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## THE ROLE OF GEO INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE DEVELOPMENT OF YOUTH TOURISM

**Abstract.** The opportunities and reforms for Youth tourism implemented by the government can urge this field to be one of the important markets in the region in a short time. In this case it is essential to do researches and studies successively. This article gives details of functions for mobile apps in order to identify travel destinations of young travellers, form and improve infra and infostructure.

**Keyword:** youth tourism, GPS, tracking tourists, mobile apps.

Today, Uzbekistan is working hard to develop tourism, paying special attention to the categories of quality and quantity. At the same time, in addition to the existing types of tourism and services, the necessary conditions for the formation of other new types are being considered. Based on the latest developments and opportunities created by the government, Uzbekistan's tourism potential and opportunities are attracting the attention of the global tourism sector through a wide range of opportunities. This can be clearly seen in the figures: the number of tourists visiting our country in 2018 increased by 2.3 times compared to 2017 (2847.9 thousand in 2017 and 6433 thousand in 2018) (Tourism in Uzbekistan, 2018). At the same time, the reforms aimed at developing this sector in Uzbekistan demonstrate their success in many areas of tourism. The majority of tourists visiting Uzbekistan visit for the purpose of cultural tourism and pilgrimage,

but in addition to these existing species, practical work is being done to promote gastronomic, ethnographic, archeological, youth and other types of tourism, which have high potential in our country. Among them, youth tourism is a relatively new but promising type of tourism for Uzbekistan, as more than 60% of the population of Uzbekistan is young, and this segment has a very high potential.

Given the above figures, it can be said that the sustainable development of youth tourism in Uzbekistan can lead to the development of cooperation in many areas, such as the economy and tourism, education, cooperation between young people from foreign and neighboring countries. Undoubtedly, this, in turn, can lead to the development of sustainable tourism in the country. There is a lot of work to be done to create more opportunities for youth tourism to flourish.

To date, the youth tourism segment has been studied by different scholars in different approaches, including their motives, travel goals, and specifics: limited income, but no time constraints, and a sense of novelty. In most cases, social networks are recognized as the most important factor for youth travel, and social networks track the movement of tourists. However, we aimed to create a travel trajectory of young tourists using geoinformation systems and thereby form a potential tourist destination. First of all, let's look at the relationship between geographic information systems and youth tourism.

The definition of geographic information systems. So far, there are more than 20 definitions of the GAT, aimed at describing its various features. It is advisable to present one of them. Lillecand P. describes: "GAT is to expand the database, to process the data, to represent them in the form of maps and tables, to make decisions on the solution of this or that problem of economic activity is a system consisting of an adapted database, hardware, specialized mathematical software and software."

Definition of youth tourism. The World Tourism Organization (UNWTO) describes travel by young people as follows: "Youth travel is the desire of 16-29 year olds to learn formally and informally outside of the ordinary environment, to experience other cultures, to experience life and / or benefit. includes all independent trips of less than one year" (The power of youth travel, 2012).

According to the organization, 190 million international trips were made by young people in 2010 alone, and by 2020 this number will reach about 300 million annually (Global Report on The Power of Youth Travel, 2016). It has also been shown that while per capita spending is lower than in other segments, revenue from public travel is higher. Forecasts show that by 2020, the number of young travellers will reach 370 million and the total cost of the trip will reach \$ 400 billion (Jovanović, Njeguš, 2008). This has led to an increase in the importance of youth in tourism. Geographic information systems are very useful in monitoring the movement of young people. In short, we found it important to note the potential benefits of using the GAT:

- intelligent mapping;
- analytical capabilities;
- modelling and forecasting;
- revenue generation (McKercher, Lau, 2009).

Methods of observational research. Various methods have been used to track the movement of visitors as part of tourism research. There are basically three options for tracking:

- direct observation;
- survey and interview-based methods, such as using a travel diary or drawing on maps;
- digital tracking via GPS tracking via special devices or via Wi-Fi or Bluetooth or by tracking mobile apps via GPS tags.

Direct observation. The advantage of direct ethnographic observation is that it contains accurate data that can be collected, including the ability to make decisions and study group dynamics (Thimm, Seepold, 2016). However, McKercher and Lau argued that the approach was the “least practical and most ethically questionable method” of tracking tourist activity in this way, given the deception and persecution of tourists (Shoval, Ahas, 2016). If the tourist is informed of this, then the transparency of the data may be compromised. This method also requires a lot of resources, requiring the appointment of an observer to monitor each tourist. For these reasons, this method has rarely been used (Thimm, Seepold, 2016).

Self-filling paper-based approaches. For many years, maps and travel diaries were commonly used to gather information about the movements of tourists. Participants should indicate their routes and stops on maps or write in their daily travel diary. On the plus side, such approaches allow tourists to follow closely. However, they may not allow you to get detailed details of the movement, and they may also be inaccurate, as they may depend on tourists remembering details such as routes taken, stops, time taken at specific locations (Anuar, Gretzel, 2011). In particular, travel diaries should require assumptions by researchers in the directions that pass between the two points, as they are more likely to be inaccurate. There is another difficulty in analyzing data from maps and travel diaries, as it has been proven by McKercher and Lau (2009) that it is very difficult to classify such data and identify samples from them (Thimm, Seepold, 2016).

