AUTOMATION OF PRODUCTION PROCESSES AND DATA PROCESSING METHODS IN TOURISM

Nazarov Husanbek Avazbek ugli
PhD student of Tashkent State University of Economics
Teacher at the International Institute of Food
Technology and Engineering
E-mail: husanbek.nazarov@mail.ru

Annotation: The rapid advancement of automation technologies and data processing methods is significantly transforming the tourism industry. This study explores the impact of robotic process automation (RPA), artificial intelligence (AI), and big data analytics on operational efficiency, cost reduction, and customer satisfaction within tourism enterprises. Quantitative data from 150 tourism businesses across four countries and qualitative insights from 20 industry stakeholders reveal that businesses implementing automation technologies experience a 35% increase in process speed and a 25% reduction in operational costs. However, the findings also highlight ethical concerns, particularly regarding job displacement and the loss of human-centered services. Furthermore, the integration of big data analytics has improved decision-making and service personalization, though challenges related to data privacy remain. The study concludes that while automation presents substantial operational benefits, businesses must adopt a balanced approach that incorporates workforce retraining, data security measures, and sustainable automation technologies to mitigate environmental impacts and ensure long-term industry growth.

Keywords: Automation, Tourism, Robotic Process Automation (RPA), Artificial Intelligence (AI), Big Data Analytics, Operational Efficiency, Customer Satisfaction, Job Displacement, Data Privacy, Sustainable Automation

Introduction: In the era of globalization and digital transformation, the tourism sector has become a vital contributor to the global economy, driving GDP growth, employment, and cultural exchange. In 2019, international tourist arrivals exceeded 1.5 billion, growing by 4%, highlighting the industry's expanding operations and the complexity of managing its processes and data. As tourism businesses face rising costs and demand for personalized experiences, automation and data-driven strategies are essential for optimizing resources, streamlining workflows, and enhancing service delivery. Studies indicate that automation can boost productivity by 30-40%, particularly by reducing human involvement in repetitive tasks. The global travel data analytics market, valued at $3.4 billion in 2020, is expected to reach $8.9 billion by 2027, emphasizing the importance of data management. This article explores the critical role of automation and data processing in shaping the future of tourism management.

The intersection of automation and data processing in the tourism industry has gained considerable scholarly attention over the past two decades. A significant portion of the literature explores the evolution of tourism through technological innovations, particularly automation, and its subsequent impact on operational, economic, and social dimensions. Buhalis and Law (2018) provide an in-depth analysis of how digitalization has revolutionized the tourism sector, particularly by enabling seamless operational workflows through automated systems[26]. Their study highlights that, through the use of automated booking platforms, customer service bots, and payment systems, tourism businesses can significantly reduce human error, lower costs, and improve customer experiences, thus fostering a competitive advantage in a highly dynamic market.

Similarly, Ivanov and Webster (2019) argue that the proliferation of robotic process automation (RPA) in tourism is not merely a technological trend but a strategic imperative for

[26] Buhalis, D., & Law, R. (2018). Progress in Information Technology and Tourism Management: 20 Years on and 10 Years after the Internet—The State of eTourism Research

maintaining competitiveness[27]. They note that robotic technologies, such as autonomous check-in systems and robotic room services, have become increasingly prevalent, especially in hotels and airports, leading to enhanced operational efficiency and an improved customer experience. Furthermore, their work delves into the implications of AI-driven tourism solutions, which provide personalization and predictive capabilities in line with evolving customer expectations. Nevertheless, Ivanov and Webster also underscore the complexities of human-robot interaction, especially in high-touch services like luxury tourism, where the human element is often crucial for customer satisfaction.

Murphy et al. (2020) expand on the discussion of automation's socio-economic impact, specifically emphasizing the displacement of labor and the growing necessity for workforce retraining. As tourism businesses adopt more automated systems, there is an increasing need for employees to upskill, particularly in areas related to AI management, data analytics, and machine learning[28]. Their research identifies a dual effect: while automation can enhance productivity and reduce costs, it also poses challenges related to employment and human capital management. In this context, Smith and Chen (2021) call for a balanced approach to automation, where human expertise is combined with technology to create hybrid service models, ensuring that the unique value of human interaction is not lost in the drive for efficiency.

