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

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- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
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THE ROLE SMART-CITY INFRASTRUCTURE IN THE TOURISM AND ARCHITECTURE

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Abstract: The article considers the concept of digital transformation of the tourism industry and the main components of smart tourism such as: smart business, smart tourist destinations and smart experience. Based on the analysis of international experience, the article substantiates the need for the development of smart tourism in the regions and the introduction of digital technologies in the tourism sector. The author puts forward recommendations for the digital transformation of the tourism industry.

Key words: tourism, digital technology, smart tourism, smart tourism, smart business, smart travel destinations, smart experiences.

Annotatsiya: Ushbu maqolada shahar landshafti yechimlari, arxitektura-landshaft infratuzilmasini shakllantirish va ekotizimlardan keng foydalanish yoritilgan. Bundan tashqari, turizm va arxitektura sanoatida aqlli shahar infratuzilmasining asosiy rollaridan biri tashrif buyuruvchilar tajribasini oshirish va barqaror va samarali shahar muhitini yaratishdir. Aqlli shahar infratuzilmasi sayyohlarga shaharni osongina kezish va kashf qilishda yordam beradigan vaqt haqida ma'lumot va interaktiv xaritalar bilan ta'minlashi mumkin. Misol uchun, aqlli shahar landshaft dizayni va ma'lumot stollari sayyohlarga tarixiy diqqatga sazovor joylar, yaqin atrofdagi diqqatga sazovor joylar va hududda sodir bo'layotgan madaniy tadbirlar haqida ma'lumot berishi mumkin.

Kalit so'zlar: turizm, raqamli texnologiyalar, aqlli turizm, aqlli turizm, aqlli biznes, aqlli sayohat joylari, aqlli tajribalar.

Аннотация: В данной статье освещены городские ландшафтные решения, формирование архитектурно-ландшафтной инфраструктуры, широкое использование экосистем. Кроме того, одна из основных ролей инфраструктуры умного города в индустрии туризма и архитектуры заключается в повышении качества обслуживания посетителей и создании устойчивой и эффективной городской среды. Инфраструктура умного города может предоставить туристам актуальную информацию и интерактивные карты, которые помогут им с легкостью ориентироваться и исследовать город. Например, ландшафтный дизайн «умного города» и информационные стойки могут предоставить туристам информацию об исторических достопримечательностях, близлежащих достопримечательностях и культурных мероприятиях, происходящих в этом районе.

Ключевые слова: туризм, цифровые технологии, умный туризм, умный туризм, умный бизнес, умные направления для путешествий, умный опыт.

INTRODUCTION

Smart-tourism consists of several levels. The first is the innovation and tourism direction based on smart-city infrastructure (eco-friendliness, convenience of accommodation, modern management systems and so on). The second level is the smart direction, which involves the integration of information and computer technologies with physical infrastructure objects (interactive reference pavilions, Wi-Fi, tourist applications for smartphones and so on). Smart-tourism implies coordinated actions and strategic investments in the development of innovative activities in the direction of quality of life, sustainable development of physical infrastructure and so on. Smart-tourism combines tourism experience with information technology, allowing personalization of information for a particular user (presenting information relevant to a particular tourist).

In addition, the quality and satisfaction of services are monitored in real time.

The tourist not only consumes the tourist service, but also takes an active part in its creation and development (photo reports, comments, experience).

The third component of smart tourism is an innovative business environment that supports the necessary business processes and organizational flexibility (payment, booking, service, management). An extremely important part of this type of tourism is innovative tourism logistics, which involves the use of the latest logistics developments.

