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

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ANALYSIS OF CASES OF USE OF SMART TECHNOLOGIES IN TOURISM AND HOTEL ENTERPRISES

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Abstract: In the tourism and hospitality industry, Smart technologies are important because it has the quality to support the production of the industry. Innovation in the field of Tourism has been growing rapidly in the last few years. While most service tourism businesses and hospitality industry professionals are doing their best to adapt to these rapid changes, new technology continues to advance the industry. This article discusses some of the emerging Smart technologies in the tourism and hotel industry and which sectors need to be developed.

Key words: Smart technology, hotel, tourism, innovation, artificial intelligence, marketing, management, data analysis.

Annotatsiya: Turizm va mehmondo'stlik sanoatida aqlli texnologiyalar muhim ahamiyatga ega, chunki u sanoat ishlab chiqarishini qo'llab-quvvatlash sifatiga ega. So'nggi bir necha yil ichida turizm sohasidagi innovatsiyalar jadal sur'atlar bilan o'sib bormoqda. Aksariyat xizmat ko'rsatuvchi turizm korxonalari va mehmondo'stlik sanoati mutaxassislari ushbu tez o'zgarishlarga moslashish uchun qo'llaridan kelganini qilishsa-da, yangi texnologiyalar sanoatni rivojlantirishda davom etmoqda. Ushbu maqolada turizm va mehmonxona sanoatida rivojlanayotgan ba'zi aqlli texnologiyalar va qaysi tarmoqlarni rivojlantirish kerakligi muhokama qilinadi.

Kalit so'zlar: aqlli texnologiya, mehmonxona, turizm, innovatsiyalar, sun'iy intellekt, marketing, menejment, ma'lumotlarni tahlil qilish.

Аннотация: В индустрии туризма и гостеприимства интеллектуальные технологии важны, поскольку их качество позволяет поддерживать производство в отрасли. В последние несколько лет инновации в сфере туризма быстро растут. В то время как большинство предприятий сферы услуг и профессионалов индустрии гостеприимства делают все возможное, чтобы адаптироваться к этим быстрым изменениям, новые технологии продолжают развивать отрасль. В этой статье обсуждаются некоторые новые интеллектуальные технологии в сфере туризма и гостиничного бизнеса, а также то, какие отрасли необходимо развивать.

Ключевые слова: умные технологии, отель, туризм, инновации, искусственный интеллект, маркетинг, менеджмент, анализ данных.

Travel technology is a broad term that is used to describe the application of IT, e-commerce, and similar technology solutions within the fields of tourism, travel, and hospitality. Hotel and tourism technology may be intended to assist businesses and their employees, improve the travel experience for customers, or both. Ultimately, the goals or motivations behind implementing travel technology include automating travel and related processes, saving time, reducing costs, and creating a more seamless travel experience for consumers. Technology can be deployed to enhance the customer experience before, during, and after the trip. Travel technology can help businesses streamline their processes or even automate processes traditionally requiring active human involvement. This can help a business reduce staffing requirements, cut costs and increase the income they generate, leading to improved financial results. In addition, technology can assist businesses through improved accuracy and convenience while helping reduce or eliminate human error. However, it is essential to always keep up with the latest tourism technology trends so that the best solutions are being used and that other businesses do not gain a competitive edge. Businesses should always keep up with



the latest travel technology trends because your main competitors will too. This means you risk giving them a significant advantage if you allow them to adopt new technology. At the same time, you rest on your laurels, especially if the technology is designed to benefit customers. As trends emerge and new technology becomes established, customers expect a certain level of experience and want the convenience associated. Customers will likely feel disappointed if your business fails to meet these expectations. This could then, in turn, lead to negative reviews and damage to your reputation. At the same time, keeping up with travel and tourism technology trends can also help employees and may make recruitment easier, as candidates will want to work with the latest tools, especially if it can reduce stress.