GPS tracking. GPS logs and GPS-enabled smartphones allow for accurate tracking of tourists’ movements. GPS units allow researchers to continuously collect high-precision data that shows movement in time and space. GPS-based research has been used successfully at different levels and in different ways in tourism research. One such large-scale study is a study conducted in the Australian state of Tasmania, which successfully tracked the movements of 472 independent tourists who visited for 4 to 14 days via a mobile app.

GPS tracking based on the app. While GPS tracking surveys have used GPS-enabled watches, chips, and other devices, the development and rapid proliferation of GPS-enabled smartphones could facilitate tourist tracking research by reducing the cost of data collection and minimizing inconvenience for participants to study. Many smartphone apps used by tourists automatically track movement in space and time and provide location-based services where needed. Smartphone apps are therefore an easy and convenient tool for learning observations. To take advantage of location-aware apps, consumers often trade privately or are unaware of privacy-related losses (Anuar, Gretzel, 2011). Businesses can easily use such information under user agreements because they offer valuable services in return. In the same way, we think it will be much easier to get information about the movement of tourists, their stops, where and how much time they spend.

According to the results of 2018, 5.3 million foreign tourists visited Uzbekistan, of which more than 1.5 million were young people. The average age of tourists visiting our country in 2010 was 60 years, and today it is 45 years. This not only shows the growing number of young people visiting our country, but also provides an opportunity to develop international youth tourism on a large scale.

Approval of the Concept for the Development of Youth Tourism in the Republic of Uzbekistan for 2020-2025 and the Action Plan for 2020 for the Implementation of the Concept for the Development of Youth Tourism in the Republic of Uzbekistan for 2020-2025 is a priority for further diversification of tourism. There is no doubt that setting goals and objectives will further increase the flow of young tourists, improve the quality of tourism services and create a tourism infrastructure for young tourists. Under the Concept, the main factor in the development of this type of tourism is the reimbursement of extra-budgetary funds from the Fund for Tourism Support under the State Committee for Tourism Development in accordance with the established procedure for international events organized in the months with low tourist season (December-February and July-August).

Also, the targets for the development of youth tourism in the country in 2020-2025: the increase in the number of young foreign tourists → from 1.3 million to 2.2 million in 2020, 3.3 million in 2023, the increase the number of young tourists in domestic tourism → from 8.1 million to 10 million in 2020 and 13.6 million in 2023 and the plans to hold 20 international events in 2020 and 60 in 2023.

Although various mobile apps have been created to guide travel in Uzbekistan, we believe that the recommendations we provide will provide more functionality for the apps created till now.

First of all, the application must be user-friendly, and its main purpose is to guide tourists during their travels and provide the necessary information about the destination they are visiting (shops, restaurants, museums and theaters, discounts,

etc.). But during the trip, we achieve the secondary goals, but the necessary results in the study of travel movements, destinations of young tourists:

- shaping the trajectory of tourists;
- small questionnaires about sakon;
- GPS connectivity and current user geolocation data;
- measurements of time and time (how much time a tourist spends in a particular area);
- access to social networks;
- special benefits for using the application (incentives).

The main goal is that the mobile application will not only help the user to find the hotel, restaurant and the necessary destinations during the trip, but also be able to draw his travel trajectory via GPS. Based on the dimensions of time and space, information is also collected on where and how long they stay, which leads to the formation and improvement of existing tourist services or services that have not been previously recorded, but have potential power. The continuity of the GPS system is also important, and it is advisable to synchronize the data in the database synchronously by updating it from time to time over the Internet.

Also, GPS connection and access to the user's current geolocation data, the ability to take photos and videos of the area at will, easily share it on social networks through the function of transferring it to social networks - "share" will be available. There are two types of information available: the geolocation of the tourist's location and the information on which social networks he uses. Informing the tourist about the future of the region through social media can be a reason for him to visit the region again.

Through this we can achieve the following results: organization of mass youth trips; creation of special pages on social networks; "share" impressions of the places they have visited; promote the destination area visited by hashtags such as photos and videos; database such as information about the introduction of seasonal special discounts for young people; identification of potential spots through tourist routes; potential tourist services and services; formation of infrastructure or elimination of shortcomings in it; the main thing: to support the free movement of tourists; ensuring a steady flow of young tourists.

Of course, there must be a motive to download the mobile application first, which may be the main reason for the introduction of discounts by organizations directly and indirectly related to tourism. For these organizations, information about their products and services is provided to the user.

In conclusion, on the basis of the collected data, the most visited spots by independent tourists will be identified, around which the relevant tourism infrastructure will be formed or improved, the required new tourist services and products will be formed and implemented. The most visited destinations are the tourist routes.



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## POLISH-UKRAINIAN INTERLINGUAL HOMONYMY IN THE LANGUAGE OF BUSINESS

**Abstract.** The article deals with the interlingual homonymy, which takes place in every language in the word. In this article we will consider Polish-Ukrainian homonymy, since it is very common and widespread. The author substantiates the need for studying and understanding the key homonymous in Ukrainian and Polish languages.

**Keyword:** homonymy, identical meaning, different meaning, confuses.