



## CREATION TECHNOLOGY OF TOURISM POTENTIAL OF UZBEKISTAN IN THE GEOPORTAL SYSTEM OF MOBILE APPLICATION

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Article history:	Abstract:
<b>Received:</b> 13 <sup>th</sup> April 2021 <b>Accepted:</b> 26 <sup>th</sup> April 2021 <b>Published:</b> 27 <sup>th</sup> May 2021	Uzbekistan with its rich history and unique cultural heritage, many scientists and thinkers who made a significant contribution to the world civilization development, ancient architectural monuments, unique cuisine and folk art attracts the attention of foreigners, tourists and pilgrims.

**Keywords:** Tourist potential of Uzbekistan, information technology, geographic information systems, GIS map, mobile applications, individual tour routes.

### INTRODUCTION.

Uzbekistan with its rich history and unique cultural heritage, many scientists and thinkers who made a significant contribution to the world civilization development, ancient architectural monuments, unique cuisine and folk art attracts the attention of foreigners, tourists and pilgrims.

The Decree of the President of Uzbekistan "On measures for further development of domestic and pilgrimage tourism in the Republic of Uzbekistan" serves as a legal basis for the development of this area of tourism in our country. The presence on the territory of the Republic of the cultural heritage objects of different religions is one of the important factors contributing to the widespread development of pilgrimage tourism in Uzbekistan, increasing the flow of foreign tourists. Of the 622 cultural heritage sites suitable for pilgrimage tourism in our country, 595 belong to the Islamic religion, 19 to Christianity and 8 to Buddhism.<sup>1</sup>

The mausoleums of Imam Bukhari, Imam Termezi, Imam Moturidi, Bakhauddin Nakshband, Khoja Abdulkhalik Gijduvani, and several other famous scholars and thinkers who lived and worked on our country territory attract the attention of many tourists who believe in Islam.

"Uzbekistan is an important destination for tourists from all over the world," Murat Palavar (Turkey), a Damga newspaper correspondent, stresses. - The country amazes visitors with its attractive atmosphere. Ancient mosques, madrasas, caravanserais, decorated in turquoise tones, will certainly conquer any tourist. Along with the tourist potential of the country, visitors are attracted to national traditions and values honed by centuries". It should be noted that measures aimed at the development of pilgrimage tourism in our country give practical results. Many factors contribute to this.

First of all, it should be noted that a number of countries have introduced a visa-free regime. As a result, in 2018-2019 the number of tourists visiting Uzbekistan from Indonesia increased by 170%, from Malaysia by 158%, from Turkey by 154% and from the UAE by 153%.

Also, in 2018, close partnerships were established with "Crescent Rating", a world-famous private tourism organization located in Singapore.

In the Global Index of Muslim Travel, published annually by Crescent Rating and Mastercard, our country rose from 32nd to 22nd place and entered the top ten member countries of the Organization of Islamic Cooperation - the "most attractive," "safe and tolerant" destinations for tourists.

According to Crescent Rating, by 2026 there will be 230 million travelers in the field of halal tourism in the world. Given that, according to the Pew Research Center, by 2050 almost 30 percent of the world's population will be Muslims, the importance of developing pilgrimage tourism in our country is urgent.

"The Spiritual administration of Muslims of St. Petersburg and North-West of Russia and the Muslim administration of Uzbekistan are making active efforts in the pilgrimage tourism, visits to Islamic sites," says Sheikh Ravil Pancheev, chairman of the Spiritual administration of Muslims of St. Petersburg and North-West of Russia. In this sense, Uzbekistan occupies a special place with its historical and spiritual monuments. There are many sacred cities in your country, such as Bukhara, Samarkand, Khiva and others. "

<sup>1</sup> <https://dunyo.info/>

In order to further develop the tourism industry and exchange experience in this area, the I International Forum on Pilgrimage Tourism was held in Bukhara on February 21-23, 2019. The conference was attended by scientists and specialists in the field of tourism and religion from more than 130 countries.

