

Yashil IQTISODIYOT va TARAQQIYOT

DOI 2023

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal



«Smart-turizm: XORIJIY TAJRIBA VA UNI O'ZBEKISTONDA QO'LLASH ISTIQBOLLARI»

Respublika ilmiy-amaliy anjumani

TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI
ILMIY MAQOLA VA TEZISLAR TO'PLAMI

2023-yil 15-dekabr, maxsus son

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
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- 08.00.06 Ekonometrika va statistika
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- 08.00.11 Marketing
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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



74-91 xalqaro daraja
ISSN: 2992-8982

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

UO'K: 338.48 (075)

KBK: 65.433(011)

“Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI”.
Respublika ilmiy-amaliy anjumani materiallari to‘plami. – T.: “YalT” jurnali, 2023. – 540-b.

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ISBN 978-9943-6856-0-4



SMART TOURISM ANALYSIS AND FUTURE TRENDS

Sayyora Safaeva

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Annotatsiya: Ushbu maqola texnologiyaning turizm sanoatiga integratsiyalashuvini shakllantiruvchi rivojlantirayotgan tendensiyalarni o'rganib, Smart-turizmning dinamik manzarasini o'rganadi. Raqamli davr sayohat tajribasini qayta belgilashda davom etar ekan, ushbu tadqiqot Smart-turizm sohasidagi asosiy ishlanmalar, muammolar va kelajakdagi potentsial yo'nalishlarning to'liq ko'rinishini taqdim etishga qaratilgan.

Kalit so'zlar: Sun'iy intellekt, Smart-turizm, IoT, blokcheyn, kengaytirilgan haqiqat (AR) va virtual haqiqat (VR), katta ma'lumotlar.

Abstract: This article explores into the dynamic landscape of Smart tourism, examining the evolving trends that shape the integration of technology into the tourism industry. As the digital era continues to redefine travel experiences, this research aims to provide a comprehensive overview of key developments, challenges, and potential future directions in the realm of Smart tourism.

Key words: Artificial intelligence, Smart tourism, IoT, blockchain, Augmented Reality (AR), and Virtual Reality (VR), big data.

Аннотация: В этой статье исследуется динамичная среда умного туризма, изучаются развивающиеся тенденции, которые определяют интеграцию технологий в туристическую индустрию. Поскольку цифровая эра продолжает переосмысливать впечатления от путешествий, цель данного исследования — предоставить всесторонний обзор ключевых событий, проблем и потенциальных будущих направлений в сфере умного туризма.

Ключевые слова: Искусственный интеллект, Смарт-туризм, Интернет вещей, блокчейн, дополненная реальность (AR) и виртуальная реальность (VR), большие данные.

INTRODUCTION

The travel landscape is evolving, and Smart tourism is at the forefront of this revolution. Defined by the seamless integration of technology into every aspect of the travel experience, Smart tourism is reshaping how we explore the world.

Several countries were actively adopting Smart tourism initiatives. However, the landscape may have evolved since then. As of the last update researching shows that Smart tourism is developing rapidly. According to some recent researches up to January 2022, following countries became leaders in implementation Smart technologies in tourism infrastructure. For example, Singapore is known for its Smart city initiatives and it has been a pioneer in integrating technology into its tourism sector, offering innovative solutions for travelers. With advanced technology infrastructure, South Korea has implemented various Smart tourism practices, including Smart information kiosks and mobile applications for tourists. Particularly cities like Dubai have embraced Smart tourism, utilizing technologies like AI, IoT, and blockchain to enhance the tourist experience.

Major cities in China, such as Beijing and Shanghai, have invested heavily in Smart tourism, employing technologies like QR codes, mobile apps, and facial recognition for seamless travel experiences. Japan has implemented Smart tourism solutions, including multilingual mobile apps and Smart information centers. Cities like Barcelona have adopted Smart tourism strategies, incorporating IoT for city management and offering digital services for tourists. Cities like New York and San Francisco have embraced Smart tourism technologies, providing mobile apps, interactive maps, and other digital services. Cities like Sydney have implemented Smart tourism practices, leveraging technology for visitor information and engagement.



It's essential to note that the adoption of Smart tourism varies within countries, and new initiatives may have been introduced since my last update. Checking recent reports or studies on Smart tourism trends can provide more up-to-date information.

RESEARCH ANALYSIS

In the heart of Smart tourism lies a plethora of technological marvels. From the Internet of Things (IoT) facilitating real-time connectivity to Artificial Intelligence revolutionizing personalized recommendations, these advancements are redefining the way tourists plan and experience their journeys.

Big data plays a pivotal role in understanding traveler behavior, allowing for personalized recommendations and tailored experiences. However, the fine line between data-driven personalization and privacy concerns is a challenge that the industry must navigate. The implementation of Smart infrastructure is crucial for efficient tourism management. This section explores how destinations are adopting sustainable practices while embracing technology to enhance visitor experiences. The advent of 5G, Augmented Reality (AR), and Virtual Reality (VR) has transformed connectivity and communication in the travel domain. Real-time updates, immersive experiences, and instant communication have become integral components of the modern travel journey.