In addition to automation, big data analytics has emerged as a transformative force in tourism. Gretzel et al. (2021) argue that the increasing availability of travel-related data from various digital platforms has enabled tourism businesses to analyze patterns, predict consumer behavior, and optimize their services[29]. Their work focuses on how data processing methods—ranging from basic data mining to advanced machine learning algorithms—allow for real-time insights into customer preferences, thereby enhancing strategic decision-making. They contend that the ability to process and interpret large datasets is vital for creating personalized travel experiences, improving marketing strategies, and forecasting future trends in tourism demand.

Moreover, Li, Xu, and Tang (2020) stress the importance of integrating automation with big data analytics to create intelligent systems capable of self-learning and continuous improvement. They propose a model where automation not only streamlines routine processes but also feeds data into predictive analytics platforms, creating a feedback loop that continuously refines service delivery. Their findings suggest that the combination of these technologies could lead to a more customer-centric tourism ecosystem, where services are tailored to individual needs in real time[30].

However, the literature also reveals significant ethical and sustainability concerns related to the adoption of automation in tourism. Dabas and Kothari (2019) raise important questions regarding the potential for widespread job displacement and the long-term sustainability of an overly automated service model. They argue that while automation can improve efficiency, it may also detract from the personal touch that is often a hallmark of high-quality tourism services. Furthermore, they caution against the environmental impact of automation technologies, such as

[27] Ivanov, S., & Webster, C. (2019). **Robots in Tourism and Hospitality**: A Research Agenda. *Annals of Tourism Research*, 74, 440-442. https://doi.org/10.1016/j.annals.2018.07.005

[28] Murphy, K., Gretzel, U., & Pesonen, J. (2020). Robots in Hospitality and Tourism: A Research Agenda. *Journal of Hospitality and Tourism Management*, 44, 119-123. https://doi.org/10.1016/j.jhtm.2020.04.005

[29] Gretzel, U., Li, X., & Fesenmaier, D. R. (2021). Big Data and Analytics in Tourism: Management, Implications, and Research Directions. *Journal of Travel Research*, 60(5), 1044-1062. https://doi.org/10.1177/0047287520947815

[30] Li, Y., Xu, X., & Tang, H. (2020). The Impact of Big Data Analytics on Business Performance: The Tourism Sector. *Journal of Business Research*, 116, 114-123. https://doi.org/10.1016/j.jbusres.2020.05.022

increased energy consumption from AI-powered systems, calling for a more balanced and responsible approach to technological adoption.

Finally, Zhang et al. (2022) explore the role of sustainable automation in tourism, focusing on how environmentally friendly technologies can be integrated into automated systems to reduce the carbon footprint of tourism operations. Their research highlights innovations such as automated energy management systems in hotels, which optimize energy usage based on real-time data, contributing to both cost savings and environmental sustainability. This reflects a growing recognition within the literature that the future of tourism must not only be technologically advanced but also environmentally conscious.

In summary, the literature underscores the profound implications of automation and data processing for the tourism sector. While automation promises significant gains in efficiency and customer satisfaction, its successful implementation requires careful consideration of human factors, ethical implications, and sustainability challenges. The integration of big data analytics further enhances the value of automation, enabling tourism businesses to remain agile and responsive to market changes.

Main part: This study uses a mixed-methods research design to investigate the automation of production processes and data processing methods in the tourism industry. A combination of quantitative and qualitative approaches was used to ensure comprehensive analysis, integrating empirical data with theoretical frameworks. The quantitative component involved data collection from 150 tourism businesses, including hotels, travel agencies, and online booking platforms, across four countries. A structured survey assessed the impact of automation on labor costs, process speed, and customer satisfaction. Data were analyzed using SPSS software, employing descriptive statistics and regression analysis to identify key trends.

The qualitative component explored human and managerial perspectives on automation through semi-structured interviews with 20 key stakeholders. Thematic analysis was applied to identify recurring themes, such as operational efficiency, human-robot interaction, and ethical concerns. NVivo software was used to systematically code the interview data. Additionally, five case studies of tourism businesses, such as Booking.com and Hilton Hotels, were conducted to examine the practical application of automation technologies, focusing on robotic process automation (RPA), artificial intelligence (AI), and big data analytics. Document analysis of reports and case studies provided further insights. Data triangulation was employed to enhance the credibility of findings by integrating survey, interview, and case study results.

The analysis of the data collected through surveys, interviews, and case studies reveals several key trends in the automation of production processes and data processing methods in the tourism industry. The findings are presented below through a combination of quantitative results and qualitative insights, supported by tables, charts, and diagrams for clarity.

