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Introduction

The actuality and relevancy of the subject. As a part of industry in its economy, tourism has been developing around the world while adding to the dynamic image effective at growing the share level. Similarly, from the first days of independence the country in the field of tourism services priority of service and economic development interpreted as the direction, raised the level of public policy attention to it. These were some of the organizational and legal mechanisms necessary for the development of the area, and now also the relevant documents have been received by the government in this direction and continue to work.

From the first days of independence, interpreted as the type of service in the field of modern services, tourism services, raised the level of public policy attention to it. It should be noted that there were only 4 private tourism companies in the country in 1993, at present, tourism services in the sector of non-tourist companies and hotels are about 800,while including the 500 hotels with total capacity of 30 thousand units and more than 300 tour operators and hotels are conducting activities.

As a result of the work done, the world tourism and travel council in 2013 on the index of the five fastest developing countries in the field of tourism of the Republic of Uzbekistan was added to a number of well-developed states in ranking.

Tourism and hotel management are considered as a structural part of the sphere of services while its development is directly associated with the development of the tourism sector. The expansion of the hotel business would not happen by itself. As it is known from the world practice of tourism development to the economic growth of the country is linked with that development of the increased population and employment prosperity while it will lead to the development of culture and life standard.

The process of the growth of scientific and technical progress in the field of tourism innovation in the context of the development of the economic system are

considered as the main resource of providing the competition that is superior to have looked.

Specialist of current time are unable to continue their activities the flow of scientific and technical information continues to grow with a faster pace. In these conditions, young professionals from scientific information, technical updates and innovative ideas that should be able to choose, research and creative skills would not be without such capabilities.

The following at the time, the training of qualified personnel for the tourism sector, their training and retraining included a number of the main directions of the state policy issue.

On this way, the President of the Republic of Uzbekistan Shavkat Mirziyoyev on December 2 in the year of 2016 was accentuated on tourism development. Moreover, it was stated that " On measures to ensure the rapid development of tourism of the Republic of Uzbekistan" while tourism network, especially in the field of management and marketing improvement of the quality system preparation of qualified personnel, tour guides in "Zamin" (as the leader of the excursion) prepare, retraining the employees of the subjects of tourism activities on a regular basis..." the issue of the targeted state policy in the field of tourism in the medium-term objectives and priority areas has been identified as a major feature (Haidar, 2014).

At the stage of modernization of the country darxaqiqat waiting for solutions in the field of tourism and hospitality industry a number of issues standing in the shift of the tourism industry continue to be pressing issues.

As a leading sector of the world economy today, tourism has a significant contribution to the socio-economic development of individual countries and regions. In 2015, the share of this sector accounted for 9.8% of world GDP, 6% of the world exports of goods and services, 30% of the world exports of services, 9.5% of total employment, as well as the eleventh every new job created in the world the tourism sector (Abdukarimov B.A, 2013).

Our country has consistently held system works to ensure the dynamic development of tourism as one of the most important directions of deepening structural transformation and diversification of the economy, increasing employment, income and quality of life. To date, the tourism sector employs more than 200 thousand people, the share of this sector in the gross domestic product more than 2 percent. However, tourism in Uzbekistan has not yet reached the level of development adequate to their abilities. One unique natural resources, rich historical and cultural heritage cannot be the sole and sufficient condition for the development of tourism in the country.

In today's global economy, the state of tourism has been developing in many ways, in addition it is directly dependent on the expansion of the most competitive tourist consolidations, based on the use of not only cultural, historical and natural resources, but also the appropriate infrastructure, professional training, development of scientific-research institutes and modern information technologies (S.Adilxodjayeva & S.Muratayev, 2014).

Devoting particular attention to this, infrastructure of Uzbekistan tourism sector stressed on the development of well thought-out long-term programs targeted projects on modernization and technical renewal of the basic sectors of our economy. On this way, the introduction of modern innovative technologies to provide a powerful impetus for the exit Uzbekistan to a new level, to ensure the competitiveness of our country in the global market.

World experience shows that the positive trends in the development of tourism industry in a particular area are primarily achieved by the joint efforts of government, business and science. In addition, the trends and patterns of development of the regional tourism market depends on the material, technical, ethnographical, natural-geographic, socio-economic characteristics of the territory, an adequate geographical scale of this market. This leads to the need for detailed scientific studies of the structural features and trends of development of regional tourism market, creating a

framework for improving the cooperation mechanism in this market and the development of the concept of its development in the innovation economy (Djanibekov & others, 2008).

Over the decades, tourism has experienced, continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing several new destinations. Tourism has become one of the major players in international commerce, and also represents at the same time one of the main income sources for many developing countries. Moreover, the contribution of tourism to economic well-being relies on the quality and the revenues of the tourism offer ("UNWTO Annual Report 2013", 2014). According to the World Travel and Tourism Council, the total contribution of Travel & Tourism to GDP (Gross Domestic Product) was $6,630.4 billion (9.3% of GDP) in 2012, and is forecast to rise by 4.4% in 2023. Furthermore, in 2012, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 8.7% of total global employment and this is expected to rise by 2.4% to 337,819,000 jobs in 2023 (Yearbook of Tourism Statistics., 2014) .

Over the past several decades, international tourism has been steadily increasing, as well as the importance of the tourism industry for the economy of many countries. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries (Xu, 2013).

Since the break-up of the Soviet Union in 1991, the former Soviet Asian States (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan) present important opportunities to become a major tourist destination in the way of unique cultural, historical, archeological, and natural attractions. After becoming

independent, the policy and model of tourism development in these countries was mainly based on improving tourism infrastructure (Coulibaly et al., 2012).

Well-located World Heritage sides of Central Asian States, amusing history of medieval scientists, and undiscovered nature of people make attractive for visitors from all over the world. A vital factor in the history of the southern part of the region was its location astride the most direct trade route between China and Europe, the so-called Silk Route which began to be developed in the Roman times (Kemal Kantarci, Muzaffer Uysal, & Vincent P. Magnini, 2014) .

Countries like Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan, and Tajikistan contain a marvelous and rich untapped tourism interest that has great potential to organize different type of uncommon accomplishments ("Central Asia: Problems and Perspectives of International Tourism: Slavomír Horák," 2014).

As a major Silk Road tourist destination, country possesses exotic tourist potential, distinct monuments of prehistoric times with unique natural landscapes, which may main role to become one of the principal tourist states on the globe. That is why much attention is devoted in Uzbekistan to the development of tourism and expansion of corresponding infrastructure as one of the priority directions of the nation's socio-economic development. (Knobloch, 2013)

In addition, Uzbekistan maintained trade, intellectual and religious contacts with South Asia, the Middle East and Europe. The oasis towns of Samarkand, Bukhara, Khiva, and Tashkent mark the famous "Silk Road" over which caravans took the products of Europe to exchange for those of Asia. The 2500th anniversaries of the ancient cities Bukhara and Khiva and 2750th of Samarkand that once was capital city of great Tamerlane make interest of tourists globally. Moreover, infrastructural proximity such as highways, railways and airports also provides relatively comfortable and ease accessibility to global world through the CA region (S.Adilxodjayeva & S.Muratayev, 2014).

All is considered, now a mature experience of the world through the introduction of tourism potential of Uzbekistan. By the following features to the country tourist industry is seen as an important feature to enhance in total.

These problems and their solutions in the objective necessity of the presence of objects, including online platforms and social networks in the economic organization of modern information systems hotel in case of using single-date of this subject is dedicated **to the improvement of the reference system, depending on suggest that.**

Degree of scrutiny of the problem. Hotel management and tourism at the local level, many important theoretical and practical problems of the sector and their reflection in foreign scientific literature has found. In Particular, A.Yu.Aleksandrova , I.T.Balabanov , M.B.Birjakov V.A.Kvartalnov , I.Endjeychik F.Lion , M.A.Jukova , N.I.Kabushkin. A.E.Saak, A.D.Chudvonskiy. In our state experts like N.T.Tuxliyev, M.K.Pardaev , I.Ivatov , I.S.Tuxliev, F.Saidov , F.K.Komilova , B.X.Turaev , O.M.Hamidov, N.Norchaev , T.T.Tashmuratov , Sh.R.Fayzieva , D.X.Aslanova M.T.Alimova are investigating as whole.

The hotel of economic organization from the use of modern information technologies , tourism and the mature single use of a program the level of briefing the issues of improvement of the tourist information system indicated that it does not sufficiently to develop the scientific aspects of the tourism market and high requirements of a practical nature on scientific studies by the participants of the importance of the topic that was selected at the time of dissertation and it determines approaches.

The subject of a dissertation that is topical in exactly the same condition, and the selection of its objects and subjects of research serve as the basis for setting **goals and objectives.**

The purpose of the research results. In conditions of market relations in the economic organization of the hotel consists online platforms and social networks on ways to improve the system

The results of research functions. Implementation of research was put in for the purpose of the thesis work was carried out and the following tasks:

- tourism and hotel industry to the foundation and development of the social networking system;

- the use of online platforms and social networks for improving the content of training in the higher education system radically re-see the process;

- hotel services marketing management;

- hotel management the popularity of other types of services;

- the introduction of advanced foreign experience in the process of advertising the tourism industry;

- marketing technology on the organization of the process of international integration process;

- to know the level of tourism in the hotel to work out through online networks and satisfied features;

Objects and subjects of research. Research to examine the system of objects of hotel management in social networks and platforms.

Subject of investigation is a hotel that is a in the organization and management of economy through the introduction of information systems and the formation of modern development.

The results of research methods as analysis and synthesis, abstract-logical analysis and to select the track, social survey, comparison, statistical and economic analysis using the method extrapolation.

The results of research news from the scientific aspect level. In the field of tourism the hotel and tourism agriculture organization of strategic actions to increase the popularity of the product in the system was revised on the basis of requirements established at the chosen dissertation topic and for the first time in the conditions of Uzbekistan determines the level of innovation across the scientific aspects of the study.

The practical significance of the research results.

The practical significance of the research results, that is, the idea of the thesis work and of instruction, hotels, tourism agencies, tourism operators and other service areas in a practical way usage.

The structure and size of the.

The introduction, three chapters, conclusion, list of literature consists of the use of page 81, table 7, include 13 pictures and attachments.

The relevance of the research topic chosen in the introductory part of the thesis goals and objectives the results of the research, the research objects, the subject, scientific-practical given the importance of basing.

"Role and importance of online platforms and social media tools in service promotion" in the first chapter of modern information systems, including social networks and online platforms through the introduction of the tourism potential of the country and reflect the condition of the establishment and diffusion.

" Potential ways of social networks and online platforms establishment in a way to increase tourism potential of Uzbekistan" in the second chapter, tourism and hotel industry through the introduction of modern information systems, including social networks and online platforms mature and enhance the tourism potential of the country and on the experience of countries have been studied from the theoretical aspects of development as whole.

"The organization and management of issues and their solutions that arise in the management of the hotel" referred to in the third chapter, especially in the field of hotel management salt the problems that arise in their organization and their status and prevention of opinions expressed on issues mentioned.

Conclusions and recommendations based on scientific research conducted in the final part of the work developed.

I-Section. Role and importance of online platforms and social media tools in service promotion.

1.1. Methodological theory of online platforms and social media in the hotel industry

Tourism destination is a natural entity which has in terms of tourism unique conditions and properties different from other destinations. Visitors develop an image about a destination as well as a set of expectations based on previous experience, word of mouth, press reports, advertising, and common beliefs, before visiting a destination (Baloglu & Brinberg, 1997; Chon, 1992). They form a mental picture of the destination through their reasoned and emotional interpretation (Konecnik, 2004; Kavoura and Bitsani, 2013). An attractive destination reflects the visitors´ feelings and opinions about the destination's ability to satisfy their needs and deliver individual benefits (Mayo & Jarvis, 1981).

Today's visitors have a large selection of destinations to choose from, but less time to make buying tourism facilities. In order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competitors. The development of information and communication technologies and their increasing use has radically changed the relationship between the destinations and their visitors. The growing role of social media in tourism is undeniable; leveraging off social media to market destinations has proven to be an excellent strategy. The main objective of this paper is to show that adoption of strategies aligned with social media can increase the destinations´ success in the tourism market. According to the study, travellers are looking for tips and

inspiration on social media. Mobile devices are visitor's most important device; the number of mobile subscriptions jumped by 173 million in 2013, and the number of active mobile subscriptions around the world now equates to roughly 93% of the world's population (SDMW, 2014). Fifty-two percent of Facebook users said their friend´s photos inspired their holiday plans. Forty percent of visitors post restaurant reviews on social media, 46-% post hotel reviews. Seventy six-percent visitors post post-vacation photos and 55% of all Facebook users like pages specific to vacations.

According to research from Stikky Media (2014), visitors are relying on social media more than ever to decide where to go for holidays and what to visit. Forty percent of online visitors visit social networking sites to influence destination selection, 70% of visitors trust online recommendations while only 14% trust advertisers. Facebook has the greatest influence on 24-34 year olds' holiday choices, and the greatest influence over men, TripAdvisor had the greatest impact on female booking habits.

