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THE ESTABLISHMENT OF THE "NEXT STOP BUKHARA" MOBILE APPLICATION IN THE BUKHARA REGION, AS WELL AS ITS IMPACT ON INDEPENDENT TRAVELLING VISITORS

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ABSTRACT

The Internet is becoming increasingly crucial in people's lives in this age of globalization. The essence of transport services in tourism is studied, as are the key market challenges in present economic conditions, and the main tendencies in the growth of the transport services market are outlined. Recognizing the broad impact of travel apps on the tourism industry, researchers concentrated on the factors that influence visitors' desire to use travel apps. The capacity to attract tourists and the quality of service provided by tourist locations are inextricably linked to the upgrading of transportation infrastructure. This paper explores the significance of tourist transport construction for tourism development, evaluates existing tourism transport construction challenges, and provides ways for improving Bukhara's tourism transport system in the context of smart tourism..

Key words: tourism, transport services, mobile application, economic mechanism, innovation.

INTRODUCTION

The Internet is an important element of people's life in today's globalized world. According to, more than half of the world's population utilizes the Internet on a daily basis¹. The Internet has affected many aspects of people's lives, and the travel industry is no exception, with rapid technological innovations changing the industry's operations, mostly in terms of interactions between firms and customers².

The oasis of Bukhara surprises visitors with its geopolitical area, wealthy authentic and cultural assets. Within the final five years, the number of trips in Bukhara has been growing rapidly, barring the pandemic period. The worldwide tourism market is one of the most components of Bukhara's financial development, and able to see a 5.5-fold increment in visitor entries by 2022 compared to 2016.

In order to take advantage from this situation, companies from different industries come up with useful innovations which are aimed at helping people with their tourist experiences. Affordable international transport, inexpensive hotels and professional tourist agencies stimulate people to engage in the process of traveling. However, it is especially important to emphasize the significance of tourist apps that may assist tourists with hotels' booking, organizing, navigating, translating and even tipping (tradeforum.org).² The level of tourism transportation construction has a greater impact on tourist destinations. The development of transportation makes it more convenient for tourists to gather at tourist locations, and helps to gradually expand the scale of the tourism industry, improve tourism infrastructure construction, and promote tourist destinations³.

¹ Internet world statistic (2017). World Internet Users and 2017 Population Stats. Available at <https://www.internetworldstats.com/>

² C. G. Cristescu, "The Significance of Tourist Apps on a tourist experience," 2016, [Online]. Available: https://projekter.aau.dk/projekter/files/239506846/Master_Thesis.pdf

³ J. Huang, The Research on Optimization Strategy of Wuhan Tourism Transportation System Under the Background of Smart Tourism. Springer Singapore, 2021. doi: 10.1007/978-981-16-1726-3_10

Literature review.

To enhance the influx of tourists in the area, multiple scientific research institutes and scientists conducted studies to establish the fundamental principles for the advancement of transportation facilities.

It is shortsighted to consider the phenomenon of tourist apps as a miraculous recipe for modern tourists. Some researchers support an assumption that a high public demand in the industry of tourist apps is primarily reasoned by the effective marketing campaigns. Indeed, this point of view might have a grain of truth. While most of products are designed for fulfilling existing customers' needs, tourist apps often try to anticipate these needs and predict people's expectations in the fields of orienting, navigating and communicating in foreign countries. As a result, a lot of people may only use tourist apps because it is a popular trend that is supported worldwide⁴.

During the centuries, the means of transport have been changing according to the development of technology. There is no doubt that the transportation system is undergoing a change and the traditional transportation market aims at understanding this new approach. The introduction of new transportation innovations has been extensive in the recent years, and this growth promises to continue in the coming years. This new trend perfectly follows the above phenomenon⁵. The function of tourism traffic engineering is not fully utilized. Tourists often encounter the phenomenon that the function of traffic engineering is not fulfilled during the travel process. During the journey from the departure place to the destination, there are inaccurate departure time, detours during driving, road congestion, etc. The problem is that some travel agencies conceal travel information, which leads to disputes and disputes between tourists and travel agencies during the travel process, which weakens the enthusiasm of tourists and makes tourists' evaluation of tourism activities and destinations greatly reduced.⁶ Transportation system is a link that connects routes with destination. Transportation creates an opportunity to increase tourists who want to have intercity travel in a certain country and as an influential part to tourism since it could bring large amount of tourist to the destinations safely⁷.

