

MOBILE IN TOURISM DEVELOPMENT USE OF INNOVATIVE TECHNOLOGIES WAYS*Yusupova Hulkaroy**Toshkent Xalqaro Kimyo Universiteti**magistratura 1-kurs talabasi**yusupovahulkaroy48@gmail.com*

Annotatsiya: Ushbu maqolada turizm yo'nalishida mobil innovatsion texnologiyalarning ahamiyati hamda ulardan samarali foydalanish yo'llari o'rganilgan. Xalqaro miqyosdagi reytinglardan foydalangan holda, turizm sohasini rivojlantirish uchun mobil texnologiyalarni qo'llash imkoniyatlari tahlil qilingan.

This article examines the importance of mobile innovative technologies in the field of tourism and ways of their effective use. Using international ratings, the possibilities of using mobile technologies for the development of the tourism industry were analyzed.

Key words: innovative technology, mobile technology, tourism infrastructure, information technology, tourism applications, mobile applications, mobile operating system

Introduction: Information technologies and software in the current process of tourism development supply plays an important role. Technological development is rapidly entering tourism activities, in particular, multimedia guides for mobile devices using GPS navigation are being developed and offered to tourists. Tourism business is a dynamic field of business. Industry representatives must be in constant contact with customers, coordinate any situation remotely, respond to any questions and comments as quickly as possible, and be ready to offer trips and excursions even to the last minute. Specially designed mobile applications will be an important helper for tourist agencies.

According to statistics, about 75% of travelers in the world today are planning to carry out their transport through online platforms. Examples of such platforms include Agoda, Booking.com and Airbnb. More than 70% of tourists travel through social networks they share with others. About 35% of tourist trips are on social networks through posted information and recommended addresses

It should be noted that despite the development of information systems, the use of mobile innovative technologies in the tourism sector of our country is insufficient. In foreign countries with high tourism potential, information and mobile technologies are an integral part of the industry. In order to increase the tourist potential, IT programmers are conducting research on the adaptation and creation of mobile

technologies in business development. In particular, in the Concept of the development of the tourism industry in the Republic of Uzbekistan in 2019-2025, the task of implementing new types of services necessary for the development of the tourism industry with the help of innovative technologies is defined.

In the future, mobile technologies in making and booking trips will be of great importance. Mobile communication with a modern operating system tools together with packages of programs that are useful to tourists, their time and will save expenses, will be happy to travel. However, today's mobile it is possible to point out several factors that hinder the development of technologies. These include the fact that users do not know how to fully use smartphones and complexities in the payment system and underdeveloped infrastructure can be included. Many mobile phone owners, especially older ones, have some functions of the phone they cannot use it, they use it only as a means of communication. Besides, problems in making electronic payments: the service has not been established, lack of internet connection or low speed, ensuring the safety of personal data the presence of such situations as the risks associated with cybercrime shows the relevance of the topic.

From this point of view, the article focuses on the possibilities and ways of using mobile innovative technologies to increase the tourism potential of our country and increase the attraction of foreign and domestic tourists.

Analysis of literature on the topic

Use of innovative technologies in tourism and related fields XX began to develop from the last years of the century. Many scientists from this period conducted scientific research on the introduction of innovative technologies in tourism.

Foreign scientists U. Gretzel, M. Sigala, Z. Xiang, Ch. Done by According to studies, the tourism industry has been greatly influenced by the advancements in information and communication technologies (ICT), including the Internet, in the last few years. Therefore, they believe that it is necessary to use new strategies to attract customers, i.e. tourists, to tourist destinations.

Portuguese scientists N. Matos, J. Mendes and P. Valle, of information technology development justified the acceptance of the tourism sector not only as a service, but at the level of a tourist product.

Today, the Turkish expert K. Chinar uses innovative technologies based on mobile technologies to help consumers, that is, tourists, to form demand for tourist products, to change and buy based on their needs and believes that it offers benefits to support the globalization of the tourism industry by providing tools for managing and distributing service processes

J. Saura, the modernization of digital technologies is digital marketing It is convenient for the development and sale, reservation, and sale of products via the Internet emphasizes that he has created an opportunity to do so. According to him,

today, electronic devices connected to the Internet are constantly used to help people organize and carry out their travels around the world using various applications such as travel guides, GPS or interactive books[6].