Destinations have used social media as a promotional tool for interactive marketing purposes, but the constant rise of visitors that use social media applications creates new challenges for all industry (Schmallegger & Carson,

2008). Information is a competitive advantage in the global tourism market, but only the destination that can provide information faster, with greater emotional appeal and lower cost can enjoy this advantage. Technological development and globalization of media create new possibilities for information sharing among visitors in tourism through web blogs, websites or destinations´ assessment sites (such as www.tripdviser.com, www.booking.com).

Destinations need creative and powerful social media marketing strategies to reach these potential visitors. The following social media campaigns demonstrate how destinations can take advantage of new technologies and new media. The State of Colorado launched the campaign "Snow at First Sight" in 2009

with the aim to raise awareness to Colorado as a winter sport destination. The search of three people who have never experienced snow started as a competition. Potential participants were asked to submit a minute-long video to www.snowatsight.com and explain why they have never had a "snow rendezvous", and why they are most deserving of such a unique first-time experience.

They were encouraged to use their social media channels, such as Facebook and Twitter, to spread the word about their entry - the winners were selected based upon audience voting. They have been asked to write about their experiences and took pictures and video to share on YouTube, Facebook, Twitter, Flickr, and the rest. The prize included winter season experience in Colorado from January to March, 2010 ski, snowboard, and snowshoe courses, exciting après ski nightlife, pampering, and spas. The media coverage the campaign has drawn is worth $2.9 million in advertising dollars, and has generated 300 million media impressions (CTO, 2010). The Canada Tourism Commission launched a website and application for iPhone or Android Smartphones "Explore Canada Like a Local" in 2011. The idea of this social media trip planner was based on the insight that visitors inherently want to exchange travel information with other visitors. The aim of the campaign was to enhance the Canadian experience by sharing insider information on spots of interest, by enabling visitors to plan their journey, and serving as a comprehensive guide during their trip.

Visitors shared travel tips, photos, videos, and new venues that were not featured anywhere. A shared list of destinations that visitors liked to visit the most was created. The content submitted by visitors was supplemented with data from Foursquare, Yelp and Gowalla, including both positive and negative user reviews and check-ins to help inspire visitors. Explore Canada Like a Local was announced by Forbes as one of the 10 Best Apps for Travelling Like a Local in 2011 (Greenstein, 2011), the campaign was awarded by HSMAI Adrian Awards (Digital Campaign – Silver), New York Times Feature, and Webby Awards Tourism as a

People's Voice Nominee (CTC, 2011; Greenstein, 2011). Visit Florida, the Florida State´s official tourism marketing corporation, launched its integrated social media summer marketing campaign "Sunshine Moments" in 2011. The campaign´s focused on reaching families through geo-targeted digital advertising on Facebook, AOL, Yahoo and several other key social media. Tourism sector needs many instruments to accumulate travellers from all over the world through various online technologies.

On this basis, online and social platforms, mainly user-generated ones could push services of the country. Paper seeks ideas of the scientists, who made great amount of investigations on mentioned issue.

In order to identify academic research articles regarding implementation of crowdsourcing and media channels in the tourism sector, which have been published up to present. For this analysis, in April 2014, publications based on Google Scholar Metrics were categorized into date of publishing along with contribution in citation counts. The data is composed of 50 selected articles from 6 topic related academic journals in the top 20 most cited publications according Google Metrics in last five year in Tourism.

Four basic search criteria were defined:

- in meta-search the terms "crowdsourcing" "user-generated content" or "social media" or combination of these phases were required to be in the title, abstract or keywords, and the purpose of above mentioned keywords should be directed to tourism development;
- the period of publication limited to last five years, inclusive;
- among document types, just articles published in academic journals were chosen; and Results have been filtered the articles to only those in English language. The initial search results generated a total of 68 articles, from which 50 were finally selected for the analysis, having ruled out papers that were not properly fit to the chosen topic

General results of literature review

Year of publication:

An analysis of the most popular publications in Google Scholar metrics, according h5-index that is h-index for articles published in the last comprehensive academic years (2009-2014) suggests the high distribution of authors, institutions, and publications in beginning of the period, especially since 2005. Even other overall interest of topic among researches have been increasing severely, in last five complete academic year, top publications in Tourism & Hospitality subcategory displayed the most publications in 2009, with total of 26 papers relatively with 53 institutions and 66 authors. Since 2010, 18 articles out of 50 selected in this study represented more than one third of total papers, the next years of period, 6 academic papers listed on the top most cited articles, that is noticeable result up to 2014 academic year. Finally, yet importantly, the end of the period (2012-2014) has not been listed in Top Scholar, as if, it has not gained enough citations in academic context of authors previous publication rated before.

Figure 1. High cited academic research journals

Based on Web of Knowledge Data Report impact factor, the Annals of Tourism Research has underlined a factor value of 3.683, the last five year index value is 3.616, relatively. The second highest mentioned impact factor is found in Tourism Management maintaining a value of 2.571 currently, and, its five-year impact factor is 3.552. However, other stated journals, like Journal of Hospitality Marketing & Management and Current Issues in Tourism, have been listed with 1.692 and 1.307 impact factor, noticeable rate among Top listed journals in Social Science Edition ('Social Science Edition (Summary 2012).', 2014) and Journal Citation Reports based on Web of Knowledge.

Distribution of Journals (Figure 2)

Papers / 5-year Intervals:	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014
Current Issues in Tourism	30	59	91	134	187	202	180
Tourism Management	488	511	528	567	597	650	600
Annals of Tourism Research	260	235	236	255	291	317	288

Times Cited / 5-year Intervals:	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014

Current Issues in Tourism	2	9	48	134	271	355	276
Tourism Management	1,090	1,621	2,197	2,595	2,665	2,862	2,076
Annals of Tourism Research	595	690	826	924	1,228	1,489	1,227

Citations per Paper / 5-year Intervals:	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014
Current Issues in Tourism	0.07	0.15	0.53	1	1.45	1.76	1.53
Tourism Management	2.23	3.17	4.16	4.58	4.46	4.4	3.46
Annals of Tourism Research	2.29	2.94	3.5	3.62	4.22	4.7	4.26

Based on: Essential Science Indicators, Web of Knowledge database.

Distribution of Journals

It is identified it is evidently seen that, among conducted papers, Journal of Hospitality Marketing and Management has meted out 22%, which is more than other listed academic journals. On the other hand, the second most distributed periodicals are not significantly diverse according to annual rate, provided papers from Annals of Tourism Research and ENTER eTourism Conference have reported by 18%, while Current Issues in Tourism and journal of Tourism Management have allocated 16% and 15 % in proportion of total number of analysis. Last but not the least, Journal of Travel & Tourism Marketing has showed up 11 % of its share in overall.
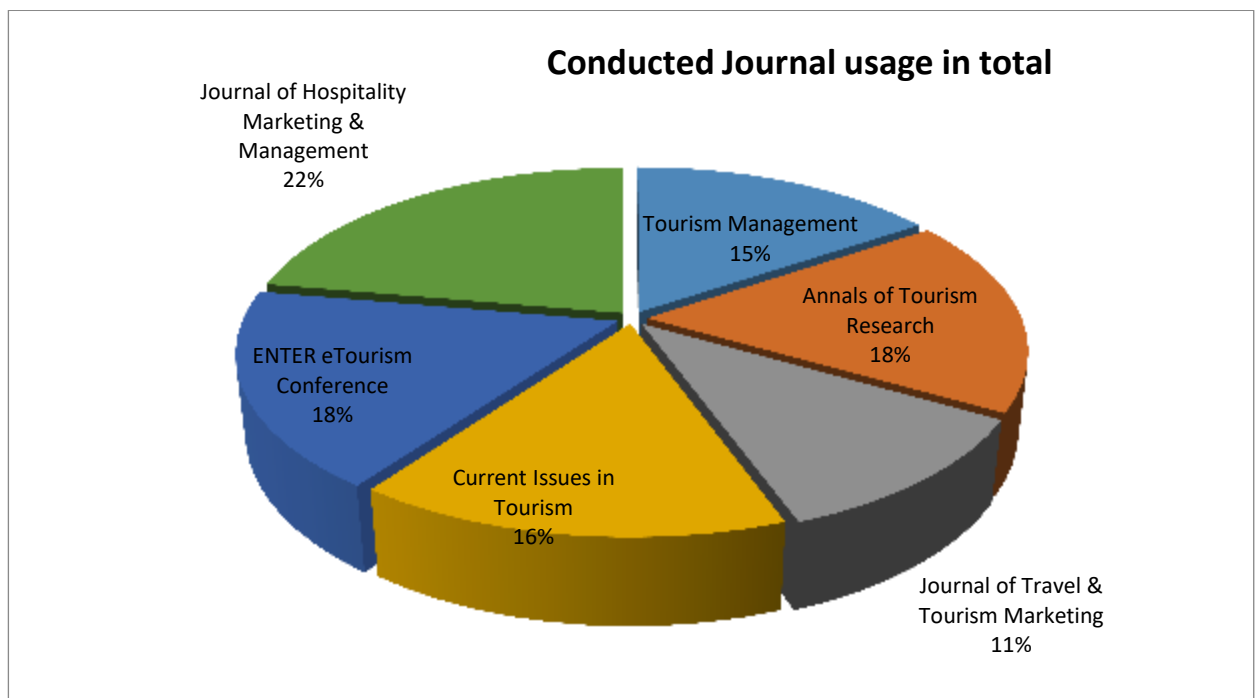
*Most cited articles among underlined ones in analysis, in Google Scholar, 2009-2013 (Figure 4)*

	Title	Journal	Cites	Year Published	% Over total
	Role of social media in online	Touris	319	2010	21

travel information search	m managemen t			%
A review of innovation research in tourism	Touris m managemen t	139	2010	9 %
Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty	Touris m managemen t	129	2010	8 %
Destination and enterprise management for a tourism future	Touris m managemen t	122	2009	8 %
Understanding the relationships of quality, value, equity, satisfaction, and behavioural intentions among golf travellers	Tourism managemen t	99	2009	6 %
Destination brand positions of a competitive set of near-home destinations	Touris m managemen t	94	2009	6 %
Mediating Tourist Experiences: Access to Places via Shared Videos	Annals of Tourism Research	94	2009	6 %

	The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions	Tourism management	93	2009	6 %
	VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS IN AN ADVENTURE TOURISM CONTEXT	Annals of Tourism Research	91	2009	6 %
0	Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level	Tourism management	81	2010	5 %
1	A model of destination branding: Integrating the concepts of the branding and destination image	Tourism management	75	2011	5 %
2	Modeling roles of subjective norms and eTrust in customers' acceptance of airline B2C eCommerce websites	Tourism management	70	2009	5 %
3	Tourism and social policy: The value of social tourism	Annals of Tourism Research	53	2009	3 %
	Branding a memorable	Interna	52	2009	3

4	destination experience. The case of 'Brand Canada'	tional Journal of Tourism Research			%
5	Trust in Travel- Related Consumer Genereted Media	ENTE R eTourism Conference	37	2009	2 %
	TOTAL cites over the 15 most cited		1548		

