

MUHANDISLIK

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ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

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**“GLOBAL RAQAMLI INTEGRATSIYALASHUV:
2030-YILGACHA YASHIL IQTISODIYOTGA O'TISHDA
TEXNOLOGIK VA INDUSTRIAL SANOATNI RIVOJLANTIRISH
ORQALI MIKRO VA MAKROIQTISODIY BARQAROR
O'SISHNI TA'MINLASH DOLZARBLIGI”**

**“GLOBAL DIGITAL INTEGRATION: THE RELEVANCE OF
ENSURING MICRO AND MACROECONOMIC SUSTAINABLE
GROWTH THROUGH TECHNOLOGICAL AND INDUSTRIAL
DEVELOPMENT IN THE TRANSITION TO A GREEN
ECONOMY BY 2030”**

**«ГЛОБАЛЬНАЯ ЦИФРОВАЯ ИНТЕГРАЦИЯ:
АКТУАЛЬНОСТЬ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО
МИКРО- И МАКРОЭКОНОМИЧЕСКОГО РОСТА ЧЕРЕЗ
РАЗВИТИЕ ТЕХНОЛОГИЧЕСКОЙ И ИНДУСТРИАЛЬНОЙ
ПРОМЫШЛЕННОСТИ В ПЕРЕХОДЕ К ЗЕЛЁНОЙ
ЭКОНОМИКЕ К 2030 ГОДУ»**

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- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellash
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 08.00.01 – Iqtisodiyot nazariyasi
- 08.00.02 – Makroiqtisodiyot
- 08.00.03 – Sanoat iqtisodiyoti
- 08.00.04 – Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 – Ekonometrika va statistika
- 08.00.07 – Moliya, pul muomalasi va kredit
- 08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 – Jahon iqtisodiyoti
- 08.00.10 – Demografiya. Mehnat iqtisodiyoti
- 08.00.11 – Marketing
- 08.00.12 – Mintaqaviy iqtisodiyot
- 08.00.13 – Menejment
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- 08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 – Turizm va mehmonxona faoliyati

Ma'lumot uchun, OAK

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THE INFLUENCE MECHANISMS OF DIGITAL PLATFORMS AND SOCIAL MEDIA NETWORKS ON CONSUMER BEHAVIOUR IN THE TOURISM INDUSTRY

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Abstract. The rapid development of the digital economy has significantly influenced the development of the tourism industry by changing the ways consumers search for information, evaluate tourism products, make purchasing decisions, and share their travel experiences. Digital platforms and social media have become important components of the tourism ecosystem, significantly influencing consumer behaviour through online booking systems, user-generated content, electronic word-of-mouth (eWOM), personalised recommendations, and interactive communication. This study aims to examine the theoretical mechanisms through which digital platforms and social media networks shape consumer behaviour in the tourism industry.

The research is based on a comprehensive review and synthesis of existing literature on digital tourism, consumer behaviour, social media marketing, and online decision-making. Comparative analysis, systematic analysis, descriptive analysis, and document analysis were employed to identify the principal factors influencing tourists' purchasing decisions within the digital environment. The findings indicate that digital platforms reduce information asymmetry, increase transparency, strengthen consumer trust through online reviews and ratings, and facilitate more informed tourism decisions. Social media further influences travel motivation, destination image formation, and purchasing intentions by enabling consumers to exchange authentic experiences through electronic word-of-mouth and visual content. The study also demonstrates that the integration of digital platforms and social media enhances the collection and analysis of consumer data, creating opportunities for personalised marketing, service optimisation, and evidence-based strategic decision-making in tourism. The findings contribute to the theoretical understanding of digital consumer behaviour and provide a scientific basis for future empirical research and the development of consumer-oriented digital strategies in the tourism industry.

Keywords: Digital platforms; social media; consumer behaviour; digital tourism; tourism marketing; electronic word-of-mouth (eWOM); online reviews; tourism decision-making; digital economy; tourism services.

