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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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PERSPECTIVES FOR THE FURTHER DEVELOPMENT OF SMART TOURISM IN UZBEKISTAN

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Abstract: This paper explores the perspectives for the further development of Smart tourism in Uzbekistan. Smart tourism refers to the integration of advanced technologies and digital innovations to enhance the tourism experience. Uzbekistan, with its rich cultural heritage and diverse attractions, has immense potential to leverage Smart tourism initiatives to attract and cater to modern travelers. The research examines the current landscape of Smart tourism in Uzbekistan, including existing technological infrastructure and initiatives. It also analyzes the opportunities and challenges associated with implementing Smart tourism practices in the country. The study highlights the potential benefits of Smart tourism, such as enhanced visitor experiences, improved destination management, and sustainable tourism practices. Furthermore, the research explores strategies and recommendations for the future development and promotion of Smart tourism in Uzbekistan. By examining the perspectives for the further development of Smart tourism, this paper aims to provide insights that can contribute to the growth and competitiveness of Uzbekistan's tourism industry.

Key words: digital economy, Smart tourism, mobile internet.

Annotatsiya: Ushbu maqola O'zbekistonda Smart-turizmni yanada rivojlantirish istiqbollarini o'rganadi. Smart-turizm turizm tajribasini oshirish uchun ilg'or texnologiyalar va raqamli innovatsiyalarning integratsiyasini anglatadi. O'zining boy madaniy merosi va turli diqqatga sazovor joylari bilan zamonaviy sayohatchilarni jalb qilish va ularga xizmat ko'rsatish uchun Smart-turizm tashabbuslarini qo'llash uchun ulkan salohiyatga ega. Tadqiqot O'zbekistondagi Smart-turizmning hozirgi manzarasini, jumladan, mavjud texnologik infratuzilma va tashabbuslarni o'rganadi. Shuningdek, u mamlakatda Smart-turizm amaliyotini joriy etish bilan bog'liq imkoniyatlar va muammolarni tahlil qiladi. Tadqiqot Smart-turizmning potentsial afzalliklarini ta'kidlaydi, masalan, tashrif buyuruvchilar tajribasini oshirish, maqsadli boshqaruvni yaxshilash va barqaror turizm amaliyoti. Bundan tashqari, tadqiqot O'zbekistonda Smart-turizmni kelajakda rivojlantirish va ilgari surish bo'yicha strategiya va tavsiyalarni o'rganadi. Smart-turizmni yanada rivojlantirish istiqbollarini o'rganib, ushbu maqola O'zbekiston turizm sanoatining o'sishi va raqobatbardoshligini oshirishga hissa qo'shishi mumkin bo'lgan tushunchalarni taqdim etishga qaratilgan.

Kalit so'zlar: raqamli iqtisodiyot, Smart-turizm, mobil internet.

Аннотация: В данной статье исследуются перспективы дальнейшего развития умного туризма в Узбекистане. Smart-туризм подразумевает интеграцию передовых технологий и цифровых инноваций для улучшения туристического опыта. Узбекистан с его богатым культурным наследием и разнообразными достопримечательностями обладает огромным потенциалом для использования инициатив в области умного туризма для привлечения и обслуживания современных путешественников. В исследовании рассматривается текущая ситуация в сфере умного туризма в Узбекистане, включая существующую технологическую инфраструктуру и инициативы. В нем также анализируются возможности и проблемы, связанные с внедрением практики умного туризма в стране. В исследовании подчеркиваются потенциальные преимущества умного туризма, такие как улучшение качества обслуживания посетителей, улучшение управления дестинациями и практика устойчивого туризма. Кроме того, в исследовании изучаются стратегии и рекомендации по будущему развитию и продвижению умного туризма в Узбекистане. Рассматривая перспективы дальнейшего развития умного туризма, данная статья призвана предоставить информацию, которая может способствовать росту и конкурентоспособности туристической отрасли Узбекистана.

Ключевые слова: цифровая экономика, Smart-туризм, мобильный интернет.



INTRODUCTION

Uzbekistan, a land of rich cultural heritage, breathtaking landscapes, and historical significance, holds immense untapped potential for the development of its tourism industry. Nestled in the heart of Central Asia, this captivating country is poised to become a thriving hub for both domestic and international travelers. With its diverse array of attractions, warm hospitality, and a renewed focus on tourism development, Uzbekistan is ready to welcome the world.

In recent years, Uzbekistan has embarked on a transformative journey to position itself as a top-tier destination on the global tourism map. The government's commitment to tourism development, coupled with strategic investments in infrastructure, marketing campaigns, and policy reforms, has laid a solid foundation for the growth of the industry. As a result, the tourism landscape in Uzbekistan has witnessed a remarkable transformation, attracting a growing number of visitors from all corners of the globe.