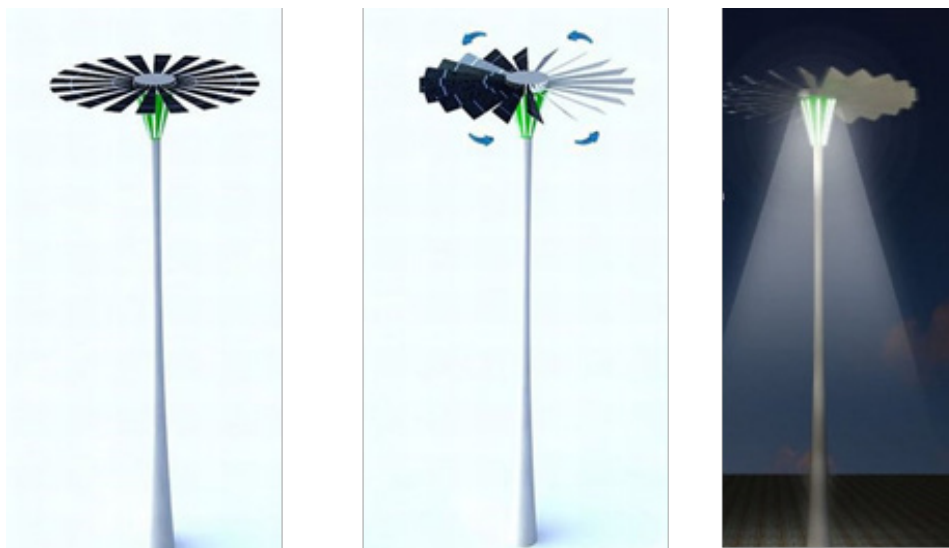


Fig.2: Lighting systems. 1.Day: use the sunlight; 2-3. Night: use the wind

Smart tourism is also making an impact on the field of landscape design, as designers incorporate technology and sustainable practices to create innovative and immersive outdoor experiences.

One aspect of smart tourism in landscape design is the use of smart irrigation systems. These systems use sensors and weather data to determine when and how much water to irrigate, reducing water waste and optimizing plant health. By using such systems, landscape designers can create sustainable and water-efficient landscapes that require less maintenance.

In addition to irrigation, tourism also involves the use of intelligent lighting in outdoor spaces. Lighting systems can be programmed to adjust to natural light levels and occupancy, creating a dynamic and energy-efficient lighting experience.

This not only enhances the visual appeal of the landscape but also promotes safety and security for visitors during the evening hours. Smart tourism in landscape design also incorporates the use of interactive digital installations. These installations can include displays, projection mapping, and augmented reality experiences that engage visitors and provide information about the site's history, flora and fauna, and sustainability features. These interactive elements create a more immersive and educational experience for visitors.

Results. Furthermore, sustainable materials and practices are an essential part of smart tourism in landscape design. Designers are incorporating native plants and trees, which require less water and maintenance, into their landscapes.

They are also implementing permeable paving and rainwater harvesting systems to manage storm water runoff and promote water conservation. The integration of renewable energy sources, such as solar panels and wind turbines, is another aspect of smart tourism in landscape design.

These energy sources can power outdoor lighting, charging stations, and other amenities, reducing the reliance on traditional energy sources and reducing the carbon footprint of the site. Fig.3.

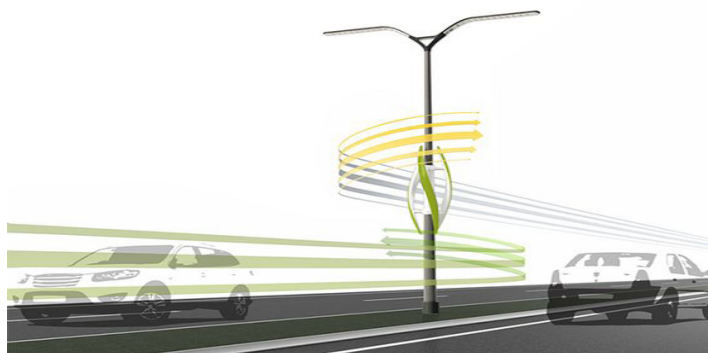


Fig.3: Eco Park Benches



Smart tourism is transforming the field of landscape design by integrating technology, sustainability and interactive elements into outdoor spaces.

From smart irrigation systems and intelligent lighting to interactive digital installations and renewable energy sources, designers are creating immersive and sustainable landscapes that enhance the visitor experience. The use these innovative technologies and practices in landscape design aligns with the overall goal of smart tourism to create and sustainable experiences for travelers. Fig.4., Fig.5.



