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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
- 08.00.17 Turizm va mehmonxona faoliyati



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DEVELOPMENT OF SMART TOURISM IN UZBEKISTAN BASED ON MODERN PRINCIPLES AND USING FOREIGN EXPERIENCE

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The introduction of Smart technology is causing a global paradigm change in the tourist sector. Information and communication technology (ICT) integration, or "smart tourism," is becoming a key component of destination management, visitor experience enhancement, and sustainable tourism practices. This review article examines the integration of contemporary ideas and takes cues from globally successful models to offer some options for the growth of Smart tourism in Uzbekistan.

- 1.1. **Overview Introduction:** With its varied landscapes and rich cultural legacy, Uzbekistan has enormous potential to play a significant role in the global tourist industry. Adopting Smart tourism practices can help sustain economic growth in addition to drawing in more tourists.
- 2.1. **Smart Tourism:** The objectives of this study are as follows: Describe Smart tourism and highlight its significance in the modern travel landscape. Talk about key components like IoT, AI, data analytics, and mobile applications.
- 2.2. **Modern Principles:** Examine principles like personalization, connectivity, sustainability, and accessibility as essential elements in the development of Smart tourism.
- 2.3. **Foreign Experience:** Review successful Smart tourism initiatives from countries like Singapore, South Korea, and Estonia. Analyze the best practices in Smart tourism from other countries. Provide a framework for the implementation of Smart tourism in Uzbekistan.
- 3.1. **Data Collection Methodology:** Digitization. Digital technologies have been adopted by Uzbekistan in a number of industries, including tourism. This entails promoting travel and disseminating information via online channels. Services for E-Government: the government has been working on digitizing public services, including travel-related services like informational campaigns and visa applications. Connectivity on the Go: the nation's mobile connectivity has improved, guaranteeing visitors will be able to stay in touch while travelling. Initiatives for Smart Travel: Uzbekistan has expressed interest in implementing Smart tourism techniques, such as utilizing ICTs to improve visitors' experiences in general. Technology-Assisted Preservation of Cultural Heritage: A lot of work has gone into utilizing technology to promote and preserve cultural heritage sites.
- 3.2. **Evaluation by Comparison Singapore.** Advanced Technology Infrastructure: Singapore is a prime example of a Smart city project, having gained international recognition for its state-of-the-art technology infrastructure. Effective Public Services: a smooth and effective visitor experience is enhanced by the use of technology into public services, transportation, and tourism destinations. Issues and Omissions: High Implementation expenses: Developing nations with low financial resources may find it difficult to adopt Singapore's approach due to its significant upfront expenses. Possible Overreliance on Technology: There's a chance that we rely too much on technology, which might alienate people who aren't as comfortable with it or don't have access to digital solutions.

**Jeju Island, South Korea:**

- **Smart Tourism Island:** By effectively integrating technology, Jeju Island's Smart tourism projects have improved tourist experiences. Community Involvement: Projects that involve nearby communities in the creation of Smart tourism are a step towards a more inclusive strategy. Issues and Omissions: Scale and Specificity: The efforts on Jeju Island may not be as applicable in larger nations due to their specific features, and their island location may restrict their broader application. Privacy problems: The widespread use of technology and data creates privacy problems that need for strict laws and moral considerations.

Estonia Prospective:

- **E-Government Success:** The tourist industry may benefit from the tourism sector's administrative procedures being streamlined by following Estonia's lead in deploying e-government services.
- **Digital Nomad Friendly:** Laws that assist digital nomads may draw a certain type of traveler who is looking for remote employment.
- **Issues and Omissions:** Digital Divide: Given how important universal access to technology is, nations with sizable digital divides may find it difficult to emulate Estonia's achievements.
- **Cultural Adaptation:** Estonia's success is shaped by its own socio-political environment, and in order to be globally applicable, cultural adaptation is required.

Potential in Dubai, United Arab Emirates:

- **Futuristic Infrastructure:** Dubai's dedication to Smart technology and futuristic design makes for a distinctive and alluring travel experience.
- **Tourist-Centric Initiatives:** Dubai places a high priority on integrating technology to meet the needs of contemporary tourists, from immersive experiences to Smart hotels.

Issues and Omissions:

- **Environmental Sustainability:** Due to Dubai's rapid expansion, there is a need to strike a balance between environmental considerations and technology in order to ensure environmental sustainability.
- **High Dependency on Tourism:** As demonstrated by the COVID-19 epidemic, Dubai's strong reliance on tourism as a primary economic driver may provide difficulties in times of global crisis.

In contrast to Uzbekistan:

- **Prospective: Rich Cultural legacy:** If properly shown through technology, Uzbekistan's rich cultural and historical legacy might become a major draw for tourists.

Issues and Omissions:

- **Infrastructure Development:** To truly support Smart tourism, Uzbekistan may need to invest in modernizing its whole infrastructure.
- **Digital Literacy:** The effective use of Smart tourism will depend on ensuring that both the general public and visitors are digitally literate.
- **Overall Conclusions:** although every model provides distinct perspectives, Uzbekistan may utilize its cultural diversity, unexplored tourist opportunities, and ideas from various global models to create a customized and enduring Smart tourism plan. Important factors to take into account are filling up infrastructural gaps, maintaining inclusivity in the implementation of Smart tourism practices, and striking a balance between technology improvements and cultural preservation.



4.1. Determining Current Principles:

In the context of Uzbek tourism, modern concepts are crucial for developing sustainable growth, molding the sector, and improving the traveler experience as a whole. Uzbekistan's distinct cultural and historical context is well-suited to a number of important modern concepts, which provide chances for growth and innovation in the travel industry:

1. Eco-Friendly Travel:

Link to Uzbekistan: Sustainable tourism practices are in harmony with the conservation of historical places, the preservation of the environment, and the encouragement of responsible travel because of Uzbekistan's great natural beauty and cultural legacy. Implementation: To ensure the sustainable growth of its tourist business, Uzbekistan may embrace eco-friendly projects, encourage community-based tourism, and enforce responsible guest behavior.

2. Preservation of Culture:

Link to Uzbekistan The rich cultural history of Uzbekistan, which includes historic Silk Road towns, presents a singular chance to take use of modern concepts for cultural preservation and heritage management. Implementation: Uzbekistan's attractiveness may be increased by utilizing digital technology to promote traditional crafts, preserve historical artefacts, and include cultural storytelling in traveler experiences.

3. Technologies for Smart Tourism:

Link to Uzbekistan: Using Smart technology is in keeping with the worldwide movement in the tourist industry towards improved connectivity, customized experiences, and simplified services. Implementation: To contribute to a contemporary and technologically aware tourism experience, Uzbekistan may make use of mobile applications, Internet of Things (IoT) devices, and data analytics to offer real-time information, improve navigation, and raise overall visitor satisfaction.

The use of Smart tourism techniques is a transformational strategy that is in line with Uzbekistan's cultural character and ushers in a new age of tourism, not just a technical achievement. Uzbekistan has the potential to become a sustainable, competitive, and internationally recognised tourism destination for years to come. To do this, the country must embrace sustainability, engage local communities, and make the most of technology. Incorporating Smart tourism means not only making technological investments but also demonstrating a dedication to protecting cultural heritage, promoting economic development, and providing travellers travelling through the heart of Central Asia with unforgettable experiences.

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MUNDARIJA

1-ШУЪБА

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

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