Annotatsiya. Raqamli iqtisodiyotning jadal rivojlanishi iste'molchilarning axborot izlash, turistik mahsulotlarni baholash, xarid qilish bo'yicha qarorlar qabul qilish va sayohat taassurotlarini ulashish usullarini o'zgartirib, turizm sohasini turizm sohasining rivojlanishiga sezilarli ta'sir ko'rsatdi. Raqamli platformalar va ijtimoiy media turizm ekotizimining muhim tarkibiy qismlariga aylanib, onlayn bron qilish tizimlari, foydalanuvchilar tomonidan yaratilgan kontent, elektron og'zaki muloqot (eWOM), shaxsiylashtirilgan tavsiyalar va interaktiv kommunikatsiya orqali iste'molchilar xatti-harakatiga sezilarli ta'sir ko'rsatmoqda. Mazkur tadqiqotning maqsadi raqamli platformalar va ijtimoiy media tarmoqlari turizm sohasida iste'molchilar xatti-harakatini shakllantiruvchi nazariy mexanizmlarni o'rganishdan iborat.

Tadqiqot raqamli turizm, iste'molchilar xatti-harakati, ijtimoiy media marketingi va onlayn qaror qabul qilishga oid mavjud ilmiy adabiyotlarni keng qamrovli ko'rib chiqish va umumlashtirishga asoslangan. Raqamli muhitda turistlarning xarid qilish bo'yicha qarorlariga ta'sir etuvchi asosiy omillarni aniqlash uchun qiyosiy tahlil, tizimli tahlil, tavsifiy tahlil va hujjatlarni tahlil qilish usullaridan foydalanildi. Tadqiqot natijalari raqamli platformalar axborot asimmetriyasini kamaytirishi, shaffoflikni oshirishi, onlayn sharhlar va reytinglar orqali iste'molchilar ishonchini mustahkamlashi hamda turistik qarorlarning yanada asosli qabul qilinishiga ko'maklashishini ko'rsatdi. Ijtimoiy media esa iste'molchilarga elektron og'zaki muloqot va vizual kontent orqali haqiqiy tajribalarini almashish imkonini berib, sayohat motivatsiyasi, destinatsiya imijining shakllanishi va xarid qilish niyatlariga ta'sir ko'rsatadi. Tadqiqot, shuningdek, raqamli platformalar va ijtimoiy medianing integratsiyasi iste'molchilar haqidagi ma'lumotlarni to'plash va tahlil qilish imkoniyatlarini kengaytirib, shaxsiylashtirilgan



marketing, xizmatlarni optimallashtirish hamda turizm sohasida dalillarga asoslangan strategik qarorlar qabul qilish uchun sharoit yaratishini ko'rsatadi. Olingan natijalar raqamli iste'molchilar xatti-harakatining nazariy jihatdan chuqurroq anglanishiga hissa qo'shadi hamda kelgusidagi empirik tadqiqotlar va turizm sohasida iste'molchiga yo'naltirilgan raqamli strategiyalarni ishlab chiqish uchun ilmiy asos yaratadi.

Kalit so'zlar: raqamli platformalar; ijtimoiy media; iste'molchilar xatti-harakati; raqamli turizm; turizm marketingi; elektron og'zaki muloqot (eWOM); onlayn sharhlar; turistik qaror qabul qilish; raqamli iqtisodiyot; turizm xizmatlari.

Аннотация. Стремительное развитие цифровой экономики оказало значительное влияние на развитие туристической отрасли туристическую отрасль, изменив способы поиска информации потребителями, оценки туристических продуктов, принятия решений о покупке и обмена впечатлениями о путешествиях. Цифровые платформы и социальные сети стали важнейшими элементами туристической экосистемы, оказывая значительное влияние на поведение потребителей посредством систем онлайн-бронирования, пользовательского контента, электронных рекомендаций «из уст в уста» (eWOM), персонализированных предложений и интерактивной коммуникации. Целью настоящего исследования является изучение теоретических механизмов, посредством которых цифровые платформы и социальные сети формируют поведение потребителей в туристической отрасли.

