

CAREC INSTITUTE RESEARCH CONFERENCE

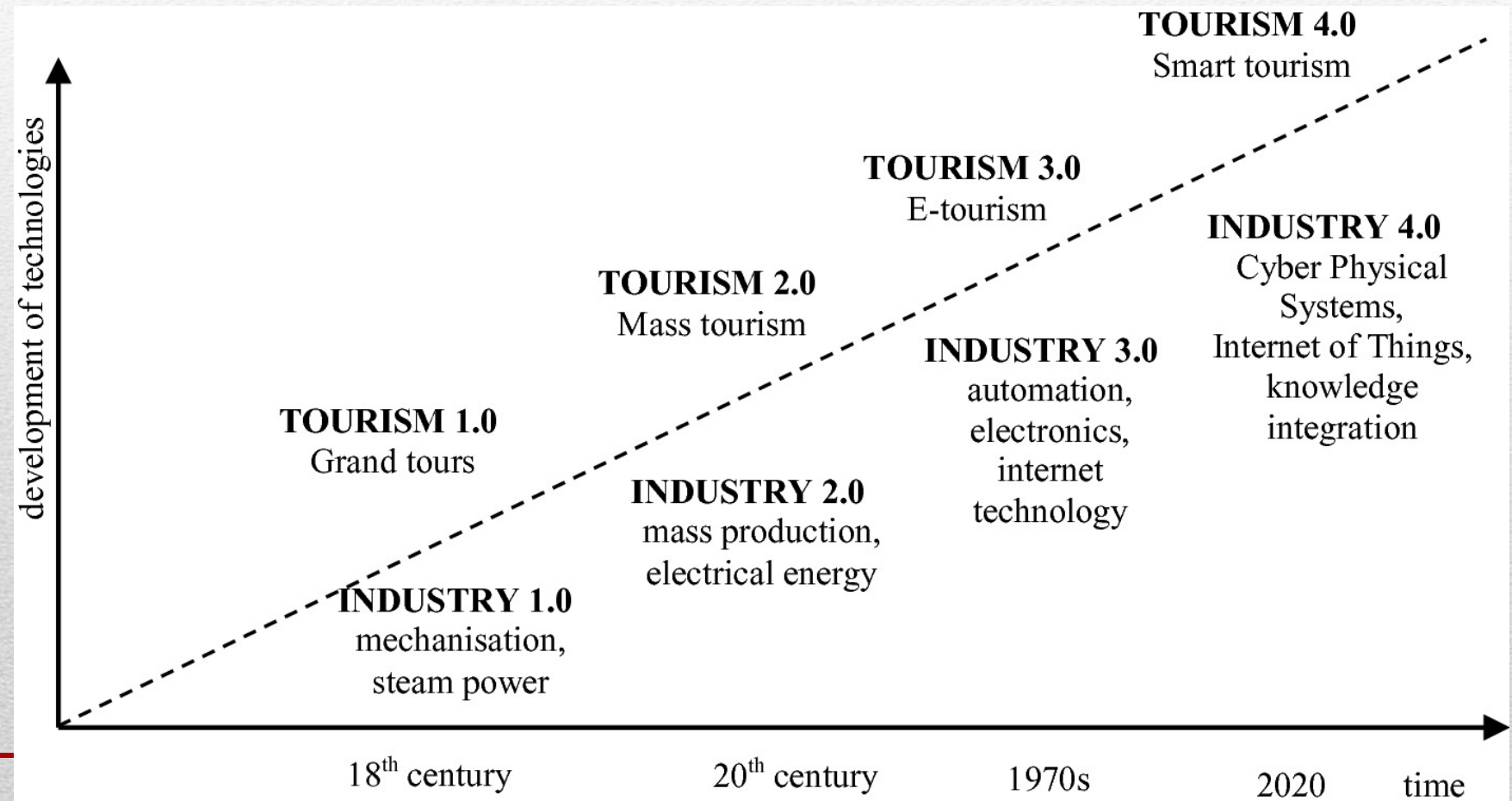
Smart Tourism Triggers Tourist Minds-Do you have the mind to mind it?

