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

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- 08.00.17 Turizm va mehmonxona faoliyati



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APPEARANCES, CLASSIFICATION AND APPLICATION OF SMART TOURISM

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Abstract: This article describes the role, structure and importance of Smart tourism in the country. In order to increase the income through Smart tourism, foreign experiences are shown and those that should be applied in our country are presented.

Key words: Smart tourism, Sustainable tourism, Uzbekistan, Technology, Responsible travel, Community engagement.

Annotatsiya: Ushbu maqolada mamlakatda Smart-turizmning roli, tuzilishi va ahamiyati yoritilgan. Smart-turizm orqali daromadni oshirish maqsadida xorijiy tajribalar ko'rsatilib, mamlakatimizda qo'llanilishi kerak bo'lgan jihatlari tahlil etilgan.

Kalit so'zlar: Smart-turizm, texnologik imkoniyatlar, o'yin-kulgilar, mobil aloqa, raqamlashtirish, aqlli xaritalar.

Аннотация: В данной статье описаны роль, структура и значение умного туризма в стране. В целях увеличения доходов за счет умного туризма показан зарубежный опыт и представлены те, которые следует применять в нашей стране.

Ключевые слова: Смарт-туризм, технологические возможности, развлечения, мобильная связь, цифровизация, умные карты.

Over the last decades, tourism has become one of the largest industries in the world. It is claimed that tourism can have bad effects the majority of the people have some benefits and drawbacks of travel, and they will be discussed in this article. One of the primary advantages of travel is that it boosts the country's economy, as it acts as a source of economy for both government and local people. For example, when tourists arrive in a country, they tend to spend their money on a board range of services and goods, including transportation, amusements, food, hotels, and even medical. Another advantage worth nothing is that tourist promotes international connections which can increase business opportunities. In other words, travel brings investment opportunities from wealthy foreign investors. For example, in many countries, the government focus on the tourism sector more in order to enhance the economy of the country. So that types of tourism helps to country to develop well, for instance is Smart tourism. Smart tourism is predicated on the technological capabilities of a destination, a particular attraction or the traveler himself. Many destinations are now modernizing to increase the use of Smart technology in their operations, from payment methods to interactive activities. The ultimate goal of Smart tourism is to improve resource management efficiency, maximize competitiveness and enhance sustainability through the use of technological practices and innovations.

Smart tourism is an important component of a smart city. Tourism is one of the major components of economic growth for communities worldwide. A key requirement of tourism has been to attract more and more tourists from different parts of the world. Smart tourism refers to the application of information and communication technology, such similar to the Smart cities, for developing innovative tools and approaches to improve tourism. Smart tourism is reliant on core technologies such as ICT, mobile communication, cloud computing, artificial intelligence, and virtual reality. It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government), and users in combination with advanced technologies to increase efficiency, sus-



tainability, experiences. The information and communication technology tools used for Smart tourism include IoT, mobile communication, cloud computing, and artificial intelligence. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide Smart tourism opportunities. The principles of Smart tourism lie at enhancing tourism experiences, improve the efficiency of resource management, maximize destination competitiveness with an emphasis on sustainable aspects. It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed. They are observed to be effective in technologically advanced destinations such as smart cities. It is often associated with e-tourism because it involves the use of technology. China is a leader in Smart travel, where travelers can use their phones to perform simple tasks such as paying for taxis, ordering meals, checking wait times and reading point information, destination or tourist destination they are visiting. A QR code is provided.

A definition of Smart tourism

‘Smart’ has become somewhat of a buzzword in recent years. In essence, for something to be ‘smart’ it needs to have complex technological capabilities in order to allow for the exploitation of a range of information that is then used to inform product development and operation. Whilst the average tourist may not be aware of what goes on behind the scenes, there is likely a lot of work that goes on to ensure maximum productivity and competitiveness. Whilst the concept of ‘smart’ isn’t directly correlated with technology, in today’s world they are inevitably intertwined. In order to be ‘smart’, destinations, attractions and other tourism industry stakeholders will utilise a variety of technological innovations and practices (these are outlined shortly). As such, the use of technology is at the heart of the concept of Smart tourism. The Evropean Capital of Smart Tourism, define a Smart destination as: ‘A destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based tools. It is a healthy social and cultural environment, which can be found through a focus on the city’s social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness.’ To further elaborate, Buhalis and Amaranggana explain that: Smart Tourism Destinations take advantage of: (1) Technology embedded environments; (2) Responsive processes at micro and macro levels (3) End-user devices in multiple touch-points; and (4) Engaged stakeholders that use the platform dynamically as a neural system.’ ‘Smart tourism is the act of tourism agents utilising innovative technologies and practices to enhance resource management and sustainability, whilst increasing the businesses overall competitiveness’, resource management, maximise competitiveness and to enhance sustainability through the use of technological innovations and practices.

