

DEVELOPMENT OF SMART TOURISM IN UZBEKISTAN

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Annotation: The article talks about smart tourism in Uzbekistan and its impact on the development of the tourism industry in the country, as well as new advanced technologies for tourists.

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It's no secret that through the development and improvement of ICT in the field of tourism, the quality of services provided is improved and awareness of the country's tourism potential is increased.

In order to implement the Decree of the President of the Republic of Uzbekistan "On measures for the accelerated development of e-commerce" No. 3724 dated May 14, 2018 in the HoReCa services segment, the State Committee of the Republic of Uzbekistan for Tourism Development, together with the Ministry for the Development of Information Technologies and Communications, developed the international information system Silkroad .uz. It allows guests to quickly make reservations, speeds up the check-in process, and makes payment for services quick and comfortable for both guests and hotel staff. The State Committee for Tourism contributes to the development of business activities by launching a unified reservation system in pilot mode.

The main advantage of this system is a reliable display of the number of hotel rooms and information about room reservations in real time. The system allows you to automatically record the payment of state duties, simplifies the submission of reports, and reduces the level of errors due to the human factor. In the near future, it is planned to connect the system to such aggregators as Booking.com, Expedia.com, etc. An innovative mobile application NAZZAR is being developed together with the SmartChain company. NAZZAR is an application using AR technology (Augmented reality), which allows you to integrate elements of augmented reality onto any material media. When you point your smartphone at the NAZZAR icon, an image of a real object appears on the smartphone screen, complemented by various effects. The brand name is placed on any material medium: booklet, magazine, menu, packaging, sign, advertising banner. Examples include:

a video static image on a medium that "comes to life", turning into a video fragment;

audio that is played through the speaker of the user's smartphone;

3D objects. Photos and pictures on the screen become three-dimensional, which allows you to view them from different sides and angles;

virtual buttons. The promotional offer is complemented by "buy" and "learn more" buttons that appear on the smartphone screen while viewing.

One of the major developments for travelers was the Uzbekistan Pass project, which includes various tourism services.

Uzbekistan Pass is the first and so far the only national product that provides a wide range of tourism services in Uzbekistan. This application can become a platform for the development of smart tourism in the country. Uzbekistan Pass is integrated with existing services and applications, which makes the service convenient and efficient for travelers anywhere in the country.

This development has its own website and mobile application, which can be downloaded from the Play Market or Appstore. The company has also developed multilingual pocket guides. Uzbekistan Pass users can get them completely free. The guidebooks will tell you in detail about each region of Uzbekistan, its attractions, cuisine and holidays. In addition, through the application you can purchase a tour package or order guide services.

An SOS button has been developed in the Uzbekistan Pass application. In case of emergency, a tourist can get help by clicking on this button, and the owner of a discount card, when activated, will automatically receive medical insurance. Users of the application also have access to the "Mobile Navigator". Using this service, the tourist automatically receives complete information about the given route, travel time, as well as about the nearest establishments where he will be given a discount if he has an Uzbekistan Pass discount card. Users of the application can receive this card, which will allow them to have discounts in hotels, cafes, restaurants, cultural and historical institutions, when purchasing souvenirs and when using car services. In total, discounts on this card can reach 70%.[1]

The system may also offer to rent a car or order a taxi. Uzbekistan Pass services include booking hotel rooms, transfers from the airport and back, purchasing railway and air tickets and much more.

In collaboration with the mobile operator UMS Uzbekistan Pass, tourist SIM cards were developed and introduced, as well as two tariff plans for tourists - Uzbekistan Pass 2000 and Uzbekistan Pass 5000. This innovation will allow travelers to use mobile communications and the Internet on favorable terms. UMS will also provide preferential access to the Uzbekistan Pass navigator without consuming mobile traffic. It should be noted that these tourist SIM cards are already being sold in pilot mode at the I. Karimov International Airport.[1]

Many tourists prefer to search for hotels, restaurants and attractions based on ratings and reviews on the Internet. In Uzbekistan, the ClickSmile program was created for this purpose.

The ClickSmile application is a kind of "loyalty remote control". This is a system for assessing the quality of service with the maximum level of conversion into reviews. The program allows you to evaluate the quality of service on site at the time of receiving the service. It is important to understand that other methods of receiving feedback in the form of a survey, SMS voting or calls do not give such results. With ClickSmile you can receive feedback in real time, for example, at the checkout when there is a large flow of customers. Thanks to the quick operation of the application, you can respond to a negative review while the client is still in the establishment.

This system also provides services such as monitoring the quality of staff work, assessing customer satisfaction, automatic incident management, centralized management of advertising content, training and certification of personnel, optimization of resource management and an audio guide system on buses.[1]

In addition, there are several more successful smart tourism projects:

1. Progressive web application "Digital audio guide to the sights of Samarkand, Bukhara, Khiva and Tashkent": In August 2022, the Ministry of Tourism and Cultural Heritage of Uzbekistan, together with the French company Orpheo, signed an agreement to implement a progressive web application (PWA), which provides audio guides to attractions . The application can be opened through any mobile browser without requiring downloading from the App Store or Google Play. It updates every time you run it to ensure you have the latest information.[2]
2. Project SET to SWITCH: This project aims to develop sustainable tourism in Central Asia, including Uzbekistan. ACTED works with local tourism companies to improve their ability to provide sustainable tourism services.[3]
3. Testing technologies in historical sites: As part of the development of smart tourism in Uzbekistan, technologies were introduced in such sites as the Poi Kalon complex, the Gaukushon, Kukeldash, Nodir Devonbegi madrassas, the shopping domes of Toki Sarrofon, Toki Telpakfurushon, Toki Zargaron, Lyabi-Khauz Square, monument to Nasreddin Afandi, Samanid mausoleum, Arch fortress and Jewish synagogue.[4]

List of used literature

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