Figure 5.Most used keyword on top cited papers
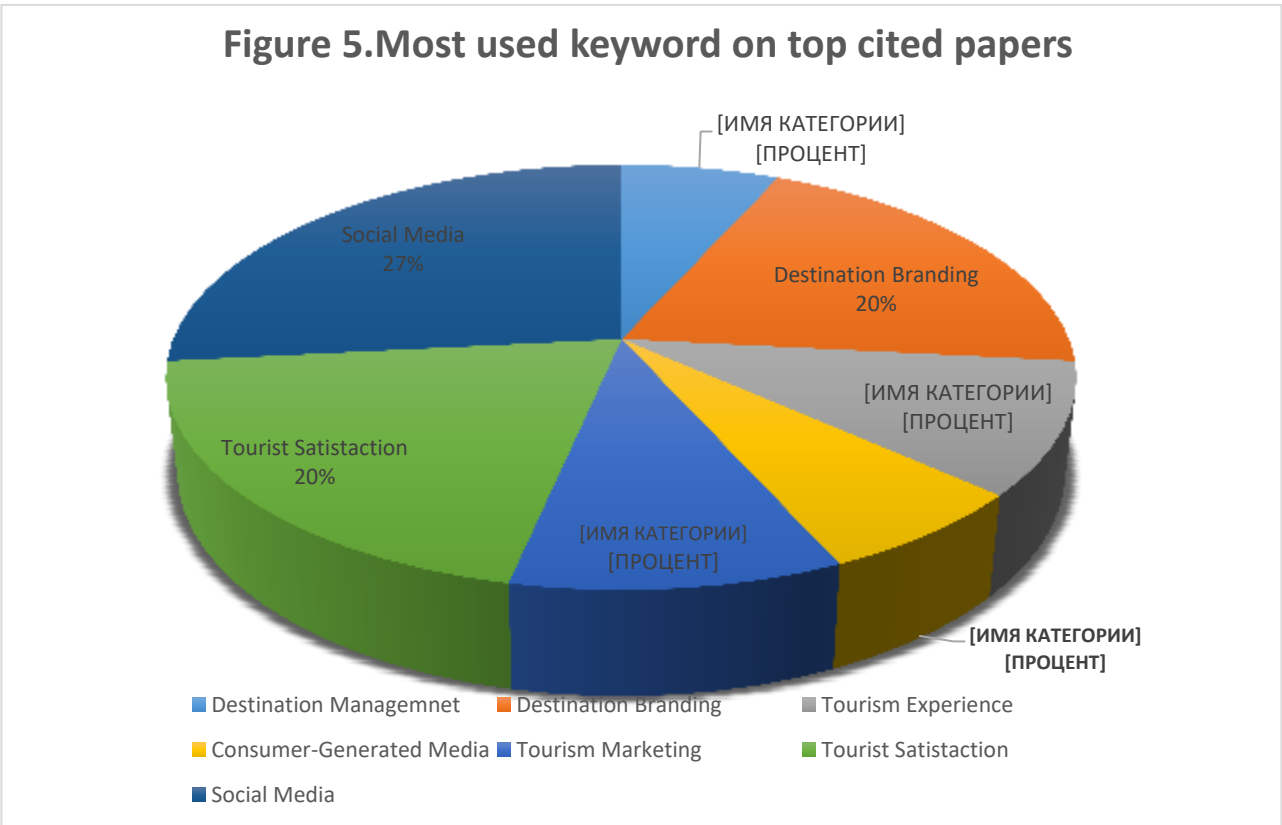
1.2 Importance of "Crowd" technology and social media channels in hotel industry

Tourism industry has a great opportunity with the help of the ICTs and their diffusion. To tell the truth , in the development of the social media and various layers of the platforms , behaviour of the tourists and their point of view have been changing systematically too. On this basis, trust and other related information could be provided through those platforms. In addition to this, innovative tools of the current times provide lots of ideas to the development of the country and other technological points could be modified destinations main point. By analysing the results achieved by the selected academic research articles on the benefits of the social media and crowdsourcing, three major types of benefits of user generated content and media tools in hospitality sector were identified: operational efficiency and productivity, visitor interaction and brand image improvement, as well as destination management sustainability. Each of these categories of benefits will be described next (Charlesworth, 2009).

a) <u>Traveller interaction and brand image improvement</u>; the results of the analysed studies emphasizes on the greater influence of tourist interaction and brand image improvement. Guests are the base of a hotel business and loyal customers are the source of a long-lasting lodging firm. New technologies can be employed to achieve numerous improvements in guest services (Namasivayam, K. et al., 2000). Offering new services provided by new technologies, would enable firms to keep pace with the growing desires of customers and helps to improve brand image. For instance, adopting internet technologies enhance guest interaction with the hotels and increase online familiarity (Hashim, N.H., Murphy, J., 2007). In-room technologies such as RFID (Radio Frequency Identification) solutions and wireless guest communication would improve hotel guests' experience and satisfaction. It can directly translate into higher occupancy rates and revenue per room.

<u>Information availability of destination and services</u> ; even the acceleration of crowdsourcing and social media mentioned as a substantial factor for tourism development (Jopp, DeLacy, & Mair, 2010) , it is the second popular topic amongst

the analysed papers in this study. According to Zapata, Hall, Lindo, & Vanderschaeghe (Zapata, Hall, Lindo, & Vanderschaeghe, 2011), community-based tourism could contribute to development of destination needed info through different web based and crowd technologies. Moreover, countries like other parts of the World, Canada and Australia are already has established the government tourism networks in the social media and has been transforming in web platforms (Alam & Diamah, 2012) . Moreover , the role and significance of destination management need categorised and outlined for the development by the "Handbook on E-marketing for Tourism Destinations" ('Handbook on E-marketing for Tourism Destinations . World Tourism Organization UNWTO', 2014).

Operational efficiency and productivity; among the selected categories that underlined in analyses, operational efficiency and productivity was not mentioned more than previous ones. However, due to globalization tourism businesses has been integrated with ITCs and high qualified tools as crowdsourcing and interactive channels so as to maximize the efficiency and productivity of services (Hong, 2009; Minnaert, Maitland, & Miller, 2011). The use of new technologies could facilitate the need of information and variety of factors that could make further incomes for companies. Besides , the use of these instruments could meet its (perhaps growing) obligations to guests, suppliers, workers, shareholders, and governments , and still remain competitive or even improve its competitiveness in the market place(Hong, 2009; Inversini & Buhalis, 2009; Lemelin, Dawson, Stewart, Maher, & Lueck, 2010)

Major conclusions by previous research on crowdsourcing and social media

In order to provide an overview of the common conclusions, out of 50 already chosen publications on the social media and crowdsourcing related ones, twenty-five papers have been considered. After generalization of conclusions, five specific categories of conclusions are recognized as the most common among the selected academic articles.

Among the twenty-five selected paper, four of them were indicating the importance of the crowdsourcing and social media in the DMOs (Haugland, Ness, Grønseth, & Aarstad, 2011; Alegre & Garau, 2010; Bosangit, McCabe, & Hibbert, 2009; Yoo & Gretzel,2009). Most of the authores have modified the outcomes of social media and crowdsourcing in the performance in the tourism services (Williams & Soutar, 2009; Isaac,2010; Lemelin, Dawson, Stewart, Maher, & Lueck, 2010; Canadi, Höpken, & Fuchs,2010; Xiang & Gretzel,2010; Kim, Kim, & Shin,2009; Dwyer, Edwards, Mistilis, Roman, & Scott,2009; Tussyadiah & Fesenmaier,2009; Wong & Yeh,2009; Jopp, DeLacy, & Mair, 2010; Inversini & Buhalis,2009; Tumas & Ricci, 2009). Four authors have pointed out

Figure 6. Description of main results of authors.

Major conclusions	Authors
The importance of the crowdsourcing and social media, affiliation in the DMOs.	Haugland, Ness, Grønseth, & Aarstad (Haugland, Ness, Grønseth, & Aarstad, 2011), Alegre & Garau(Alegre & Garau, 2010), Bosangit, McCabe, & Hibbert (Bosangit, McCabe, & Hibbert, 2009), Yoo & Gretzel (Yoo & Gretzel, 2009).
The positive impact of social media and crowdsourcing contexts for the performance in the tourism services	Williams & Soutar(Williams & Soutar, 2009), Isaac(Isaac, 2010), Lemelin, Dawson, Stewart, Maher, & Lueck (Lemelin et al., 2010), Canadi, Höpken, & Fuchs (Canadi, Höpken, & Fuchs, 2010), Xiang & Gretzel (Xiang & Gretzel, 2010), Kim, Kim, & Shin (Kim, Kim, & Shin, 2009), Dwyer,

	Edwards, Mistilis, Roman, & Scott(Dwyer, Edwards, Mistilis, Roman, & Scott, 2009), Tussyadiah & Fesenmaier(Tussyadiah & Fesenmaier, 2009) , (Wong & Yeh (Wong & Yeh, 2009), Jopp, DeLacy, & Mair (2010), Inversini & Buhalis(Inversini & Buhalis, 2009), Tumas & Ricci (Tumas & Ricci, 2009).
The positive impact of the social media and crowdsourcing technologies to make facilitate tourism brand of destinations	Marzano & Scott(Marzano & Scott, 2009), Zapata, Hall, Lindo, & Vanderschaeghe(2011), Hong(Hong, 2009), Prayag & Ryan(Prayag & Ryan, 2011).
The positive impact of the crowdsourcing and social media for the guest interaction.	Lau (Lau, 2010), Minnaert, Maitland, & Miller (Minnaert, Maitland, & Miller, 2009), Minnaert, Maitland, & Miller (Minnaert et al., 2011), Au, Law, & Buhalis(Au, Law, & Buhalis, 2010), Diedrich & García-Buades (Diedrich & García-Buades, 2009).

1.3. **Social platform and online platforms with security circumstances**.

As far as I am concerned, social media and user-generated information could not censored and it can bring to different issues for the destination itself. On this basis, government could do lots to check whether information is adjustable or not. On my point of view, the development of the country and their way of the implications face various problems with users. Take as an example some of them:

Security circumstances.

While many businesses use social networking sites to find and communicate with clients, the sites can also prove a great distraction to employees who may show more interest in what their friends are posting than in their work tasks. Wired.com posted two studies, which demonstrated damage to productivity caused by social networking: Nucleus Research reported that Facebook shaves 1.5% off office productivity while Morse claimed that British companies lost 2.2 billion a year to the social phenomenon. New technology products have become available that allow social networks to be blocked, but their effectiveness remains spotty.

Privacy of the user

Social networking sites encourage people to be more public about their personal lives. Because intimate details of our lives can be posted so easily, users are prone to bypass the filters they might normally employ when talking about their private lives. What's more, the things they post remain available indefinitely. While at one moment a photo of friends doing shots at a party may seem harmless, the image may appear less attractive in the context of an employer doing a background check. While most sites allow their users to control who sees the things they have posted, such limitations are often forgotten, can be difficult to control or do not work as well as advertised. Below in picture 1, it was illustrated security on social platforms.

Picture 1. Security on tourism platforms

Identity thieves gather personal information from social media sites. Even if you have your account on the highest security settings, there are still ways for an identity thief to get your information. Most social network sites have information that is required, such as email address or birthday. It is common for an identity thief to hack an email account by using social information. For example, a common technique to get personal information is by clicking on "forgot password" and trying to recover the information through email. Once the thief has access to your email account, they then have access to all information on your social networking sites.

Telling the online world where you are going and when you are not at home is inviting burglars to your house. Did you know that a run-of-the-mill burglar could break into your home in less than 60 seconds and spend less than 10 minutes stealing your possessions? By telling the world you are on vacation in Europe, you are letting potential thieves know where you are, how long you'll be gone, and where you live. Burglars are fond of constant updates, especially about your travel plans. You

wouldn't stand up in the middle of a crowd and announce you're going on vacation for a week, would you? Of course not, but that's what you do when you post your vacation pictures and plans online.

o   Avoid posting specific travel plans. Never post when, where, or how long you will be gone.

o   Wait until you are home to post pictures to a vacation album.

o   Use highest privacy control. Only let certain groups, like a family group, view your photos.

o   Be selective with the status updates. You can use an audience-selector dropdown menu on Facebook to choose certain groups to see your status updates.

o   Stay offline. You are on vacation, after all. Relax and forget about the online world for a few days.

o   Even though user generated content has great opportunity to the development of the country, it has also some downsides too

Publication requirement: While UGC could be made by a user and never published online or elsewhere, we focus here on the work that is published in some context, be it on a publicly accessible website or on a page on a social networking site only accessible to a select group of people (e.g., fellow university students). This is a useful way to exclude email, two-way instant messages and the like.

Creative effort: Creative effort was put into creating the work or adapting existing works to construct a new one; i.e. users must add their own value to the work. UGC often also has a collaborative element to it, as is the case with websites which users can edit collaboratively. For example, merely copying a portion of a television show and posting it to an online video website (an activity frequently seen on the UGC sites) would not be considered UGC. If a user uploads his/her photographs, however, expresses his/her thoughts in a blog, or creates a new music video, this could be considered UGC. Yet the minimum amount of creative effort is hard to

define and depends on the context. Creation outside of professional routines and practices: User generated content is generally created outside of professional routines and practices. It often does not have an institutional or a commercial market context. In extreme cases, UGC may be produced by non-professionals without the expectation of profit or remuneration. Motivating factors include: connecting with peers, achieving a certain level of fame, notoriety, or prestige, and the desire to express oneself.

Today, brands of all sizes are eager to jump into the UGC/social networking environment. But doing so blindly—without clear objectives in mind—can lead to an unsatisfying experience. Many companies may ask you to post your reviews or comments freely to their Facebook page. This could end up disastrous if a user makes a comment that steers people away from the product. As with any new environment, it's important first to understand where you want to go and how you can get there before diving in.