With great innovation comes great responsibility. Cybersecurity concerns, the digital divide, and the potential loss of authentic travel experiences pose challenges that need careful consideration in the pursuit of Smart tourism. Governments worldwide are recognizing the potential of Smart tourism and implementing strategies to harness its benefits. This section explores into the policies and collaborations driving the responsible and ethical use of technology in the tourism sector. Examining real-world examples of destinations successfully implementing Smart tourism practices provides valuable insights into the adaptability and impact of these technologies in diverse cultural and geographical contexts.

However, amidst the promises, challenges emerge. Cybersecurity concerns, the potential for a digital divide, and the delicate balance between data-driven personalization and privacy considerations underscore the need for careful navigation in the implementation of Smart tourism initiatives. Governments play a crucial role in shaping the future of Smart tourism through strategic policies and collaborative efforts, fostering responsible and ethical technological use.

The exploration of case studies highlights the diversity of approaches and successes in implementing Smart tourism practices across different destinations. These examples offer valuable insights into the adaptability and impact of technology in enhancing visitor experiences while navigating unique cultural and geographical contexts.

Looking ahead, the future trends in Smart tourism hold great promise. From emerging technologies shaping the industry to anticipated shifts in traveler preferences, the evolution of Smart tourism is an ongoing narrative. It is essential for stakeholders in the travel sector to remain agile, embracing innovation while carefully addressing the challenges to ensure that Smart tourism continues to enhance, rather than compromise, the authenticity of travel experiences.

In essence, Smart tourism stands as a dynamic force reshaping the travel industry, and its continued evolution will undoubtedly shape the future of how individuals explore and engage with the world. Moreover, the fusion of Smart infrastructure with sustainable tourism practices exemplifies a conscientious approach to managing the environmental impact of travel. This harmonious integration demonstrates that technological advancements can coexist with a commitment to preserving natural resources and minimizing ecological footprints.

The advancements in connectivity and communication, driven by 5G, Augmented Reality (AR), and Virtual Reality (VR), offer unprecedented opportunities for immersive and real-time travel experiences. The seamless integration of these technologies not only enhances convenience for travelers but also opens up new avenues for creative storytelling and destination marketing. As we navigate the complexities of Smart tourism, it becomes evident that the industry's success lies in finding the right equilibrium between innovation and preserving the essence of travel. The emphasis should not solely be on the efficiency and convenience brought by technology, but also on nurturing the authentic cultural and experiential aspects that make each destination unique.



In the grand tapestry of Smart tourism, governments, industry stakeholders, and technology developers must collaborate to set standards and guidelines. This collaborative effort ensures that the evolution of Smart tourism aligns with ethical considerations, respects privacy, and contributes positively to the social and economic well-being of local communities. In the coming years, the ongoing dialogue surrounding Smart tourism will likely focus on refining regulatory frameworks, addressing emerging challenges, and capitalizing on innovative breakthroughs. By staying attuned to the dynamic landscape of technological advancements, the travel industry can continue to harness the transformative power of Smart tourism, shaping a future where exploration is not only technologically advanced but also culturally enriching and environmentally sustainable.

CONCLUSION

In conclusion, the trajectory of Smart tourism presents a compelling narrative of innovation, transformation, and challenges within the travel industry. As technology continues to advance, the integration of IoT, Artificial Intelligence, and data analytics reshapes the way individuals plan and experience their journeys. The promise of personalized recommendations, seamless connectivity, and sustainable practices propels Smart tourism into the forefront of the evolving travel landscape.

The article concludes by exploring the exciting future trends in Smart tourism, from emerging technologies to anticipated shifts in traveler preferences. It reflects on the transformative potential of Smart tourism in shaping the industry's trajectory. This brief introduction can serve as a starting point, and you can expand each section based on your research and the depth you want to achieve in your three-page article.

In summary, the journey of Smart tourism is an ongoing exploration, a delicate balance between innovation and preservation, and a commitment to creating a travel landscape that is not only Smart but also responsible and enriching for all those who embark on the adventure.

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MUNDARIJA

1-ШУЪБА

ЎЗБЕКИСТОНДА SMART-ТУРИЗМНИ ЗАМОНАВИЙ ПРИНЦИПЛАРИ АСОСИДА РИВОЖЛАНТИРИШ ВА БУНДА ХОРИЖ ТАЖРИБАСИДАН ФОЙДАЛАНИШ

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Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2023. Maxsus son

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"Yashil iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnalning ilmiyligi:

“Yashil iqtisodiyot va taraqqiyot”
jurnali

O‘zbekiston Respublikasi
Oliy ta’lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-
sonli qarori bilan ro‘yxatdan
o‘tkazilgan.