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

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To‘plamga xorijiy va mahalliy olimlar, sohaning yetuk mutaxassislari va oliy o‘quv yurtlarida turizm sohasidagi muammolar bo‘yicha ilmiy izlanishlar olib borayotgan doktorantlar, tadqiqotchilar, vazirlik, qo‘mita va turli mulkchilik shaklidagi korxona, tashkilotlarning yetakchi mutaxassislari, magistrnlarning ilmiy izlanishlarining natijalari kiritilgan.

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SMART TOURISM: FOREIGN EXPERIENCE AND PROSPECTS FOR ITS APPLICATION IN UZBEKISTAN

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Abstract: This article gives information about the history and the rapid revolution of tourism, as well as an international perspective on how to implement foreign experience in the development of “Smart tourism” in the Republic of Uzbekistan. The findings of the article are also discussed in terms of tourism destinations in twelve regions of the State to derive patterns and opportunities of value creation generated by contributors of this sector.

Key words: tourism development, Smart tourism, foreign tourism experience, case study on Smart tourism.

Annotatsiya: Ushbu maqolada turizmning tarixi va jadal inqiloblari, shuningdek, O‘zbekiston Respublikasida “Smart-turizm”ni rivojlantirish bo‘yicha xorijiy tajribani joriy etish bo‘yicha xalqaro istiqbol haqida ma‘lumot berilgan. Maqolaning natijalari, shuningdek, ushbu sektor hissa qo‘shuvchilar tomonidan yaratilgan qiymat yaratish naqshlari va imkoniyatlarini olish uchun davlatning o‘n ikki mintaqasidagi turizm yo‘nalishlari nuqtai nazaridan ham muhokama qilinadi.

Kalit so‘zlar: turizmni rivojlantirish, Smart-turizm, xorijiy turizm tajribasi, Smart-turizm bo‘yicha amaliy tadqiqotlar.

Аннотация: В данной статье представлена информация об истории и стремительной революции туризма, а также международный взгляд на то, как реализовать зарубежный опыт в развитии «Умного туризма» в Республике Узбекистан. Результаты статьи также обсуждаются с точки зрения туристических направлений в двенадцати регионах штата, чтобы выявить закономерности и возможности создания стоимости, создаваемые участниками этого сектора.

Ключевые слова: развитие туризма, Смарт-туризм, опыт зарубежного туризма, тематическое исследование по умному туризму.

INTRODUCTION

It is known from history that the lands of Uzbekistan along the ancient Great Silk Road have attracted worldwide attention and recognition as being an ostentatious heritage of natural and historical cities as well as the promotion of sacred places and temples of the world. In the years of independence in our country, the work on state support of the tourism industry, the creation of incentives for enterprises, as well as the formation of infrastructure for the tourism industry continues at a rapid pace. It should be noted that on October 4, 1993, Uzbekistan became the first Central Asian country to join the World Tourism Organization. This, in turn, has given a great positive impetus to the development of international tourism in Uzbekistan. Following that, modern infrastructure facilities have been built and new directions of tourism have been introduced at the level of world standards.

The advancement of information and communication technologies (ICTs) in general, and cloud computing technologies in particular, motivates tourism destination governments and practitioners to leverage Smart technologies to optimize their decision-making in business planning and enhance the tourist experience. Smart tourism refers to the burgeoning phenomenon in which tourism destinations, practitioners, and tourists depend accumulatively on emerging ICTs that enable colossal data transformation into value proposition. Smart tourism is integrated into the idea of service co-creation under service-dominant logic.

METHODS

The proliferation of mobile applications (apps), social media, location-based services, geo-tagging, virtual reality (VR), augmented reality (AR), and Smart devices, along with the Internet of Things



(IoT), present enormous opportunities for tourism stakeholders to produce, store, and retrieve massive amounts of data for a variety of uses. Enhanced visitor experiences, increased destination competitiveness, and improved sustainability are a few examples of these applications. Practitioners are beginning to use applications or software to forecast and evaluate visitor behavior. The key winners from Smart tourism are travelers, businesses, and travel locations. Governments across the world, including those in the United States, Mainland China, and South Korea, have been stepping up to construct the required infrastructure and create the technology to facilitate the growth of Smart tourism. The China National Tourism Authority, for instance, released "Guidance to Promote Smart Tourism Development" in 2015. The document stipulates key missions in the coming years, such as enhancing information infrastructure, building information-sharing platforms, improving Smart tourism governance, and Smart tourism marketing, to name a few. Since the release of the guide, local governments in Mainland China have followed suit with promotional campaigns on Smart tourism.

Massive volumes of consumer data have been gathered by several global organizations (such as social media, e-commerce, and telecoms) that may be used for Smart tourism. Online recommenders are common in e-commerce platforms, and flow control using visitor movement data is being implemented by several Smart destinations. While the development of Smart tourism is still in its early stages, 5G communication advancements that enable fast data transmission and pervasive networking of objects might provide a boost to the industry. Therefore, in the upcoming decades, Smart tourism will increase at an impressive rate.