MATERIAL AND METHODS

Smart technologies have been increasingly integrated into the hotel industry to enhance guest experiences, improve operational efficiency, and reduce costs. Here are some Smart technologies commonly used in hotels:

- **Mobile Check-In and Keyless Entry:** Guests can use their Smartphones to check in and access their rooms, eliminating the need for physical keys or key cards.
- **In-Room Automation:** Smart thermostats, lighting, and blinds can be controlled by guests via mobile apps or voice commands, allowing for personalized room settings.
- **Voice Assistants:** Virtual voice assistants like Amazon Alexa or Google Assistant can provide information, control room functions, and offer recommendations for nearby attractions and services.
- **Smart TVs:** Televisions with built-in streaming services and casting capabilities, so guests can access their own content.
- **High-Speed Wi-Fi:** Fast and reliable internet connectivity is a must for modern hotels.
- **Room Control Systems:** Integrated control panels that allow guests to adjust room settings, request services, and access information.
- **Digital Concierge Services:** Chatbots or mobile apps that provide information, booking services, and recommendations for local attractions and dining options.
- **Guest Feedback Systems:** Automated surveys and feedback collection tools to gauge guest satisfaction and address concerns in real-time.
- **Automated Housekeeping:** Robots or Smart devices that assist with cleaning and restocking rooms.
- **Smart Lockers:** For secure package delivery and retrieval for guests.
- **Security and Surveillance:** Advanced surveillance systems and access control to ensure guest safety.
- **Guest Analytics:** Data analysis to understand guest preferences and tailor services accordingly.
- **Indoor Navigation:** Mobile apps that help guests navigate the hotel and find amenities, restaurants, and meeting rooms.
- **Environmental Sustainability:** Smart technologies for water and energy conservation, waste management, and sustainable practices.
- **Inventory and Asset Management:** RFID and IoT devices to track and manage hotel assets, from linens to appliances.

These technologies not only improve the guest experience but also help hotels streamline their operations, reduce costs, and adapt to changing customer preferences. Hoteliers need to balance technology adoption with guest privacy and security concerns to provide a safe and enjoyable experience for their visitors.

Smart technologies have transformed the tourism industry by enhancing the travel experience, providing information, and improving operational efficiency. Here are some Smart technologies commonly used in tourism:

- **Mobile Apps:** Tourism mobile apps offer features such as real-time navigation, booking accommodations and activities, and access to local information and recommendations.



- **Augmented Reality (AR) and Virtual Reality (VR):** AR apps can provide travelers with interactive information about landmarks and attractions, while VR can offer virtual tours of destinations before they visit.
- **Wearable Technology:** Devices like Smartwatches can assist travelers with navigation, language translation, and health and fitness tracking while on the go.
- **Location-Based Services (LBS):** These services use GPS and beacons to provide real-time information about nearby points of interest, offers, and events.
- **Language Translation Apps:** Translation apps can help travelers overcome language barriers, facilitating communication with locals and making travel more accessible.
- **Smart Destination Management:** Destination management systems (DMS) help destinations optimize tourism by collecting data, analyzing visitor behavior, and making real-time adjustments to services and resources.
- **Mobile Tour Guides:** Smartphones can serve as personal tour guides with audio and multimedia content about points of interest.
- **Biometric Identification:** Biometrics can streamline airport security and customs processes, making travel faster and more secure.
- **Mobile Check-In and Boarding Passes:** Airlines and hotels offer mobile check-in and digital boarding passes, reducing wait times and paperwork.
- **Smart Hotels:** Hotels with Smart technology offer guests features like mobile room keys, in-room automation, and virtual concierge services.
- **Sustainable Travel Apps:** Apps promote eco-friendly travel options, responsible tourism, and sustainable practices.
- **Smart Luggage Locks:** Bluetooth-enabled locks with remote locking and tracking capabilities enhance the security and convenience of luggage.
- **Reviews and Rating Platforms:** Travelers rely on platforms like TripAdvisor and Yelp to read reviews and ratings of hotels, restaurants, and attractions.
- **Travel Safety Apps:** Apps offer real-time safety information, including alerts for natural disasters, political unrest, and health emergencies.
- **Destination Marketing Technology:** Destination marketing organizations use data analytics and digital marketing strategies to attract and engage tourists.

These Smart technologies make travel more efficient, convenient, and enjoyable for tourists while also helping destinations and service providers improve their offerings and operations.