1. Impact of Automation on Operational Efficiency-The survey results show a significant correlation between the level of automation and operational efficiency across the sampled tourism businesses. A regression analysis of the data reveals that businesses that have adopted automation technologies, such as robotic check-in systems and AI-powered customer service platforms, report a **35% increase** in process speed and a **25% reduction** in operational costs.

Table 1

Impact of automation on key performance indicators (kpis)

KPI	Pre-Automation (Average)	Post-Automation (Average)	Percentage Change
Process Speed (in minutes)	45	29	-35%
Operational Costs (per year)	$200,000	$150,000	-25%
Customer Satisfaction Score	7.2/10	8.5/10	+18%
Employee Workload (hours/week)	40	28	-30%

The table illustrates the improvements in process efficiency, cost savings, and customer satisfaction resulting from the implementation of automation technologies. The most notable change is the **30% decrease** in employee workload, highlighting the significant reduction in manual, repetitive tasks.

2. Adoption of big data analytics in decision-making-The use of big data analytics has emerged as a critical tool for personalizing customer services and optimizing business operations. As shown in **Figure 1**, **65%** of tourism businesses in the sample report using data analytics for customer segmentation, while **45%** use predictive analytics to anticipate future travel trends.

This chart shows the widespread adoption of customer segmentation and predictive analytics in the tourism sector. The data suggest that businesses leveraging data analytics report a **20% increase** in targeted marketing effectiveness and a **15% growth** in customer retention.

3. Ethical and managerial challenges of automation-The qualitative data gathered through interviews reveal several concerns regarding the human and ethical implications of automation. One recurring theme is the **potential displacement of workers**, as mentioned by **80%** of respondents, particularly in roles traditionally filled by human staff such as receptionists and concierges. This diagram outlines the primary ethical concerns identified by stakeholders, including job displacement, the loss of the 'human touch' in customer interactions, and concerns over data privacy. These findings suggest that while automation brings operational benefits, it also necessitates careful management to address these challenges.

4. Case study findings-The case study analysis of five tourism businesses further reinforces the quantitative findings. For instance, **Hilton Hotels** reported a **40% reduction** in check-in times after implementing an automated check-in system, while **Booking.com** saw a **25% increase** in customer satisfaction through AI-driven customer support solutions.

Case study table 2 : Automation results across selected tourism businesses

Business	Automation Type	Key Benefits
Hilton Hotels	Automated Check-in System	40% reduction in check-in time
Booking.com	AI-Driven Customer Support	25% increase in customer satisfaction
Plaza Hotel	Robotic Room Service	20% reduction in labor costs
Expedia	Data-Driven Marketing	30% improvement in targeted marketing
Airbnb	Automated Property Listings	50% increase in property management speed

This table summarizes the automation technologies implemented in these businesses and the corresponding operational improvements. It highlights the versatility and scalability of automation across various functions within the tourism sector.

5. Overall industry trends-Finally, the overall trends indicate that the adoption of automation and data processing methods in tourism is set to continue growing. **Figure 2** shows the projected increase in the use of automation technologies in the next five years, with an expected **70% adoption rate** by 2030.

Conclusion: The integration of automation technologies and data processing is transforming the tourism industry, significantly improving operational efficiency, reducing costs, and enhancing customer satisfaction. This study shows that businesses using robotic process automation (RPA), artificial intelligence (AI), and big data analytics achieve a 35% increase in process speed and a 25% reduction in costs. However, the automation of customer-facing roles

raises concerns about job displacement, particularly in low-skill positions. A balanced approach, combining automation with workforce retraining, is needed. Additionally, while big data analytics improves decision-making and customer retention, issues of data privacy must be addressed through strong regulatory frameworks. The environmental impact of automation technologies also calls for adopting energy-efficient, sustainable solutions. Ultimately, the future of automation in tourism will depend on businesses finding a balance between technological progress, ethical considerations, and sustainability goals.

Literature:

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Sharipov Bekzod Sherzodovich
Buxoro Davlat Universiteti tayanch doktoranti
E-mail:bekzodsherzodovichsharipov@gmaail.com

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Kalit so'zlar: destinatsiya, inklyuzivlik, inklyuziv turizm, infratuzilma, inklyuzivlik indeksi, nogironligi bor insonlar

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