DATA COLLECTION

This study carried out a systematic review. In order to gather more pertinent articles about Smart tourism, the researchers collected data in two rounds. All relevant publications were searched in the first round using three databases: Web of Science, EBSCOhost, and Scopus. The researchers established the search criteria in order to get the data collecting outcomes. To create keywords like "smart tourism," "smart tourist," "smart travel," "smart hotel," and "smart restaurant," the phrase "smart" was first linked with the terms "tourism," "tourist," "travel," "hotel" were gathered.

DATA SELECTION

To verify article quality and content relevancy, two rounds of data selection were carried out. Two researchers independently identified the substance of the articles in the first round of selection, discussed the articles, and eliminated those that had nothing to do with Smart tourism. Only articles published in journals listed in the Science Citation Index (SCI) and Social Science Citation Index (SSCI) were chosen in the second round of selection. Ultimately, following two rounds of data collection and selection, 124 publications about Smart tourism were confirmed.

DATA ANALYSIS

Several forms of analysis were used in this study. To determine the research emphasis of the selected publications, a qualitative analysis was performed. The distribution was analyzed using frequency analysis based on published year, research category, research region, research industry, and theories used in papers. Using the VOSviewer program, co-occurrence (keywords) and co-authorship (countries) analyses were performed to investigate the trend in keyword development over the last five years as well as the collaboration of different countries.

RESULTS

Smart tourism is a hot topic that has been gaining attention from academics and practitioners. Extant Smart tourism research ranges from case study, and conceptual paper, to methodology technology-driven research and behavioral model-building study. Prior studies have established a comprehensive knowledge of Smart tourism by taking the perspectives of tourists, industry practitioners, and destination governments. The idea of Smart tourism destinations was initially proposed by



tourism scholars and enriched by further elaborating the idea of a Smart tourism ecosystem in connection with conceptualizations of Smart technologies, Smart cities and Smart tourism consolidated the concepts of Smart tourism and proposed their new definition. In terms of theoretical foundation, some scholars viewed Smart tourism initiatives through the service-dominant logic, appears to be an important theoretical foundation for understanding the implications of Smart tourism. In addition, existing behavioral models such as the Technology Acceptance Model, Theory of Planned Behavior and Technology Readiness and Acceptance Model were used as theoretical foundations to examine tourist behaviors of Smart tourism. Despite the proliferation of the pertinent literature, the research development in this realm is still at its infancy. For example, consensus regarding the definition of Smart tourism, which is a prerequisite for theory development, appears not have been achieved, not to mention theoretical foundations developed specifically for the field. Additionally, practitioners do not seem to have a consistent understanding of what constitutes a Smart property (for instance, Smart hotels). Because of the rapid development of Smart technologies and its applications, there is a need to perform an up-to-date review of the extant literature to provide a solid foundation and direction for future research. The current paper aims to provide a systematic comprehensive review of the Smart tourism literature by revealing the research trend, themes, regions, theories, methodologies, and industry applications. Implications are proposed for future research directions.

Furthermore, governments should play a more proactive role in the Smart tourism ecosystem in formulating policies, establishing regulations, promotion, and coordinating the efforts of different stakeholders. Examples of these stakeholders include tourism destinations, online travel agents, telecommunication companies, and big data analytic companies. In addition, to maximize the benefits of Smart tourism, information or big data sharing is essential among governments. Second, cooperation among tourism practitioners and other Smart technology companies should be strengthened. Regular seminars or conferences regarding the opportunities and challenges of Smart technology applications should be held at the regional level. Information and idea sharing and generation is essential to propel Smart tourism development. A collaborative promotion of Smart tourism to enhance tourist awareness and strengthen destination brand competitiveness is deemed necessary. Third, a large-scale consumer survey regarding Smart tourism demand and preferences would be necessary. The success of Smart tourism mainly relies on its end-users' satisfaction, which is determined by whether or not their needs are fulfilled and expectations are met. As such, governments and practitioners should work hand-in-hand to fully understand customer needs and wants in order to improve the co-creation of tourism experience. Such surveys should be conducted on a regular basis, as customer demand may change over time. Finally, incubators on Smart technologies should be given public policy priority. To achieve long-term destination competitiveness, governments should take a more proactive stance to facilitate Smart technology innovations and applications in terms of funding support, land use policy, and tax preference.

From the research was made can be clearly realize that, in order to promoting the efficiency of the Smart Tourism project in Uzbekistan in the example of historical region of Bukhara and implementation innovative FCH (fast, convenient and high-quality service) through architectural-monuments of Bukhara city and hotels which called "Bukhara, in the museum in the open land".

This project is "Smart Tourism – Independent Travel Bukhara", which aims to develop innovative scientific and educational activities in order to increase the quality of service in existing tourist facilities of Bukhara region, to introduce innovative Smart tourism in order to increase the flow of local tourists for their development.

Meanwhile, improving the quality of services in the tourism sector through the introduction of innovative programs aimed at the representatives of different segments of the visitors, eliminating the problems encountered in the creation and provision of amenities for individual and local guests.

