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## New Technologies and the Revolution in the Tourism Sector

<sup>1</sup> Gulchehra Salimovna Narzullayeva

<sup>2</sup> Gulasal Nuriddinova Bahridin kizi

<sup>3</sup> Muharram Amonova Odil kizi

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<sup>1</sup> Lecture, Department of Economics

<sup>2,3</sup> Students, Faculty of Economics and  
Tourism, Bukhara State University, Bukhara,  
Uzbekistan

**Abstract:** the article mainly discusses the most important changes brought about by the digital revolution in the Web and tourism. Then, the concepts of tourism and smart tourism are compared, also, showing how the consumer experience of digital tourists changes before, during, and after the trip. In recent years, smart technologies have been playing an important role in the development of tourism. Many countries with developed tourism are also using these technologies to increase the tourist flow.

**Key words:** creativity, sector, tourism, digital, well-established, economic, travel industry, augmented reality.

### INTRODUCTION

Technological advances have changed the way we travel allowing for an even more interactive and exciting experience. We are aware of the impact that AI and automation will have on our companies and, more generally, on tourism marketing. These changes originate from thoughts, sciences, procedures, concepts and behaviors that have never existed before and that, all together, translate into the birth of a new culture: digital culture, which represents the real contemporary challenge. We will not be able to reap the benefits of technology and digitalization if we do not first understand the culture that comes with it.

Over the past 30 years the world has witnessed profound political, economic and social changes. It is natural to link this change to globalization that allows hundreds of millions of people, in different places around the world, to browse the same site, laugh at the same jokes and follow the same tourist trends: it is the phenomenon called McDonaldization. Yet, the World Values Survey shows that some cultural aspects failed to meet.

It is so important that, according to a study by Google Travel, 74% of travelers plan their trips on the Internet, while only 13% continue to turn to travel agencies.

## LITERATURE REVIEW

In their articles, the authors defined smart tourism as tourism that is supported by coordinated efforts at a destination to identify creative ways to gather and aggregate data derived from human bodies and minds, social connections, government and organizational sources, and physical infrastructure, and then to use that data to enhance experiences and business value propositions with a focus on efficiency and sustainability. It explains the experience smart tourists are anticipated to have at smart destinations and distinguishes smart tourism from regular e-tourism. The following section of the essay highlights a number of issues that are currently being overlooked by academic and practical smart tourism agendas [2].

Numerous businesses worldwide, including telecommunications firms, social media platforms, and online retailers, have amassed enormous amounts of client data that might be applied to smart tourism. Online recommenders are common in e-commerce platforms, and many smart destinations use visitor movement data to create flow management. The advancement of 5G communication, which enables quick data transmission and the pervasive networking of things, can act as a catalyst for the development of smart tourism even though it is still in its early stages. Consequently, smart tourism will increase significantly in the coming decades [4].

The management of smart tourist destinations and suppliers is now a high priority and major issue. This article examines how smart technologies affect the customer journey with a focus on tourist attractions. How smart technologies are affecting tourists' experiences during their visits is the primary study question. Based on the theoretical underpinnings of the customer journey process model, the study adopts a consumer behavior viewpoint with a specific focus on the visit cycle (prospective, active, and reflective phases). The study's results show that smart technologies affect the customer journey in all three stages, with the prospective and active phases seeing the largest impact without ignoring the reflective phase [5].

## RESULTS AND DISCUSSIONS

***Trends and news in the travel industry.*** As we already argued in our report on new tourism trends, the sector is in the midst of a real metamorphosis. There are many factors involved, but the main role is played by the new technological solutions that are appearing on the market.

Salvador Anton Clavé, Director of Eurecat's Tourism and Innovation Department, said at the TurisTIC Forum in Barcelona that "change goes beyond improving procedures or simply the tourist experience: it implies a real transformation of the entire tourism sector." We are seeing improved procedures, public service, customer relations, and the creation of new business models. All this translates into advantages for those who travel, which can simplify, and often enrich, the entire phase of the organization.

Booking.com's Vice President and Chief Marketing Officer, Arjan Dijk, recently expressed similar thoughts, stating that "over the next decade, we will see how the tourism industry will be able to respond to the needs of a type of travelers who are more attentive to sustainability, and with greater technological knowledge. To do so, it will need to develop products, features and services that make it easier for everyone to discover the world."

