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RAQAMLI TEXNOLOGIYALAR VA GASTROTURIZM

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Annotatsiya: Mazkur maqolada, gastronomik turizmda raqamlashtirish va uning asosiy tendendentsiyalari hamda imkoniyatlar haqida atroflicha yoritiladi. Bundan tashqari, raqamli texnologiyalarning gastroturizm sohasidagi ahamiyati va ularning turizm xizmatlarini rivojlantirishdagi o‘rni tahlil qilinadi. Tahlil jarayonida onlayn platformalar, mobil ilovalar, ijtimoiy tarmoqlar, elektron to‘lov tizimlari hamda sun’iy intellekt texnologiyalarining gastronomik turizm rivojiga ta’siri yoritilgan. Shuningdek, raqamli texnologiyalar orqali milliy oshxona va gastronomik merosni targ‘ib qilish, turistlarga qulay xizmat ko‘rsatish hamda turistik oqimni oshirish masalalari ko‘rib chiqilgan. Tadqiqot natijasida raqamli innovatsiyalar gastroturizmning samaradorligini oshirish va uning raqobatbardoshligini kuchaytirishda muhim omil ekanligi aniqlangan. Shuningdek, virtual texnologiyalar va sun’iy intellektlarning gastronomiyadagi tajribalari haqida to’xtalib o’tiladi.

Kalit so’zlar: raqamli texnologiya, virtual sayohat, ijtimoiy tarmoqlar, raqamli marketing,

ЦИФРОВЫЕ ТЕХНОЛОГИИ И ГАСТРОТУРИЗМ

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Аннотация: В этой статье подробно рассказывается о цифровизации в гастрономическом туризме и ее основных тенденциях, а также о возможностях. Кроме того, будет проанализировано значение цифровых технологий в сфере гастрономического туризма и их роль в развитии туристических услуг. В ходе анализа освещается влияние онлайн-платформ, мобильных приложений, социальных сетей, электронных платежных систем и технологий искусственного интеллекта на развитие гастрономического туризма. Также были рассмотрены вопросы продвижения национального кулинарного и гастрономического наследия с помощью цифровых технологий, удобного обслуживания туристов и увеличения туристического потока. Исследование показало, что цифровые инновации являются важным фактором повышения эффективности гастротуризма и повышения его конкурентоспособности. Также будет рассказано об опыте виртуальных технологий и искусственного интеллекта в гастрономии.

Ключевые слова: цифровые технологии, виртуальные путешествия, социальные сети, цифровой маркетинг,

DIGITAL TECHNOLOGIES AND GASTROTOURISM

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Annotation: this article will cover in detail about digitization and its main trends and opportunities in gastronomic tourism. In addition, the importance of digital technologies in the field of gastroturism and their role in the development of tourism services are analyzed. In the process of analysis, the impact of online platforms, mobile applications, social networks, electronic payment systems and artificial intelligence technologies on the development of gastronomic tourism is covered. The issues of promoting national cuisine and gastronomic heritage through digital technologies, providing comfortable services to tourists and increasing tourist flow were also considered. The study found that digital innovation is an important factor in improving the effectiveness of gastrotourism and enhancing its competitiveness. It will also dwell on the experiences of virtual technologies and artificial intelligence in gastronomy.

Keywords: digital technology, virtual travel, social networks, digital marketing.

Digital technologies have radically changed the modern tourism industry. Tourists today, without leaving home, collect extensive information about their destination, Read Ratings and reviews, make reservations and payments. This trend is also evident in the field of gastronomic tourism.

Gastronomic comment platforms-TripAdvisor, Google Maps, Yelp, OpenTable — have completely changed the imaging and rating system of restaurant and culinary establishments.[1] today, the online rating of a restaurant or culinary institution has a direct impact on its actual income and number of visitors. A common base of these is social media. Social networks-Instagram, TikTok, YouTube, Telegram — play an increasingly important role in promoting gastronomic tourism. „ Food blogger" (food blogger), and„ gastroinfluenser" professions that provide culinary culture of specific destinations to millions of seekers.[2] the gastronomic beauties of the Fergana Valley have a potential that has not yet been fully exploited in digital propaganda.

