

THE USE OF INNOVATIVE TECHNOLOGIES IN TOURISM IS AN IMPORTANT FACTOR OF DEVELOPMENT

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Abstract: This article provides information about innovative technologies used in tourism, one of the currently developing fields. In addition, our country will further develop tourism from these technologies. Because suggestions for use have been given.

Keywords: Gadget, audio guide, turnstile, innovative technology.

*"Tourism is one of the most important sectors of the economy.
It is necessary to further improve this sector by effectively using the existing opportunities, which is
required by the times."*

Shavkat Mirziyoyev Miromonovich

Extensive work is being done to develop tourism in our country. What should we do to further increase the flow of tourists, to attract them more than ever? Why can't we introduce them to the world when we have so many historical and rich cultural heritages? For this, we have enough valuable and commendable historical heritage. 15 million tourists visit the French city of Paris a

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year. And we do not go beyond counting the number of tourists every year, and if it has slightly increased from the previous year, we vote it out.

Is it possible that we cannot achieve the result of a single town while being a country with a large tourist potential? The figures show that 1 million 800 thousand tourists visited our country. If the main tourist season in our country begins in the middle of March and the end of the first season lasts until the end of June, it is difficult to imagine that so many tourists will come and go during this period.

Besides, we don't have enough hotels, all of them are almost equal to the prices of hotels in European countries, and the price is increasing significantly every year. In this regard, if we "appeal" to Paris again, there are 4,260 hotels in the city and its surrounding areas.

In our country, this indicator is 4 and a half times lower than the national level, that is, there are only 750 hotels in our country. According to data, at the moment the share of tourism in the country's gross domestic product is 2 percent. This is a very low rate. The number of companies and organizations that have implemented tourism activities is 433.

On December 22, 2017, the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, in his Address to the Parliament, made the following comments about the tourism industry among all other sectors: "Today, tourism is one of the promising sectors that bring high income to the national economy. Uzbekistan is a country with great potential in the field of tourism. There are more than 7300 objects of cultural heritage in our country, and about 200 of them are included in the UNESCO list". At the same time, it is possible to open new tourist destinations by taking advantage of the unique nature of our country and beautiful resorts.

Today, the use of innovative technologies in modern tourism is recognized as an important factor in the development of this field. Nowadays, we cannot imagine our life without various devices (gadgets). Over time, new types of technologies are invented and existing ones are developed. Many inventions, which seem simple to us at the moment, were able to shake the whole world as universal discoveries. Of course, these inventions have always been developed for the tourism industry. As a result, people's thoughts and views about travel and tourism have changed in a positive direction. This has made tourism one of the leading industries in terms of income generation. Amadeus, a leader in the production and delivery of information technology to the world, has compiled a list of inventions that have taken tourism to such heights and that we now use almost every day in our daily lives¹. They are:

- GPS;
- Online booking;
- Airplane;
- Electronic tickets;
- Photo app;
- High-speed train tracks;
- Compass;
- Smartphone;
- Credit cards;
- Steam engine;

- ATM;
- Biometric identification (identification by fingerprint);
- Online registration;
- Car.

If we look at these inventions, they all offer necessary services to the tourist during his trip. Taking into account the development of pilgrimage tourism in our country, the majority of visitors are older people.

For this reason, the technologies used in the tourism of our country should be designed mainly for older people. An audio-guide device can be used as such technology. This technology is useful in places where there are few local guides.

The audio-guide provides information about the relevant object, that is, the historical monument. Special sensors are installed on the device, which collects information about the movement of tourists, determines the exact point of the object and provides information about the area where they arrived. This technology can be developed a little to add the ability to work through video. This technology is cheaper and easier to use than the guide. The technology is particularly useful in situations where there are many tourists but few guides.

Uzbekistan is a convenient country for both travel and pilgrimage. Because our ancestors, who are known and famous all over the world, settled forever in our motherland. There is great interest in the rich spiritual and cultural heritage left by them in the international arena. In order to further develop the industry, first of all, it is necessary to improve the necessary infrastructure.

The President noted that the first is transport, and the second is logistics. At the meeting attended by the Deputy Prime Minister of the Republic of Uzbekistan, the heads of relevant ministries and agencies, it was noted that by the end of 9 months of 2017, almost 1 million 800 thousand tourists came to our country. This is 17 percent more than in the corresponding period of 2016.

The export of tourism services in our country also increased by 17 percent and amounted to 1 billion 86 million dollars. By the end of the year, the number of tourists visiting our country is expected to exceed 2.5 million. New prospects for tourism are opening up in our country, and extensive projects are being implemented in various directions.

In particular, new tourist destinations such as mountaineering, horse riding, camel riding, cycling, hiking, fishing, rafting, heliskiing, geotourism, educational tourism, and medical tourism have become popular in recent years.

Tourist exhibitions and conferences held in foreign countries are of great importance in the development of tourism.

In order to popularize the national cultural heritage of our country abroad, to attract more foreign tourists to our country and to develop domestic tourism, tourism organizations of our country Madrid, Riga, Berlin, Paris, Tokyo, London, Moscow, He organizes a number of exhibitions in major cities of the world, such as Istanbul, or participates in international exhibitions. This, of course, has its effect, and the flow of foreign tourists to our country is increasing.

The use of innovative technologies in tourism can not only create comfort for tourists, but also create great opportunities for the development of this sector. Currently, the most necessary information for

many young people engaged in scientific activities is tourism statistics. Obtaining this information is somewhat difficult for a number of reasons.

For this reason, as the most convenient means to eliminate this problem, "Turnstiles" should be installed at the entrance to historical objects. A tourist visiting the facility pays a certain amount of money to pass through this turnstile. After that, the device opens the road and the tourist continues on his way. This technology can not only provide statistical data, but also prevent tourists from waiting in line in front of the ticket office.

Another advantage of the technology is the possibility to calculate domestic and international tourism separately. That is, there will be 2 lanes for foreign tourists working in the US currency (dollars) and for domestic tourists working in the currency of our country (soums).

Thus, we can conclude that the use of innovative technologies in the field of tourism is the need of the hour. makes it possible to provide services. The above-mentioned technologies can help the development of tourism in our country. By using them in practice, the difficulties of obtaining statistical data can be eliminated and waiting in long queues can be avoided.

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