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THREE-LEVEL SMART MODEL OF TOURIST DESTINATION

Navruz-zoda Zebiniso Bakhtiyorovna¹

ABSTRACT

The scientific article considers the essence of the concept of "tourist destination" as an important element of the tourism system. It describes the systematic, geographical, socio-cultural, competitiveness, supply and smart models of tourist destination. The process of formation of "Smart tourist destination" due to the development of digital technologies in the tourist area will be considered. Differences between the concepts of traditional and smart tourist destination were identified on the basis of a comparative analysis of 8 parameters. In order to develop the tourism industry in a cluster way, the author proposed a "Three-level smart model of tourist destination". The first level of this model is attractive tourist and pilgrimage sites; at the second level the travel business of tourist destination objects and at the third level ICT opportunities in tourist destination are expressed.

Keywords: *tourism, tourist destination, smart tourist destination, traditional tourist destination, ICT, digital tourism.*

The peculiarity of the tourism industry and its difference from industry, agriculture and other sectors is that consumers of tourism products and services have the opportunity to enjoy these tourist benefits by visiting the tourist area, leaving the area of their permanent residence. That is, if the delivery of industrial and agricultural products to the destinations of their consumers is organized, the tourist services will move not to the destinations of tourists, but, on the contrary, to the regions where they provide tourist services. This peculiarity of the tourism industry requires the study of the attractiveness of the areas visited by tourists from the point of view of tourists, and this issue is the main research subject of our article.

An important element of tourism as a system is the territory that attracts tourists, in which tourists make their visit and spend a certain amount of time here is a tourist destination². In this case, the territory is recognized as a tourist destination, if it has a small tourist profile and infrastructure, the main part of which can be traveled by a maximum of 10 days³.

Scientists from the University of Melbourne in Australia, Brent Ritchie and Geoffrey Louch, argue that destination is recognized as a key element of tourism and a factor in ensuring its competitive advantage⁴. Tourist destination is an important element of the tourist system. The concept of "destination" is derived from the Latin word "destino", which is translated as destination, tourism destination, tourist destination. There are different models of tourist destination. Let's look at 6 of them in the following models:

¹ Senior Lecturer, Bukhara State University, Uzbekistan

² Rassokhina T.V. Management of tourist destinations: textbook and workshop for universities / T.V. Rassokhina. - 2nd ed. - Moscow: Yurayt Publishing House, 2019. -- 210 p.

³ Safaryan A.A. Territory as a destination // Modern problems of science and education. - 2015. - No. 2-2.

⁴ Ritchie B.J.R., Crouch J.I. The competitive destination: a sustainable tourism perspective. UK, CABI Publishing. 2003.272 p.

1. *Systematic model of tourist destination.* New Zealand scientist N. Leiper in his tourist destination model identifies the following four types of regions that interact with tourism¹.

- 1) areas that send tourists and create tourist flows associated with their places of residence;
- 2) transit areas related to the delivery and return of tourists to the territory;
- 3) the area where tourists travel;
- 4) the environment that influences the choice of a tourist destination.

Tourist destination is the core, an important element of the tourism system. Based on the conceptual model of tourism, the tourism industry as a system includes a system of tourist subjects and objects. Within the framework of this system, tourists are the sellers of tourist goods and services, if they are the representatives of demand or buyers.

2. *Geographical model of the tourist destination.* Russian scientist Morozov M. A. defines a tourist destination as a geographical area with a certain attractiveness for tourists. Attraction is the main detail in this definition, it can be different for different groups of tourists². This model is based on the "Cartographic Taxonomy" approach, which depends on the area where the clusters are located³. "Taxonomy" (from the Greek "taxis" - location and "nomos" - law) - a theory of classification and systematization of complex areas of reality, usually with a hierarchical structure (objects of geography). In this case, "cartographic taxonomy" is understood by the authors as a way of presenting information about tourist resources, characteristics and development factors of tourist areas using cartographic taxonomy. "Cartographic taxon" is interpreted as a set of territorial units that contain a single resource (indicator) of the object under study. "Territorial unit" means a plot of land on a map corresponding to a 1x1 kilometer horizontal plane with a given serial number (coordinates). For example, the tourist destination "Krasnaya Polyana" is depicted in cartographic taxa on the territorial unit "A24V30". The practice of clustering based on cartographic taxonomy allows the collection, storage, use and exchange of data necessary for the geographical modeling of tourist destinations. The geographical description of the tourist destination model is presented as an array of tourist clusters by consumption segments, where the clusters are formed according to the needs of consumer resources and infrastructure, depending on the motives of travel. The authors refer to a cluster as a destination (region). assume that In order to study the various interacting processes in each place, region and to turn these areas into tourist destinations, a cluster model has been developed to provide information using a cartographic taxonomy tool.