Types of Smart tourism

At the heart of Smart tourism is technology, that much is clear. But the key is how this technology is used to make the tourism agent (destination management organisation, tourist attraction, hotel, restaurant etc) operate more effectively.

Ways to implement Smart tourism

Smart tourism can be implemented in any number of different ways, providing it achieves the outcomes of enhanced resource management, sustainability and competitiveness. There are five main ways to do this, although this list is, of course, not exhaustive. These five methods include; Smart accessibility options, Smart sustainability initiatives, Smart information sharing, Smart research and management tools and Smart tourist experiences.

Smart tourism accessibility options

In order to a tourism agent to identify as Smart tourism initiative, they must demonstrate that they are accessible to all, both in a physical and a digital sense. This means that everyone has access to the tourism provider, regardless of age, gender, religion, race, sexuality or disability. A Smart tourism attraction or destination should have a well development transport infrastructure that enables all types of people to travel (i.e. there is wheelchair access and lifts for parents with prams etc). This should also include reasonably priced transport options, which will usually be public transport. At the



attraction or destination itself, there should be opportunities for everybody to access all areas. This may include lifts and ramps for disabled people. Smart tourism accessibility also includes language communications.

Smart tourism sustainability initiatives

Sustainable tourism is at the forefront of many tourism agent's plans and operations nowadays, and for good reason. As I explained in my post 'Sustainable tourism explained', such practices not only help to provide a good image for the organisation, but also help to combat the negative social, environmental and economic impacts of tourism. An important arm of Smart tourism is the sustainability sector. Tourism agents which operate successful Smart tourism initiatives should have a considerable focus on sustainability; reducing their carbon footprint, adopting environmentally friendly approaches and taking into account the host communities and their needs. There are many ways that organisations can use smart technology to improve their sustainability practices. Helsinki demonstrated their commitment to sustainable tourism during their Sustainable Flow Festival and Estonia have their Green Key initiative. At a more local level, there are many eco hotels and resorts around the world as well as socially beneficial tourism forms such as volunteer tourism. Of course, having sustainable practices alone doesn't qualify a tourism agent as a Smart tourism provider. These practices need to be underpinned by technologies, such as the use of solar panel lighting for example, that enable said practices to be achieved.

Smart tourism information sharing

One of the key advancements enabling Smart tourism to occur in recent years is the growth of information sharing platforms. The digitalisation of modern day society has opened up a wealth of opportunities for tourism providers to share information to a wide range of tourist types. The growth of social media, QR codes and mini-programmes has provided tourism agents with opportunities that were not previously available. Tourism organisations can now use these new opportunities to provide information prior, during and after the tourists' visit. They can also utilise more efficient promotional methods and marketing on these online platforms. Complex algorithms, cookies and other digital monitoring methods can help organisations to be more and more in tune with their consumers or potential consumers. This allows them to develop more suitable and targeted products. Organisations have been capitalising on the new possibilities of Smart tourism information sharing by adopting electronic means of sharing information, for example in a museum or exhibit, encouraging the use of particular social media hashtags and geotagging and developing custom made apps. While many organisations around the world have turned to Smart tourism information sharing practices, China is leading the way in this domain. Chinese tourism attractions are abundant with QR codes and their social media sharing platform, WeChat, enables tourism providers to develop their own mini-programmes- kind of like apps, but less extensive and without the need to download anything.

Smart tourism research and management tools

Nowadays there are many methods of obtaining and monitoring information. Organisations now have a wealth of data at their fingertips. Adopting Smart tourism research and management tools, such as designing a custom-made tourism flow monitor or developing a tailor-made CRM programme, can dramatically improve business outcomes. A good example of a destination that has implemented Smart tourism research and management tools in this way is Malaga, where they have introduced a parking app to help travellers park more effectively and reduce congestion.

To conclude, perhaps the most obvious type of Smart tourism (for the tourist at least), is the Smart tourist experience. Destinations, attractions and other tourism providers are now adopting innovative technological approaches to develop and enhance the tourism experience that they offer. This ranges from augmented reality applications to gaming and virtual reality. This article on the top 20 augmented reality travel apps show a few examples of how this works in practice. In the UK, The Hub Hotel from Premier Inn has made augmented reality compatible with the wall maps in the hotel rooms. When these maps are viewed through a Smart device the wall maps present additional information about some of the local places of interest.

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