The forum was widely covered by more than 20 media outlets and Internet networks around the world. The "Bukhara declaration", adopted as a result of the event, recognized Uzbekistan as one of the centers of pilgrimage tourism. At the same time, in connection with the announcement by the Islamic educational, scientific and cultural organization (ISESCO) of Bukhara as the "Cultural capital of the Islamic world" in 2020, online academic conferences and dialogues were held.

In recent years, there has been a growing interest among representatives of the Sufi movement of foreign countries in such shrines as "Yeti Pir" and Nakshbandi. More than 500 participants from abroad came to the Naqshbandi festival, which was traditionally held in 2018-2019 in cooperation with the World Sufi Center in Malaysia. In recent years, in order to attract more foreign tourists to these shrines, large-scale construction and reconstruction work was carried out, places of ablution were built, modern information technology, sensory information kiosks, new museums and libraries, food stalls were involved.

In addition, other tourist sites in the country create appropriate conditions for pilgrims. "Halal" certification of hotels and restaurants has been introduced. Special places for prayers and ablutions have been created in international airports and railway stations of the republic. Thus, it is possible to meet independent pilgrims or a large group of tourists, for example, on the program "Umrah+".

At the international level, much work is being done to promote the country's image as a center of Islamic civilization. In particular, the country's potential in this area was promoted through exhibitions and conferences in Dubai, Alanya, Kazan, Jakarta and Singapore, as well as through such popular foreign media platforms as Turkey's TRT Avaz, Indonesia's Trans7, NetTV, SCTV, Malaysia's AlHijrah, Singapore's HalalTrip and others. As a result, the Mastercard-Crescentrating Halal Travel Frontier 2020 report declared Uzbekistan a country that has set a new trend in the Muslim tourism market through the restoration of Islamic heritage.

Unfortunately, the coronavirus pandemic has had a negative impact on the tourism industry. Nevertheless, systematic work is being done to develop the tourism industry in the face of the pandemic and to gradually increase the number of tourists. In particular, much attention is paid to creating conditions and amenities for pilgrims, reconstruction of tourist sites, creation of bona fide dining and accommodation facilities, preparation of excursion areas.

Another important aspect. In order to consistently develop pilgrimage tourism in our country much attention is paid to raising awareness of Muslims in different countries, i.e. potential pilgrims, about the opportunities of pilgrimage-tourism in Uzbekistan. In particular, in a number of countries with which visa regimes have been abolished, the institution of "Uzbekistan's tourism brand ambassador" was introduced. According to this, Hai Davidoff (Israel), Sophie Ibbotson (Great Britain), Mohd Asri Zainal Abidin (Malaysia), Hasib Ur Rahman (Pakistan), Eko Sri Margianti (Indonesia) received the status of Ambassador of Tourism and Ambassador of Pilgrimage Tourism.