3. *Socio-cultural model of tourist destination.* Socio-cultural (or marketing or demand) model of tourist area. According to this model, a tourist destination is not only a place where tourist demand is manifested,

¹Leiper N. Tourism system: an interdisciplinary perspective. Palmerston North, New Zealand: Department of Management Systems, Business Studies Faculty, Massey University, 1990, 289 p.

² Morozov M.A. Destination is the most important element of tourism / M.A. Morozov, O. Kol. Tourism: practice, problems, prospects. - 1998. - N. 1. - P. 9.

³ Morozov M.A., Lvova T.V. Cluster approach in modeling tourist destinations (on the example of Krasnaya Polyana). Bulletin of the Russian State University of Trade and Economics. Science Magazine. N. 9 (57). Moscow. 2011. P: 93-105.

but also a place where locals live in constant contact with tourists. This model also considers the marketing side of tourism areas¹.

4. *Competitive model of tourist destination.* According to foreign experts, the competitiveness of destinations at the macro-, meso- and micro-levels is based on certain parameters and is reflected in the "6A" model. D. Bukhalis comprehensively studied the components of the tourist destination and developed its concept "6A". This model is derived from the capital letters of the 6 competitive categories in English, which are reflected in the following²:

1. Attractions - places to visit that tourists like;
2. Accessibility - all transport systems consisting of routes, terminals and vehicles;
3. Amenities - services (accommodation and food, retail, other tourist services);
4. Available packages - pre-existing travel packages through intermediaries;
5. Activities - all types of activities in the designated places of visit and the work performed by consumers during the visit;
6. Ancillary services - additional services (services used by tourists in banking, telecommunications, post, hospitals, etc.).
7. *Offer model of tourist destination.* Tourism in the country is based on the supply system, the processes that occur between consumers and producers in the following three areas:
 - a. A place that creates a tourist - includes tourism intermediaries and goods and services consumed before the trip.
 - b. Information space - includes sources of information and marketing tools that create the tourist and the places where the trip takes place, reflecting the attractiveness of the country.
 - c. Travel space - a set of products and services provided by all organizations involved in the process of meeting travel needs³.

6. *SMART model of tourist destination.* The term "Smart" was coined by Peter F. Drucker in his Practice of Management (1954). The abbreviation "SMART" is used to define the characteristics of the target, which means: ***Specific-Measurable-Achievable-Realistic-Time***⁴. Thus, the scientist believed that the goal would be achieved if it was "smart," that is, if it could meet the set criteria.

The ideas on the problem of "Smart" tourist destinations can be divided into two approaches: research that focuses on the role of "Smart" technologies in the consumption and marketing of tourism services, and a group of studies that consider "Smart" destinations as a special case of "Smart city". These studies differ in theoretical and methodological directions: if, in the first case, the analysis is carried out in terms of business organization, the second, on a larger scale, includes aspects of energy-saving and sustainable

¹ Nikolaev S.S. Strategy for the formation of a single tourist space in the region: (For example. St. Petersburg and Leningrad region.): Author. dis. ... Cand. econom. Sciences: 08.00.05 / St. Petersburg. state University of Economics and Finance. - SPb., 2000. -- 16 p.

² Buhalis D. Marketing the competitive destination of the future // Tourism Management. 2000. № 21 (1). P. 97–116.

³ Ibragimov N.S. Scientific basis for achieving sustainable competitiveness of the tourist area. Abstract doc. diss.Samarkand.2020. P. 22.

⁴ Peter F. Drucker. The Practice of Management by . Published October 3rd 2006 by Harper Business. 416 pages.

development, the existence of a barrier-free environment, historical marginal from the point of view of subcultural support¹.