Russian specialist Y. Konovalova is innovative in the field of tourism approach to the use of technologies as follows: innovations in tourism can be called qualitatively innovative systematic events that lead to positive changes in the field. The innovation process is shaped by the tourism market and the level of customer satisfaction, and mainly by joint decision-making by tourism organizations and different levels of government. In his opinion, factors such as the economic situation in the country, social situation, population, national legislation, as well as intergovernmental and international agreements directly affect the introduction of innovations in tourism.

He also identified the following reasons for introducing innovations in tourism showed: oversaturation of a large number of classical directions; the risk of losing a significant share of the inbound tourism market; increase in competition and offers; expansion of the field of application of information technologies, technological revolution; decrease the amount of supply and increase the amount of demand in the economy; such as finding and introducing new markets for products.

Local scientists D. Aslanova and B. Safarov the reason and inevitability of innovation *believes that it is in the constant striving of humanity for innovation. Innovations are formed in the environment where needs and development meet each other, innovations The task of management is to fulfill the mature needs of society and materialization. They say that the financing of innovations is carried out not only by the state, but also at the expense of regional budgets in the following forms count:*

- *financing of projects within the framework of target programs, within the framework of the external debts of the state;*
- *financial support of highly effective innovative and investment projects.*

Economist A. Norchayev Digital economy in service provision is a new development It is not a process that should be introduced or implemented, it is innovative in tourism existing services by introducing technologies into the everyday life of tourists considers it a new look [9].

In the above-mentioned approaches, there are different approaches to the use of innovative technologies in tourism, and in all of them, modern technology or It is based on the fact that the use of the approach has a positive effect on the development of the industry. But now mobile in the more effective organization of the touristic opportunities of the regions the fact that the aspect of innovative technologies and software development is insufficiently covered justifies the relevance of this research.

Research methodology

In this study, existing concepts regarding the use of innovative technologies in the field of tourism were studied. The approaches of specialists in the analysis of the

literature on the topic were studied, during the analysis, the works carried out in the field were compared and their differences were highlighted. Using international statistical data, it was proved that the level of coverage with mobile technologies around the world is rapidly increasing. A comparative analysis of users of mobile operating systems between the world and Uzbekistan was carried out. Mobile applications intended for tourists were grouped according to the direction of use.

Analysis and results

The use of innovative information technologies is positive for any industry affects. Innovative technologies used in the field of tourism are used by tourist companies, insurers, transport companies, tourist bureaus, hotels, has a positive effect on the modern implementation of the activities of all subjects related to the field, such as catering establishments. The use of these technologies consists in the creation of tourism products in the form of information that allows the consumer to choose a service via the Internet. This is the case for companies in the era of rapid digitization competitive product, price formation, use of investments and sales policy are important in the implementation of important processes.

- Use of innovative technologies in the field of tourism or in general directions for implementation of innovative activities set by the government and they are classified as follows:

- allocating funds for the implementation of targeted programs in the regions;
- tourism that provides free services to travelers and local residents creation of a network of information centers that contribute to the acquisition of knowledge in the field;
- scientific used in service provision and related sectors of the economy providing financial support in the form of grants, subsidies and investments for the introduction of developments[10].

The directions intended for the introduction of innovations, such as the above, directly provide for their financial support. The use of technology, experts with experience and qualifications in the application of new technologies in the field in the process of providing it with technical service, it is more effective than its capabilities determines the need to carry out analyzes necessary for use.

Innovative process and effective use of technologies in a field or industry effective use of opportunities, possible problems It is also characterized by giving a solution. According to researchers, in the field of tourist The advantages of using innovative technologies are shown in the following:

- the amount of money spent by tourists on tourist services will decrease (for example, advance hotel reservation, air ticket);
- more, faster and more about tourist services (tour packages and tour itineraries).
- there will be an opportunity to get quality information;

- tourist services in the digital world have great opportunities to enter the world market will be;
- tour itineraries and services due to quick feedback of tourists allows to eliminate their shortcomings and develop them further;
- faster, better quality, more convenient and less expensive service will be at the level [9].

