ЛУЧШИЕ ИНТЕЛЛЕКТУАЛЬНЫЕ ИССЛЕДОВАНИЯ

THE EFFECTIVE USE OF INNOVATIVE TECHNOLOGIES IN THE DEVELOPMENT OF REGIONAL TOURISM

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Abstract:

This article examines the importance of modern technologies in the development of innovations in the tourism sector. The share of innovative technologies in the tourism sector, the results in the sector and their current status are analyzed. Suggestions and conclusions are given on the effective use of innovations in the development of regional tourism.

Keywords: *Innovative activity, marketing innovations, market and tourism sector, strategy, innovative product.*

Introduction

Tourism is one of the key sectors of the global economy, and innovative technologies are significantly influencing its development. Digital platforms, artificial intelligence, virtual reality, and other innovations not only improve convenience for travelers but also have a positive impact on national economies.

Despite the global expansion of information systems, the use of mobile innovative technologies in the tourism sector of our country is somewhat lagging behind. In countries with high tourism potential, information and mobile technologies are considered an integral part of the industry. In order to boost tourism potential, IT developers are conducting research aimed at adapting and creating mobile technologies to support business development. In particular, the *Concept for the Development of the Tourism Sector in the Republic of Uzbekistan for 2019–2025* outlines the implementation of new types of services through innovative technologies as a key priority [1].

Literature Review

Professor Karl Schmidt emphasizes in his research: *"Innovative technologies in the tourism sector are not only a means of improving service quality but also a factor in enhancing global market competitiveness."* [2]

Similarly, British scholar Dr. James Walker notes in his findings: *"Artificial intelligence and automated services can increase efficiency in hotel and transportation systems, although this may also involve creating new jobs or reducing existing ones."* [3]

As noted by Klimova (2020), Serdyukov and Serdyukova (2023), and Tanina (2023), the digital transformation of the tourism industry is bringing changes to business processes along the entire value chain of tourism product creation. This transformation requires rethinking the relationships between producers and consumers within the digital ecosystem. To fully leverage the potential and transformative capabilities of innovative technologies, it is essential to identify the key characteristics and directions of digital transformation in tourism.

Innovation plays a vital role in the development of every sector, and it is no exaggeration to say that life today is hard to imagine without them, especially since

innovations have already become an integral part of our daily existence. One of the most important information technologies in the tourism sector is global booking systems. These systems allow users to select the desired hotel and room type for specific dates. Once a booking request is made, a confirmation email is sent immediately. More than 800,000 travel agencies around the world use these systems.

Some of the Most Common Global Distribution Systems (GDS):

- Amadeus
- Sabre
- Worldspan
- Galileo

Analysis and Results

According to current statistical data, approximately 75% of travelers worldwide now plan their itineraries via online platforms. Examples of such platforms include Agoda, Booking.com, and Airbnb. Moreover, over 70% of travelers share their travel experiences via social media networks. Around 35% of travel decisions are made based on recommendations and information found on social media platforms.

In the future, mobile technologies will play an increasingly important role in trip planning and booking processes. Modern smartphones equipped with advanced operating systems not only offer tourists access to useful travel apps and services but also help save time and money, acting as loyal digital companions throughout the trip.

However, it should be noted that there are still several obstacles hindering the development of mobile technologies today. Despite these challenges, the rapid global growth and widespread adoption of mobile technologies is ongoing and is

expected to continue sustainably into the future. The increasing use of mobile technologies is creating innovative experiences for consumers and offering stable competitive advantages for tourism service providers.