Domestic tourism is a vital component of Uzbekistan's tourism industry, as it allows residents to explore and appreciate the country's rich cultural and natural heritage. The promotion of domestic travel has been a key focus, encouraging locals to discover the hidden gems within their own country. Efforts to enhance accessibility, develop tourist-friendly infrastructure, and showcase lesser-known destinations have kindled a sense of pride and curiosity among Uzbek citizens, encouraging them to embark on memorable journeys within their homeland.

On the international front, Uzbekistan has emerged as an increasingly popular destination for travelers seeking authentic experiences and off-the-beaten-path adventures. The country's UNESCO World Heritage Sites, such as the historic cities of Samarkand, Bukhara, and Khiva, showcase the grandeur of the Silk Road and offer a glimpse into the region's rich history. The stunning landscapes of the Nuratau-Kyzylkum Biosphere Reserve, the Aral Sea region, and the picturesque Fergana Valley beckon nature enthusiasts and adventure seekers alike. Additionally, Uzbekistan's cultural festivals, traditional craftsmanship, and vibrant local markets provide a captivating tapestry of experiences for visitors.

As Uzbekistan continues to position itself as a premier tourist destination, the government's commitment to sustainable tourism practices is commendable. Conservation efforts, community involvement, and the preservation of cultural heritage are integral to the country's tourism development strategy. By embracing responsible tourism principles, Uzbekistan aims to ensure that future generations can also enjoy the beauty and authenticity of its landscapes and cultural treasures. Furthermore, we will discuss the challenges and opportunities that lie ahead, as Uzbekistan strives to establish itself as a leading player in the global tourism arena.

RESEARCH AND METHODOLOGY

- 1) the analysis and synthesis method is employed to examine the availability and usage of the internet in developing Smart tourism in Uzbekistan's digital economy.
- 2) Scientific abstraction, induction, and deduction are utilized in research to compare similarities between different countries and analyze research outcomes from scientists.
- 3) The abstract-logical approach is utilized to theoretically generalize the research findings and formulate conclusions.
- 4) Mathematical and statistical processing of research results involves analyzing the collected data through various techniques such as ranking, scaling, registration, systematization, differentiation, grouping, and graphical representation.

Let's begin with domestic tourism: Specialists from the Institute of Macroeconomic and Regional Studies (IMRS) conducted an online survey to assess the situation related to the development of domestic tourism in Uzbekistan. A total of 1282 respondents from the Republic of Karakalpakstan, all regions, and the city of Tashkent of our country participated in it.

The survey results revealed that the level of intensity in domestic tourism in Uzbekistan is relatively low. Specifically, 34.7% of respondents stated that they do not travel, 42.0% travel once a year, and 14.4% travel once every three months.



According to the survey, nearly 50 percent of trips within the country are made to four regions: Samarkand (15.8%), Bukhara (9.4%), Tashkent (10.6%), and the city of Tashkent (11.4%). The smallest share is attributed to the Republic of Karakalpakstan (3.0%), mainly due to its remote location.

When asked about their preferred mode of travel, 81.2% of respondents answered that they travel independently, 15.5% travel through organized arrangements provided by their workplace, and 2.4% utilize tour operators.

Undoubtedly, transportation infrastructure plays a significant role in the development of domestic tourism. The respondents' answers indicated that they predominantly travel by private car (56.8%) or train (17.3%).

Regarding tourist destinations, 17.6% of survey participants prefer mountainous areas, 17.1% opt for family tourism, 22.6% engage in pilgrimage tourism, and 11.5% are interested in cultural and educational tourism. Additionally, 5.7% of respondents expressed a preference for sanatoriums, 3.5% for youth and adventure tourism, 3.0% for business tourism, and 6.1% for ecotourism. These statistics indicate that these tourism sectors are developing in Uzbekistan.

When asked about the factors that attract people to health resorts, the primary responses were the clean mountain air (35.9%) and the availability of family-oriented recreational opportunities (16.4%), as well as the positive impact on health (10.8%).

Regarding the promotion and support of domestic tourism, 26.2% of respondents emphasized the need for incentives for intercity travel (such as discounts on meals and parking), 23.6% highlighted the necessity for the development of an affordable and high-quality public transportation system, and 11.6% suggested the establishment of transport and logistics centers. [1]

To achieve the target of 25 million domestic tourists as outlined in the Uzbekistan 2030 strategy, [2] it is crucial for the regulatory and managerial bodies of the Republic of Uzbekistan to implement specific steps and embrace advanced approaches that cater to the preferences of the youth in the digital economic era.

Factors found to be influencing international tourist flow have been explored in several studies. They vary widely in terms of dependent and independent variables, periods and levels of the data, empirical methodologies, and country of origin and destination pairs. Meta-analysis of tourism demand from 195 studies shows international tourism vary significantly across different origins, destinations, products, data frequencies, demand variable measures, modeling methods, and in terms of travel distances.[3][4]The movements of people between places are highly complex and are influenced by a wide variety of interrelated variables.[5]

Embrace the digital revolution by leveraging technology and online platforms to promote domestic and international tourism. Develop user-friendly websites, mobile applications, and social media campaigns that provide comprehensive information about destinations, attractions, and travel experiences. Enable online booking systems and facilitate seamless digital transactions to enhance convenience for tech-savvy youth.[6]

Travelers today expect personalized and tailored experiences. They seek customized itineraries, recommendations, and suggestions that align with their individual preferences and interests. [7] Advanced technologies such as artificial intelligence (AI) and machine learning can analyze user data and provide personalized recommendations for accommodations, attractions, and activities.