RESULTS

The hotels of the future are likely to incorporate even more advanced and innovative Smart technologies to enhance guest experiences, improve operational efficiency, and promote sustainability. While it's challenging to predict the exact technologies that will be in use, some emerging trends and technologies that may be prevalent in future hotels include:

- **Artificial Intelligence (AI) and Machine Learning:** AI-powered chatbots and virtual concierges will become even more intelligent, offering highly personalized recommendations and services based on guest preferences and behaviors. Machine learning will optimize pricing, room assignments, and other operational aspects.
- **Internet of Things (IoT):** IoT will continue to play a significant role, with Smart sensors and devices in hotel rooms and common areas. Guests will have seamless control over room settings, and hotels will gain more insights into energy and resource management.
- **Virtual Reality (VR) and Augmented Reality (AR):** VR and AR will offer guests immersive experiences, allowing them to preview rooms and explore destinations before booking. AR applications will assist with navigation and provide information on nearby points of interest.
- **5G Connectivity:** Ultra-fast 5G networks will provide high-speed internet access throughout the hotel, enabling seamless streaming, video conferencing, and other bandwidth-intensive activities.



- **Advanced Keyless Entry:** Biometric access, facial recognition, and other secure methods will replace traditional key cards and make check-in processes even more convenient.
- **Robotics:** Robots will take on more roles, from room service and housekeeping to concierge services, delivering items, and providing information.
- **Sustainability Technologies:** Future hotels will focus on eco-friendly solutions, such as energy-efficient building materials, Smart lighting, water conservation systems, and waste reduction programs.
- **Smart Room Layouts:** Flexible room layouts will adapt to guests' needs, providing versatile spaces for work, relaxation, and entertainment.
- **Voice and Gesture Control:** Guests will interact with hotel systems and devices using voice commands and gestures, making in-room controls more intuitive.
- **Holographic Displays:** Holographic interfaces may replace traditional TVs and monitors, offering 3D displays and interactive experiences.
- **Personalized Health and Wellness:** Hotels may integrate health monitoring and wellness technologies, such as in-room fitness equipment and health assessment tools.
- **Biometric Payments:** Biometric authentication for payment will be more widespread, offering a secure and convenient way to settle bills.
- **Hyper-Personalization:** Hotels will use data analytics to hyper-personalize guest experiences, from room decor and amenities to dining options and entertainment recommendations.
- **Smart Restaurants and Dining:** Automated kitchens and Smart dining areas will enhance the dining experience, with robots preparing and serving food and beverage orders.
- **Sustainable Transportation Solutions:** Hotels will offer eco-friendly transportation options, such as electric vehicle charging stations and electric shuttle services.
- **Remote Check-In and Check-Out:** More advanced mobile apps will enable guests to complete the entire check-in and check-out process without visiting the front desk.
- **Autonomous Vehicles:** Hotels may provide autonomous shuttles and valet services, reducing the need for traditional parking facilities.
- **Sustainable Architecture:** Green building practices and designs that prioritize energy efficiency and environmentally friendly construction materials will be more common.

The hotels of the future will likely be characterized by a seamless blend of technology, sustainability, and personalization, providing guests with a unique and enjoyable experience while maximizing operational efficiency. These advancements will be driven by guest expectations for convenience, comfort, and eco-conscious choices.

DISCUSSION

The future of tourism enterprises will likely be shaped by even more advanced Smart technologies to improve the overall travel experience, streamline operations, and meet evolving customer expectations. Here are some anticipated Smart technologies that may become commonplace in tourism enterprises of the future:

- **Distributed Ledger Technology:** Beyond blockchain, distributed ledger technology may be used to create decentralized travel ecosystems where multiple providers collaborate seamlessly.
- **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR for virtual tours, interactive maps, and immersive promotional content to help travelers plan and visualize their trips.
- **Wearable Technology:** Wearable devices that offer real-time travel updates, health monitoring, and navigation assistance, making it easier for travelers to explore new destinations.
- **Robotic Assistance:** The use of robots for customer service, luggage handling, and information dissemination at airports, hotels, and tourist attractions.
- **Smart Destination Management:** Destination management systems that use data and AI to optimize tourism infrastructure, transportation, and crowd management.
- **Internet of Things (IoT):** IoT sensors in hotels, airports, and attractions to gather data on guest behavior and preferences, enabling personalized experiences and efficient resource management.



