to identity theft, financial fraud, and violations of consumer rights. Compliance with national legislation on data protection and cybersecurity is essential to safeguard tourists in the digital ecosystem.

3. Violation of Service Quality and Safety Standards: Online platforms may offer services that fail to meet established safety or quality standards. This includes accommodations, transportation, and excursions that may not comply with regulatory requirements, potentially endangering the health, safety, and well-being of tourists. Ensuring that digital service providers adhere to mandatory quality and safety standards is crucial for maintaining consumer trust and protecting public interests [9].

These emerging risks highlight the urgent need for a comprehensive legal and regulatory framework, as well as for educational initiatives to raise awareness among tourists about potential hazards in the digital marketplace. Strengthening oversight, promoting transparency, and enforcing accountability measures are essential steps to mitigate these risks and enhance consumer protection in the modern tourism sector.

The protection of tourists in the digital era requires a comprehensive approach that combines legal, technological, and educational measures. Legal mechanisms play a fundamental role, allowing tourists to safeguard their rights through government authorities, judicial proceedings, and administrative complaints. These frameworks provide avenues for redress in cases of fraud, misrepresentation, or failure to deliver services in accordance with contractual obligations.

In addition to legal protections, digital monitoring has emerged as a critical tool for ensuring the quality and reliability of online tourism services. This includes implementing systems for evaluating service providers, verifying the accuracy of information on booking platforms, and monitoring user reviews to detect potential violations or misleading offers. By increasing transparency and accountability, digital monitoring helps minimize risks for consumers in the online environment.

Equally important is the provision of information and education to tourists. Awareness campaigns and educational initiatives can empower consumers by informing them of their rights, highlighting best practices for safely navigating digital platforms, and explaining

procedures for filing complaints or seeking compensation. Informed tourists are better equipped to identify fraudulent offers, avoid potential pitfalls, and make safe, informed choices.

Finally, the establishment of mandatory standards for service providers—including certification of agencies and platforms, and the implementation of rigorous safety and quality standards ensures that both traditional and digital tourism services meet regulatory requirements. Together, these measures form a multi-layered framework for protecting tourists, enhancing trust in the tourism market, and fostering the sustainable development of the tourism sector in the digital age.

The motivation of tourists plays a crucial role in shaping their behavior and decision-making in the digital tourism environment. Factors such as price, convenience, and perceived safety significantly influence the selection of digital channels, platforms, and service providers. For instance, tourists often prioritize platforms that offer competitive pricing, seamless booking processes, and clear safety guarantees, which directly affects their trust and engagement with online services.

Equally important is the level of awareness and knowledge tourists possess regarding their rights and responsibilities as consumers. Tourists who are well-informed about consumer protection regulations, service standards, and mechanisms for redress are less vulnerable to potential risks, such as fraudulent offers, misleading information, or substandard services. Awareness empowers tourists to make informed choices, verify the credibility of providers, and respond promptly and effectively when violations occur.

In the digital era, where online interactions and transactions dominate the tourism sector, combining motivation with awareness becomes essential. Understanding what drives tourists' choices and ensuring they are adequately informed not only protects consumers but also promotes accountability among service providers [7]. Ultimately, the interplay between motivation and informed decision-making strengthens consumer resilience, enhances trust in digital platforms, and contributes to a safer, more transparent, and sustainable tourism market.

To ensure effective protection of tourists in the digital tourism environment, several strategic measures should be implemented. Strengthening oversight of the quality and reliability of online services is essential, including regular monitoring of digital platforms, verification of service providers, and enforcement of compliance with established standards. This approach helps prevent the dissemination of misleading information, substandard services, and fraudulent offers, thereby enhancing consumer confidence.

In addition, the development of dedicated informational platforms for tourists can play a crucial role in raising awareness of their rights and responsibilities. Such platforms should provide clear guidance on consumer protection laws, practical advice on safe use of digital services, and step-by-step instructions for filing complaints or seeking redress. By increasing transparency and accessibility of information, tourists become better equipped to make informed decisions and navigate the digital marketplace safely.

The implementation of mandatory standards for digital tourism services is another key recommendation. Certification of platforms and service providers, along with strict adherence to safety, quality, and data protection requirements, ensures a consistent level of service and reduces potential risks for consumers.

Finally, the establishment of efficient mechanisms for timely compensation of damages is critical. Rapid and transparent procedures for addressing violations of consumer rights not only protect tourists but also reinforce accountability among service providers. Collectively, these measures create a comprehensive framework for safeguarding tourists, fostering trust in digital platforms, and promoting sustainable growth in the tourism sector.

Conclusion. The digitalization of the tourism sector presents both unprecedented opportunities and new challenges for tourists as consumers of tourism services. While digital platforms enhance convenience, accessibility, and personalization, they also introduce risks such as misinformation, fraudulent offers, breaches of personal data, and violations of service quality and safety standards.

The legislation of the Republic of Uzbekistan provides a solid foundation for the protection of consumer rights in tourism. The **Law “On Protection of Consumer Rights”** guarantees access to accurate information, ensures the quality and safety of services, and establishes mechanisms for legal redress in cases of violations. However, the rapid development of digital tourism necessitates further refinement of legal enforcement practices, the promotion of transparency across online platforms, and the implementation of responsive mechanisms for handling consumer complaints efficiently and effectively [10].

Enhancing regulatory oversight, improving public awareness of consumer rights, and integrating technological solutions for monitoring and verification are essential steps to strengthen the protection of tourists in the digital marketplace. By adopting a comprehensive approach that combines legal, technological, and educational measures, Uzbekistan can maximize the benefits of digital tourism innovation while minimizing associated risks. Ultimately, such efforts will contribute to a safer, more reliable, and sustainable tourism industry that upholds the rights and interests of all consumers.

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