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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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IMPLEMENTING SMART TOURISM STRATEGIES IN KARAKALPAKSTAN

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The tourism industry plays a crucial role in the economic development of regions and nations worldwide. Karakalpakstan, a region known for its unique cultural heritage and natural attractions, the implementation of Smart tourism represents an opportunity to enhance the overall visitor experience, promote sustainable development, and foster economic growth.

This thesis explores the ways of integration of Smart technologies in the tourism sector of Karakalpakstan using international practice and evaluates its potential impact on various aspects, including infrastructure, cultural preservation, environmental sustainability, digitalisation and economic prosperity.

Some cultural heritage researches have been conducted in this region in order to do further operations. Karakalpakstan, an autonomous republic within Uzbekistan, possesses unique tourism potential characterized by its rich cultural heritage, historical significance, and diverse natural landscapes. Nukus, the capital of Karakalpakstan, is home to the State Museum of Art named after I.V.Savitsky, which houses an extensive collection of avant-garde Russian and Uzbek art. The museum attracts art enthusiasts from around the world. Karakalpakstan region also boasts archaeological sites dating back to the ancient Khorezm civilization, including the historical city of Khiva, a UNESCO World Heritage site.

In recent half century one of the biggest lake in Central Asia located in Karakalpakstan was the Aral sea. Although the Aral Sea has faced ecological challenges, the remnants of the sea and its desolate landscapes present a unique and poignant attraction for ecotourists interested in environmental issues. Ustyurt Plateau is also known for its dramatic landscapes. The Ustyurt Plateau offers opportunities for adventure tourism, including hiking and exploration of its unique geological formations.

Traditional music and dance of Karakalpakstan is cultural heritage through traditional music and dance festivals, providing visitors with a vibrant and immersive experience. Adventure tourism is famous in this region. The vast desert landscapes provide opportunities for camel trekking, allowing adventure enthusiasts to explore the region's remote areas.

Moreover, Karakalpakstan provides a glimpse into nomadic lifestyles, allowing visitors to experience and appreciate the region's traditional practices and customs.

Despite its considerable tourism potential, Karakalpakstan faces challenges such as limited infrastructure, environmental issues related to the Aral Sea, and the need for sustainable tourism practices. Efforts to address these challenges and promote responsible tourism can contribute to the region's development while preserving its cultural and natural treasures.

Implementing Smart tourism involves leveraging technology and international best practices to enhance the overall tourism experience for visitors and optimize destination management. For instance, the Smart city project concerning Smart water management and water metering is important these days. The project's major goal is to promote sustainable water resource management by ensuring the long-term protection of available resources and the environment. This kind of system can help reduce water loss, improve water quality, and ensure that everyone has access to water. It will include, among other things, the installation of leak detection and prevention system, the installation of Smart water meters with high accuracy and automatic meter reading, the installation of a water supply network monitoring, control, and full automation system, and the installation of an automatic chlorination system.

Karakalpakstan has faced major issues in real-time monitoring and management of its water resources, particularly water quantity and quality, for a long time. Optimal management and active leakage control will drastically reduce water losses. In addition, improving the quality of the water



supplied to citizens is of major importance, as it is inextricably linked to their health. Karakalpakstan, which attracts international tourists each year, also places a great emphasis on sustainable development.

Since cities are aiming to become a sustainable city, and introduced the “Living Lab” project to test solutions have been created for lower carbon dioxide emissions, to rise the energetic efficiency and to reduce the city’s polluting emissions. The overall goal of the project and the city is to develop environmentally friendly and ecologic technology. The envisioned technology encompasses a range of innovations, such as lamps that measure CO₂ emissions, pavements that reduce vehicles’ speed without the driver’s intervention, a bicycle sharing system connected to the public transportation system, real-time accounting of carbon dioxide emissions saved with intelligent mobility, or a house covered in solar panels that follows the movement of the sun and stores energy. These are some of the technological innovations, developed by more than 18 partners that will be implemented under this project. “Living Lab” is being funded by the Ministry of Environment in Europe.

