The Role of Artificial Intelligence and Smart Media in the Development of Tourism Services

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Abstract

This article explores the role of artificial intelligence and smart media devices in the development of tourism services. The analysis focuses on the impact of artificial intelligence and smart media devices on enhancing the tourism experience, offering personalized services to clients, organizing travel and accommodations, providing tourism-related information, and incorporating the growth of technological innovations in the tourism industry.

Keywords: Artificial intelligence, mobile technology, smart media, preferences, automation, smart media.

Introduction

Artificial intelligence (AI) and smart media devices play a significant role in the tourism industry. These technologies have a serious impact on enhancing tourism services. Through artificial intelligence, the efficient management of services in the tourism sector and interaction with clients becomes possible, improving their travel experience. In addition to this, smart media devices, including audio, video, interactive advertising, and other multimedia tools, contribute to strengthening connections with clients for tourism companies and enhancing their travel experiences. These technologies are beneficial not only in improving the provision of supplies and conveniences in daily life through the internet but also in providing personalized services to clients in the tourism sector.

Problems

When tourists travel, they may encounter some issues and challenges. Here are some examples of issues faced by tourists:

- Linguistic Differences: It is possible that tourists may not understand local languages when they visit certain countries, leading to difficulties in communication and making the travel experience a bit more challenging.

- Health Concerns: When visiting a foreign country, there might be differences in the composition of local foods and water, which can lead to health-related issues.

- Infrastructure Variances in a New Place: For some travellers, the differences in roadways and movement regulations within foreign countries may differ, causing confusion and difficulties in adapting to the new environment.

- Financial Challenges: Understanding the local currency, prices, and managing financial matters can be challenging for some tourists. Economic issues like currency fluctuations, expenses, and prices at tourist attractions can pose economic challenges.

- Food and Cuisine: For some tourists, the availability, quality, and type of local products and foods may pose challenges.

Analysis and Results

To address these types of challenges, it is necessary to organize and regulate the activities of tourist facilities and state-controlled organizations. Additionally, tourists need to connect with travel agencies or embassy services to obtain information on health and safety issues during their travels. In order to address and quantify the challenges faced by tourists, the following technologies can be developed in line with the economy that is increasingly digitizing:

- Mobile Applications for Tourist Destinations: Through mobile applications, tourists can conveniently plan their trips, obtain information about locations, restaurants, and attractions, book transportation services, and access other tourist services, making it easier for them to navigate tourist destinations.

- Virtual and Visual Tours: Virtual tours allow tourists to familiarize themselves with their destinations beforehand. These technologies provide the possibility for tourists to visit tourist sites, museums, and other attractions online.

- Mobile Translation Apps: Mobile translation applications for tourists help them learn the local language and easily communicate with the local population.

- Real-time Communication and Services: Real-time communication and services provide tourists with quick access to important information, support services, and the ability to stay continuously informed about the conditions of tourist destinations.

- Blockchain Technology: Utilizing blockchain technology for managing information, expenses, and other issues related to tourists ensures security and transparency.

- Internet of Things (IoT): Implementing IoT technologies, such as in city transportation, electronic ticketing, restaurants, and other objects, helps enhance location-based services for tourists.

- Local Food and Product Platforms: Creating platforms for ordering products and meals through online platforms helps tourists to easily order and gather information about local products and cuisines.

Implementing these technological activities contributes to addressing and mitigating the challenges faced by tourists, making it more convenient for them to utilize various services in tourist destinations.

Analysis and Results

To enhance tourism in the Republic of Uzbekistan, the following measures are being implemented:
 - Development of Tourist Destinations: Significant efforts have been made to develop tourist destinations across the country. Establishing guesthouses and hostels with favourable conditions for new tourists and modernizing existing ones.
- Technological Advancements: Leveraging cutting-edge technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and others to innovate and improve tourism services.
- Transportation System: Improving the transportation system to ensure convenient and safe mobility for tourists, simplifying travel across the country.
- Training Tourism Personnel: Training and retraining tourism personnel to enhance the quality of tourism services. Programs have been introduced to improve language proficiency among staff to provide better services to tourists
- Simplifying Visa Requirements: Streamlining visa requirements for tourists, introducing online platforms to facilitate the visa application process.
- International Collaboration: Actively promoting the country in the international tourism market and establishing partnerships with tourism agencies for mutual collaboration in international tourism events.

These measures contribute significantly to the development of the Republic of Uzbekistan's tourism, and implementing them requires careful planning and timely execution.
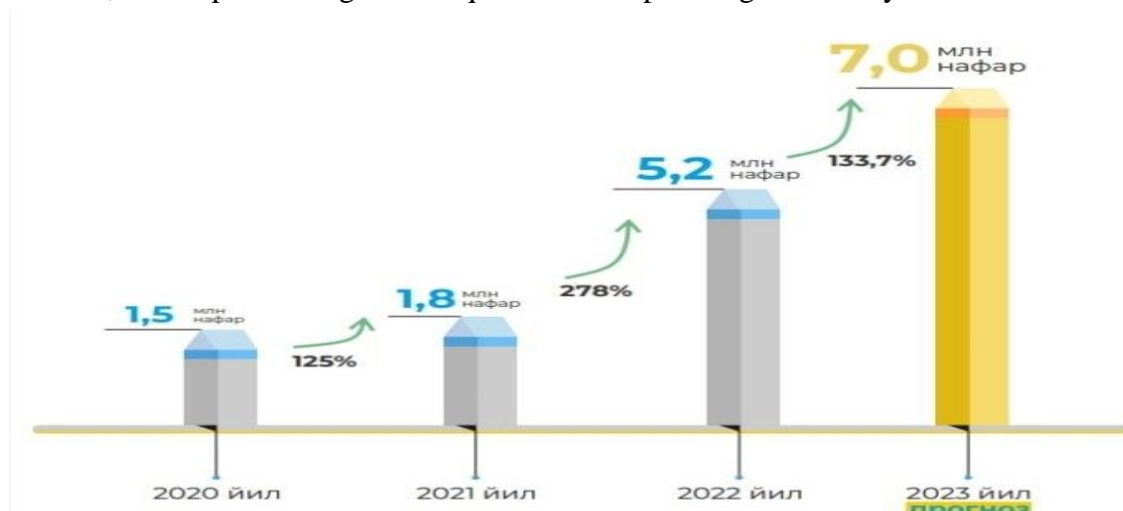
Conclusions and Offers

The role of Artificial Intelligence (AI) and smart-media devices is crucial in enhancing the quality of tourism services. AI efficiently manages experiences, strengthens connections with clients through social networks, and aids travel agents in personalizing experiences. Smart-media devices, encompassing audio, video formats, interactive advertising, and information from various fields, prove beneficial in fortifying communication with clients. The utilization of AI and smart-media

devices in the tourism sector not only facilitates service delivery but also fosters innovative solutions in interaction with clients, emphasizing the significance of providing personalized and efficient services.

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