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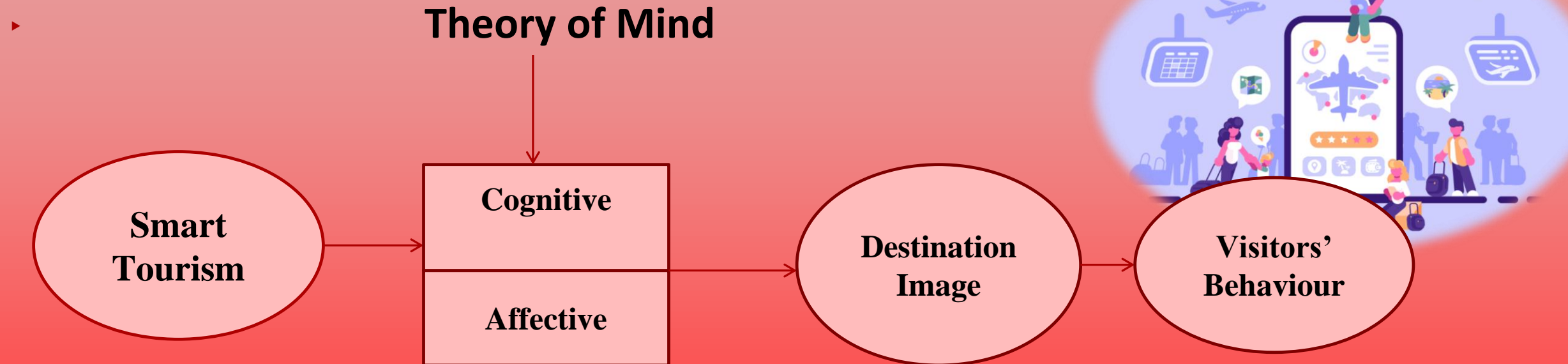
Introduction

- ▶ Peter F. Drucker (1954) introduced the word "smart" which stands for Specific-Measurable-Achievable-Realistic-Time (Cited in Bakhtiyorovna, 2011, p80).



Theory of Mind

- ▶ The idea of Theory of Mind (ToM) belongs to Premack and Woodruff's (1978)



The Importance of the Topic

- To improve visitor experiences.
- Contribute to the development of tourism perceptions.
- Understand "new" tourists and their demands in the smart era.
- Providing micro and macro-level integration of tourists in the tourism industry .



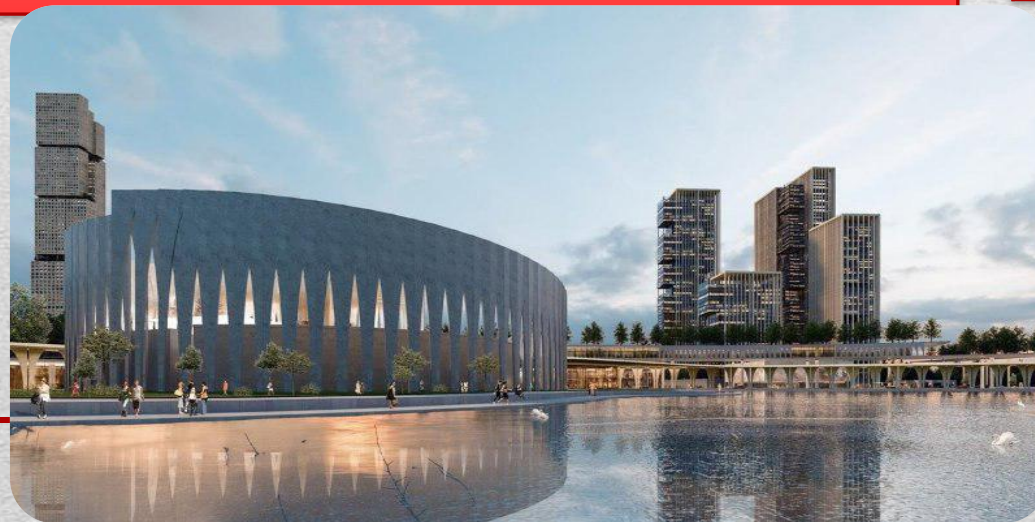
Smart Tourism in Uzbekistan

The Republic of Uzbekistan's Cabinet of Ministers issued a resolution on the "Concept of the Introduction of "Smart City" Technology in the Republic of Uzbekistan" on January 18, 2019.

Nurafshon smart city project is planned to attract \$2.5 billion in foreign investment and will be built by professionals from South Korea and Singapore.



Nurafshon Smart City



Research Question: 'What is the importance of Smart tourism and how it has affected on tourists' behaviour?'

Primary **objective:** Analyse the role and the perception and the relationship between trust and tourists' satisfaction in Smart tourism.