By integrating Smart tourism practices in ecologically challenging cities, destinations can work towards mitigating environmental impact, fostering sustainability, and creating a positive and responsible experience for tourists. This approach aligns with the broader goals of sustainable tourism, ensuring that the industry contributes to the well-being of both the environment and the local communities. There are many ways that can be adopted and applied Smart tourism practices.

Firstly, innovative technologies and services that align with Smart tourism goals should be adopted to support new tourism products. Countries should also seek ways to promote and incorporate sustainable practices to improve the longevity of their communities and economies. Smart Tourism also relies on collaboration between countries and cities to foster dialogue, share successful practices, and develop an intercity and international knowledge base for the future.

Some practical applications of Smart tourism include mobile applications, websites, and IoT (Internet of Things) devices that provide tourists with flexible solutions from various digital touchpoints. Mobile applications and websites can be a great way to connect tourists on the go. They can be used country-wide, and they are easy to access. They can be designed to offer real-time information about attractions, transportation, or events. They can also have a chatbot feature for tourists to seek information without visiting a brick-and-mortar tourism office.

Digital applications of Smart tourism can offer recommendations based on individual preferences and can even incorporate augmented reality to deliver immersive, interactive experiences at historical sites and landmarks. Better yet, incorporating more technological solutions can reduce the carbon footprint of the local tourism sector by reducing the need for excessive driving and paper products.

For host countries, the data gathered from various touchpoints can be used to gain valuable insights into visitor behavior. This helps them create tailored marketing strategies and improve resource use for more effective and efficient tourism management. Smart Tourism applications can be pivotal in how travelers engage with destinations, enhancing convenience, personalization, and sustainability.

Many destinations already see great results from implementing Smart Tourism solutions and tools. Here are some of the places that are inspiring the world with their innovative examples of Smart Tourism. The Smart City Framework Malaysia (MSCF), part of the Smart Tourism 4.0 initiative led by the Minister for Tourism, Dato’ Seri Mohamed Nazri Abdul Aziz, is considered an international success. The project’s primary goal was to overcome urban challenges at the local level by implementing Smart solutions for the “inefficient delivery of urban services, environmental pollution, and traffic congestion.”

Small town Gothenburg in Sweden has been named the world’s most sustainable destination by the Global Destination Sustainability Index and was a Winner of the 2020 European Capitals of Smart Tourism. Visitors to Gothenburg will experience wide-spread 4G coverage, Smart grids for traffic and electricity, and optimized public transportation systems. The city also has its own informative website with a real-time chat function. 92% of the city’s hotels and 100% of meeting facilities are certified as environmentally friendly. Visitors attending large-scale events can rest assured that the venue and the event have been optimized to be as sustainable as possible.



Named the European Capital of Smart Tourism in 2019, Helsinki has developed several Smart public transportation solutions, including driverless buses, bicycle paths, electric cars, and more. They also installed “Helsinki Helpers” throughout the city that can offer assistance in multiple languages. Visitors can use the Helsinki Road Map, which guides tourists and prevents overcrowding for local business owners and residents. Helsinki hopes to become carbon neutral by 2035.

In this era of rapid technological advancements, Smart tourism stands as a testament to the transformative power of innovation in the travel industry. As we navigate an increasingly interconnected world, the applications of Smart tourism continue to revolutionize the way we explore new destinations. It's not just about convenience and personalization; it's about forging a sustainable and secure path toward memorable travel experiences. The future of tourism is, undeniably, Smarter and more promising than ever before, and it offers a glimpse into a world where travel seamlessly combines the best of technology with the essence of adventure. So, whether people are an avid explorer or a curious wanderer, Smart tourism is the gateway to a future filled with extraordinary journeys and unforgettable memories.



MUNDARIJA

1-ШУЪБА

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

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