In addition, The ability for services to accept user-generated content opens up a number of legal concerns: depending on local laws, the operator of a service may be liable for the actions of its users. In the United States, the "Section 230" exemptions of the Communications Decency Act state that "no provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider." This clause effectively provides a general immunity for websites that host user-generated content that is defamatory, deceptive or otherwise harmful, even if the operator knows that the third-party content is harmful and refuses to take it down. An exception to this general rule may exist if a website promises to take down the content and then fails to do so. Copyright laws also play a factor in relation to user-generated content, as users may use such services to upload works—particularly videos—that they do not have the sufficient rights to distribute. In many cases, the use of these materials may be covered by local "fair use" laws, especially if the use of the material submitted is transformative. Local laws

also vary on who is liable for any resulting copyright infringements caused by user-generated content; in the United States, the Online Copyright Infringement Liability Limitation Act (OCILLA)—a portion of the Digital Millennium Copyright Act (DMCA), dictates safe harbor provisions for "online service providers" as defined under the act, which grants immunity from secondary liability for the copyright-infringing actions of its users. However, to qualify for the safe harbors, the service must promptly remove access to alleged infringing materials upon the receipt of a notice from a copyright holder or registered agent, and the service provider must not have actual knowledge that their service is being used for infringing activities. The European Union's approach is horizontal by nature, which means that civil and criminal liability issues are addressed under the Electronic Commerce Directive. Section 4 deals with liability of the ISP while conducting "mere conduit" services, caching and web hosting services. Security in different layers of the community and ways of the development should be categarized as a main point of the safety. Afterwards , main feature of the organization should be directed on the development of the destination itself. Briefly, safety and security of the tourist and user of the platform should be highlighted by country itself.

I- Chapter . Conclusion

To conclude with 1- Chapter, research has been untertaken number of analyses in order to show up both theoritical and practical knowladge of social media and online platforms in tourism sector as whole. The chapter concludes that the use of social media for tourism development and promotion purpose is effective in Uzbekistan, though it has not been utilized to its full capacity. Government agencies and groups/individuals' examples used in this paper mainly focused their efforts on promotion and service delivery. Thus, they were identified as useful tool for fast spreading of information about tourism activities. The data for this paper shows that tourism industry have found social media to be useful for promoting attractions and other tourism related activities like news on what is happening in Uzbekistan and other parts of the world. Globalization and concentration of supply increases the level of competition that already requires new strategies of internet communications. In terms of the demands on financial resources and know-how are entry barriers of destinations via the internet relatively low. New business environment and new ways of doing business are the results of the availability and relatively low cost of internet. During its brief history, the internet transformed itself from static tool for digital publishing (one-to-many communication tool) to a fully interactive platform for collaboration (a tool to support many-to-many communication). Tourism is an important source of revenue to many destinations, but budget cuts and changes in use of media and technology requires changes in destinations´ communications strategy and the way they promote themselves in the global market. Implementation of new media and technologies are crucial for survival. New media provides a less expensive approach to marketing for destinations and offers many opportunities for visitors´ involvement in attracting potential visitors to destinations. Social media as a tool of tourism marketing more and more convince destinations´ marketers that they are an integral part

of the marketing campaigns. By now, visitors do not trust advertising that focuses on the advantages and special features of the destinations. Visitors require a personal approach, intelligent, creative, interactive, communication and messages including empathy and emotions. They want to participate in the creation of tourism products and want to buy based on relationship. Social media can help destinations to remain competitive if they present interesting content, use creativity and support and motivate interactive communication. As time goes by, businesses in particular the hospitality industry has acknowledged the importance of using social networking sites to drive their branding strategies online, enabling easier access to target audience and generate brand equity through selected platforms. Both academic and non-academic sources support my research study, however a gap in the literature was identified due to lack of information focusing on the Maltese hospitality industry on related subject. The main aim of this dissertation is to discover business practices adopted within the Uzbekistan hospitality industry and reveal the effectiveness and degree of significance in using social media marketing to drive potential branding strategies adopted by hoteliers. Main findings from selected sampling within the hospitality industry suggest that social media marketing is effective in driving the corporate branding strategy, but high graded hotels tend to employ more online branding practices through social media marketing over low graded hotels. Findings also indicate the importance of synchronized efforts in online and traditional marketing, especially in targeting the locals.

II- CHAPTER. THE WAYS OF POTENTIAL DIFFUSION OF SOCIAL MEDIA AND ONLINE PLATFORMS' UP-TO-DATE PRACTICES IN THE TOURISM SECTOR OF UZBEKISTAN.

2.1 Broad description of the innovative hotel technologies

The growth of Internet and the diffusion of new technologies has transformed the tourism sector in unprecedented ways, such as social media tools, Big Data and relevant ones. This provides unique opportunities and great challenges for National and Destination Marketing Societies, essentially, keeping pace of a constantly changing and competitive environment.

The rapid advances of ICT technologies, and their increasing consequences in tourism, have led to an exponential progress of online communication opportunities. The changing context in travel and tourism should be presented in the bridge between the demanded needs and the required information to be fulfilled. The notion of context is becoming popular and relevant for economic developing areas thanks to location-based services that support decision-making on the go. The unique characteristics of tourism, where experiences are produced and consumed simultaneously('IFIIT, ENTER_2013_Research_Koerbitz_etal.pdf',2014).

This makes possible the organization of a new paradigm where both external and internal tourism provides innovative ideas through crowdsourcing mechanisms ('Open innovation', 2014). The user integrated contents provide more reliable , up to date and useful travel required information by means of the social media and crowd based platforms (Cox, Burgess, Sellitto, & Buultjens, 2009; Prayag, 2009; Prebensen, Skallerud, & Chen, 2010). The social media platforms generates consumer-generated content (CGC), thru sites such as YouTube, Tumblr, TripAdvisor, Flickr, Pinterest gaining substantial popularity among online travellers.(Xiang & Gretzel, 2010)

There are many types of user-generated content: Internet forums, where people talk about different topics; blogs are services where users can post about many topics, the most important blog services are these: Blogger, Tumblr and WordPress. There

are also wikis, where every anonymous user can edit and make changes as, for example, at Wikipedia or Wikia. Another type of user-generated content are social networking sites like Facebook, Twitter, Instagram or VK, where users interact with other people chatting, writing messages or posting images or links. Companies like YouTube are enticing a growing number of users to not only consume the content, but to create it as well.

Picture 2. Online platforms and social media tools.

Other types of this content are fanfiction like FanFiction.Net, image boards; various works of art, as with deviant Art and Newgrounds; mobile photos and video sharing sites such as Picasa and Flickr; customer review sites; audio social networks such as SoundCloud; crowd funding, like Kickstarter; or crowdsourcing. Video games have an additional form of user-generated content, namely mods.

Some games come with level editor programs to aid in their creation. Most of these only appear in single-player games, but some multiplayer games also have them.

A few massively multiplayer online role-playing games including Star Trek Online, Second Life, and EverQuest 2 have UGC systems integrated into the game itself. According to social media platforms we have synergy on social media tools

Picture 3. **Synergy of users in social platforms**

A popular use of UGC involves collaboration between a brand and a user. For example, the "Elf Yourself" videos by Christmas Jib Jab that come back every year around Christmas. The Jib Jab website lets people use their photos of friends and family that they have uploaded to make a holiday video to share across the internet. You cut and paste the faces of the people in the pictures to animated dancing elves.

Some bargain hunting sites feature user-generated content, such as Dealsplus, Slickdeals, and FatWallet, which allow users to post, discuss, and control which

bargains get promoted within the community. Because of the dependency of social interaction, these sites fall into the category of social commerce.

Picture 4. **User generated Content**

Typically, in Tourism and Travel, the amount of internal information is not sufficient to allow tourist to select a destination. The external information available to potential tourist emanates from various sources like formal or environment and informal or social environment. The way of informal database is accumulated with the help of users while they share information on different platforms. Crowdsourcing and user-generated contents serve tourism to gain sufficient sources while categorizing them into unique system. Advances of innovative social media platforms and Big Data open new possibilities of opportunities for Destination Management Organizations (DMOs), in order to make satisfactory accessible files about offered services. Moreover, officials of tourism are responsible for the responsibility of supported formal information, but data that stored by user-generated platforms hardly censored. Albeit, tourism destinations can easily accumulate necessary sources by the help of the integration on one purpose.
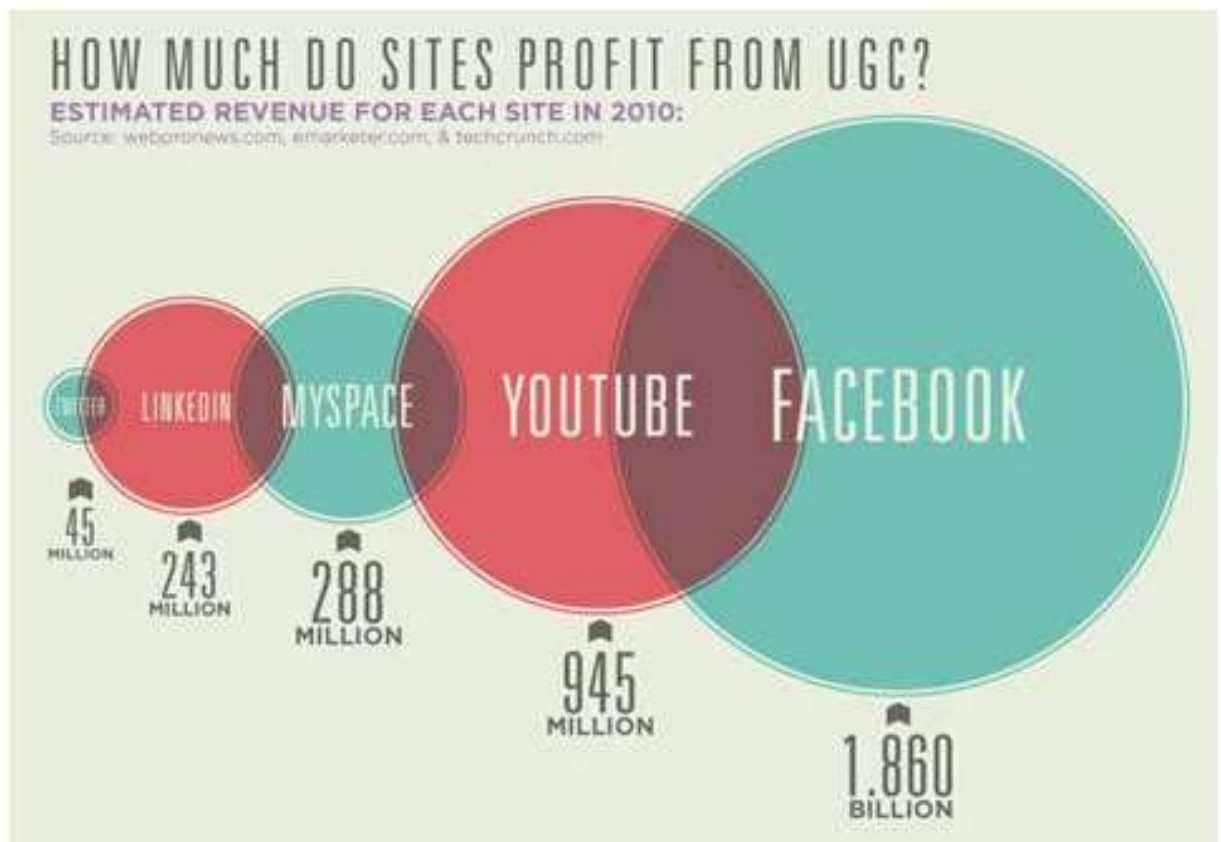
Picture 5. **How much do sites profit from UGC?**

Wikipedia is one of the largest user generated content databases in the world. It is created by it's users. Tumblr is a good example of user-generated content because each page collects a group of "fans". It's why their marketing team makes a strong effort to bring their customers into the brand's story, whether that means engaging with fans on social media or amplifying the images those fans take and tag by featuring them online. Pinterest is another example of a site that thrives off user-generated content. Users are able to share their own content or "pin" material from other websites or blogs, which is then organized into categories based on topic.

