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IMPORTANCE OF SMART TOURISM IN IMPROVING TOURISM MANAGEMENT IN UZBEKISTAN

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Abstract

This scientific in the article smart technologies in Uzbekistan smart tourism development and for that matter take going to work about scientific news learned, thought and considerations given.

Introduction. Tourism has become the main factor of economic development of the city. At the same time, there are problems such as low utilization of tourism resources, inconsistency of tourist information. The new intelligent tourism management model can read tourism resources, tourism information, tourism development and other information in time through terminal devices such as the Internet. The essence of smart tourism management is to obtain travel information from travelers through cloud service technology, organize travel information, and recommend personal travel plans for travelers.

Apply cloud services for intelligent tourism management and use weighted average algorithm to predict the regression of passenger data. This paper compares and analyzes the application of cloud service based on weighted averaging algorithm and the application of traditional cloud service in smart tourism management through experiments. Experimental results show that the cloud service can improve the prediction of traveler data by adding weights by 36% and 22%, respectively, compared to the cloud service of the conventional averaging algorithm. Also, the impact of tourists' travel experience is 72.2% and 56.3%, respectively. In tourism resources forecasting tourism data, tourism economics and tourism activities, cloud services support sustainable economic growth and improve tourists' tourism experience by adding weights.

By using the weighted average algorithm, the intelligent tourism management cloud service can form appropriate tourism marketing strategies through the integration and forecasting of tourism data, accelerate the growth of the tourism economy, and improve the tourism experience of tourists.**S**mart Tourism Management is an advanced software solution that integrates various tourism-related activities and operations into a single platform, offering a centralized system for managing and improving the tourism experience. It enables tourism authorities, businesses and visitors to access and share information, facilitate bookings, manage attractions and provide real-time updates on travel options and security measures. The platform combines technologies such as artificial intelligence (AI), big data analytics and cloud accounting to provide a personalized and seamless travel experience.Information and Communication Technology (ICT) has given people access to unlimited digital content related to entertainment, culture, education and more on their devices. The architecture of the Tourism Cloud

Management System (TCMS) is shown in the diagram above.

The evolution of technology has changed consumer behavior in various industries and the travel industry is no exception. ICT offers a number of advantages, including process automation that increases speed, reduces errors and reduces costs, all of which are important in the tourism industry. Secure processes that enable the purchase and sale of products and services, as well as the transmission of videos, images, etc., create motivation for consumers seeking leisure [2]. The tourism market is dynamic in terms of tourist demand trends, changing consumption habits and allowing for the production of different products. This is it the need satisfy for smart tourism called route model to create take came

Theoretical Basis.

Management vital skills or of others power or help using known one to the result reach skills. Terry (2005) management certain to the goal reach for activity planning , organizing to achieve , manage and control in doing there is has been a person resources or another of resources use as determines Tourism destinations in management a person resources private to individuals belongs to is entrepreneurship quality , attraction done a person capital quality and social capital as manifestation will be In people known abilities there is and if they complete if used , great results will give. Reliable a person resources organization used both within and individually.

In general in fact, a person capital measure for three from the indicator use can:

(1) education;

(2) teaching;

(3) health save.

Social capital is individuals or people groups real or virtual resources to develop amount. This is knowledge and mutual recognition based on institutionalization done a lot or less in relationships long time continue reach possible has been to the network have to be ability with depend Stable relationships own members in the middle respect and reputation - attention creates and therefore for confidence strengthening and in support the most efficient is considered Social capital , as well as tolerance , solidarity or trust such as values with depend

Empirical to research relying on as for ICT to master a person with human resources (HR). depends indicators through measure they can to ICT investments or to expenses, employed in the company a person resources or work to the amount and to the size of ICT effect does company by is used. These are the indicators the following own into takes:

1) ICT sector expenses, i.e. ICT investments such as tourism activities support from ICT facilities for internal use during done transaction expenses. to ICT of investments increase delivered to give services, products or services management, staff and customers quality to increase and customers the need satisfy level to increase can. Budget of ICT expenses average percentage with provide to customers service to show improve and to accelerate help will give.

2) ICT employees share of skilled IT workers share If the politicians in efficiency to changes not but technological to changes attention politicians employees the number from multiplication according to to technology investments to multiply more attention they give Information technologies professional skills in development efficient role plays

3) ICT coverage, touristic directions exploitation to do and in marketing the hardware used and software supply, they (1) to the Internet interface have address information base structure address information serverini, (2) number or services collection. reservation to do server with equipped electron payment systems, (3) property manage systems and extranets own into received to information service show servers and (4) accommodation and directions for from the Internet use Smart tourism electron

tourism development being, him traditional of tourism makes sense considered development can. Tourist destinations and smart tourism destinations structural parts shown in Table 1 below.