Исследование основано на всестороннем обзоре и обобщении существующей научной литературы по цифровому туризму, поведению потребителей, маркетингу в социальных сетях и принятию решений в онлайн-среде. Для выявления основных факторов, влияющих на решения туристов о покупке в цифровой среде, применялись сравнительный, системный, описательный и документальный анализ. Результаты исследования показывают, что цифровые платформы сокращают информационную асимметрию, повышают прозрачность, укрепляют доверие потребителей посредством онлайн-отзывов и рейтингов, а также способствуют принятию более обоснованных решений в сфере туризма. Социальные сети, в свою очередь, влияют на мотивацию к путешествиям, формирование имиджа туристических направлений и покупательские намерения, предоставляя потребителям возможность обмениваться достоверным опытом посредством электронных рекомендаций и визуального контента. Исследование также демонстрирует, что интеграция цифровых платформ и социальных сетей расширяет возможности сбора и анализа данных о потребителях, создавая условия для персонализированного маркетинга, оптимизации услуг и принятия стратегических решений в туризме на основе фактических данных. Полученные результаты способствуют углублению теоретического понимания цифрового поведения потребителей и формируют научную основу для дальнейших эмпирических исследований и разработки ориентированных на потребителя цифровых стратегий в туристической отрасли.

Ключевые слова: цифровые платформы; социальные сети; поведение потребителей; цифровой туризм; туристический маркетинг; электронные рекомендации «из уст в уста» (eWOM); онлайн-отзывы; принятие решений в туризме; цифровая экономика; туристические услуги.

INTRODUCTION

The rapid advancement of the digital economy has significantly influenced the development of the tourism industry by expanding the role of digital platforms and social media networks in influencing consumer behaviour. Traditional travel decision-making, which was previously based on conventional information sources such as travel agencies, brochures, and personal recommendations, has gradually evolved into a digital process driven by interactive online platforms and social media environments. Today, tourists increasingly rely on platform algorithms, user-generated content, and digital communication channels when selecting destinations, accommodation, and tourism services. This transformation highlights the growing importance of investigating the mechanisms through which digital platforms and social media shape consumer behaviour in the tourism sector.

Digital platforms have contributed to substantial changes in the tourism marketplace by integrating the processes of information search, service comparison, booking, and online purchasing within a single digital environment. Online reservation systems, travel aggregators, and digital marketplaces improve market transparency by providing consumers with instant access to pricing information, service characteristics, and personalised recommendations. These technological capabilities enable consumers to make faster and more informed purchasing decisions while allowing tourism companies to offer customised services that better satisfy customer preferences. In addition, platform-based features such as customer ratings, online reviews, and recommendation systems strengthen consumer confidence and significantly influence purchasing intentions.

Social media networks have emerged as important informal communication channels within the tourism industry. Information shared through travellers' personal experiences, photographs, videos, blogs, and influencer-generated content has become a powerful source of travel inspiration and destination awareness. Consumers frequently rely on such content when evaluating tourism products and selecting travel destinations. Psychological mechanisms, including social proof, perceived similarity, trust, and social influence, play an important role in shaping consumer attitudes and behavioural intentions throughout the decision-making process.

The integration of digital platforms with social media ecosystems has facilitated the circulation of tourism-related information and expanded opportunities for analysing consumer behaviour. The combination of large-scale platform-generated data with social media interactions enables researchers and tourism businesses to identify customer preferences, purchasing patterns, and travel behaviour more accurately. This integrated digital environment supports evidence-based strategic decision-making, service optimisation, and the development of innovative, consumer-centred tourism products and services.

An examination of the existing academic literature reveals broad agreement regarding the concept of digital platforms. Most researchers describe digital platforms as internet-based ecosystems that facilitate the creation, exchange, and dissemination of information, experiences, and opinions among users. Unlike traditional communication channels, digital platforms are characterised by openness, interactivity, participation, connectivity, and community engagement, making them one of the defining features of the contemporary digital economy.

