

## MODERN FORMS OF TOURISM AND MECHANISMS OF THEIR PROMOTION

Gulruh Ne'matova

Senior lecturer at Alfraganus university.

+99897 739-39-44 [gulruh.nematova@mail.ru](mailto:gulruh.nematova@mail.ru)

ORCID: 0009-0006-9680-2615

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**Abstract.** This article expresses an opinion on the mechanisms of attracting the attention of the countries of the world, increasing the image of the state, as well as promoting tourism by increasing media materials related to tourism in printed publications.

**Key words:** social media, beach, innovation, artificial intelligence and virtual reality, chatbot, destination, integration.

**Annotatsiya.** Mazkur maqola bosma nashrlarda turizmga oid media materiallarni ko'paytirish orqali jahon mamlakatlari e'tiborini jalb etish, davlat imijini oshirish, shuningdek, turizmni targ'ib etish mexanizmlari xususida fikr bildirilgan.

**Kalit so'zlar:** ijtimoiy media, plyaj, innovatsiya, sun'iy intellekt va virtual reallik, chatbot, destinatsiya, integratsiya.

**Аннотация.** В данной статье высказано мнение о механизмах привлечения внимания стран мира, повышения имиджа государства, а также популяризации туризма путем увеличения материалов СМИ, связанных с туризмом, в печатных изданиях.

**Ключевые слова:** социальные сети, пляж, инновации, искусственный интеллект и виртуальная реальность чатбот, пункт назначения, интеграция.

### Introduction

Mass media, tourism and modern technologies are interconnected. They play an important role in shaping people's perceptions of tourist destinations, and tourism is considered a source of inspiration for the media. Modern technologies such as the Internet and social media have revolutionized the way tourists travel and choose the right destinations. Chinese media theorist Z.Xiang[1] says about this in his scientific work: "The mass media play an important role in shaping people's perceptions of tourist destinations. Television shows, movies and travel magazines can influence people's decisions about where to travel. For example, the movie "The Beach" made Thailand a popular tourist destination in the early 2000s. It is a British adventure drama film directed by Danny Boyle and starring Leonardo DiCaprio, Tilda Swinton, Virginia Ledoyen and Guillaume Canet. The film was based on Alex Garland's 1996 novel of the same name[2]".

We know, that tourism is a major economic activity generating billion of dollars in revenue each year. In recent years, there has been a trend of transitioning to more modern forms of tourism focused on sustainability, adventure and cultural spheres.

The reason is that the most modern forms of tourism have become today's topic thanks to innovative and technological ideas.

In particular, modern opportunities such as artificial intelligence and virtual reality have taken tourism to a completely new level.

### **Methods**

Artificial intelligence is rapidly changing the travel industry. Chinese scientists Heng and Xiang,[3] while analyzing the importance of artificial intelligence in tourism, recognize a number of important aspects:

**Personalized recommendations:** artificial intelligence can be used to retain a traveller's previous travel preferences while making personalized recommendations for future trips. For example, a travel website uses artificial intelligence to provide a directory of hotels, restaurants, and activities of interest to a particular traveler. In general, all social network algorithms encourage tourists to move in certain directions. According to A.Russo and A.Canasa,[4] they write that artificial intelligence in tourism will ultimately lead the tourist to make a rational decision.

**Chatbots:** artificial intelligence chatbots are available to answer travelers questions and provide 24/7 customer support. Chatbots can also be used to book plane tickets, hotel reservations, and other services. For instance, there are a number of chatbots specializing in specific travel advice such as TripAdvisor Travel Chatbot, Expedia Travel Assistant, Botstrap Travel Chatbot, Kayak Travel Chatbot, Skyscanner Travel Chatbot, and ChatGPT, MidJourney, general chatbots such as "Google Brad" can also provide tourists with all the information about trips. Discussing the importance of chatbots in tourism in the scientific work created by Chinese scientists,[5] chatbots are giving all the advice to tourists. This will lead to an increase in customized tourist routes, gradually abandoning readymade routes.

### **Result**

Artificial intelligence is very important in tourism. This helps to increase the efficiency and comfort of the trip, making it more personalized and relevant. Even AI can help protect the environment. As the tourism industry continues to grow, it's clear that AI will play an increasingly important role in shaping its future.

**Virtual reality technology** is rapidly gaining popularity in the tourism industry. VR is considered a great experience that allows travelers to explore destinations from the comfort of their own homes. It's a valuable tool for planning trips, learning about different cultures, and even promoting sustainable tourism. According to Z.Xiang, [6] a scientist who has conducted extensive research in this regard, "The entry of virtual reality into tourism is a revolutionary movement, which is still in its earliest form". In this process, a number of directions have developed, these are: Virtual tours: VR tours allow travelers to experience a trip without actually going there.

This is a great way to get a feel for the atmosphere of a destination before booking your trip. Such situations are very favorable for destination tourism. In general, such an opportunity arose as a result of another technological breakthrough, that is, social networks made virtual reality even easier, say researchers T.Jamal and H.Jamil[7].

### **Conclusion**

To sum up, artificial intelligence is rapidly changing the world, and the tourism industry is no exception. It is used to improve various aspects of tourism, from planning trips to providing personalized experiences.

Artificial intelligence is the most important among a number of areas such as travel planning, booking, personalization, security, sustainability. Many revolutionary changes are taking place due to artificial intelligence. However, the use of artificial intelligence in tourism is still in its infancy, but it has the potential to revolutionize the industry. AI helps make travel more comfortable, personalized and sustainable. As AI technology continues to advance, the tourism industry will see even more innovative applications of AI. By improving the planning, booking and personalization of the travel experience, AI will make travel easier, more enjoyable and less expensive for everyone.

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