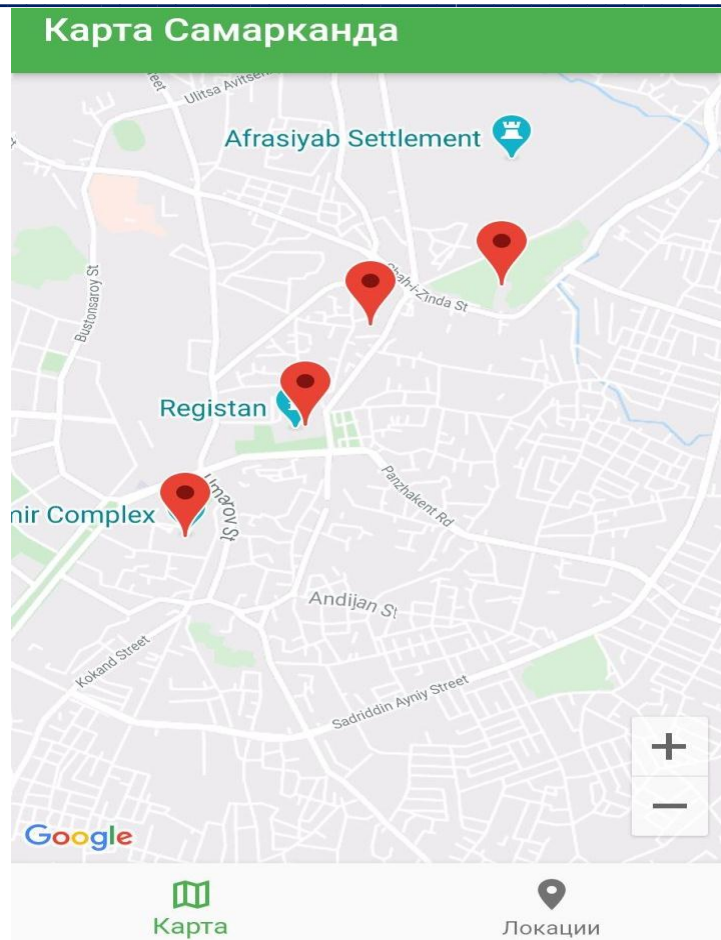
### **MAIN PART.**

In modern conditions, the use of information technology is of particular importance, without which it is impossible to provide convenient, fast and public service to customers. Information technology is the basis of the entire technological system for the provision of social and cultural services, in particular tourism services. Geoinformation systems are designed to combine the graphic appearance of the areal, linear and point set of a map or plan with the preservation of attribute data in databases that characterize the features and relationships of these objects.

Every year, the tourist potential of our country is actively developing and expanding. Today, tourism is one of the largest and most profitable sectors of the country's economy. The development of the tourism industry around the world dynamically develops geographic information systems and technologies, 3D modeling and Internet services, and uses modern technologies for mapping objects and phenomena.

The use of GAT and web services will solve many issues related to the transfer of large volumes of geoabsorts. Today, in the modern tourism business, the use of GAT has significantly increased and is an integral part of the association of tourist, cartographic and social projects.

Currently, automated route planning and navigation systems are used in many areas. In recent years, the automation of tourist processes has reached a high level: many information systems provide a number of tools that allow you to plan travel to the smallest details.



**Fig. 1. Overview of the tourist geoportal system of Uzbekistan in the mobile application**

If the GAT map is drawn up with the names of resorts in which tourist enterprises cooperate, plans of their territories, information about the quality of service, photos of hotels and rooms, beaches, original names of local kitchens and other items, GAT can greatly help tourist enterprises in increasing general work and obtaining high quality and income. All this will give travel companies and organizations a great advantage in relation to other sellers of tourism products.

Often, the choice of tourist routes through a tour operator does not always satisfy tourists. The reasons for this can be different:

- route does not pass through the required settlements;
- can not see some attractions;
- access to the life of the locals and get acquainted with their customs is limited or impossible.

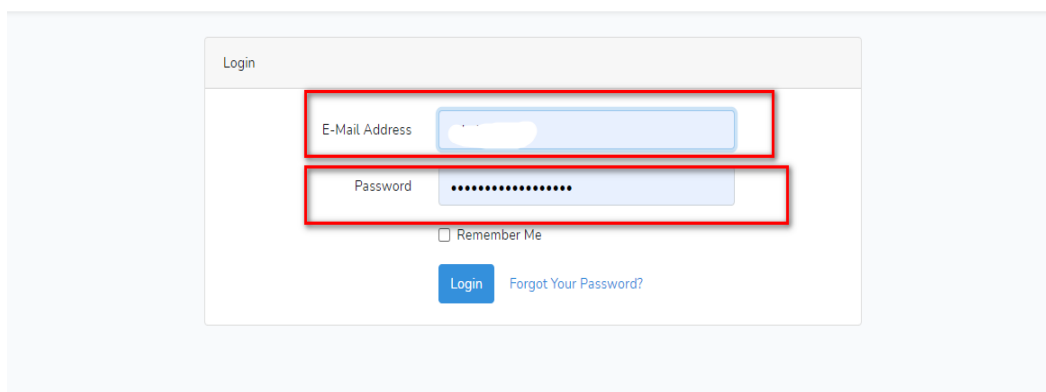
Many tourists increasingly prefer their own (individual) trips. The main thing is to plan the important direction correctly and take into account all possible nuances.