Secondary objective: Opportunities and obstacles of Smart tourism in Uzbekistan.

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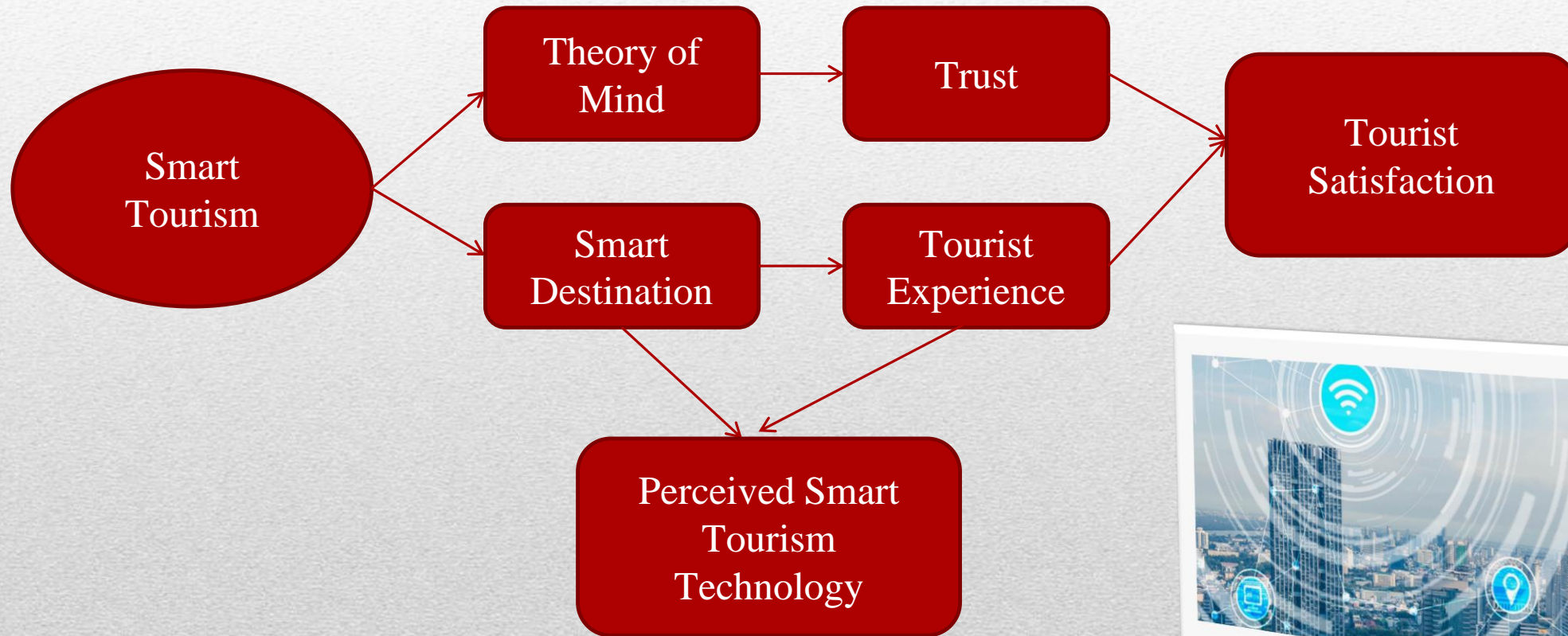


Literature Review



Andrejevic and Burdon	2015	Smart tourism impacts positively in tourism industry.
Minghetti and Buhalis	2010	For individuals without smartphones and places that cannot afford to create smart tourist info structures can be a digital gap.
Molz	2012	Build more intelligent, and long-lasting interactions between visitors and destinations using mobile digital connectivity is the fundamental base of creating Smart tourism.
Xiang and Fesenmaier	2016	A huge amount of data analysis should be leveraged for ST projects.

