CONTENT ANALYSIS OF DIGITAL TOURISM PLATFORMS AND THEIR IMPACT ON RANKINGS AND INDEX EFFICIENCY

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Abstract. *This study examines the role of digitalization in the development of the tourism sector, with a particular focus on global online tourism platforms such as Booking.com, TripAdvisor, Airbnb, and Expedia. Using a content analysis approach, the functional capabilities, service structures, and digital features of these platforms are evaluated. Furthermore, a system of performance indicators is developed to measure the impact of digital content on tourism product sales. Based on these indicators, a novel Digital Tourism Platform Efficiency Index (RTPSI) is proposed. The findings demonstrate that digital platforms significantly enhance tourism competitiveness by improving service promotion, increasing user engagement, and simplifying booking processes. The study also highlights the importance of content quality, user-generated reviews, and platform integration in influencing consumer decision-making and international tourism rankings.*

Keywords: *digital platforms, tourism analytics, booking systems, content analysis, tourism index, RTPSI*

INTRODUCTION

In recent years, the tourism industry has undergone profound transformation driven by rapid advancements in information technologies and digital communication tools. Digitalization has significantly improved how tourism services are organized, managed, and delivered, becoming a key driver of competitiveness in the sector.

Online booking systems, mobile applications, digital marketing, electronic payment systems, and big data analytics enable tourism services to be more accessible, efficient, and transparent. As a result, tourists increasingly rely on digital platforms throughout the entire travel cycle from planning to consumption.

Tourism today is a critical sector of many national economies, contributing to export revenues, job creation, infrastructure development, and international integration. In Central Asia, tourism is emerging as a key economic growth driver due to the region's rich cultural heritage, historical Silk Road cities, and unique natural landscapes.

Uzbekistan has also identified tourism as a strategic sector. Despite significant growth in inbound tourism (11.7 million visitors in 2025), outbound tourism remains high (approximately 7 million travelers), indicating structural imbalances in the domestic tourism ecosystem.

According to the report of the World Economic Forum and the UN World Tourism Organization, in 2024 Uzbekistan in the ranking of tourism and tourism development out of 119 countries was in 78th place (average of 3 place change per year). Though Uzbekistan has a lot of tangible, intangible and cultural heritage. Kazakhstan is in 52nd place, Azerbaijan is in 56th place, and Georgia is in 45th place. Uzbekistan's ranking indicates the lack of development of tourist

services and infrastructure (1.45 points out of 6), non-recreational resources (1.43 points out of 6), the socio-economic impact of tourism (4.8 points out of 6) and other indicators.

Literature Review

The development of information and communication technologies has accelerated the globalization of tourism markets and facilitated the emergence of new business models. Digital platforms now play a central role in travel planning, enabling users to compare services, read reviews, and make bookings in real time.

Studies (Buhalis & Law, 2008; Gretzel et al., 2015) emphasize that digital tourism ecosystems integrate multiple services into unified platforms, enhancing efficiency.

User-generated content (reviews, ratings) significantly influences consumer decision-making. Research shows that most travelers rely on online reviews before booking services, making reputation management a critical factor.

Additionally, technologies such as big data and artificial intelligence enable demand forecasting, personalization, and service optimization.

Despite progress, Uzbekistan still faces challenges in integrating regional tourism services especially in pilgrimage, eco-, and agro-tourism into global digital platforms.

Research methodology

The study employs a comparative content analysis of leading global tourism platforms, like:

Booking.com, TripAdvisor, Airbnb, Expedia, Agoda, Skyscanner, Trivago

And the analysis focuses on: Language accessibility, service diversity, user interface, rating systems, mobile integration, payment systems

Also, a set of quantitative indicators was developed to measure content effectiveness.

Results and analysis

1. Platforms content analysis reveals that modern tourism platforms share several key features:

Multilingual interfaces (up to 60+ languages), user-generated reviews and ratings, mobile accessibility, integrated booking systems

2. However, platforms differentiate themselves through specialization:

Booking.com – accommodation dominance, Airbnb – local experiences, Expedia – package services, TripAdvisor – review-driven ecosystem

3. The study proposes the following key metrics for content effectiveness indicators:

Conversion Rate (CR), Content Share (CS), Engagement Rate (ER), Content Impact (CI), Average Booking Value (ABV), Review Index (RI), View-to-Booking Rate (VBR), ROI

4. Digital tourism platform efficiency index (RTPSI) [1] A composite index is developed:

RTPSI=∑wi·N(Xi)RTPSI = \sum w_i \cdot N(X_i)RTPSI=∑wi·N(Xi)

5. Where weights are assigned based on expert evaluation index:

Platforms	CR	CS	ER	CI	ABV	RI	VBR	ROI
Booking.com	0.12	0.18	0.71	0.63	0.52	0.71	0.59	0.17
TripAdvisor	0.09	0.14	0.73	0.61	0.49	0.72	0.57	0.15
Airbnb	0.11	0.12	0.69	0.59	0.50	0.70	0.58	0.16
Expedia	0.10	0.11	0.68	0.58	0.48	0.69	0.56	0.15

[1] https://www.marketreportsworld.com/market-reports information's were used

Ctrip (Trip.com)	0.10	0.10	0.65	0.57	0.47	0.68	0.55	0.14
MakeMyTrip	0.08	0.08	0.63	0.55	0.45	0.66	0.53	0.13
eDreams Odigeo	0.07	0.07	0.61	0.54	0.44	0.65	0.52	0.12
Despegar	0.07	0.06	0.60	0.53	0.43	0.64	0.51	0.11

6. Empirical findings and the results indicate RTPSI:

Booking.com – 0.965, TripAdvisor – 0.744, Airbnb – 0.729, Expedia – 0.576, Ctrip (Trip.com) - 0.458, MakeMyTrip - 0.232, eDreams Odigeo - 0.099, Despegar - 0.095

Lower-performing platforms show weaker engagement and content effectiveness.

7. These findings confirm that high-performing platforms leverage:

Strong review systems, mobile strategies, multilingual accessibility, integrated services.

Discussion

The results demonstrate that digital content plays a decisive role in tourism competitiveness. Platforms with higher RTPSI values significantly influence consumer behavior and booking decisions.

For Uzbekistan, improving digital integration of tourism services - especially in regional and niche tourism segments is essential for increasing global competitiveness.

Conclusion

Study confirms that digital transformation is a critical factor in tourism development:

Enhance digital platforms service accessibility, improve transparency, increase booking efficiency, strengthen global competitiveness, types of services, user reviews, rating systems, and integration with mobile technologies have been identified as playing an important role in improving the efficiency of tourism services. The proposed RTPSI index provides a practical tool for evaluating platform performance and guiding digital marketing strategies.

To improve international rankings, it is recommended to:

Expand digital platform integration, improve content quality and SEO, utilize AI-driven marketing tools, strengthen collaboration with NGO`s, Promote Uzbekistan and pilgrimage tourism brand globally, Increase halal-friendly points in order to satisfy the needs of pilgrim tourists, Implementation and promotion the halal standards among the product manufacturers, Review of airfare, rail and museum prices

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