

# DEVELOPMENT OF TOURISM IN KARAKALPAKSTAN ON THE BASIS OF DIGITAL TECHNOLOGIES

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## Abstract

This article analyzes the current state of the tourism sector in the Republic of Karakalpakstan and considers the possibilities of developing tourism services using digital technologies. The article pays special attention to the types of digitization, advanced foreign experiments and the possibilities of their application to the conditions of Karakalpakstan.

**Keywords:** Tourism, digital technology, digitization, smart Tourism, Information Systems, online services.

## Introduction

In recent years, the Republic of Uzbekistan has identified the development of the tourism sector as one of the priority areas. In particular, improving the quality of services, increasing the flow of domestic and foreign tourists, as well as increasing economic efficiency are one of the pressing issues through the introduction of digital technologies into Tourism. The Republic of Karakalpakstan has great tourist potential with its unique nature, historical and cultural monuments. However, these opportunities have not yet been fully launched. This is exactly what is analyzed in this article.

## Literature analysis and Methodology

In the process of analyzing the article, information about the concepts of Tourism, about the strategy for the development of the tourism sector in Karakalpakstan, as well as about the investment in this sector, the shortcomings and advantages of the industry were used in the literature of specialists involved in the tourism sector. Of These, E.Ghulomvasanov, F.S Amirova, A.S Amirov's" role and importance of domestic tourism in the development of the economy", E.B.Abdurahimovna's "socio-economic aspects of the development of historical and cultural tourism in Uzbekistan", M.Djamilova's " strategy for the development of international tourism in Uzbekistan", I.Tukhliyev, B.Safarov's "fundamentals of Tourism", M. Amonbayev, D.I. Abidova, N.A. Zhurayeva tourism" economy and management " literature was used. Analytical, comparative and empirical approaches were used in the preparation of this article. First of all, local and international literature on the digitization of Tourism, Statistics and government decisions were studied. The state of the existing tourist infrastructure and digital



services in the Republic of Karakalpakstan was analyzed. Surveys were also carried out between representatives and users of the tourist industry, clarifying their attitude and needs for digital services.

1. Tourism potential and current situation in Karakalpakstan The Republic of Karakalpakstan has the following main factors for the development of Tourism: - Natural objects: Lake Sudochoye, dry seabed (ecotourism) on the mill, Ustyurt plateau. - Historical and cultural monuments: Mizdakhan, Historical Monuments of Qurghat, Fifty-Fort system. - Ethno-tourism opportunities: rich traditions, crafts and national cuisine of the Karakalpak people. Nevertheless, inadequate digital services, weak information infrastructure, poor online advertising and marketing remain an existing problem in the tourism sector.

2. Impact of digital technology on tourism In tourism, digital technologies play an important role in the following areas: - Digital marketing: attracting tourists through social networks, mobile applications, websites. - Online booking and payment systems: hotel, transport, the possibility of booking excursions in advance. - Virtual tours and 3D modeling: an opportunity to review monuments before visiting. - Smart tourism: interactive and personalised services using AI, IoT and AR/VR technologies.

3. Existing initiatives for digitalization in Karakalpakstan The following measures are implemented by the Tourism Committee of the Republic of Uzbekistan and the Ministry of ICT: - phased introduction of the " e-Tourism " platform; - Digitalization of information and library systems in Karakalpakstan; - The introduction of digital maps and navigation systems. These initiatives, however, do not yet have a wide scope, and they are not giving full efficiency due to the low level of infrastructure development.

4. Advanced foreign experience and its customization options.

The experience of the following countries can be applied in Karakalpakstan:

- Estonia: virtual tourist opportunities through " e-Residency".
- South Korea: tourism destinations enriched with AR/VR technologies.
- Turkey: a single integrated system of tourist platforms.

It is necessary to adapt similar experiments to the conditions of Karakalpakstan, for example, to create a mobile application "Karakalpaktour", to form a regional tourism database.

### Conclusions and suggestions

The following proposals will be made to develop tourism in Karakalpakstan on a digital basis:

1. The creation of black Digital Tourism, through which all digital services are integrated.
2. Development of mobile applications, providing GPS-based routes and a database for each tourist.
3. To increase digital literacy, to organize special trainings for employees of the tourism industry. Attracting investments, creating tourism platforms in cooperation with IT companies. Despite the high tourism potential of the Republic of Karakalpakstan, the available opportunities are not sufficiently digitized. The introduction of digital technologies into the tourism industry not only increases the quality of services, but also leads to an increase in the number of domestic and foreign tourists, the development of the region's economy. Important in this regard is the development of conceptual programs based on scientific and practical approaches.



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