The development and widespread use of mobile technologies in the world is at a rapid pace and this process is predicted to develop steadily in the future. Rapid development of mobile technologies in many sectors of tourism creating innovative experiences for consumers and delivering in the tourism industry It is important to consider its role in providing a sustainable competitive advantage for suppliers important[10]. And this is the most modern version of mobile technologies it is also reflected in the increase in the number of smartphone users.

Today, more than 80% of the world's population (more than 6.5 billion users) has his own smartphone. Therefore, any innovative technologies alternatives for mobile technology in development or implementation It is also important to create. Smartphones are also gaining popularity as a means of tourism. It is a residence It is convenient for tourists traveling from the region to other destinations to use the smartphones they carry with them. For travelers the convenience of a smartphone camera, GPS, video recording, social networks it is manifested in the presence of direct use possibilities in one device. Based on this, the influence of mobile technologies on tourism is very high it can be noted. The use of mobile communication tools is a new concept in the field of tourism and led to the emergence of directions.

The development of mobile technologies in tourism is first and foremost, other technologies to demonstrate the extent to which it is compatible with the communication, etc.) in the study of cooperation with networks shows the need to conduct research. This also shows the need to analyze the level of its development and the directions affecting it when determining the perspective of the industry[10] As mentioned above, the development of mobile technologies also provides great opportunities for the tourism industry. Major mobile technology companies around the world also provide users with the operating system(s) they need for their products.

The most common mobile OS in our country is Android OS (over 90% of total users). During the studied period based on Android OS that there is no sharp decrease or increase in the number of users development of capabilities designed for working mobile devices is new shows that the use of technologies gives positive results. So, in the future, it is a mobile designed for both local and foreign tourists improving technology and mobile applications as well as creating convenience for tourists for this purpose, it is necessary to rely on Android and iOS software. Modern tourists use many applications in the process of making their trips they use In this, they, when purchasing

tickets, booking a vehicle, getting information about the destination in general and finding answers to other similar questions directly use modern applications. To tourists in the table below We present the types of mobile applications designed and their corresponding applications.

Table

Applications for tourists

T/r	Types of mobile applications	Compatible mobile applications
1.	Booking programs	Trivago, Booking.com, Tripadvisor
2.	Electronic maps	Google maps, Yandex map, 2GIS
3.	Translator applications	Google Translate, Yandex translate, TripLingo
4.	Navigation applications	Waze, Яндекс.Navigator
5.		App In The Air, Flio, Skyscanner

In our country, in cooperation with specialists in IT and tourism they need to create and develop applications. The created applications are Play store and App requires placement on platforms such as store. National to create applications application of the approach, reflect the features that show the unique aspects of the regions not only attracting domestic tourists, but also foreign tourists' interest in our country will also have a positive effect on the increase.

Conclusions and suggestions

In the conditions of globalization, the process of information exchange is very fast. The importance of using innovative technologies in development and capacity building has become a fact that does not require proof. It shows the need to develop mobile technologies and create practical programs that can provide new opportunities for tourists. For this, doing the following will give positive results:

- To achieve the introduction of tourist infrastructure based on innovative technologies, which is convenient for local and foreign tourists to use;
- New based on the specific characteristics of the regions of the country quality photo and video materials, geoinformation data of the area, 3D view, etc. in determining the areas where tourist routes can be developed application of innovative technologies;
- Development of applications based on Android and iOS platforms. Work programs are available not only for smartphones, but also for various other gadgets (tablets, smart phones, etc. watches, laptops, etc.). encourage subjects;
- Various created by foreign companies for the convenience of tourists creating national apps as an alternative to mobile apps. All of these applications tourists adapt to meet their needs;

- Regions or tourist services provided in the applications to be created to collect opinions on quality assessment.

Make a tourist trip through it to apply suggestions for eliminating the shortcomings that have arisen in the development of the field. Thus, the development of innovative mobile technologies in tourism and from them through its wide use, an opportunity will be created to ensure the growth of the country's economy.

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