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SMART-TOURISM EXPERIENCE IN GEO INFORMATION SYSTEMS

Abstract: Smart tourism is a new word in the tourist sphere. In this article, the essence, concept, concept and principles of Smart tourism in GIS are described. Besides, the concept card of Smart-tourism direction is developed.

Key words: smart, tourism, concept, card, industry

Language: English

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Introduction

Tourism is one of the most important sectors of the economy. Effective use of available opportunities, this network needs to be further improved, which is the time itself. Uzbekistan is also a convenient place to travel and visit. Because our Motherland has been known throughout the world, and our famous ancestors have enjoyed eternity. The rich cultural heritage left by them is of great interest to the international arena. To further develop the industry, it is essential to improve the infrastructure required. The first is transportation, the second one is logistics, President Islam Karimov emphasized (Bassolas, Lenormand, Tugores, Gonçalves, & Ramasco, 2016; Baxtishodovich, Suyunovich, & Kholiqulov, 2017a, 2017b; Lawson & Roychoudhury, 2016).

Main part

In fact, in our country new perspectives of tourism are opened and large-scale projects in various directions are being implemented. In recent years, new tourism destinations such as mountaineering, horseback riding, camels, biking, off-road trips, fishing, rafting, hauling, geotourism, educational tourism, medical tourism have become popular.

For the short timeframe, 16 regulatory and legal documents have been adopted aimed at the comprehensive development of Uzbekistan's tourism potential. Based on these documents, the subjects of tourism have significant tax and customs benefits and

other benefits (Bassolas et al., 2016; Razakov Sh & Shakhgunova, 2001; Turner & Freiermuth, 2017).

In order to ensure that the country meets the requirements of the International Organization for Standardization of Tourism Industry, two new state standards have been developed and documented on the requirements of tourist terminology and hotel safety.

Complex measures on the organization of guest houses in the Tashkent region, tourist clusters of Parkent, Parkent and Ahangaran Angren have been developed and implemented in practice.

One of the modern tourism perspectives is the unique natural environment. Uzbekistan is Central Asia's most advanced eco-tourism. Uzbekistan attracts the attention of the rich flora and fauna, unique landscapes, national cuisine and cuisine. Significant work is underway in Uzbekistan for the development of tourism in the Ugam-Chatkal State National Park, the Chatkal State Biosphere Reserve, the Aydar-Arnasay lake system and the Chimgan-Charvak resort and recreation zones (Beck, 2006; International, 2011; Molz, 2005; Zambinova & Bekisheva, 2015).

Development of special programs for tourists from Europe, Asia and other continents, increasing the number of charter flights and railways, developing tourism internationally developed countries, developing domestic tourism, improving tourism facilities, it is necessary to improve quality.

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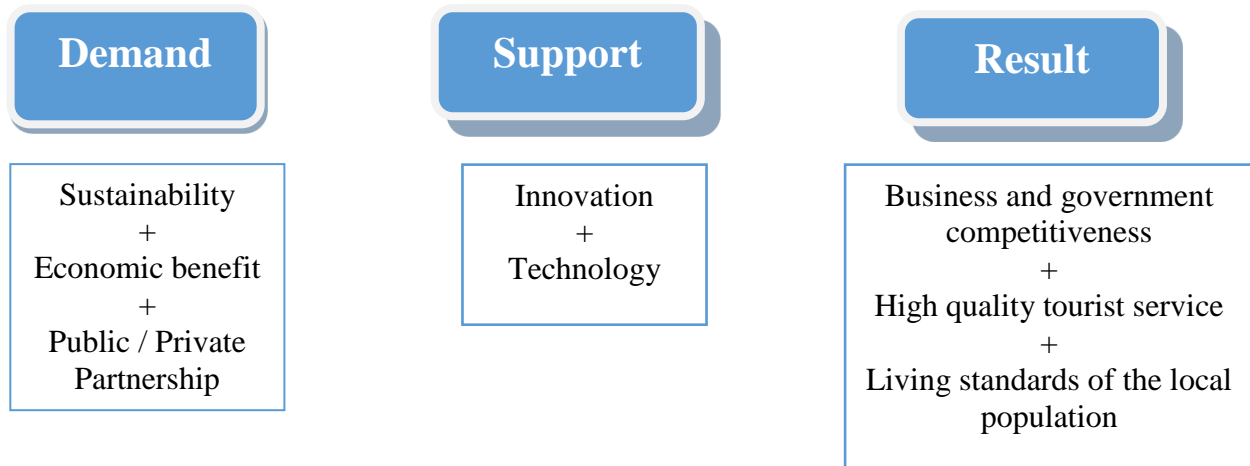
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To date, it has become an organizational part of the concept of tourism. Smart tourism is a new expression of tourism.

The term "Smart" is used extensively in many modern society processes such as industry, manufacturing, and services. For example: Smartphone, smart TV, smart home and so on. To date, this concept has been used in tourist attractions as the name of Smart Tourism.

Creation of regional tourist plans using information technologies in the Smart Tourism network, achieving stability of value of the account, forming tourist attitudes, satisfying the needs of tourists and increasing the efficiency of management resources.

The following scheme should be used to turn the tourist network into a Smart Tourist Network (Draper, 1997; Winter, 2007).