Today, it has become difficult to imagine life without mobile apps. The range of activities of modern mobile devices is expanding day by day, and people's need for mobile devices is also growing rapidly.

Mobile apps have taken independent travel to the next level. All the capabilities of travel firms and agencies can now easily fit in your pocket. A suite of apps like GPS and maps, currency calculator and city guide, dictionary and interpreter software, convenient hotel search can help you save time and money when planning trips, save nerves.

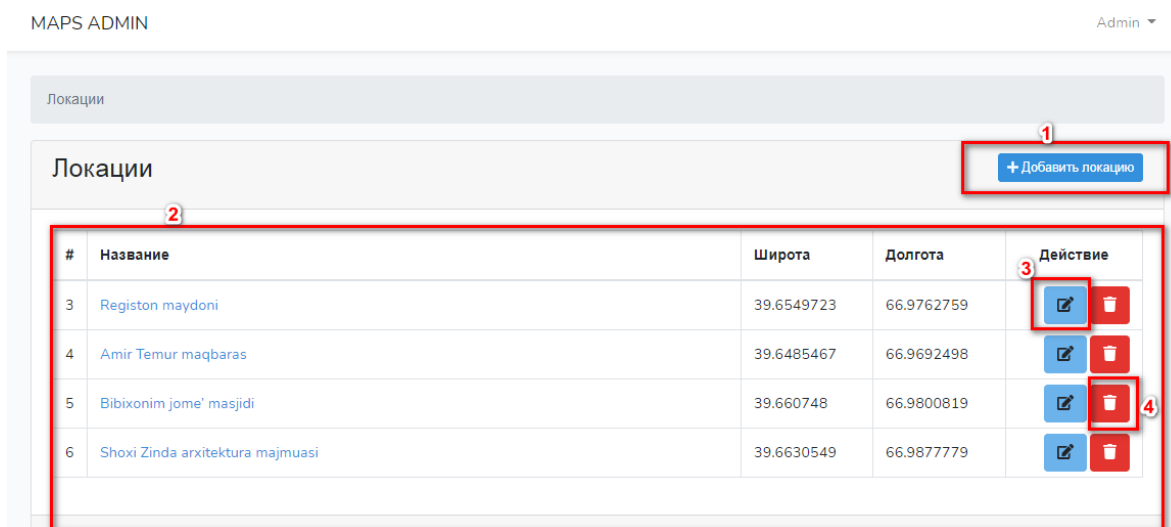
At the current stage of development of the tourism industry, information technology and software play an important role. Evolution and technical progress have penetrated into tourism and the organization of excursion events. In this regard, unique multimedia applications have been developed and offered to tourists for mobile phones using GPS-navigation.

It should be noted that currently active work is underway among IT developers and the most advanced participants of the tourism market, including the introduction and adaptation of mobile technologies to optimize the tourism business and improve the quality of tourist services. A mobile phone with a modern operating system and a set of useful applications for travelers will help you save time and money, find attractions and become an indispensable helper while traveling.



**Fig.2. Administrator window for entering addresses**

**E-mail Address:** A field for entering a registered email address for the system administrator. | **Password:** Login password field.



**Fig.3. Information about the address of the entered objects**

- 1. Enter the address of the new object
- 2. List of entered objects
- 3. Edit the entered object
- 4. Delete the entered object