Table 1. **Smart technologies: Fig and briefly description**

Form of Smart Technology	***Briefly classification***
Internet equipment	RFID, infrared sensor, GPS, laser scan and another information collection equipment using identification, location, tracking, monitoring and control again to work able has been network as well as information exchange and contact for products to the network connect
Cloud shout technology	This is technology two to the meaning has: (i) u applications Create for used, condition personal on the computer operational to the system (cloud called platform) equivalent was system platform means; and (ii) it is this on the platform built cloudy count application (cloud appendix) describes.
Artificial intellect	Information and information efficient again work and analysis to make, decision acceptance to do and problems solution to do support for smart a person behavior imitation to do for computer software supply and hardware of means which uses technology. Examples: himself who manages cars, virtual helpers
Mobile contact technology	Systems and remote devices in the middle real at the time wireless connection provider wireless contact for used technology. 5G mobile contact of technology fifth generation is, compared to the previous one (4G). much fast and reliable.
Mobile equipment and manuals	Mobile phones and tablets such as electron equipment and belong to technologies. Mobile Internet is different devices and platforms own into takes ie smartphones, tablets, cars systems and wireless home devices. It is personal and business applications own into takes
Big Data	Big Data is every day enterprises water pressing big in volume describing data (both structured and unstructured). term Big data better decision acceptance to do take coming concepts present reach for analysis to be done can That's it to emphasize It should be consumers not but only enterprises by is used .
WIFI and another networks between communication (ubiquitous)	Electronic devices wireless local to the network connect enable giver technology.
Virtual reality	To user computer simulation done to act in environments enable giver information technologies form VR is a computer by created environment being, then people places and situations the same there is what they feel like can. Example: Virtual tour
Created reality	Digital display cover technology used without the real world to people to see enable giver of truth improved version. AR of people reality present perception improves and addition digital content through visit orders experience improves and improves.
Smart a talking robot	Man, in the language users to understand and to speak capable robot.

Taqsa to be equipment	Straight away to the body wearable or user clothes or accessories merging possible is a portable device. For example, smart watch, smart bracelet and others.
With a beacon network	Any web element or electron in the mail to be hidden possible has been transparent GIF or PNG images most of the time information collect for used, for example, targeted computer of users online habits about

Source: *Shen, S.; Sotiriadis, M.; and Zhang, Y. The influence of smart technologies on customer journey in tourist attractions within the smart tourism management framework. Sustainability, 2020, 12(10), 4157; Electronic source : https://doi.org/10.3390/su12104157*

This technology physical real time of the world connection and developed analysis provides help companies, organizations business processes optimization and their efficiency to increase help will give.

Smart tourism services translation to do for big of information strength to open the necessity of this for necessary has been a person and artificial intellect also raises the issue. Also, to ICT strong to believe innovative though disadvantages with famous Man resources with depends problems of smart tourism usually discussion will not be done. From this except, above telling as mentioned above in context how business model acceptance to do possible and need being a secret remains. Therefore, organizational and management point of view in terms of more research is required, as well as smart tourism economy according to conceptual and empirical to inspections have

Research methodology.

This Smart tourism in research management place, tourism of the field development promising directions and in this regard researchers by take went affairs was studied and this in progress observational, theoretical and statistics from the analysis was used.

Smart tourism by present done new value Create opportunities learning and them working to the act rotate for design sciences with depends studies necessary Uber or AirBnB such as developing smart tourism of the economy many columns of the market to himself special out of place use for there is from technologies which uses simple technological to the platforms based on This technology-market combinations innovative activity support for regularly respectively to be studied and mapping need From this except , various different data layers really use for semantic technologies and artificial in intellect achievements necessity very sure will be

Summary and Suggestions

Smart tourism travel industry for promising the future offer does Technology mastering and cooperation encourage through directions everyone for more inclusive, stable and nice travel experience to create can. Above from the conclusions come out the following Suggestions giving will pass:

The following offers Uzbekistan smart tourism, to himself special needs satisfy for adaptation possible has been smart tourism manage solutions complex collection own into takes. Above given to problems as follows approaches based on let's see can:

- Attractions, transport, accommodation and another services about information giver mobile application;
- Tourism business to management help giving data analysis platform;
- To the questions answer giving and personal recommendations giving artificial intelligent chatbot;
- Famous attention deserves in places waiting times reducing smart tickets system;
- Activity observer and security improved sensor network.

In short, in Uzbekistan smart tourism management through in tourism service show quality more our development , to tourists more comfortable and fast service our show possible will be

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