The basic principles of SMART-TOURISM are as follows:

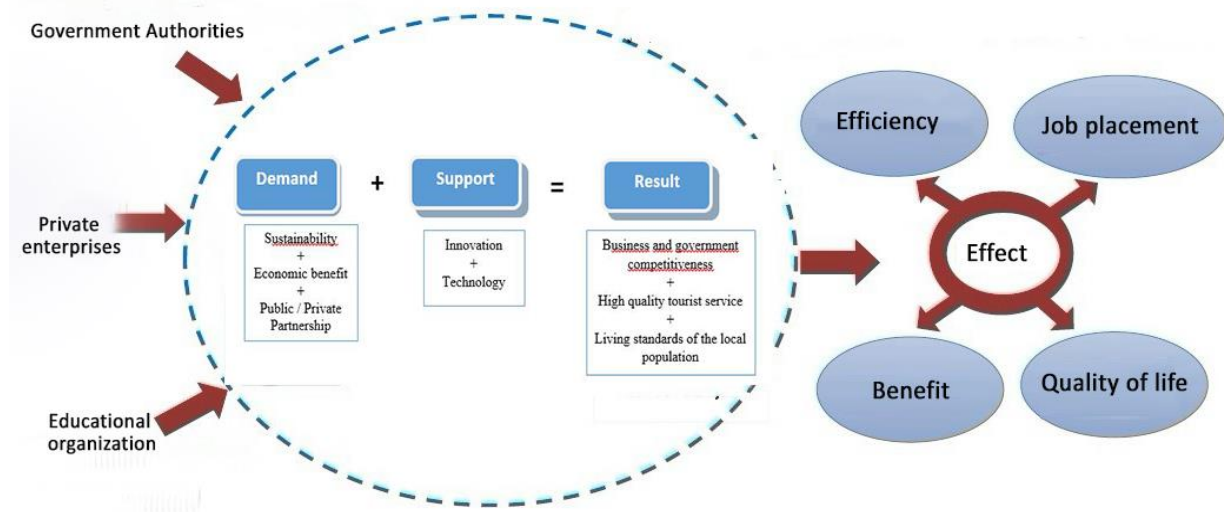
- Work on developing tourism impressions
- Providing intellectual platforms
- Collecting and disseminating information within the boundaries of the tourist area, and the effective distribution of tourist resources

- Providing micro and macro level integration of tourists in tourism industry to ensure efficient distribution of bonuses to the local community in tourism activities.

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Conceptual card of SMART tourism direction

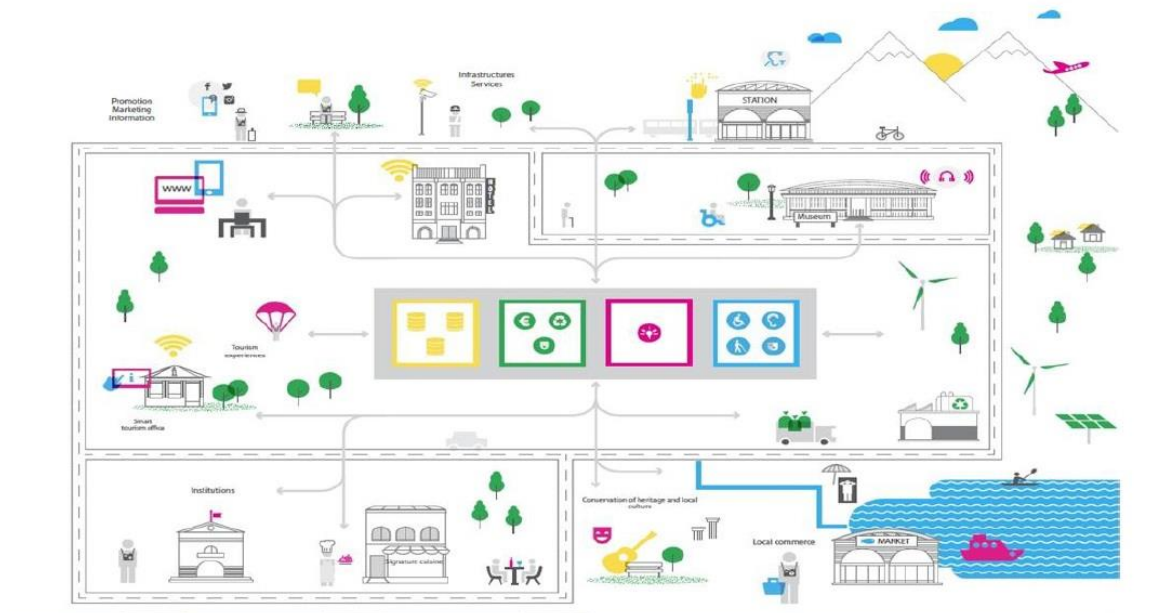


The presence of SMART-TOURISM direction also depends on the presence of the following branches in the tourism industry.

1. Creativity
2. Sustainability
3. Coordination and general involvement

4. Responsibility
5. Using information technology tools and applications

As a result, Smart-tourism conceptual card will look like this:



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It is important to pay particular attention to ensuring the participation of the private sector in the rapid development of our country's tourism industry, as it is in the conceptual map of Smart-tourism. Hundreds of entrepreneurs and craftsmen are now involved in the tourism industry, dealing with souvenir production, hotel management, and tourists.

Summary

Tourist exhibitions and conferences are important in the development of tourism in foreign

countries. In order to popularize the national cultural heritage of our country abroad, to attract foreign tourists to our country and to develop domestic tourism, our country's tourism organizations organize exhibitions in major cities such as Madrid, Riga, Berlin, Paris, Tokyo, London, Moscow, take part in international exhibitions. This, of course, gives its effect.

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