Some of the other great examples of user-generated content are Belkin's "Lego iPhone Case", T-Mobile's "Breakup Letter", TEDxPortland's "What is Perfect?"

campaigns.
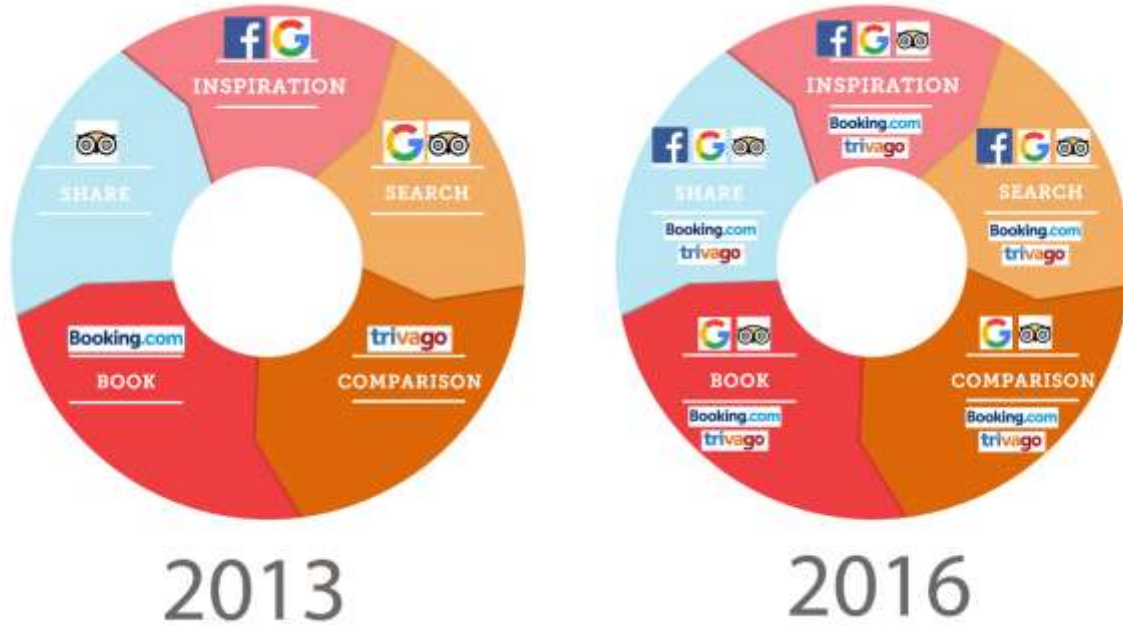
Picture 6. **Social media sources**

According to Handbook on E-marketing for Tourism Destinations *('Handbook on E-marketing for Tourism Destinations . World Tourism Organization UNWTO', 2014)*, over the past two decades, Destination Management Organizations (DMOs) have explored, and learned to exploit, the use of Internet and other forms of electronic communication. Based on the knowledge of the UNWTO, the importance of Crowdsourcing and Social Media in tourism businesses could be classified in following categories:

Role of the crowdsourcing and social media in tourism businesses

•Transfers "hard information" into motivational content.

•Distributes information through channels such as Expedia, Travelocity, Rough Guide, etc.

•Engages travellers on one-to-one and one-to-many activities.

•Makes easy two-way interaction between the DMO, suppliers, and visitors, as well as between users.

- Finds out potential visitors through information content.

- Facilitates destination or service brand, made possible by the rapid spread of broadband connections, allowing users to experience attractive imagery and animation.

- Simplifies visitors in arranging their trip by offering tools such as ideas, itineraries and route planners.

- Associates promotional activity through internet purchasing.

- Organizes cost-effectiveness in conveying information and products on sale directly, economically and at short notice to major prospects.

Works in harmony with offline marketing activities so that traffic can be driven in both directions, online to offline and vice versa. In this context, the general purpose of this paper is to undertake a review on the need of social media and crowdsourcing with the specific purposes describing and existing experience gained from previous researches related to tourism destinations. In the final analysis, identifying major drawbacks and conclusions, as an approach to better understand the existing knowledge on tourism innovation and technology for the further investigations.

2.2. Status quo of the current practical projects

In different countries have been organizing various innovative technologies according to the potentials of the tourism. According to their experience of well developed countries, it could be distinguished importance of the innovative tools. As one of the developing countries, Ecuador needed services which could push tourism sector both internationally and locally.

For Ecuador it was an estimated $3.8 million investment for it to spread its latest tourism campaign to the massive investment. Its "All You Need Is Ecuador," or "Todo lo que necesitas es Ecuador", campaign uses lyrics from The Beatles classic song "All You Need Is Love" showcasing the many wonders of the South American country. The recognizable tune hopes to entice people to this equatorial nation of

some 15 million residents from the US through images that highlight the country's Pacific Ocean coast, its Andes Mountains, the Amazon rainforest and the iconic Galapagos Islands. The US is already the second-largest source of tourism for Ecuador after Colombia and last year over 250,000 Americans travelled to the country. In the run up to the airing of the advert Ecuadorian Minister of Tourism Sandra Naranjo explained one of the reasons for the significant investment. "In 2014, 112 million people watched [the Super Bowl].

That's roughly the population of Colombia, Ecuador, Peru and Bolivia combined," he said. Ecuador certainly has a lot to offer and has a growing inbound appeal as the new Quito International Airport, the largest gateway into the country, makes the destination more accessible to international arrivals without the operational restrictions that had affected its downtown predecessor. The campaign All You Need Is Ecuador added intensity to the international promotion strategies taken by Mintur. On April 1st it marked a milestone with no precedents in the Ecuadorian tourism's history. Ecuador and the world were witnesses to the campaign's launch, which promoted the country's tourism potential. Now the campaign has had an impact of over 450 million people worldwide, and it is distributed in Spanish, English, Portuguese, German and French. In addition to these actions there is a new ongoing specialized communication strategy that aims to position Ecuador as a travel destination among the industry's agents around the world, as an excellent leading destination that has over a thousand reasons to be a Touristic Power.

This new specialized campaign develops four informative products focused directly for the international tourism trade: a bimonthly printed and digital Travel Planner Magazine available in English and Spanish; a bimonthly Newsletter with the latest tourism-related news; and a web page with a technological platform that can deliver webinars (online seminars) of 45 to 60 minutes every two months. Through this last tool attendees' knowledge increase can be registered, evaluated and
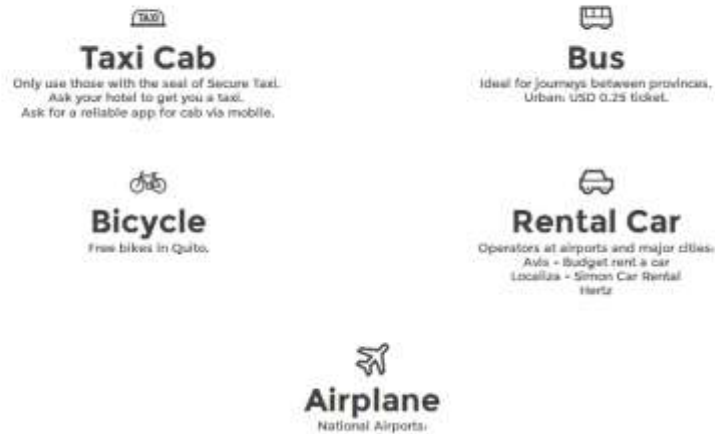
measured. The content of these communication products is in English, Spanish, Portuguese, French and German.

Ecuador has launched a very ambitious marketing campaign with the "All You Need is Ecuador" project. The campaign will take place in nineteen cities around the globe, including seven in Ecuador, and will display 19-foot letters which put together spell out the campaigns slogan "ALL YOU NEED IS ECUADOR". In Cuenca, the campaign takes place in "La Plaza Otorongo" with the letter "E". Ecuador's Ministry of Tourism got the rights of use of the Beatles' hit single "All you need is love" for the promotional pieces.The campaign is very strategic since the tourism industry is the fourth largest source of revenue for Ecuador's economy and the industry is growing every year.

Quito (Pichincha) - The Ministry of Tourism's preliminary data show that the campaign '*All You Need is Ecuador*' (*AYNIE*) broadcast during the Super Bowl was a success with more than 52 million hits only in social networks. Since January 26th until February 3rd social networks experienced significant traffic. In Facebook, the post about '*All You Need is Ecuador*' reached 49 million hits; in Twitter, the hash tag #AllYouNeedIsEcuador was mentioned 1'693,500 times, which turned it into a trend during time period in which the game was on. '*YouTube*' was not the exception, the *AYNIE* video was played 500,000 times. During that same time period, the website ecuador.travel, which shared information about the country, as well as the different tourist packages to tour around Ecuador, received 713,957 visitors (more than 70% from the United States). Likewise, 230 thousand people around the world visited several international and local websites where the campaign was broadcast, which, in turn, directed visitors to the website ecuador.travel

TRANSPORTATION

Taxi Cab
Only use those with the seal of Secure Taxi.
Ask your hotel to get you a taxi.
Ask for a reliable app for cab via mobile.

Bus
Ideal for journeys between provinces.
Urban: USD 0.25 ticket.

Bicycle
Free bikes in Quito.

Rental Car
Operators at airports and major cities.
Avis - Budget rent a car
Localiza - Simon Car Rental
Hertz

Airplane
National Airports.

*Picture 7. **Transportation info of destination***

After this and other actions, the expectation is that the number of visitors from the United States grows by 5% compared to 2014. This increment could be absorbed by the Ecuadorian tourism industry, which has the necessary infrastructure.

The diffusion of the innovative technology could be implemented easily in various ways. Chain of the services could be integrated in various ways , as far as it was established in the country by following :

- Airplane
- Bicycle
- Rental Car
- Taxi cab
- Bus

In addition to this, country has also various amenities as whole could be categorized like accommodation one :
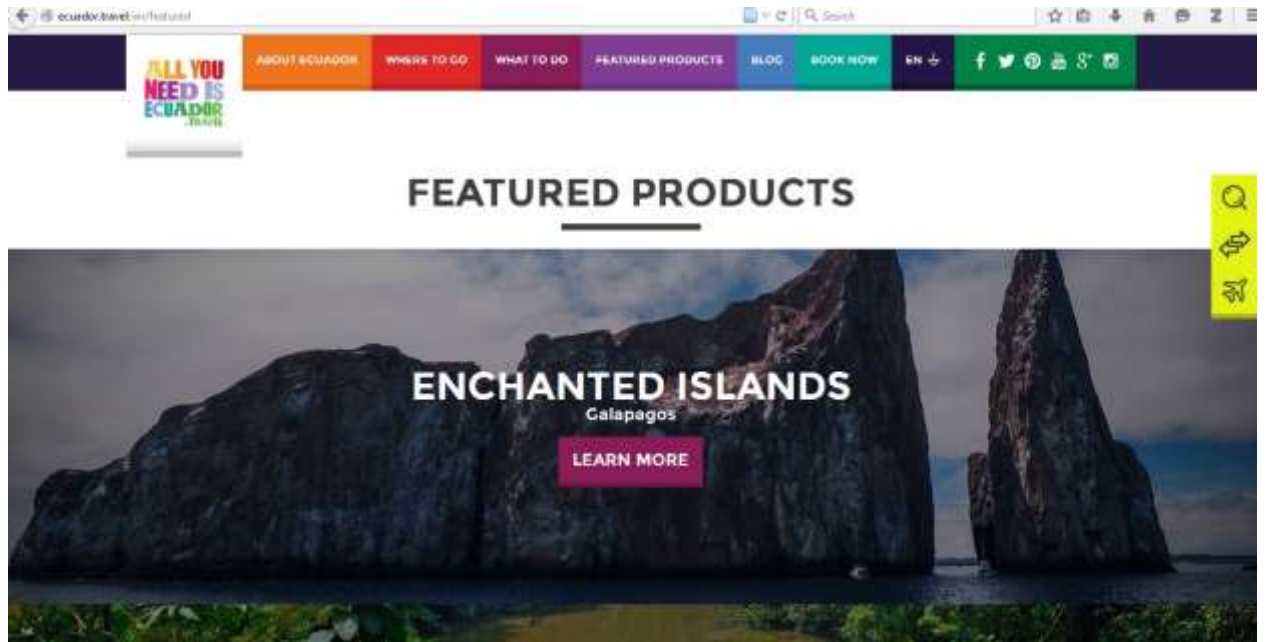
- Hotels
- Motels
- Private houses

- Bed and Breakfast

- Hostels

Tourism has also individual visitors who can get above-mentioned facilities

*Picture 8. All you need is Ecuador*

✓   *places to go*

✓   *café*

✓   *bars*

✓   *restaurants*

✓   *theatre*

✓   *natural beauty places*

✓   *zoos*

✓   *parks*

✓   *aqua parks*

✓   *museums*

It could be believed that, many of these type amenities are major ones where discussions will be held. Visitors can get data through online–user generated platforms and so on. It make easy to do many tasks with the help of volunteers.

Tourism services make great opportunities to make contents by users and visitors. While visiting destinations travelers take photos, videos, may share data, create comment and suggest to each other. Consequence, this will lead to improve and suggest services to other possible visitors.