Let's take the main trends in digitization, first of all online booking systems – the restaurant is expanding the possibility of pre-ordering gastro tours and festivals through the internet. It is also delivering popular restaurants, national dishes and gastronomy through mobile apps and maps. In particular, the virtual display of restaurants and festivals through virtual and 3D presentations has become a modern trend. As well as electronic payments, it has now become one of the payment systems distributed all over the world. In all parts of the world, payment by QR code and bank cards makes services more convenient. Even electric buses and transports do not have to pay paper money. You can simply pay through the card you received from the bank. It is safer and more convenient for you to throw it online, instead of taking and giving away a large amount of money, even if you are in a distant land. Now it means that we have to carry freely, even if we have too much money with us.

At the same time, if you want to order xna from the hotel before booking and paying the price, animating history with the help of artificial intelligence, making videos is also much more profitable in the field of Education. It is also gastronomically saitlat through applications you can easily get a lot of details about the type of dishes, but also about the way it is made, the way it is prepared and what types of products go. Especially through marketing, digital technology and gastronomy can describe a whole life. First, what we wanted to sell and what was discovered in a new way was reached through merchants or ambassadors. But, it's only if you advertise, and the product you praise and want to sell can be sold online or bring the buyer. And now the food and products in the trade you get the

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information of all the people in the world through applications and marketing. Not only in the world, but also for people with limited health, all conditions are conveniently established.

In place of the sample, Gastrosign is a system of special signs, electronic causatives and information that provides information about gastronomic objects, national dishes, restaurants and gastronomy. He will help tourists find the necessary gastronomic places. Of the innovative digital solutions in the context of the Fergana Valley, the software platforms GastroSign and Gastro Navigator deserve special attention. These platforms provide a connection between local culinary establishments and tourists in the disability group, in particular those with hearing impairment (deaf and weak hearing).

The GastroSign platform digitally provides a sign language translator service in restaurants and culinary establishments. When a tourist comes to the kitchen, he connects to the platform through a special QR code and receives information in a sign language about dishes and services using artificial intelligence. This system can be an effective solution that eliminates the language barrier not only for tourists with special needs, but also for foreign tourists. The sample is in place, while the Gastro Navigator provides an interactive gastronomic map of the Fergana Valley. Through this application, the user can see the recommended culinary establishments, their menus and ratings, gastronomic routes and festival schedules, close to where he is. The application works in the languages of three states — Uzbek, Kyrgyz, Tajik and Russian.

Now all this creates comfort for tourists. It also increases the quality of Service and promotes national cuisine. All this contributes to the development of gastronomic tourism. Currently, the Gastrosign and gastro navigation systems are among the modern directions of gastronomic tourism. With the help of digital technologies, tourists will be able to quickly and easily find the necessary gastronomic destinations. In addition, the scope of gastrotourism is now widespread. Through some kind of marketing or by making a handle, and payments have become much easier in online payment, as I said above. Of course, all this digital technology has become a global base. Therefore, almost 90 percent of our lives are connected to social networks. [3]

- An example of this is that humans do not do this only through brgina maps or applications. The reason is, not only these applications are being developed, but also many convenient plaforms related to gastronomy in the world. There are even special apps or sites for people with or without disabilities in society. That is, all conditions are sufficiently created. As an example,,, is the "Smart menu" system, in which a digital menu in a restaurant is called, which also displays a 3D image of the dish, calories and allergens, as well as the time of preparation. Another such application is called chatbot gastro assistant. Where does he cook for example? Or it will help to make a reservation and will make you a separate gastro-mashrut. Or, let's dwell on the technology of" Food Story", in which each dish creates a three-digit history. That is, it gives information about how this dish came from, what tradition it corresponds to, and thus who created it. All this is due to information technology alone.