But let's see together some of the technological advances that are currently leaving their mark on the sector and, according to various studies, will lead to significant changes in the short term.

The seven most important technological solutions in the tourism sector

### ***1. Mobile technology***

The mobile phone is undoubtedly the protagonist of the new way of traveling.

He has become our tour guide, our travel agency, the best restaurant locator, the "map" for orientation and much more.

He is at our side throughout the purchase process. According to TripAdvisor, in fact, 45% of users use their smartphone for everything related to holidays. This is why it is necessary to adapt the services and communications we offer, to these devices.

For example, KLM has already created an information service for passengers using Facebook Messenger.

Once a booking has been made, this system sends the user information about their ticket via Facebook Messenger, boarding pass and real-time updates on the status of the flight purchased. In this way the user has all the necessary information at hand using an app he already had and avoiding having to download additional apps.

## **2. Augmented reality**

Augmented reality (AR) or virtual reality (VR) have also entered the world of travel, thanks to all the possibilities they can offer. More and more companies are using it to show users the experience they will have, from the cabin of a cruise ship to transporting them, for a few seconds, to the Great Wall of China. Today it is possible to "teleport" to the most remote corners of the planet without getting off the couch. This is what you can achieve by using Everest's EVEREST VR application, which allows you to see the roof of the world without having to climb to the top. Or, if you prefer, you can kayak through the Grand Canyon enjoying the sights and sounds.

## **3. Internet of Things (IoT)**

The Internet of Things (IoT) promises to bring significant improvements to the tourism industry. For example? Integrated sensors connected to the Internet inside cars, suitcases, buildings and much more. In fact, the Spanish ITH (Instituto Tecnológico Hotelero) said that the Internet of Things "will be the main transformative element in personalizing the customer experience in the coming years".

Some Virgin Hotel properties offer their customers an app that allows them to interact with the room thermostat or control the television.

There are also built-in devices that allow users to use their mobile phones to track their suitcase preventing it from being lost or stolen.

## **4. Virtual assistants**

We all know Siri and Alexa, the virtual assistants from Apple and Amazon that meet all our needs.

What is the weather like today in Milan? Turn on the radio? Open my email? And much more. This kind of "help" is starting to be enlisted in hotels, thanks to the arrival of virtual assistants specially designed for this environment.

IBM recently launched Watson Assistant, an AI-powered virtual assistant that creates an interactive, personalized experience for consumers.

This is the open technology that can be used and adapted to the needs of individual customers: simply, the name used will no longer be Watson, for example, but the one that the hotel will choose.

## **5. Big Data**

There has been a lot of talk about Big Data, but all the opportunities it can offer to the travel sector have not yet been shown.

However, many operators are already using it.

The Meliá hotel chain, for example, uses the information of its guests to understand who is the best target for its marketing campaigns. What? They examine the database to study the amount spent, the reason for the trip, the country of origin and, by cross-checking this information with public data from government sources, they manage to develop the most appropriate customer profile and achieve a higher success rate. In this way, they will be able to better segment their campaigns, increasing their effectiveness and optimizing the investment made.

### 6. Blockchain

Blockchain is a technology poised to transform the world as we know it. Although it is mainly associated with the finance world, it seems that it can also have an impact on the Travel world.

Although it has not yet been widely tested, it could be used to identify passengers at the airport, ensure transparency in the opinions given by tourists or for easy and secure payments.

### 7. 5G

Travel technology will discover new potential, thanks to the help of 5G networks. They will ensure much faster uploads and downloads, greater coverage, and more stable connections. In addition to downloading content 20 times faster than before, 5G technology will allow us to do things that were impossible with 4G. To give two examples, the connection between smart devices will be much more effective, and we can start to really take advantage of the Internet of Things (IoT).

Immersive tourism, in which technology transforms the traveler into the protagonist of the experience, will become reality. In addition, augmented reality (AR) or 360° video will be more widespread and accessible. The technological change we are experiencing is unleashing a series of transformations on a large scale and at different levels.

### CONCLUSION

Therefore, based on the above information, we can come to the following conclusions: tourism is also developing with the development of technologies. Due to smart technologies, the demand for high-quality equipment will also increase. Therefore, many countries are introducing the right technologies along with the development of tourism.

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