

Innovative Approach to the Development of World and National Tourism: The Concept of "Smart Tourism"

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Abstract: This article provides general information about world and national tourism; innovative approaches in the development of tourism; world experience and features of its application in national tourism; there is information about the connection of information and communication technologies to the field of tourism and their role in the development of tourism. "Smart tourism" is also covered.

Keywords: tourism, national and world tourism, innovative technologies, information and communication technologies, smart tourism, AI, database, digital tourism.

In today's difficult economic situation in the world, it is necessary to support industries that create more jobs, increase investment and export. Such potential in tourism is great. Each soum allocated to this sector will bring 3-4 times more income in the future. Each new job creates 2 more jobs in other industries. President of Uzbekistan Shavkat Mirziyoyev said, "Today, one of the promising sectors that bring high income to the national economy is National Tourism. Uzbekistan is a country with great potential in the field of tourism. There are more than 7,300 objects of cultural heritage in our country, and most of them are included in the UNESCO list. At the same time, it is possible to open new tourist destinations using the opportunities of our country's unique nature and beautiful recreation areas."

There are many historical, cultural and picturesque corners in our country. Tourism centers and hotels were built on their basis. The procedures have been simplified and the tourism business has been facilitated. The tourism police was established to ensure the safety of tourists. At the same time, many projects are being developed in order to develop the tourism sector. It is noteworthy that these projects include innovations that meet today's requirements. Innovations in tourism - organization of new tourist routes, projects and tours using scientific and technological achievements, IT technologies, as well as leading experiences in the fields of management and marketing, thereby providing employment to the local population, ensuring an increase in income, socio-economic growth acceleration and the factors that allow to improve the touristic image of the region and the country are understood.

Uzbekistan has great tourist potential. There are about 8,400 objects of cultural heritage in our country, of which 209 are located in four museum cities: Khiva, Bukhara, Shahrizabz and Samarkand (Bekmuradova, 2024). Besides, our country's rich history, culture, national customs and traditions, climate, and natural scenery can attract tourists. In recent years, we can witness the introduction of innovations in the field of tourism in Uzbekistan. In particular, the process of issuing electronic visas for international tourists in the republic started in December 2018. Initial payment systems have been updated and online payment options have been created in many tourist facilities, hotels and residences. These examples are only a part of innovations in tourism, and the development of this sector plays a

major role in improving the tourist image of the country, increasing the tourist flow, and creating new experiences for tourists.

According to statistics, more than 35,836 thousand tourists came to the territory of Uzbekistan during the last 9 years. The highest percentage was in 2019, and by 2020, the number of tourists dropped sharply, and this is the lowest figure in the last 9 years. Nevertheless, all the reforms implemented in the field of tourism are gradually showing results, and the number of tourists is growing in the last 2-3 years. Increasing this indicator is one of the main goals today.

It is not for nothing that it is said that the 21st century is the age of information technologies. Today, technology is slowly entering all fields. The tourism industry is no exception.

"Smart tourism" is one of the widely spread concepts in world practice. Smart tourism is for travelers and tourism countries to transform their tourism landscape through innovative approaches. Gretzel et al (2015) said that Smart tourism is a complex concept that does not have a clear meaning, improving every stage of organizing trips for travelers and applying various innovative technologies.

The advantage of smart tourism is to organize personalized, convenient and interesting trips for travelers. At the same time, tourism can better manage resources, strengthen efforts to increase sustainability, increase competitiveness and ensure strong economic growth. It also has the following advantages for travelers:

- Individual tips for each traveler;
- Real-time recommendations;
- Continuous booking and payments;
- Ensuring security;

As mentioned at the beginning, Smart tourism has enough advantages not only for travelers, but also for countries and cities receiving tourists. They are:

- Ensuring sustainability, that is, controlling the use of resources and ensuring their stability;
- Data-driven decision-making: Through smart technologies, cities can learn information, i.e. tourist opinions, that inform how to improve the tourist experience, infrastructure and marketing strategies.
- Enhanced Accessibility: Smart tourism seeks to create an inclusive experience for all travelers, regardless of their needs and abilities, by removing physical and mental barriers. A bright example of this is the Spanish city of Malaga, which was awarded the European Smart Tourism Award 2019 for its facilities.

These advantages show that smart tourism should be used in the conditions of Uzbekistan and thereby increase the flow of tourists.

A clear example of the use of smart tourism is Malaysia. Smart tourism promotes sustainability, convenience and efficiency through digital innovation 4.0. In 2020, they launched the Tourism Policy 2020-2030, which aims to "transform Malaysia's tourism sector through public-private partnerships and to promote innovation and competitiveness towards sustainable and inclusive development in line with the United Nations Sustainable Development Goals." supporting digitization", with a special focus on ecotourism.

A unique feature of the use of smart tourism in national tourism is the use of mobile applications. A must-have travel app should include:

1. Interactive maps
2. Local eateries
3. Comfortable hotels
4. Finding hidden gems

Implementing smart tourism technology requires a strong digital infrastructure. Big changes can be made in the field of tourism by applying data analysis and AI. For example, it provides the ability to increase efficiency in resource allocation, strengthen crowd control in major tourist destinations, and tailor services to visitor preferences. At the same time, it is necessary to organize smart tourism based on the following principles:

- Sustainability
- Innovations
- Customization
- Usability
- Importance

It should be noted that Smart tourism has started to be used in national tourism today and that the tourist landscape will change dramatically. At the same time, the new approach creates a demand for new specialists. It is clear from this that it requires the study of technologies and their application to all areas.

In conclusion, smart tourism in Uzbekistan reveals the ecosystem of information technology transformation through application. The conditions assessed reflect the country's aggressive efforts to incorporate modern technology into its cultural, educational and tourism sectors. Strategic efforts such as building digital infrastructure, adopting data-driven methodologies, and focusing on sustainable practices demonstrate Uzbekistan's commitment to harnessing technology for holistic development. The interaction between these fields, represented by seamless technological integration, not only enhances the visitor experience, but also brings learning styles to a dynamic and flexible global community. "Smart tourism" serves as a stimulus for economic growth and preservation of cultural heritage, where technologies increase the attractiveness of tourist destinations and the efficiency of management systems. At the same time, the education industry is driving change, providing inclusive and individualized learning experiences that break down traditional barriers. Uzbekistan's commitment to international cooperation and implementation of best practices will lead to the development of the tourism sector. In fact, Uzbekistan is at the crossroads of tradition and innovation, using smart tourism and education as the engine of development. As we look to the future, it's clear that technology will continue to transform our travel experience. Smart tourism encourages us to travel more sustainably, enriched and connected. By supporting these achievements, we can unlock the true potential of tourism and preserve our country and its diverse cultures for future generations.

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