PICTURE 9. **OPEN ACCESS PLATFORM**
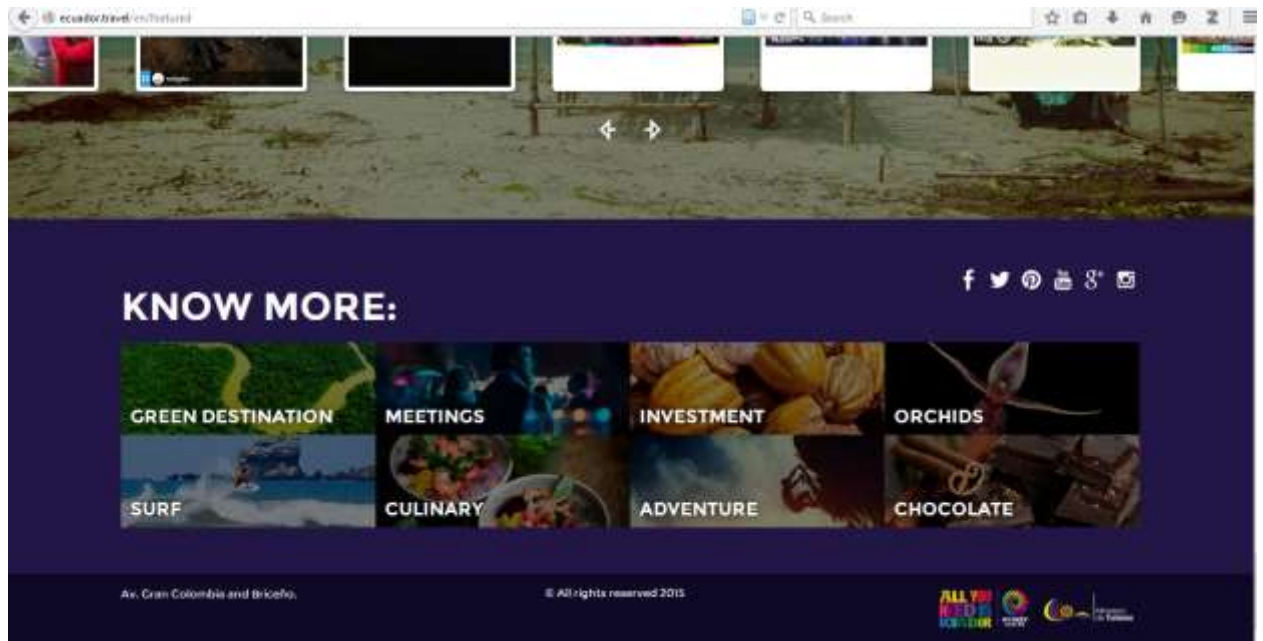
2.3. Implementation of the innovative technologies and possible opportunities of them in hotel industry of Uzbekistan

Travel facilitation has many facets, including: abolishing or liberalizing visas; improving border procedures; abolishing or minimizing taxation on travel; and air transport liberalization. Visa policies are among the most important governmental formalities influencing international tourism.

The development of visa policies and procedures, as well as other important travel documents, such as passports, is closely linked to the growth of tourism. UNWTO carried out extensive research on visa facilitation during 2012/2013 and commenced plans for a specialized report on the Silk Road to be launched at the 4th UNWTO Silk Road Ministers' Meeting 2014.

Travel facilitation was included as a key topic in all UNWTO Silk Road meetings during 2012/2013. Specialists and countries that have advanced in visa facilitation and air transport liberalization were able to share their best practices and positive results with Member States, thereby encouraging them to facilitate travel across the region.

The UNWTO Secretary-General lobbied governments at the highest level during his discussions with heads of state to improve visa policies, while emphasizing the positive impacts in terms of economic growth and job creation. On this basis, country has a great potential to improve facilities of the sector, and push service providers as whole. According to specialists of the country, it was mentioned that government could work properly with Destination Management Organizations and administrative responsibilities. To tell the truth, government has many innovative technologies to make various kind of modifications to enhance services.

Picture 10. **TripAdvisor. Web page of Uzbekistan.**

TripAdvisor LLC is an American travel website company providing reviews of travel-related content. It also includes interactive travel forums. TripAdvisor was an early adopter of user-generated content. The website services are free to users, who provide most of the content, and an advertising business model supports the website. TripAdvisor Media Group operates 25 travel brands including TripAdvisor, Airfarewatchdog, BookingBuddy, Cruise Critic, Family Vacation Critic, FlipKey, GateGuru,[4] Holiday Lettings, Holiday Watchdog, Independent Traveler, lafourchette, OneTime, SeatGuru, SmarterTravel, Tingo, Jetsetter, Travel Library, TravelPod, Viator, VirtualTourist and Kuxun.cn. TripAdvisor operates websites internationally, including in the U.S., the U.K., France, Ireland, Germany, Italy, Spain, Serbia, India, Japan, Portugal, Brazil, Sweden, The Netherlands, Canada, Denmark, Turkey, Mexico, Austria, Norway, Poland, Australia, Singapore, Thailand, Russia, Greece, Indonesia, and in China under the brand daodao.com and kuxun.cn. TripAdvisor is headquartered in Newton, Massachusetts.

According to its website, TripAdvisor claims to be the largest travel site in the world, with more than 60 million members and over 170 million reviews and opinions of hotels, restaurants, attractions and other travel-related businesses. In March 2011, TripAdvisor informed all registered TripAdvisor members that an unauthorized third party had stolen some of TripAdvisor's email list, and might use it to create spam messages. No passwords or other information was stolen. This happened shortly before many other companies reported similar thefts of the addresses on their email lists

Uzbekistan has been making marketing purposes on this platform with the help of the suppliers of the services. In this case, hotels , sightseeing, restaurants , travel companies and so on have been suggesting their services directly. For instance, users and travelers could share their data with each other. On the other hand it could help them to go and visit some historical places. According to me, it is noticeable that government has effort to push all services to get better results and contribute to GDP

of the government. If it is possible, educational programs, curriculum and other informative projects should be conducted among society.

There are many of the features that should be taken in account, in Uzbekistan has great amount of advantages and disadvantages of the issues. In these cases, shortcomings of the technological view of the status, will be diffused in the following SWOT analyses. Technology in the present time, make many of the users to the development of country. According to the analyses of the statistics and users who create improvement of their point of view and their usage.

Advantages of the issue could be addressed to the following ones ;

- Potential of tourism industry
- Well- organized technological industry
- High-qualified specialists
- Corridor for Silk Road destination
- Medieval world-renowned scientists
- Interest of the youngsters
- Free wi fi zones

Downsides of the country toward establishment of the innovative technology is linked by

➢ Poor Marketing
➢ Inaccurate tourism destination brand name
➢ Tour Product variety
➢ Luxury facility
➢ Artificial activities
➢ Inadequate systems of user generated platforms

The advantages of the touristic destination are believed to overcome the disadvantages if users and tourism management organizations use resources positively. On this case, it is experienced in various countries development that government should investigate practically in order to achieve good results afterwards. As far as it is concerned , country has great potential to use ICT by the youngsters and facilitate it with the help of free zones of the internet connection.

SWOT RESULTS

Strengths
- Potential of tourism industry
- Well- organized technologica industry
- High-qualified specialists
- Corridor for Silk Road destination
- Medieval world-renowned scientists
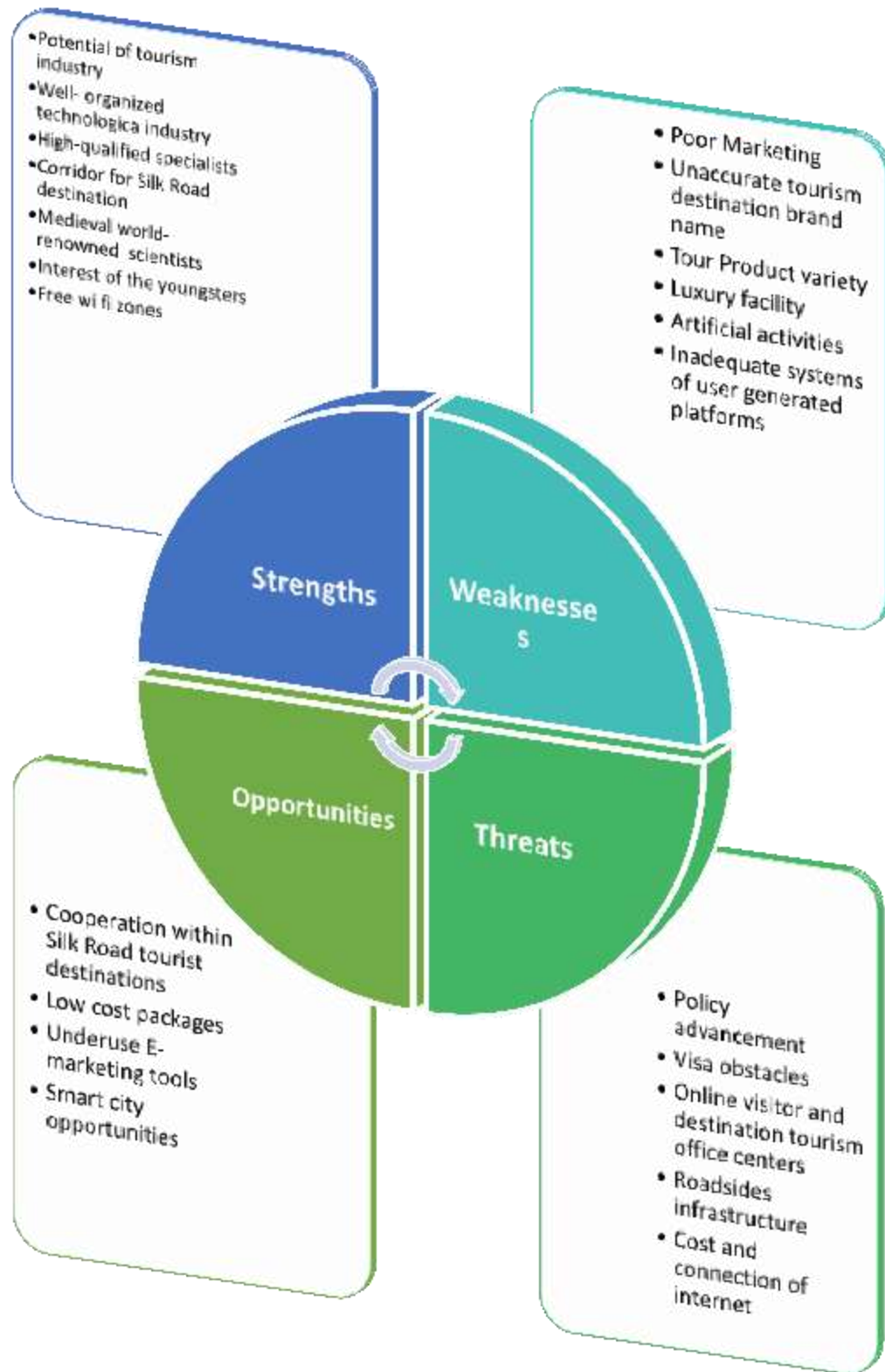- Interest of the youngsters
- Free wi fi zones

Weaknesses
- Poor Marketing
- Unaccurate tourism destination brand name
- Tour Product variety
- Luxury facility
- Artificial activities
- Inadequate systems of user generated platforms

Opportunities
- Cooperation within Silk Road tourist destinations
- Low cost packages
- Underuse E-marketing tools
- Smart city opportunities

Threats
- Policy advancement
- Visa obstacles
- Online visitor and destination tourism office centers
- Roadsides infrastructure
- Cost and connection of internet

II – Chapter. Conclusion.

According to II-Chapter, we can conclude that wide spread of the Internet and rapid technological evolution have revolutionized all industries in the World especially tourism.

Platform of tourism increasingly get to the Internet nowadays which is vitally important because tourism is an information-based and information-intensive industry. In order to reduce the high risk of travelling which derives from the experimental characteristics of holiday travel related purchases, travellers have to collect a lot of information. At the same time proper information about selected destination can enhance travellers' confidence during the decision making process, assist them to make their best decision, therefore increase the quality of the trip.

Thanks to development of Internet and the variety of Information and Communication Tools (ICTs) – such as web technology, mobile technology etc. – tourists have the chance to access such information and purchasing opportunities which weekly available with the help of intermediaries earlier. Providing wide range of possibilities, social media has fundamentally changed the way of tourists' information search behaviour and travelling decision making. On the one hand, changes lead to travellers have become more independent, experienced, flexible and sophisticated in arranging their trips and on the other hand tourists have accessed countless reliable and appropriate information provided by more and more other users/travelers.

During information search processes, consumers increasingly rely on other travellers' experiences which decrease uncertainty, therefore information search is moving to online social media where people interact freely and easily exchange information. New online trends mean that tourists are having more control over their travel decision making process and exerting an influence on tourism related businesses to take new trends into account .

Tourists in order to decrease the uncertainty derive from the travel decisions collect more and more indispensable information in connection with the travel.

Altering tourists (consumer behaviour) trust even more in other travellers' opinions rather than official marketing advices due to the spread of social media sites and user-generated contents. Many tourists need to obtain confirmation of other users that they have planned the best trip.

III-SECTION. SOLUTIONS OF THE PROBLEMATIC SITUATIONS OVER THE ORGANIZATION AND MANAGEMENT OF HOTEL INDUSTRY.

3.1 Current usage condition of modern information channels and network.

Since the break-up of the Soviet Union in 1991, the former Soviet Asian States (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan) present important opportunities to become a major tourist destination in the way of unique cultural, historical, archeological, and natural attractions. After becoming independent, the policy and model of tourism development in these countries were mainly based on improving tourism infrastructure (Coulibaly et al., 2012).

Well-located World Heritage sides of Central Asian States , amusing history of medieval scientists, and undiscovered nature of people make attractive for visitors from all over the world . A vital factor in the history of the southern part of the region was its location astride the most direct trade route between China and Europe, the so-called Silk Route which began to be developed in the Roman times (Kemal Kantarci, Muzaffer Uysal, & Vincent P. Magnini, 2014) .