Research methodology

Throughout the execution of this study, we examined the operations of tourist transportation services in our area and the procedures linked to the efficient management of the unified transportation system. To address the issues in this procedure, we scrutinized mobile applications established in advanced nations. We devised recommendations for enhancing their operations using statistical investigation and comparative examination techniques.

Analysis and results

Transportation services are tasks carried out by a provider to fulfill the requirements of one or multiple clients.

In the later of the 1980s, Gilbert observed that the standard of service in the tourism industry and the degree of customer contentment are on the rise⁸.

It is somewhat challenging to ascertain the interpretation of the word "service" in the context of tourist transportation due to the intangible, perishable, and inseparable characteristics of services.

⁴ Clack, David. "The World's 50 Best Travel Apps." TimeOut, 13 July, 2015. Web. 16 December 2015, retrieved from <http://www.timeout.com/city-guides/travel/50-best-travel-apps/>, at 12.04.2016

⁵ F. Pagliara and F. Maurillo, "The Effects of Investments in New Transport Technologies such as HSR on the Tourism Industry," *Open Transp. J.*, vol. 13, no. 1, pp. 35–40, 2019, doi: 10.2174/1874447801913010035.

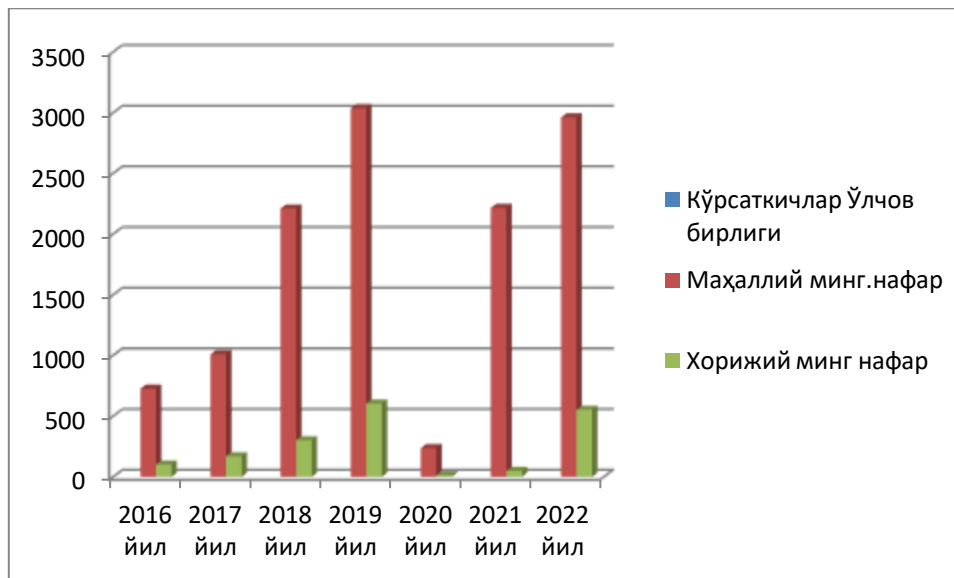
⁶ Yu, F., Zhu, Y.: Analysis and optimization of the spatial layout of tourism transportation network in southern Anhui. *J. Huangshan Univ.* 12(6), 65–68 (2015) (in Chinese)

⁷ A. Gunawan, "the Impact of Covid-19 Pandemic Towards Tour Bus Business in Jabodetabek," *Adv. Transp. Logist.*, no. 6, pp. 105–112, 2020, [Online]. Available: <https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/255%0Ahttps://proceedings.itltrisakti.ac.id/index.php/ATLR/article/download/255/291>

⁸ Gilbert, D.C. Tourism marketing: Its emergence and establishment, in C.P. Cooper (ed.) *Progress in Tourism, Recreation and Hospitality Management*, Volume 1. London: Belhaven, 1989. – P.77–90.