This trend is especially evident in the growing number of smartphone users, which reflects the rise of modern mobile variants as essential tools in travel and tourism.
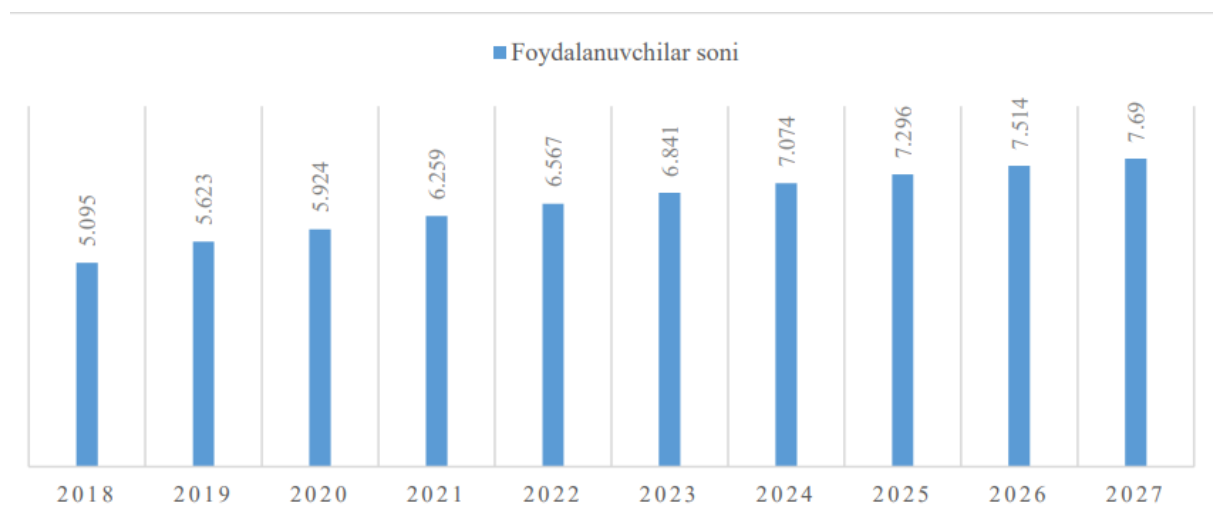
(See Diagram 1)

Diagram 1. Number of Smartphone Users Worldwide (in billions)

Today, both tour operators and tourists are equipped with the latest technologies. This provides travel business managers and tourists with the opportunity to research, explore, and visit new places, as well as to book trips and accommodations online.

Tourists use simple mobile applications on their devices such as:

- Compass apps,
- Online booking platforms,

- Currency converters,
- World time apps,
- Translation tools,
- Weather forecasts,
- Google Maps,
- Restaurant and hotel locators.

In addition, tourists can use Google Maps API to upload their own data, create custom map layers, and explore all available options for visiting locations.

Some mobile apps help travelers plan trips, find cheap flights, locate local transport hubs, dining places, and tourist attractions. These apps improve the tourist experience before, during, and after the trip.

Using innovative information technologies has a positive effect on all sectors, including tourism. In the tourism industry, such technologies benefit all participants: travel agencies, insurance companies, transport providers, tourism bureaus, hotels, and food establishments — allowing them to operate more efficiently and in line with modern standards.

Artificial intelligence (AI) helps improve service quality in tourism, increases the efficiency and dynamism of processes, and reduces operational costs. It also enhances the quality of various tourism services such as accommodation, transportation, dining, entertainment, and guided tours. Specific examples of AI use in tourism include:

- Personalized hotel recommendations,
- Automated ticket booking for flights and other transport,
- Tailored entertainment options,
- Smart route planning.

Conclusion and Recommendations

In conclusion, innovative technologies play a vital role in improving tourism services and creating convenience for customers. Online booking systems offer ease and speed for travelers, while AI helps increase efficiency in service delivery.

The integration of innovative technologies into the tourism industry contributes significantly to creating a comfortable, modern travel experience. Technologies such as online services, artificial intelligence, and virtual reality are driving major changes in how tourism operates globally.

As technology develops across all sectors of the economy, its positive impact on tourism is increasingly evident — especially through the creation of unique multimedia travel guides using GPS navigation, now available on smartphones for tourists.

Key Recommendations for Enhancing Tourism through Innovative Technologies:

• Expansion of electronic travel services: Utilize online booking systems to offer quick and convenient services for travelers.

• AI and chatbots: Hotels and airlines should continue to adopt AI-based chatbots to provide real-time support to multiple customers simultaneously.

• Virtual and augmented reality: These technologies allow tourists to explore destinations virtually before traveling, helping them make informed decisions and enhancing engagement.

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