As independent country , Uzbekistan needs to foster its magnetism as a medieval center and intellectual origin due in part to scholars, philosophers and cultural leaders such as Al- Farabi, Avicenna, Ulugbek , Navoiy, Baburshah and Tamerlane. They have a great contribution to world culture and sciences of mankind which vividly shown in numerous and included works, such as "Canon of Medicine" of Avicenna, "Fundamentals of Astronomy" of Alfraganus, "Baburnama"of Baburshah, and "Divans" of Navaiy which provide imagination of education in the history of the Middle Age´s lifestyle, culture, tradition and so

In addition, Uzbekistan maintained trade, intellectual and religious contacts with South Asia, the Middle East and Europe. The oasis towns of Samarkand, Bukhara,

Khiva, and Tashkent mark the famous "Silk Road" over which caravans took the products of Europe to exchange for those of Asia. The 2500th anniversaries of the ancient cities Bukhara and Khiva and 2750th of Samarkand that once was capital city of great Tamerlane make interest of tourists globally. Moreover, infrastructural proximity such as highways, railways and airports also provides relatively comfortable and ease accessibility to global world through the CA region. There appears to be sufficient resources to expand opportunities for investment in tourism infrastructure at all levels("The World Factbook," 2014).

"Uzbektourism" as National Tourism Company believes that the flow of tourists are growing ominously, nevertheless this goes hand in hand with an increasing diversification and integration among services , infrastructures and modernization become major tourism destination.("National Company 'UzbekTourism,'" 2014).

In this context, the general purpose of this paper is to undertake a review of the potential of tourism and its related industry sectors, with the specific purposes of describing and analyzing the strengths that Uzbekistan and other Central Asia countries can have to develop a global tourist product based on the Silk Road magnet, identifying major past trends , as an approach to better comprehend the existing knowledge of tourism in the region of Central Asia.

Since its independence, Uzbekistan has begun to structure and organize its tourism industry. Because of organizational and structural changes implemented, a new system of state regulation and control was established, preconditions for infrastructure development were created and mechanism of preservation and restoration of cultural and historical attractions were ensured. It is noticeable that, the new institutions and relations at the world tourism market were established almost from scratch. During these years of independence, the government has done a great job on the revival of the unique heritage of local people, has created the conditions for the development of traditional arts and folk and has restored monuments of history

and culture. Thanks to these measures, every year, the tourism potential in the country and requirements for development of tourism and its infrastructure has improved radically and positively.

Globally, tourism, as one of the highlands dynamically developing area of the world economy, plays an important role in strengthening the economic, cultural and political ties between states. Furthermore, Central Asian countries have wonderful opportunity of exploiting their unique cultural and historical heritage, which form the basis of the main resources for the development of tourism. For example, Uzbekistan has more than 4,000 historical and cultural monuments, of which 140 are included in the UNESCO World Heritage List. Routes of the Silk Road on the territory of the country are also part of the potential attractions for international tourists.
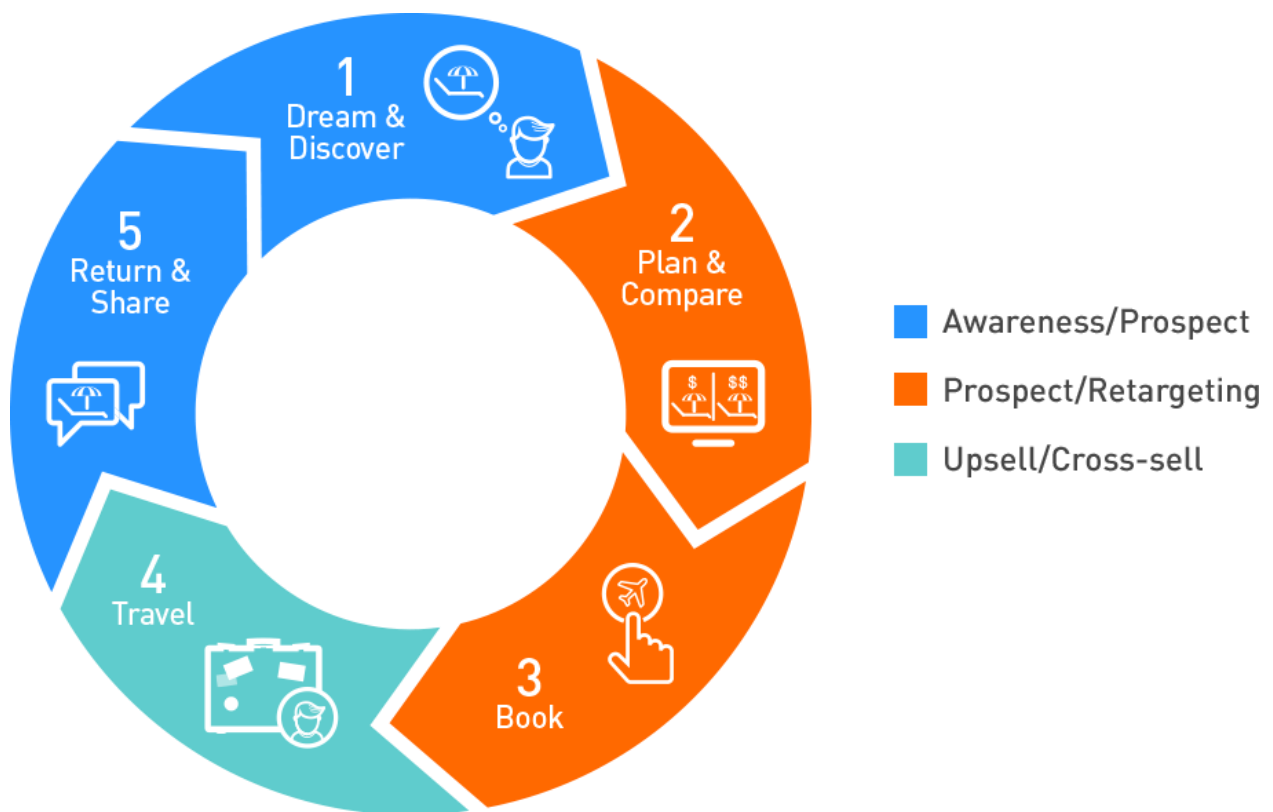
Picture 11. Life cycle of traveler.

As the main trade network which considered as the "Supreme route of mankind history", the Silk Road formed the first link between the Asia and Europe and was a crucial trade originator between China, India, Persia and Roman empires.

Formed more than 2200 years ago, the route was served as a connection between people and cultures, stimulating the mobility of dialogue, art, religion, ideas and technology. With its significant diversity of cultural heritage and its treasure of natural tourism attractions covering across 12,000 kilometers of ancient trade network, the Silk Road tourist destinations today offers travelers the opportunity to experience a exotic adventures, following the paths of Alexander the Great and Marco Polo and other world renowned surveyors. It is noticeable that, in 1993, Uzbekistan joined the World Tourism Organization (WTO). Subsequently in 1994, the WTO meeting held in Samarkand, and "Samarkand declaration" was adopted on tourism in 1999. "Khiva declaration", which proposed by honoured international organizations, such as UNESCO, UNWTO , Council of Europe and others, calls upon the countries of Central Asia to preserve their cultural and natural heritage. Ongoing establishments stress the benefits of sustainable tourism and outlines specific steps to stimulate cultural and ecological tourism to Silk Road destinations.

Additional issues include an invitation to local and international stakeholders to invest in Silk Road tourism and the endorsement of country's offer to host a Silk Road Support Office in Samarkand that began operations office of the World Tourism Organization to promote tourism along the Silk Road in 2004 ("Declarations | UNWTO Silk Road Programme," 2014) .

Current programs and investigations by The World Tourism Organizations and other World Heritage Institutions like UNESCO, ICOMOS and UCL have been addressing to maintain the quality and shape of the whole destination through some suggestions for the sides and routes as a part of the transitional Silk Roads World Heritage. The role of this project has involved unprecedented collaboration among member of the destination. The main target of the program is dedicated on specific Silk Road Heritage Corridors crossing Kazakhstan , Kyrgyzstan and China and another one between Tajikistan and Uzbekistan with some proposals ("UNWTO Silk Road Programme," 2013). In the Central Asian tourism destination, rate and quantity

of tourism investigation for the development countries are increasing respectively. The government of Uzbekistan pays great attention for the development of the tourist industry: the development of services is defined as one of the top priorities of socio-economic development of the country. However in 2010 the number of tourists was 975000, very international tourism arrival tendency of Uzbekistan illustrates overall upward trend since 2000 up today. Based on tourism "National Company" data, a quantity of tourists in Uzbekistan were 1,977,600 in 2013. In order to make enhancement of tourism industry, administrative offices of this sector have been conducting lots of job to retrieve and make developments. On this basis, in the short period modified totally, signed agreements with different governments and institutions. From a list of the contracts, it is visible that talks with Ambassador Extraordinary and Plenipotentiary of Turkey to Uzbekistan , which considered collaborating in number of aspects of integration in tourism between Uzbekistan and Turkey.

During the meeting, the Turkish side suggested opening direct flights between Turkey and the cities of Samarkand and Bukhara, along with existing routes pointed to the need to increase the frequency of Uzbekistan Airways Tashkent-Istanbul flight to intensify tourist exchange. Both delegates noted that 75 million people in the past year departed from Turkey to different destinations of the world. According to the fact that both of Uzbek and Turk nations have a same historical roots, culture and inseparable traditions and Silk Road projects, alliance between these states and service providers have some interests on Uzbekistan tourism potential. Furthermore, it is estimated that, even 1% of them was directed to Uzbekistan, this would highly rise tourist circulation between Uzbekistan and Turkey ("UzReport.uz," 2014). The rate of arrivals is obviously revealed upward trends; mainly in the case of Kazakhstan and other unlisted countries of origin from all over the world have expected great deal of tourists in the near future expectation. Furthermore, the number of tourists from

Japan, Turkey and Russia have picked up gradually during this period and relatively expected to sharp steadily in the future.

As well as, by 2020 it is predicted that China, Russia, India and the Middle East's trends will increase more than 200 million tourists annually visiting (Handbook on E-marketing for Tourism Destinations, 2008). Therefore, as one of the main Silk Road tourism destinations, Central Asian countries could appeal a great deal of visitors from all over the world. As Edgar Knobloch (2013) mentioned, Central Asian countries have great resources and potential for development of tourism, however countries need integration and modernization to become competitive in tourism businesses.

3.2 Ways of the technological advancement with the various types of the technologies.

Globally the challenges that countries are facing in the tourism industry are numerous and complex. However, addressing these challenges require a high level of collaboration and coordination to marshal the resources that possesses Uzbekistan.

Speaking about the development of tourism in the country, we should note the importance of tourism deployment model of government and the steps of modernization, systematisation of services and integration of tourism infrastructure suppliers in worldwide tourism market, foreign investments and credits in the industry could be underlined as a main. Commercial interest in the region has grown considerably over recent years, with ancient connectors between the Middle East and Asia being revitalized in a surge of investment and trade in energy, infrastructure and manufacturing. According to UNWTO, government need to improve infrastructure and make easy its connectivity, advancement of Information Computer Technologies (ICTs) and enhancement mobility could make more opportunities for tourism industry of country.

Yet a number of barriers are hindering tourism development in Central Asian countries, including Uzbekistan. Visa and border crossing formalities , transport

infrastructure, corporate governance and quality assurance some issues that underlined attention of Silk Road recommendations from global tourism organization ('Strategic Recommendations for enhancing Tourism with a Special Focus on Central Asia.pdf', 2012). In addition, experts and specialists of tourism emphasized the importance of modernization and integration of sector and industry due to create better business opportunities and deployment of tourism destination in territory. In order to tackle these issues following proposals on Marketing & Destination Management, Destination Management & Investment, Travel Facilitation could be addressed as a main key point for the development of tourism sector in the Central Asian tourism destination.

The Silk Road is a destination brand, which has huge potential for growth. Investigations made by UNTWO researchers demonstrate that the Silk Road motivates more online discussions than any trade networks, accounting for approximately 30 % of international discussions. Yet, minor part Silk Road destinations are exploiting the marketing and promotional potential of their historic and cultural connections with the travel route. Applying market inquiry and better recognizing travel inspirations and the strength of this brand will allow destinations to be more intensify and develop competitiveness in their strategies of national marketing ("Policy and Practice for Global Tourism - World Tourism Organization," 2012). In order to tackle this issue, specialists have listed following concepts as crucial key factors;

➢   Inaugurate devoted section on the official websites of the Silk Road destination and its partner

➢   Classify and use unique selling points and hallmarks of own Silk Road of countries

➢   Involve purchasers and travellers under the same brand name by diffusing ICT as well as crowdsourcing and social media channels

According to historical facts, almost 30 countries was united The Ancient Silk Road and shared their culture, tradition and customs as well as history to one another. The legacy of the Silk Road can be vividly shown at architecture , gastronomy , religion, ideology and technology of these countries (*Handbook on E-marketing for Tourism Destinations*, 2008). These factors should be used by DMOs and focused on cooperating together pooling resources and executing alliance marketing that celebrate this shared history and motivate travel to the Silk Road.