The "Smart" predicate (cut) reflects the unparalleled importance of automated control and information systems for our daily lives when applied to objects, objects, processes, and the human activity environment in general, and expects the first forms of artificial intelligence to emerge in the near future. The problem of the "Smart zone" is specific to the tourism economy, which reflects the problem primarily in terms of consumer demand². "Smart Zones" allows customers to provide such services in order to attract more tourists and increase the comfort of their accommodation. The main distinguishing feature of Smart Zone is that it is customer-oriented and creates new value-added chains using 2.0 Internet capabilities.

A study of the 40-year (1980 to 2020) evolutionary period of different approaches to the theory of tourist destination shows that the term "tourist destination" was transformed from a traditional form and content to a new form or content - "Smart" or "Smart tourist destination". under the influence of the following three factors:

1. Due to the development of ICT and the Internet and their widespread use in the field of tourism, there is a tendency for traditional tourist destinations to become smart tourist destinations, first due to the formation of electronic and then digital tourism.

2. The establishment of "Smart Cities" in countries with developed tourism has a strong impact on the development of Smart tourist destinations in these areas.

3. As a result of the introduction of cluster technologies in tourism, the organization of tourist clusters has changed the content of tourist destinations, their tourist product content, marketing and management functions tend to shift to clusters. As a result, the structure and objectives of smart tourist destinations are changing. They are becoming an element of the tourism system, forming the basis of tourist clusters. As a superstructure of this foundation, tourist clusters are emerging.

How does Smart Tourist Destiny differ from traditional tourist destinations? In order to find the answer to the question, we identified the differences between these two concepts on 8 parameters (Table 1).

As can be seen from Table 1, smart tourism destination, resulting from the widespread use of digital technologies in tourism, plays an important role in organizing the tourism business in a cluster manner and allows for virtual attraction of tourists to attractions. can be urban, district, rural. The difference between them is also reflected in the development of innovative services and the satisfaction of the need for existing goods through innovative means. If a cluster from a traditional tourist destination serves as a clustering factor, a smart traditional tourist destination serves as a foundation for the organization of tourist clusters. A new business as a result of the development of the virtual tourism business seats will be created, logistics will be improved and access to modern transport will be available.

¹ Boes, K., Buhalis, D., Inversini, A. (2015). Conceptualising smart tourism destination dimensions. In I. Tussyadiah and A. Inversini (Eds.), *Information and communication technologies in tourism 2015* (pp. 391-403). Heidelberg, Germany: Springer.

² Molchanova, V.A. Tendencies of innovative development of tourist destinations: "smart destination" / M.A. Molchanova // *Economics and Entrepreneurship*. - 2017. —No. 9-3 (86-3). - P. 715-720.

Table 1. Differences between traditional and smart tourist destinations ¹

N	Types of differences	Traditional tourist destination	Smart tourist destination
1	Geographically	For visiting selectable attractions with tourist profile and infrastructure by tourists	For visiting selectable "Mental" attractions by tourists
2	Motivational	The real tourist attraction of the region serves as a motivation to attract tourists to the region	The virtual tourist attraction of the region serves as a motivation to attract tourists to the region
3	Innovative	Typical tourism products and services	Innovative tourism products and services
4	Economic	The value chain is created in a narrow range through the usual collaboration	The value chain will be significantly expanded within the cluster due to the Internet and ICT capabilities
5	Marketing	It promotes tourist areas and their products using regional marketing tools	Using digital marketing tools to promote tourist areas and their products to target customers
6	Management	Using destination management methods, tourist destination is managed by traditional offline offices.	Using smart management method, tourist destination is more managed through websites and electronic platforms
7	Social	Tourists share their impressions of their travels with a narrow circle of acquaintances.	Tourists spread and share information about their travels on a wide range of social networks
8	Mobility	Tourists travel to the tourist destination by various means of transport.	In addition to tourist vehicles, they take part in excursions from their permanent residence using virtual vehicles.

¹ Source: Table 1 Author's development.

It is recommended to include the following in the components of a smart tourist destination¹:

- Smart-people;
- Smart mobility;
- Smart-life;
- Smart-environment.

In order to develop the tourism industry in a cluster way, we recommend a “Three-level smart model of tourist destination” (Figure 1). As can be seen from the figure, our recommended tourist destination model consists of the following three levels:

Level I - *attractive travel and visiting destinations*. This level represents the demand situation in the tourism market. It reflects the real and virtual charm of the sights and sacred places from the point of view of tourists and pilgrims.