► Theoretical Framework



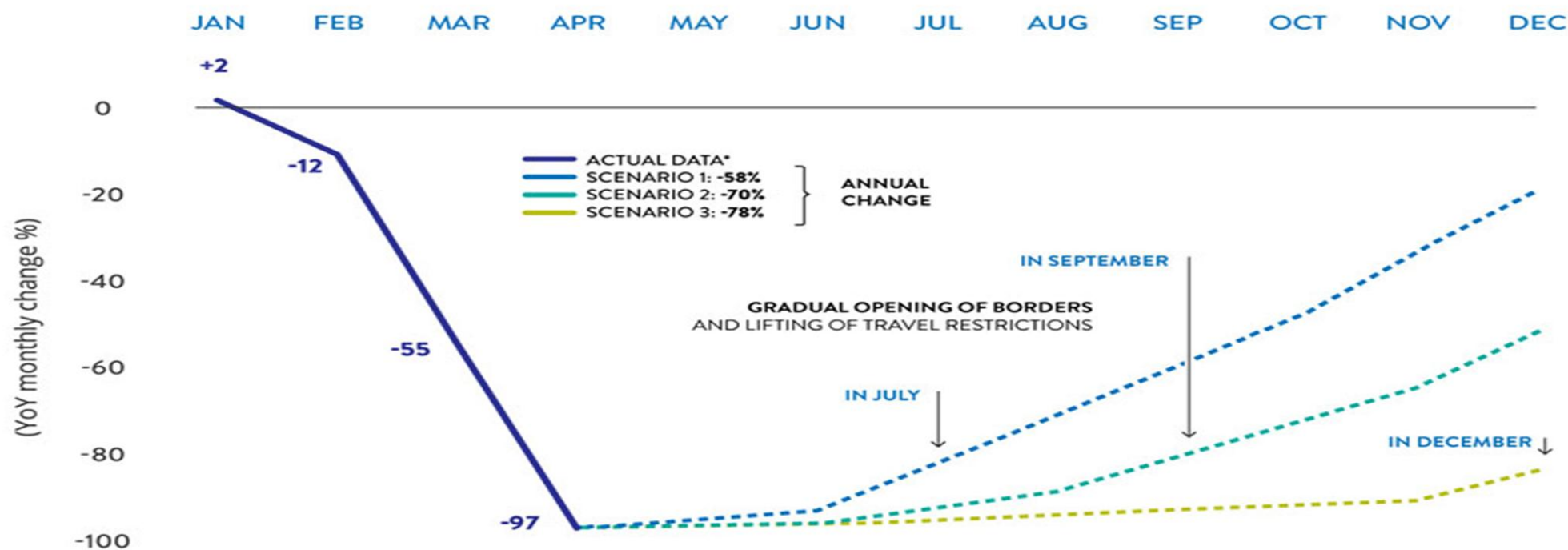
POTENTIAL IMPACT OF COVID-19 ON TOURISM IN 2020

850 MILLION TO 1.1 BILLION FEWER INTERNATIONAL TOURIST ARRIVALS

US\$ 910 BILLION TO US\$ 1.2 TRILLION **LOSS IN EXPORT REVENUES FROM TOURISM**

100 TO 120 MILLION DIRECT TOURISM JOBS **AT RISK**

INTERNATIONAL TOURIST ARRIVALS IN 2020: THREE SCENARIOS



* Actual data through April includes estimates for countries which have not yet reported results.

Challenges in implementing ST

- Extend information infrastructure and boost the capacity and speed of data transmission.
- Poor innovation ecology and an inaccessible intelligent information and ICT ecosystem.
- Not being aware enough of the importance of digitalisation and using innovation to build Smart economy

In Uzbekistan

- Poor connection quality and frequent disconnection
- Limited areas provide public Wi-Fi hotspots
- Costly Internet connection in relation to household income (Uzbekistan: Freedom on the Net 2020 Country Report | Freedom House, 2019).



Methodology

- ❑ Exploratory research method has been used to explore people's attitudes (Geogre, 2021).
- ❑ Grounded theory has been applied in order to uncover and develop theory from the evidence that has been collected consistently and analysed through comprehensive study.
- ❑ Few studies have been on Asia, to identify it more deeply, primary data collection should be conducted.

Findings

- Emerging countries need to ensure that they are ready to apply ST to meet customer satisfaction.
- Covid-19 pushed ST to be implemented.
- ToM has a huge role in promote the destination's image, and customer loyalty.
- Visitors' experience and perceived value of smart tourism products/services has a direct beneficial impact on destination satisfaction.



Recommendation



- ▶ Create a big data platform that allows visitors to quickly get information about destinations

➤ Improve the quality of the Internet connection and provide access

➤ The cost of the Internet should be affordable

➤ ST infrastructure is necessary to develop

➤ Future study should be done to measure visitors' behaviour and preferences in Uzbekistan

References

Bakhtiyorovna, N.Z. (2011). THREE-LEVEL SMART MODEL OF TOURIST DESTINATION. Journal of Management Value & Ethics, II (0751), 78.

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THANKS!
Any questions?

