

Possibilities for Forming an Electronic Map of Tourism and Recreation Objects in Kashkadarya Region

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Abstract: The article focuses on the development of the concept of electronic mapping of tourist and recreational facilities in Kashkadarya region.

Keywords: Kashkadarya region, tourist and recreational facilities, electronic map, concept, tourism, e-government, digital economy, geo information.

INTRODUCTION

An important part of regional policy for the development of tourism is to identify and work with target groups of potential and real consumers of this regional tourism product. This includes the use of information and communication technologies (ICT), which will ensure the rapid penetration of the tourism industry into the digital economy. This, in turn, requires material, spiritual, managerial, and organizational resources.

Taking advantage of digital marketing, the digitalization of the tourism industry, including the use of communication technologies, on the one hand, to increase the efficiency of tourism and recreational potential of the region, on the other hand, not only increase the flow of tourists and sales of tourism products accelerates the formation of a favourable social environment that provides. A promising area for the use of information technology in tourism and recreation projects and regional development is the development of thematic geographic information systems based on electronic (digital) maps. In carrying out these processes, GAT (Geo information systems) provide the ability to create and edit electronic maps, topographic plans, systems for managing tourist and recreational resources of the regions, cadastre.

ANALYSIS OF THE RELEVANT LITERATURE

Improving the efficiency of the use of tourist and recreational facilities has been studied by Т.А.Ципилева, А.Д.Чудновский, Ф.Шепер, А.Б.Косолапов, И.Я.Барлиан and others. The scientific works of Uzbek scientists I.S.Tukhliev, B.Sh.Safarov, M.T.Alimova and others are devoted to the study of these problems.

RESEARCH METHODOLOGY

The research methodology is a system of relations related to the possibility of forming an electronic map of tourist and recreational facilities of Kashkadarya region.

ANALYSIS AND RESULTS

The electronic map, prepared using GAT technologies, shows the tourist sites in Kashkadarya. The electronic map provides all the information about the tourist attractions, their photos and videos online.



Figure 1. Electronic map of tourist and recreational facilities of Kashkadarya region and its representation with icons.

The electronic map of tourist and recreational facilities of Kashkadarya region shows the tourist facilities of the region on the basis of special pictograms. Reliable information about each site is posted on the basis of photos and videos, which in turn creates convenience for tourists and increases their desire to visit the area.



Figure 2. Electronic map of tourist and recreational facilities of Kashkadarya region.

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The interactive map, developed by us using GAT technologies, also serves as a tool for effective management of tourism activities in the region. Therefore, the GAT logically records a combination of basic (long-term) and rapidly changing data for immediate and long-term decision-making. The developed electronic map is designed to provide information on tourist and recreational facilities in the region, attractive tourist resources and their specific features.

The developed electronic map will be used as a perfect visual aid to promote the tourist attractiveness of Kashkadarya region, to meet the needs of tourists in the development of custom-made types and to teach tourism in secondary, secondary special and higher education institutions. . To date, there is no electronic tourist map of Kashkadarya region, which reflects the current state of tourism and recreational resources.

Further development of tourism will require the creation of new computer systems for the organization and provision of information and analytical activities at the national and regional levels, as well as the solution of various methodological, informational, technological and organizational tasks. A comprehensive review and consistent implementation of these tasks will ensure the ultimate success of the development.

Currently, research is being conducted on the development of tourism and recreational resources throughout the country at the Research Institute of Tourism Development, Samarkand Institute of Economics and Service "Scientific School of Innovative Tourism Development", Karshi State University and other universities that train personnel for tourism. To date, one of the most pressing issues is the systematization of the collected data and their presentation in the form of an electronic map of tourist and recreational resources of the region, which provides a detailed thematic cartographic description of the development of tourist and recreational resources in Kashkadarya region.

The currently developed interactive map provides information on tourist and recreational resources in the region, their current status and regional characteristics, analytical work in the interests of national territorial planning and tourism management, development of forecasts for tourism development in the region. creates an opportunity.

The interactive map provides detailed information about the tourist and recreational resources of Kashkadarya region, based on their photos, and includes:

- Cartographic documents defining the features of location and specialization of objects;
- Historical information about each object;
- Pictorial information about the condition and attractiveness of each object.

Currently, there are a total of 1321 objects of material cultural heritage in the region, including 1043 archaeological, 210 architectural, 43 monumental, 35 attractions. There are also 4 museums, 4 sanatoriums, 54 accommodation facilities, 1 hostel (2646 seats), and more than 100 restaurants serving national and European cuisine and national style teahouses, 18 tour operators, 26 information centres in the region. There are 1 geotourism facility, 8 forestry facilities, 2 nature reserves and 1 agro-tourism facility.

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Figure 3. An interactive map view of the only regional geographic information portal.

The created map reflects this potential and makes it easy to see the features and trends in the development of tourist and recreational resources in Kashkadarya region.

CONCLUSIONS AND RECOMMENDATIONS

The use of the proposed map in the activities of tour operators and travel agencies will significantly increase the number of tourists, attracting them not only with a detailed description of each object, but also with colorful photos, promoting the attractiveness of tourist potential.

Many potential tourists, acquainted with the information presented on the interactive map with a rich thematic content, user-friendly interface, want to see the beauty of our region with their own eyes, that is, to increase their desire to visit Kashkadarya region. increases. In addition, every tourist who comes to the city will be able to buy our products electronically and download them to your phone or computer. In this way, the tourist will significantly improve his travel, he will be able to independently create an excursion route around the city and the region, including the most interesting places.

Increasing the interest of tourists in 3D real-world viewing of objects and enrichment of impressions on the interactive map of the regional single geo-information portal will lead to the development of regional tourism activities. The combination of digital technologies, mobile and web technologies in the field of tourism in the digital economy is the only regional geographic information portal. First of all, the regional geoinformation portal should provide a tourism portrait of the region and create and maintain a favorable investment climate for tourism development. The tourist geoportal has a very wide target audience and will be an important source of information not only for tourists, students, staff, scientists and researchers.

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