Virtual reality (VR) and augmented reality (AR) technologies are opening up new opportunities in gastronomic tourism.[4] on VR trips, the tourist can make a pre-impression by taking virtual dives in the markets of the Fergana Valley, in rural dining rooms and on national holidays, without going to the places. Of course, you can travel to the area where you want to go in a virtual state while sitting at home or being in a work room. Exactly, the question may come. Why is virtual Travel important or better? deb. The modern turizn industry is developing in two parallel directions. Physical mashruts on the one hand and digital technology enriching them on the other.

AR (Augmented Reality – Augmented Reality) technology combines these two worlds.[5] AR is a digital data layer to real life, a technology that overlaps. When directing a smartphone camera to a dish or restaurant wall, the screen will have additional information, animations or interactive

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elementspaydo. For example, a guest sits in front of a real dish, sees its centennial history through glasses or a smartphone, watches the chef's hands, and even feels interactive images predicting the flavor of the dish. AR technologies make restaurant menus viable-through a smartphone it will be possible to view the dish in 3D and learn more about its composition. These technologies are especially convenient for foreign tourists who have a language barrier.

VR technology takes the user to a place where they don't physically go. Also, even without a VR hat, the video format at 360 degrees, which works through a smartphone or computer, is widely used in gastronomic tourism.[6] as for its use, it can easily monitor crowded market situations and the state of the restaurant environment or historical objects in a virtual state. „ Virtual Fergana Valley Culinary Academy " - courses in Valley cooking are offered in online format as part of this project. Tourists can take online classes from local chefs before or after the trip. This system serves as a powerful tool in promoting the Valley gastronomy brand around the world. Of course, AR and VR technologies take gastronomic tourism to a new level in terms of quality. For a region with a rich cultural and culinary heritage, such as the Fergana Valley, these technologies enrich not only the tourist product. Perhaps the most effective way of disappearing traditions. The harmony of the digital layer with the physical mashrut determines the future of modern gastronomic tourism.

Now in this area, a coordinated strategy on a regional scale is needed to adequately support the gastronomic tourism of the Fergana Valley in digital marketing. The main elements of this strategy should be as follows. A digital marketing strategy is not the sum of random posts and advertisements. It consists of a systematic plan aimed at a clear goal, a clear audience and a clear result. Digital marketing for gastronomic tourism is especially strong because the food is like visual emotional and universal language. One good food photo can be spread around the world and can also attract many customers. Also, the creation of the brand” single„ Valley Gastro". It is for this brand that the logo, color scheme and visual identity are determined. Gastronomic products, services and events in all regions are promoted under this single brand. This approach increases the recognition of the region and allows tourists to perceive their visit in each part with a sense of integrity as well. And through the brand, the dish will never come out of the sedan. Content creation and distribution system. The Professional fud-photographer and videographer team reflects the gastronomic riches of the valley in high-quality photo and video materials. These materials are posted on social media, travel portals and international media publications.

Suggestions and discussions: The widespread introduction of digital technologies into the field of gastrotourism is important in improving the quality of tourism services and providing comfort to tourists. In particular, the promotion of national dishes and gastronomic destinations through mobile applications, online booking systems and social networks serve to increase the flow of tourists. For this reason, restaurants, hotels and tourism organizations need to effectively use modern information technology. In the course of the discussion, it was found that digital marketing tools have a significant impact on the development of gastroturism. Through the Instagram, TikTok and YouTube platforms, the opportunity to introduce the culture of national cuisine to the world is expanding. In addition, QR-code menus, electronic payment systems, and artificial intelligence-based referral services help tourists provide fast and quality service. For the development of gastrotourism in the future: it is advisable to create national gastronomic platforms; digitize regional restaurants and soup centers; organize virtual gastronomic tours; train young entrepreneurs in digital marketing.[7]

Conclusion

In conclusion, digital technologies are one of the important factors in the development of gastrotourism. They provide a great opportunity to provide comfortable services to tourists, promote the culture of national cuisine and increase the tourist flow. With the help of modern technologies, the

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competitiveness of gastronomic tourism increases and its economic efficiency increases. Therefore, the widespread use of innovative and digital approaches in the field of gastroturism will remain one of the future priorities.

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