Presently, the Bukhara region acknowledges tourism as a key sector for economic advancement. As it plays a role in the socio-economic growth of the country, it is crucial to examine the current tourism transport infrastructure and implement innovative technologies for its administration.

To revive the tourism sector, which suffered the most from the Covid-19 outbreak, travel-oriented mobile applications have been widely embraced as the optimal global remedy. Within a brief timeframe, the utilization of travel apps has gained significant traction across the globe. In the region of Bukhara, the inclination towards domestic travel has surged during the pandemic, as evidenced by statistics revealing that the number of local residents embarking on trips is 18-fold greater than the number of international visits.



Visit of local and international tourists in the Bukhara region⁹

As depicted in the diagram, 301,500 international individuals visited Bukhara in 2018, and this figure is projected to rise to 552,600 by 2022. The count of domestic travelers stands at 2 million 210.5 thousand individuals, and this measurement is expected to reach 2 million 961.6 thousand people by 2022 (Fig. 1). Enhancing the influx of foreign visitors is regarded as a significant objective. Additionally, the graph below illustrates a rising trend in tourist numbers following the period of the pandemic. Various administrative and practical measures are being implemented to boost the number of foreign tourists. These include expanding accommodation options, promoting the availability of halal products in dining establishments, and augmenting the range and quantity of transportation facilities.

There are two categories of transportation that travelers can utilize in the area:

- Aerial transportation (international flight, domestic flight)
- Ground transportation (train, shuttle, automobile, bicycle)

Although the majority of domestic visitors opt for rail and road, the significance of air travel for international tourists is rapidly increasing. Regular shuttle services and trains within the country are easily accessible as shuttle and train tickets can be purchased online. However, this does not offer the chance to fully plan a trip to the historic and ancient city of Bukhara. The "Next destination Bukhara" travel application has been introduced, which provides a highly convenient opportunity for tourists who wish to travel independently.

In accordance with the tasks outlined in the directives of the President of the Republic of Uzbekistan on July 6, 2022, titled "Organizational Measures for the Implementation of the Innovative Development Strategy of the Republic of Uzbekistan for 2022-2026" (No. PQ-307), Bukhara State University has provided funding for this project in the fourth quarter of 2022.

⁹ Statistics Department of Bukhara Region

As part of this project, the practical phase of implementing the "Next stop Bukhara" mobile application has commenced. The objective is to promote the region's tourism opportunities to the general public, enhance its reputation in the international tourism market, and improve convenience for tourists.

In the mobile app, travelers will have a variety of essential information at their disposal, such as:

- Details about local climate
- Currency exchange rates
- Urban map
- Ancient landmarks
- Lodging options
- Dining options
- Transportation services
- Medical facilities

The information within the app is available in three languages: English, Russian, and Uzbek. Within the historical sites section, tourists can select a specific site and access historical details about it. If you wish to plan a journey using public transportation, you can do so independently by utilizing the information provided in the transport section.

Additionally, users will have the ability to obtain brief information and contact the lodging and dining facilities associated with the hotels and restaurants section.

The transportation division provides vehicle leasing services (automobiles, coaches, vans, bikes). To facilitate convenient options for travelers, it is feasible to arrange excursions using these modes of transportation throughout the area and throughout our nation.

Conclusion

Tourism is emerging as a key industry in various nations, such as Uzbekistan, and is playing a crucial role in boosting the country's economy and generating additional government revenue. It is imperative to examine the current tourism transportation system and implement cutting-edge technologies to effectively manage it. This article explores novel approaches to self-guided travel in the Bukhara region, which not only foster the growth of tourism in the area but also greatly enhance its appeal to tourists.

In order to enhance the influx of tourists to the Bukhara region, numerous roadways and pedestrian routes have been constructed and their utilization is widespread, leading to disorder in tourist hotspots and adversely impacting the aesthetics of the area. The utilization of buses and automobiles for short-term excursions is also a noteworthy element, which can consume a substantial portion of the overall allocated time for the journey, and its significance further escalates¹⁰.

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