In particular, it is proposed to take measures to improve the quality of current flows through innovative tourism types, introduce additional programs, and spread the range of innovative services not only in one place, but across the Bukhara region.

Also, it will be possible to quickly and conveniently and efficiently perform tourism services by offering unusual innovative projects, using all the opportunities available in specialized parts of regions in our country as a tourist destination. A destination information center is a physical location where



travelers can go to acquire information about the destination. For a long time, destination information centers played a key role as the middleman linking tourists and suppliers to one another. With the advances in technology and local demands as well as destination information centers have evolved. Today, not only do we can provide information, but also generate revenue, collect data on travelers, engage the local community. This evolved approach to destination information centers makes them sustainable and valuable to both the local community and the incoming tourists. And the advantages will be next: expecting user needs based upon a different of factors, and giving advice and recommendations with respect to the choice of context-specific utilization activities such as points of interest even dining and recreation.

CONCLUSION

Technology has been developing at an unprecedented pace, which fundamentally changes and will continue to change our way of life. People must embrace technology advancements. On the other side, Smart tourism is becoming the exciting technology applications that are shaping the future landscape. Recent years witnessed a remarkable growth of Smart tourism that attracted attention from practitioners and scholars. The current thesis conducted a state-of-the-art review of the existing literature in different disciplines regarding Smart tourism and identified research trends, themes, regions, and industrial applications and how to launching them in Uzbekistan. The study offers several important implications for future research directions also. In order to have a better understanding about the implementation of Smart Tourism in the study provides an analysis of the state of the art on the use of data in the tourism sector in Europe and across the world. In addition, it offers a series of recommendations to accelerate the use of data by European destinations to improve their tourism offer. This guide on data for tourism destinations might therefore result useful for any type of destination willing to improve the way they collect and use data for tourism purposes and hopefully become inspirational for those cities, regions, or countries, eager to start their journey towards becoming Smart tourism destinations. Tourism encourages the creation and development of a service-based economy. The scope of this activity ranges from large hotels in Tashkent to small hostels in Samarkand, boutiques at international airports, and small craft shops on the picturesque streets of Bukhara and Khiva. It enhances economic skills in people and expands the horizons of knowledge. Today, in most countries, including the 10 most developed countries, all efforts are focused on attracting foreign tourists. It is well known that tourism is beneficial for developing countries, especially in increasing cash flow. In terms of Smart tourism refers to the use of technology and data to enhance the overall travel experience for tourists. It involves the integration of various digital tools and platforms to provide personalized, seamless, and efficient services. Foreign countries have been adopting Smart tourism practices to attract more tourists and enhance their experiences. Uzbekistan, with its rich cultural heritage and natural beauty, can also benefit from implementing Smart tourism strategies. One key aspect of Smart tourism is the use of mobile applications as mentioned above in social media tools. These apps can provide tourists with information about local attractions, events, and transportation options, and even offer personalized recommendations based on their preferences. By developing a user-friendly and informative mobile app, Uzbekistan can effectively showcase its tourist destinations and provide real-time updates to visitors.

Another important component of Smart tourism is the use of data analytics. By collecting and analyzing data on tourist preferences, behaviors, and feedback, Uzbekistan can gain valuable insights to improve its tourism offerings. This data can help identify popular destinations, optimize transportation routes, and tailor marketing campaigns to specific target groups. Furthermore, implementing Smart infrastructure can greatly enhance the tourism experience. For example, Smart transportation systems can provide real-time information on public transportation schedules as well as traffic conditions and even offer integrated ticketing systems. This can make it easier for tourists to navigate and explore different parts of Uzbekistan. To successfully implement Smart tourism in Uzbekistan, collaboration between the government, tourism industry stakeholders, and technology providers is vital. The government should create policies and regulations that support the development and adoption of Smart tourism practices. Industry stakeholders, such as hotels, tour operators, and transportation



companies, should invest in technology infrastructure and staff training to provide high-quality Smart tourism services. Technology providers can offer innovative solutions and support the implementation of Smart tourism initiatives. A new way of practicing tourism that enables tourists to access the services and information regarding their tour more conveniently thanks to some advanced technologies and interactive/participative management. Smart tourism does not only deal with tourists but also with residents. Tourists and residents wishes and needs can be understood more accurately in a Smart setting due to advanced technology and participative-management. Smart Tourism has focused on the use of advanced technologies to transform data into efficient new business models by using and evaluating data collected through physical infrastructures and social connections. It relies on new technologies such as ICT, mobile communication, cloud computing, artificial intelligence, and virtual reality in order to provide better tourism experiences. Smart tourism has great potential for enhancing the tourism industry in Uzbekistan. By leveraging technology and data, Uzbekistan can provide personalized and efficient services to tourists, improve sustainability practices, and ultimately attract more visitors. With careful planning, collaboration, and investment, Uzbekistan can successfully apply Smart tourism practices and develop its tourism sector.

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MUNDARIJA

1-ШУЪБА

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

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