Level II - *travel business of tourist destination facilities*. This level reflects the state of the supply system in the tourism market. It reflects the opportunities for the development of tourism business in places of interest and sanctuary.

Level III - *tourist destination reflects the opportunities of ICT and the use of ICT by tourists and visitors*. This level reflects the demand and supply situation in the market of ICT services. The formation of smart tourism and the development of digital technologies are reflected.

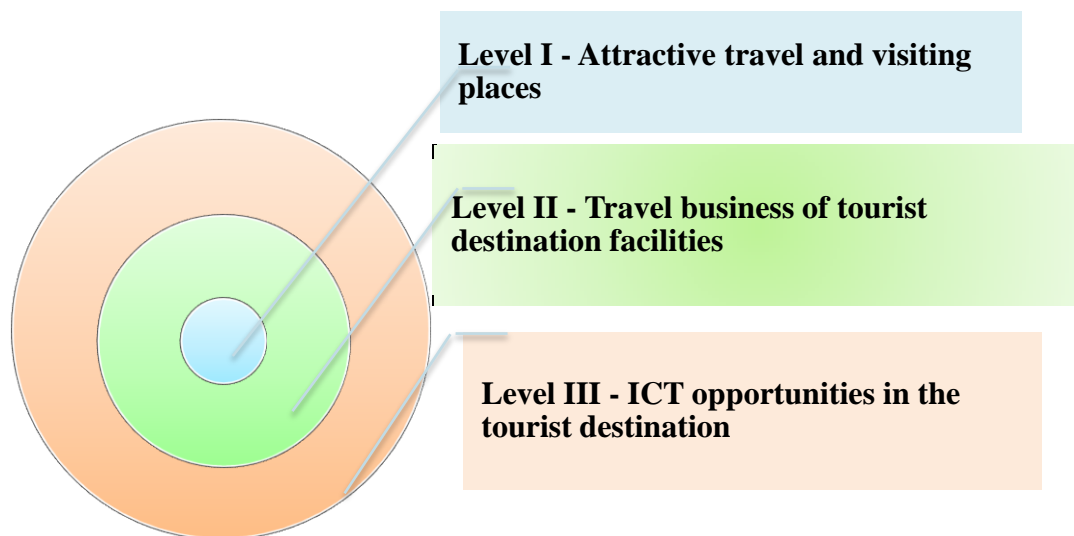


Figure 2. A three-level smart model of tourist destination ²

Digital technologies for the formation of "SMART tourist zone" are:

1. Mobile internet access technology for wireless data transmission such as Bluetooth, Wi-Fi.

¹Buhalis D., Amaranggana A. Smart Tourism Destinations Enhancing Tourism Experience through Personalisation of Services // Information and Communication Technologies in Tourism 2015 ENTER 2015 Proceedings of the International Conference in Lugano. Switzerland : Springer International Publishing, 2015 P. 377–390.

² Source: Figure 1 Author's development.

2. Necessary information materials and applications such as mini-atlases for mobile phones, tourist guides, navigation programs, route indicators, content.

3. Information on museums, concert halls, and travel agency websites, as well as cultural and entertainment events for the season, will be translated into foreign languages and included in a single program format and advertised on the websites of tour operators, international airlines, and hotel associations.

4. End-user cloud computing, internet of things and internet service system technologies. This cloud computing technology is used in applications such as "Tourist Guide" for smartphones and allows to automatically serve the information needs of thousands of tourists at the same time.

With the formation and development of digital tourism, radical changes are taking place in the structure of the tourism system. Now, tourists will be able to use digital technologies to get rid of tourist services without having to leave their permanent residence. Such efforts of tourists became apparent during the coronavirus pandemic. Prospective tourists, tired of staying at home for a long time, began to use various virtual tourist tours using the Internet. , tourists enter the global Internet without having to come to the tourist area, in exchange for the active use of digital technologies in tourist services. So that a potential tourist can access the Internet and use these services. In this case, the concept of "tourist destination" will have a new interpretation. A new model of tourist destination - "SMART" tourist destination is emerging.

Thus, due to the widespread use of ICT in tourism, tourist destinations are transforming from traditional tourist areas to smart tourist areas and creating tourism clusters with ample opportunities to meet different tourism needs. In the process of clustering tourist areas, if a traditional tourist destination is the foundation that forms a tourist cluster, a smart tourist destination serves as the *foundation* that forms its core.

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