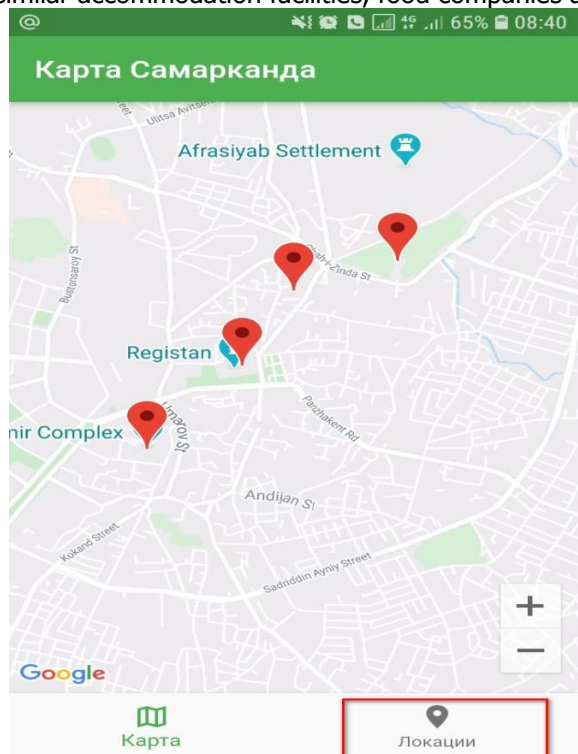
Today, mobile applications created for tablets and smartphones are an innovative means of promoting domestic tourism and promoting investment projects. The main advantages of mobile applications are: simplified communication between the brand and the user, economic benefits and convenience. Depending on the characteristics of tourism enterprises and current business priorities, mobile applications can become an effective marketing tool for attracting new customers or a convenient service for working with an existing customer base.

**Fig.4. Enter the address of the new object**

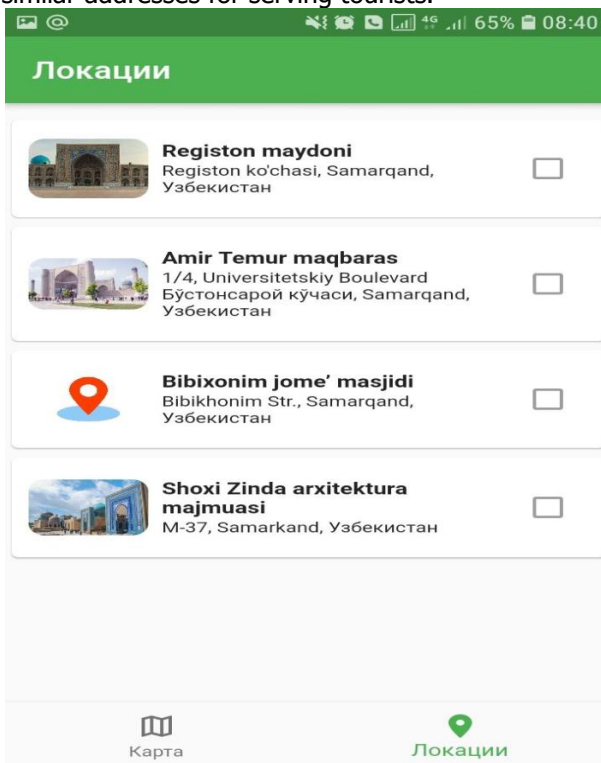
- |                                                                                                                                                                                                                                                               |                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. Enter the name of the new object</li> <li>2. Enter the address of the new object</li> <li>3. Enter the coordinates of the new object on the map</li> <li>4. Enter a picture of the new object on the map</li> </ol> | <ol style="list-style-type: none"> <li>5. Enter information about the new object</li> <li>6. Add pictures of the new object</li> <li>7. Save the entered data</li> </ol> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Interactive mobile applications allow you to geolocation and build routes, integrate with social networks, virtual galleries, use the application without a permanent connection to the network, use interactive, including video, animated graphics, 3D, audio commentary, panoramas.

To create routes using the user window of the mobile application, we first click the "Location" button, as indicated in the image. Under the location button there will be attractions with geolocation, tourist addresses, hotel and similar accommodation facilities, food companies and similar addresses for serving tourists.