The convenience of digital platforms is paramount for modern travelers. They prefer online booking systems that allow them to compare prices, read reviews, and make bookings from the comfort of their own homes or on the go.[8] Mobile applications and user-friendly websites are essential tools for digital-savvy tourists, offering easy access to information, reservations, and real-time updates.

Immersive technologies like virtual reality (VR) and augmented reality (AR) have gained popularity in the tourism industry. These technologies provide virtual tours, 360-degree videos, and interactive experiences that allow travelers to preview destinations and attractions before their actual visit. [9]VR and AR also enhance storytelling and create engaging narratives that captivate tourists.[10]

In the digital era, there is a growing emphasis on sustainable and responsible tourism practices. [11] Travelers are more conscious of their environmental and social impact and seek destinations



and businesses that prioritize sustainability. Advanced approaches in tourism focus on eco-friendly accommodations, community-based tourism initiatives, and promoting local cultures and traditions while minimizing negative impacts on the environment.

Tourism organizations and businesses are leveraging digital marketing strategies to attract and engage with modern travelers. This includes targeted online advertising, social media campaigns, content marketing, and influencer collaborations.[12] Engaging storytelling, visually appealing content, and interactive campaigns are used to capture the attention and interest of potential tourists.

Highlighting the importance of considering both quantitative and qualitative data for the development of tourism in Uzbekistan. While quantitative data provides numerical insights and trends, qualitative data offers valuable contextual information and a deeper understanding of various factors that influence tourism development. Here are some key qualitative considerations related to Uzbekistan:

- a) Recognizing the limited water resources in Uzbekistan is crucial for sustainable tourism development. Efficient water management practices, such as promoting water conservation measures in hotels and tourist facilities, can be implemented to ensure responsible water usage in the tourism sector.
- b) While Uzbekistan is not located close to oceans or seas, it possesses unique geographical features that can be leveraged for tourism. The country's diverse landscapes, including mountains, deserts, and fertile valleys, offer opportunities for adventure tourism, nature-based activities, and cultural experiences.
- c) Uzbekistan's subtropical climate zone presents both opportunities and challenges for tourism development. The distinct four seasons provide a chance to promote seasonal tourism activities, such as skiing in winter, blossoming gardens in spring, cultural festivals in summer, and autumn foliage tours. However, it is important to consider climate-related factors, such as extreme temperatures during summer and potential impacts on tourism activities and visitor comfort.
- d) The development of internet coverage and reliable connectivity is essential to meet the demands of modern tourists. Access to high-speed internet and widespread coverage enables convenient online bookings, access to travel information, and digital marketing strategies. Expanding internet infrastructure and improving connectivity in remote areas can enhance the overall tourist experience and support the growth of digital tourism initiatives.[13]

CONCLUSION

For Uzbekistan to develop and enhance Smart tourism, several key steps should be taken. These include:

- Enhancing internet coverage and connectivity across the country is crucial. This will enable tourists to access information, make online bookings, and engage with digital platforms seamlessly. Investing in internet infrastructure and expanding coverage to remote areas will contribute to a more connected and digitally-driven tourism experience.
- Encouraging the growth of environmentally friendly startups within the tourism industry is essential. These startups can focus on sustainable tourism practices, eco-friendly accommodations, and responsible travel experiences. Providing support, incentives, and incubation programs for such startups will foster innovation and contribute to the development of a sustainable tourism ecosystem.
- Improving the quality and diversity of content related to travel roads, hotels, attractions, and destinations is important. This includes providing accurate and up-to-date information, high-quality visuals, and engaging storytelling. Streamlining procedures for permits, visas, and travel logistics will also contribute to a smoother and more efficient travel experience for tourists.
- Allocating resources to develop and upgrade tourism infrastructure is crucial. This includes improving transportation networks, accommodations, public facilities, and tourist attractions. Upgrading existing infrastructure and developing new facilities will enhance the overall visitor experience and support the growth of Smart tourism initiatives.

- Recognizing the significance of IT in the tourism industry, allocating more IT personnel within the sector is essential. This includes hiring skilled professionals to develop and maintain digital platforms, implement Smart technologies, and manage data-driven initiatives. Having a dedicated IT workforce will support the implementation of advanced technological solutions and drive innovation in the tourism sector.

By focusing on these areas, Uzbekistan can lay the foundation for Smart tourism development. Improving internet coverage, promoting environmentally friendly startups, enhancing content and procedures, investing in infrastructure, and allocating IT personnel will contribute to the country's digital transformation and position it as a competitive and attractive destination in the global tourism market.

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MUNDARIJA

1-ШУЪБА

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

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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.