Fig 4: *Medicago sativa* eco- touristic bus top (M39); (Eco bus stop of inspired in *medicago sativa*- (*Medicago sativa*), also called lucerne, is a perennial flowering plant in the legume family Fabaceae.) Design by authors)



Fig.5: Touristic roadway Tashkent-Djizakh-Samarkand (M39) concept design

Smart tourism plays a significant role in the development of smart cities. A smart city refers to a city that uses technologies and data to improve the quality of life for its residents and visitors. harnesses digital technologies, connectivity, and data to enhance urban operations, services, and sustainability. In the context of smart tourism, a smart city utilizes technology to offer enhanced experiences to tourists and optimize the management of tourist destinations [3].

Here are some key aspects of smart tourism in smart cities:

- **Connectivity and Infrastructure:** Smart cities provide robust connectivity and infrastructure to ensure seamless access to information and services tourists. This includes high-speed internet access, Wi-Fi hotspots, and smart transportation systems that integrate various modes of transportation and provide real-time updates.



■ **Mobile Apps and Platforms:** Smart cities leverage apps and platforms to provide tourists with easy access to services, information, and personalized recommendations. Apps can offer features such as virtual tour guides, real-time navigation, ticket booking, and recommendations for local attractions, restaurants, and events.

■ **Data and Analytics:** Smart cities collect and analyze data from various sources to gain insights into tourist behavior, preferences, and patterns. This data can be used to optimize visitor flows, improve resource management, and deliver personalized experiences. For instance, data analysis can help in managing crowd control during peak tourist seasons or events [4].

■ **Sustainability:** Smart tourism in smart cities promotes sustainability by integrating environmentally-friendly practices. This includes energy-efficient buildings and infrastructure, smart waste systems, and the use of renewable energy sources. Smart cities strive to minimize the environmental impact of tourism while enhancing the visitor experience.

■ **Safety and Security:** Smart cities prioritize safety and security for tourists using technologies like surveillance cameras, sensors, and smart emergency response systems. These systems can detect emergencies, monitor public spaces, and provide real-time alerts to authorities. They also enable quick and efficient responses during emergencies.

■ **Collaborative Governance:** Smart tourism in smart cities involves collaboration between government authority's stakeholders, and local communities. It relies on partnerships and shared data to effectively manage and develop tourism initiatives. By involving all stakeholders, smart cities can ensure that tourism benefits both the economy and the community.

CONCLUSION

In conclusion, smart tourism is reshaping the architectural industry, bringing technology and sustainability together to innovative and interactive experiences for visitors. From intelligent building systems to digital signage and virtual reality, smart technologies are leveraging smart technologies to enhance the visitor experience. With the ongoing advancements in technology, we can expect to see even more exciting developments in smart tourism in architecture in the future.

Smart tourism plays a crucial role in the development of smart cities. Leveraging technology, connectivity, and data, smart cities can enhance the tourist experience, optimize resource, promote sustainability, and ensure safety and security. As technology continues to advance, smart tourism in smart cities will continue to evolve, shaping the future of urban tourism.

Another element of smart tourism in architecture is the integration of digital. Virtual reality (VR) and augmented reality (AR) can be employed to provide visitors immersive experiences, allowing them to visualize and explore architectural designs before they are built. These technologies can also be used to enhance guided tours or exhibitions, offering interactive and educational elements to engage visitors.

Sustainability is a crucial aspect of smart tourism in architecture. Architects are incorporating sustainable materials, such as reclaimed wood, eco-friendly insulation, and energy-efficient glazing, into their designs. They are also implementing renewable energy systems, such as solar panels or wind turbines, to power buildings and reduce reliance on conventional energy sources. By integrating these sustainable practices, architects contribute to the overall goal of tourism in reducing environmental impact and promoting sustainability.

One aspect of smart tourism in architecture is the use of building systems. These systems utilize sensors, automation, and data analytics to optimize energy usage, improve occupant comfort, and reduce operational costs. For example, smart lighting systems can adjust brightness levels based on occupancy, natural light, and time of day, resulting in energy savings. Similarly, smart systems can monitor and adjust temperature and ventilation based on occupancy patterns and weather conditions, offering a comfortable indoor environment while minimizing energy consumption.



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MUNDARIJA

1-ШУЪБА

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

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