**Fig.5. User window**



**Fig.6. Address search window**

The result is a window for us to get information about addresses. When you click once on each address to get information about available addresses, text and image information will appear on our screen

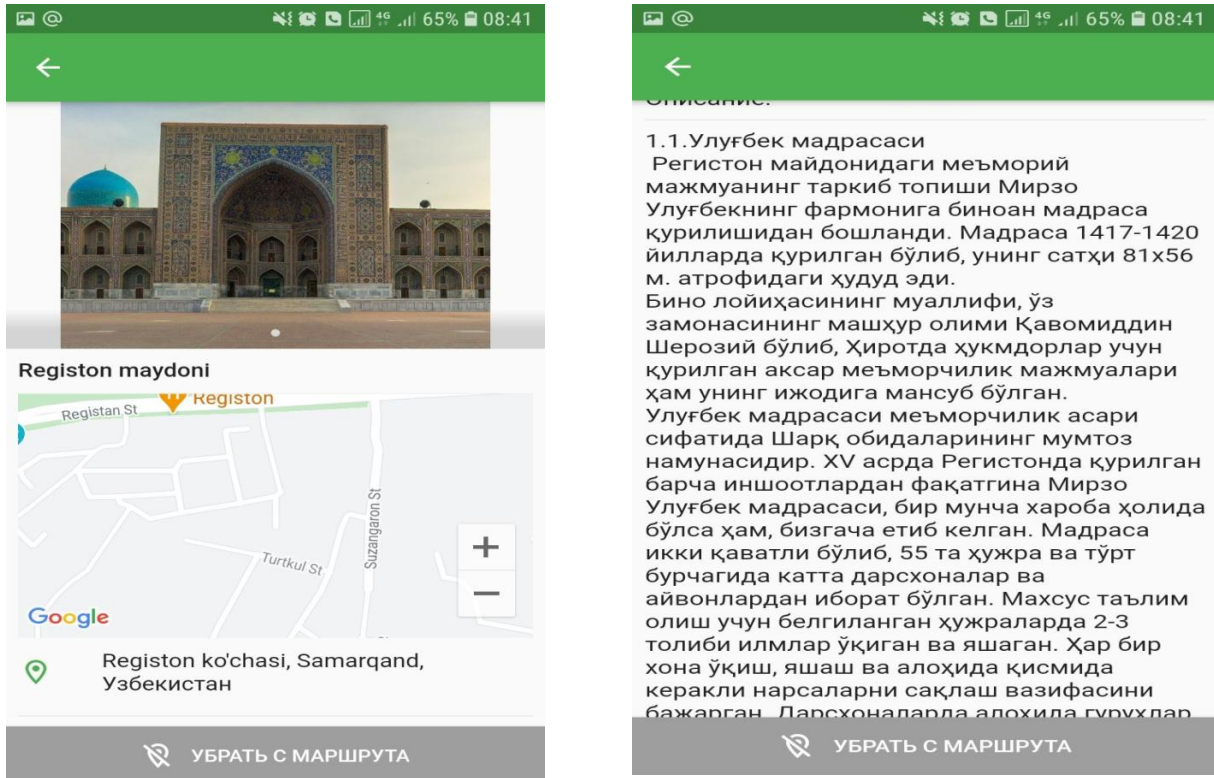


Fig.7. Address data text and drawing window

This section contains photos of addresses and textual information about the address. Tourists will have basic information on these addresses i.e. attractions, hotels and similar accommodation facilities, catering establishments and the services they provide. This will further increase the interest of tourists in visiting this place. Thanks to this, in this part of the mobile application, special attention is paid to increasing the attractiveness level of tourist addresses.