According to the Global Digital Statshot 2025 report, the number of digital users worldwide continues to increase steadily. Approximately 5.76 billion people (70.0% of the global population) use mobile devices, while 5.65 billion (68.7%) access the internet, and 5.41 billion individuals (65.7%) actively participate in social media platforms. These statistics demonstrate the growing significance of digital environments in shaping consumer behaviour and highlight the necessity of strengthening digital interaction between tourism businesses and consumers.

As social media continues to gain importance within the tourism industry, it has become an increasingly significant area of academic investigation. A review of the existing literature identified a considerable number of scholarly publications examining the application of digital platforms in tourism, with some of the earlier studies dating back to 2007. Previous research has primarily focused on the impact of digital platforms on travel decision-making, including the influence of online reviews on potential tourists, consumers' motivations for using digital platforms, and the application of digital technologies by tourism enterprises, hospitality organisations, and destination marketing agencies.

Digital platforms have become an important component of everyday life and an integral part of contemporary tourism activities. Previous studies examining digital platforms as tools for information search and knowledge sharing indicate that consumers increasingly prefer to exchange travel experiences through electronic word-of-mouth (eWOM). User-generated content has consequently become an important information source affecting destination selection, travel planning, and purchasing decisions within digital tourism.

Within the business environment, digital platforms have transformed traditional marketing and promotional activities while simultaneously connecting multiple stakeholders across the tourism value chain. Among the most widely used digital platforms in tourism and hospitality are TripAdvisor, Booking.com, Trivago, Facebook, Instagram, YouTube, X (formerly Twitter), MySpace, and Flickr. Recent tourism research has expanded knowledge of consumer behaviour by analysing information generated through microblogging platforms, online review websites, and discussion forums, all of which significantly influence tourists' perceptions and purchase decisions.

Digital platforms play an especially important role during the pre-purchase stage of the tourism decision-making process. Although recommendations from family members and close friends remain highly trusted, consumers increasingly rely on online information when evaluating tourism products and services. The credibility of digital information is generally determined by three principal factors: the quality and usefulness of customer reviews, the reliability and reputation of the platform hosting the information, and the authenticity of experiences shared by previous travellers. Moreover, service ratings, detailed descriptions, information concerning additional services, content relevance, and the timeliness of published information substantially affect consumers' travel decisions.

CONCLUSION AND SUGGESTIONS

The findings of this study indicate that digital platforms and social media have significantly influenced consumer behaviour within the tourism industry by reshaping the ways in which tourists search for information, evaluate alternatives, make purchasing decisions, and share their travel experiences. The transition from



traditional information sources to interactive digital environments has increased the importance of online booking platforms, user-generated content, electronic word-of-mouth (eWOM), and social media communication in influencing tourism-related decision-making.

The theoretical analysis indicates that digital platforms function not only as technological infrastructures for delivering tourism services but also as interactive ecosystems that facilitate communication, trust-building, and value co-creation between tourism businesses and consumers. Platform characteristics, including information quality, transparency, personalised recommendations, customer reviews, ratings, and secure digital transactions, significantly influence consumer confidence and purchasing intentions. Likewise, social media platforms contribute to destination image formation and travel motivation by enabling consumers to exchange authentic experiences through visual and interactive content.

The study further indicates that tourism products possess specific characteristics, including intangibility, high perceived risk, and the impossibility of pre-purchase evaluation, making information search an essential stage of the consumer decision-making process. In this context, digital platforms effectively reduce uncertainty by providing reliable information, comparative evaluations, and peer recommendations, thereby improving consumers' confidence and the overall quality of tourism decisions.

The rapid growth of global digital technologies and social media usage further highlights the strategic importance of understanding digital consumer behaviour in tourism. As consumers become increasingly dependent on digital information throughout the entire travel journey, tourism organisations may benefit from strengthening their digital marketing capabilities, improving customer engagement strategies, and effectively managing user-generated content to maintain their competitiveness in the digital economy.

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