- **Voice and Natural Language Processing:** Voice-activated virtual assistants and chatbots for providing real-time information and services to travelers.
- **Sustainability and Eco-Friendly Technologies:** Greater emphasis on sustainable and eco-friendly practices, including green energy sources, waste reduction, and carbon footprint monitoring.
- **Digital Payment Ecosystems:** Integrated digital payment systems that facilitate seamless transactions and currency conversion for international travelers.
- **Crowdsourced Content:** Increased reliance on crowdsourced content, such as user-generated reviews, to help travelers make informed decisions about their trips.
- **Quantum Computing:** Advanced computing capabilities for faster and more complex data analysis, potentially revolutionizing the tourism industry's data handling.
- **Data Privacy and Security:** Enhanced data privacy and cybersecurity measures to protect travelers' personal information and secure online transactions.
- **Smart Transportation:** Improved public transportation systems with real-time information, autonomous vehicles, and electric transport options, reducing traffic congestion and emissions.
- **Personalized Marketing and Targeting:** AI-driven marketing campaigns that tailor messages and offers to individual traveler preferences.
- **Crisis Management and Risk Assessment:** AI and data analysis to identify potential travel risks, natural disasters, or health emergencies, enabling better crisis management.
- **Digital Preservation of Cultural Heritage:** Technologies for preserving and sharing cultural heritage digitally to make it accessible to a global audience.
- **Sustainable Tourism Certification:** Development and adoption of universal sustainable tourism certification programs for travel destinations and enterprises.

The tourism enterprises of the future will leverage these Smart technologies to create more seamless, personalized, and sustainable travel experiences for visitors. Travel companies will need to adapt and innovate to remain competitive and meet the evolving demands of travelers in a rapidly changing technological landscape.

CONCLUSION

The use of Smart technologies in the field of tourism offers numerous benefits for both travelers and tourism businesses. Here are some compelling reasons why Smart technologies are valuable in the tourism industry:

Enhanced Customer Experience:

- **Personalization:** Smart technologies can collect and analyze data to provide travelers with highly personalized recommendations, creating more tailored and enjoyable experiences.
- **Convenience:** Features like mobile check-in, keyless entry, and virtual concierges simplify the travel process, making it more convenient for tourists.

Efficient Operations:

- **Automation:** Smart technologies streamline operational processes, reducing the workload of staff and minimizing the potential for errors.
- **Data Analytics:** Advanced data analysis helps businesses optimize pricing, resource allocation, and marketing strategies.

Improved Safety and Security:

- **Biometric Verification:** Enhanced security measures such as facial recognition and fingerprint scans improve safety and reduce the risk of identity theft.
- **Emergency Response:** Smart technologies can help tourists receive timely alerts and guidance during emergencies or natural disasters.

Sustainability:

- **Environmental Monitoring:** IoT and Smart systems allow for better monitoring and reduction of resource consumption, contributing to eco-friendly and sustainable tourism.
- **Sustainable Practices:** Smart technologies can encourage and enforce eco-friendly practices among tourism enterprises.

Competitive Advantage:

- **Differentiation:** Tourism businesses that embrace Smart technologies can differentiate themselves in the market and attract tech-savvy travelers. Efficiency: Streamlined operations can lead to cost savings, allowing businesses to reinvest in improving the quality of their services.

Cost Reduction:

- **Resource Optimization:** Smart technologies can help manage resources more efficiently, reducing operational costs and energy consumption.
- **Labor Efficiency:** Automation can reduce labor costs in repetitive and routine tasks. Global Accessibility: Booking and Information: Smart technologies make it easier for travelers to book flights, accommodations, and activities, and access information from anywhere in the world.

Innovation and Competitiveness:

- **Staying Current:** Tourism businesses that embrace Smart technologies demonstrate their adaptability and stay competitive in a rapidly evolving industry. Innovation: The integration of new technologies can lead to innovative services and experiences that set businesses apart.

Data-Driven Decision-Making:

- **Customer Insights:** Tourism businesses can gather valuable data on customer preferences and behavior, enabling them to make data-driven decisions and adapt their offerings. Operational Efficiency: Data analytics help identify areas for improvement, optimizing resource allocation and reducing waste.

Crisis Management:

- **Real-Time Updates:** Smart technologies provide real-time information and crisis management solutions, aiding travelers during emergencies or unexpected events. Communication: These technologies facilitate communication between businesses and customers, helping to manage crises effectively.
- **Access to Remote and Undiscovered Destinations:** GPS and mapping technologies allow travelers to explore remote and less-traveled areas, expanding the tourism industry beyond traditional destinations.

In conclusion, the integration of Smart technologies in the tourism industry has the potential to greatly improve the travel experience for tourists while increasing the efficiency and sustainability of tourism businesses. It also positions the industry to meet the expectations of a new generation of tech-savvy travelers who value convenience and personalization.

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MUNDARIJA

1-ШУЪБА

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

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