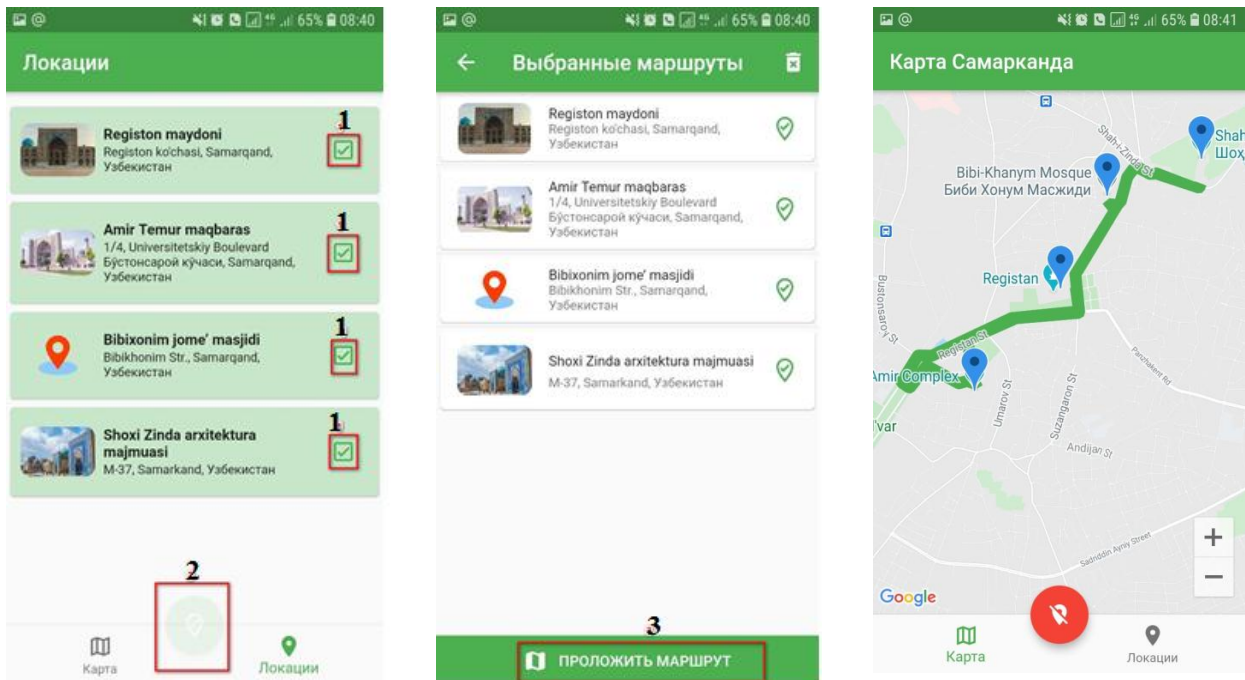


Fig. 8. Route creation order and route chart

- 1. Assign addresses
- 2. Navigation button to the route layout window

- 3. Create a new route button

Entering the location department of the mobile application, tourist addresses there will be transferred to the active state and drawn by the route scheme using the "Get directions" button. As mentioned above, the tourist geoportal system of Uzbekistan in the form of this mobile application will help tourists to create the tourist routes they want. At the same time, this application will serve to promote the tourism potential of our country, further increase the level of attractiveness of our tourist regions. This will help increase the tourist flow of visitors to our country.

The following are some of the most important features of this book, but they are not the most important ones. Because this is the most demanded segment of the information market. This is undoubtedly due to the fact that mobile devices are entering people's daily lives. With the help of mobile devices and mobile applications, people are accustomed to receiving information and sharing it with others, making purchases, communicating and getting acquainted. In addition, their practical benefits in the business environment are obvious. This will increase the ability to monitor the state of profit and business, track important messages and process large amounts of information, use payment services and read analytical reports.

Mobile technology is not only the most important technology, it is also the most important manager, and it is the only way to make the most of the opportunities it offers. The following are the most important factors in this respect: the quality of the services provided, the quality of the products, the quality of the services provided and the quality of the SMS text message services. This mobile technology is a very important feature of the system. You can also use the cell phone to transport your cell phone by using a barcode.

Right now, like the rest of the world, we are on standby because of the quarantine. We are waiting and hoping for the best, knowing that in this situation we are not able to make any forecasts. People will be cautious because of the current epidemiological situation in the world and wait for developments. But after the quarantine and self-isolation, we can say with confidence that Uzbekistan will become one of the leading countries in the world in developing all areas of tourism and attracting foreign tourists.

The tourism sector requires continuous research, investment and efficient use of modern technologies. Therefore, it is extremely important for Uzbekistan to further develop this strategically important direction, to carefully preserve historical and cultural.