✓ Diversify key partners and innovative approaches for joint Silk Road marketing operations

✓ Integrate and unite resources on market intelligence's gathering

✓ Collaborate with tour operators, airlines, and other enterprises which engaged with this sector in cross-marketing creativities and product deployment

Enhancement countries' common product offering and stimulate more 'word of mouth' promotion to contribute to a stronger, more globally familiar with Silk Road destination brand would be done by working together and developing new trans-boundary thematic routes and experiences based on the Silk Road destinations (*Handbook on E-marketing for Tourism Destinations*, 2008).

Investment Destination & Management

As the Silk Road destinations comprise of the complete network of overland and nautical routes, retracing the steps of some most renowned explorers of all times. Yet a general drawback of data available and the compound logistics of travelling these roads prevent many prospective travellers from selecting to visit the Silk Road.

Destinations need to pay much more attention on developing tour operators by assimilating audits and diversifying problem areas that recently hinder the connection of Silk Road routes. Private sector players of international and national scale should be engaged in the long-term vision of the destinations' competitiveness and

sustainability aspects. Commitment and investment from local small executives will help guarantee the involvement of the local community.

Undoubtedly, investments in sustainable infrastructure are paramount for the long-term perspective and survival of the Silk Road. Following measures could make better performance of above-mentioned factors in country:

- o advancement of road system

- o enhanced air connectivity via regular flight to main cities in globe

- o inauguration of low-cost airlines for domestic or Central Asian tourism business

By the way of railway enhancement develop of high speed trains among major Silk Road destinations of Central Asia

- o Creating tourism office centres online visitor and destination

- o Improve amount of investments created by foreigners and governmental bodies

- o Make accessible internet by Wi-Fi availability in major sightseeing sides

In order to help guarantee a 'bottom-up' method to destination management, establishments should empower local societies and stakeholders by providing relevant training and volume building across all phases of destination management, principally in regional areas.

Developed skills and services in the tourism sector are obligatory to ensure review while transparency in business is main feature to building strong business relations and attracting direct foreign investment

- o Improvement of diffusing of Information and Communication Technologies

- o Language skills among service specialist

- o Applying of management systems world-renowned hotel networks

- o Well-organized governance and transparency in international business

o   Enrich   natural and heritage resources by establishing   sustainable management

Picture 12. **Travel facilitation**

In order to simplify visa procedures for tourists, government and responsible officials should make optimize process of issuance as well as make some reforms of legislature system in terms of visa periods, apply online access to visa applications.

As one of the Silk Road's main merits is that it is as a marvellous network of destinations, multiple barriers to the smooth cross-border movement of tourists recently make it virtually impossible for travellers to undertake multi-destination tourism. Information provided by authorities on visa processes needs to be accurate and simple to acquire, available online and up-to-date.

Improve the system of visa provision on arrival and electronic visa accessibility

o   Standardization of single, double and ,multiple entry visas

o   Optimization of visa periods to 30,60,90 days

o   Enlarge more nationalities not requiring letters of invitation

By the way, border crossing advancement procedures and services for tourists state should modify the potential for economic incentive and environmental enhancement by taking an inventive approach to cross-border rules.

Proposals for further improvement of services for tourists:

Upgrading   level of the English speaking staff at the borders; tourist information; shopping; money exchange;   transit accommodation; guided service through buffer zones (for guides, drivers with badges); regular working hours signage; food and beverage services; restrooms and first aid facilities.

Suggested innovative methods to cross border administration:

o   mutual tourism development plans;

o   unique and marvellous package tour services;

o   local handicraft markets

o   integrate e-tourism frameworks

o   cross-border job exchange and mobility

o   cultural and traditional events;

o   worldwide multidisciplinary joint programs

To sum up, Uzbekistan as a major partner of Silk Road tourist destination program could tackle various issues with the support of some international and non-governmental organizations. As a reason, some drawbacks of tourism industry will be prevented and some privileges could be provided for small businesses and entrepreneurship.

3.2 Prospects of global market mobility through its different informative approaches

Social media platforms have greatly impacted every aspect of live and society in general. As a byproduct of the internet, they have transformed the world into what can now be referred to as"information society", with high-tech communication permeating almost every aspect of human life (Nwabueze and Chizoba, 2007). Social media platforms which came up as improvement in technology have helped in achieving accelerated development in politics, religion, economics, business and most

especially, recently, tourism. Their emergence have increased communication between people all over the world, as they help people to gain access to any information that they desire at anytime, anywhere, on any digital device as well as on any interactive user feedback.

A Social network is a social structure made up of individuals or organizations called "NODES", which are connected by one or more specific types of interdependency such as friendship, kinship, common interest, financial exchange, dislike, sexual relationship or relationship beliefs (Adeboye, 2012). For Kaplan and Haenlein (2010), the term social media refers to "a group of Internet-based applications that constructs on the ideological and technological foundations of Web 2.0, and that allows the design and exchange of "User-Generated Content".

Among the numerous social media networks, Facebook, Skype, Twitter, Blogs, Badoo, WhatsApp, Instagram and Myspace seem to be the most popular among the youths. However, Facebook seems to be the most popular of them all, at least to the Uzbekistan audience. Furthermore, studies have equally shown that the use of social media platforms by tourism promoters and other tourism active groups have increased globally in recent times. These studies realised that the usage of social networking potentially increases tourism mobilisation and, in effect, tourism participation among citizenry (Ihejinika, Mbazie and Ndinojuo, 2015).

Dissertation has been conducted on various media platforms. Thereafter, our discussions over the center on their contributions to tourism development and promotion in Uzbekistan.

As a most used one among tourist Facebook was analysed as whole. Facebook is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the

Boston area, the Ivy League, and Stanford University (www.en.wikipedia.org/facebook).

It gradually added support for students at various other universities and later to high-school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name 'Facebook' came from a colloquialism for the directory given to it by American universities students (www.en.wikipedia.org/facebook).

Being part of the social network is simple. An individual would be required to register in order to have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as "People from Work" or "Close Friends" (www.en.wikipedia.org/facebook)

Facebook had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of $104 billion. As of February 2015, it reached a market capitalization of $212 Billion (www.en.wikipedia.org/facebook).

Ethnographic sources revealed that Facebook is the most popular social networks used in searching travel destinations as whole for Central Asia.

As a second most developed, one research has found Twitter. This online social networking service enables users to send and read short (140 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device application. Twitter Inc. is based in San Francisco and has more than 25

offices around the world (www.en.wikipedia.org/twitter). Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, Twitter was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active users (www.en.wikipedia.org/twitter).

As a result, we have seen that users in Uzbekistan have been using Instagram as one of the well-developed social media tool. This is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumbler and Flicker (Systrom and Kreger, 2010) .

Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images (Systrom and Kreger, 2010).

Instagram as created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application (www.en.wikipedia.org/instagram). Instagram rapidly gained popularity, with over 100 million active users as of April 2012 andover 300 million in December 2014.

To become an active user of Instagram is very simple. The first thing to do is to create an account; thus, creating Instagram account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social or current issues (up to 15-20 pictures) are recommended and

people will actually begin to take a look at it. It is advisable that after the initial posting, additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. The impact of social media across every industry is not a secret anymore. Even travel industry is not far behind as travelling has become comfortable nowadays. You can research about best hotels, airlines, etc. Travellers are increasingly influenced by post-trip reviews and visitor feedback hence poor customer service will not remain a secret anymore. Online conversations over Facebook, Twitter, and Instagram can be overwhelming for a holiday travel plan.

3.3 The role of social media and online platforms in traveller's decision-making process

You need an inspiration to plan a holiday or trip. You may check out amazing travel destinations from ads published in local paper, a travel show or a YouTube video. However, travellers derive inspiration from friends, family members or colleagues. Additionally, online information related to favourite tourist destinations and list of things to do excites modern travellers all the more.

You normally chalk out travel plans in the beginning of the year itself. It involves word-of- mouth advertising through various online platforms rather than in person. Online travel agencies include a list of popular review sites having detailed information of hotels, tour packages and travel destinations that are popular among travellers. Social media offers an opportunity to share your travel experiences with your near and dear ones.

 A modern traveller's status update over Facebook, Twitter, and other social media channels provides instant feedback to tour operators and online travel agencies. Every experience, good or bad, is documented across social media platforms and if you are aiming to provide customer satisfaction you must not overlook these posts because social media is very quick in spreading the reviews.

Meta-search engines ease out the planning phase giving a comprehensive competitive analysis of best fares available with different tour operators. Social media records peak performances when people actually travel. When you arrive at a good travel destination you click pictures around the area and post it on Instagram and Facebook. Thus, travel companies can encash this opportunity to advertise their business through paid social media advertising techniques.

Various social media platforms highlight exciting package deals from different tour operators that interests travellers. Following travel websites that display best packages on the dashboard is an upcoming trend. Travel technology and software helps in efficient management of promoting deals and packages on Facebook, Twitter, etc. Additionally, Facebook pages and group attracts the attention of travel enthusiasts along with creation of online discussion forums to exchange views about different tourist destinations.

Exploring travel opportunities with social media

Social media provides a great deal of information to an ardent traveller about things to explore – places that aren't travelled, interesting cuisines on the platter to be tasted yet, and the not-so-popular hotels. Agents and travel websites can incorporate travel technology to learn about customer needs and introduce personalized tour packages to visit places unexplored still. In addition, integration with social media marketing provides a huge scope for travel companies to increase their online presence and streamline detailed information about various offers and packages to ensure an optimal travel solution for customers. Destinations are traditionally defined as territories, geographical areas, such as a country, an island or town (Davidson & Maitland, 2000), with political and legislative framework for tourism marketing and planning.

Destinations are places towards which people travel and where they choose to stay for a certain period (Leiper, 1995) and can be recognized as a perceptual concept, interpreted subjectively by visitors, where a combination of all products, services and experiences are provided locally (Buhalis, 2000). Destinations are also considered as geographical region understood by visitors as a unique entity where facilities and services are designed to meet the needs of the visitors (Cooper, Fletcher, Gilbert, Shepherd & Wanhill, 1998). Tourism products are purchased in advance prior to their use and away from the point of consumption. Visitors, therefore, must rely on descriptions provided by destinations. From this point of view is timely and accurate information, relevant to visitors needs (Buhalis, 1998) crucial to visitors´ satisfaction and destination´s competitiveness. Destinations offer an integrated experience to the visitor; the purchase of the tourism product is accompanied by increased levels of emotional and irrational factors, emphasis on the word of mouth advertising, and increased demands on its uniqueness. Destinations´ visitors, therefore, trust the opinions of family and friends more than others and are more cautious to approaches of traditional mass advertising market (Constantinides & Fountain, 2008). Potential visitors have a choice of many competing destinations and are not willing thoroughly extract information and waste time by shopping.

On the other hand they are often willing to pay more for a quality product when it is easily accessible. Social media created a great opportunity to develop and maintain relationships with busy customers (Yadav & Arora, 2012). Globalisation and changes of visitors' needs and attitudes have increased the volume of information that destinations have to analyse in order to stay competitive in a continuously changing tourism market.

Social media as a tool of tourism marketing can greatly enhance the destination's reputation and more and more convince destinations´ marketers that they are an integral part of the marketing strategies. Werthner and Ricci (2004) state that

tourism is an industry that is at the forefront of internet use and online transactions. Social media have taken tourism and travel booking experiences to a new level. They enable to visitors communicate with not only the destinations but also with visitors who have recently experienced the destination they are considering to visit. Using social media visitors can gather information first-hand from other visitors and make decisions about the destination or the experience.

Information gathering is possible through blogging, experience sharing; story writing that can be published on personal internet site of visitors, the destination´s site, or a networked site. Mainly visitors who have experienced the destination, so that the information is based on opinion and perceived authentic experience generate the content of blogs, stories, etc.

Recommendation platforms specializing on tourism such as gogobot.com, trippy.com, wanderfly.com, tripit.com, tripwolf.com, tripadviser.com, and online content is one of the most important sources of information in tourism. Social media allow destinations to contact visitors at relatively low cost and higher levels of efficiency that can be achieved with more traditional communication tools (Kaplan & Haenlein, 2010).

If the destination wants to enforce on the highly competitive global tourism market, it must be distinguishable from the competition . The destination will be successfully discernible with a well-developed communications strategy with the focus on social media.

Since the social media are overcrowded and oversaturated with information, it is very difficult to attract attention – however some schemes seems to work better than others: novelty, chance to win, celebrity involvement, uniqueness, unexpectedness, competition, consonance or interesting graphical design. Graham (2005) states that social media are anything where users can participate, create, and share content. Kaplan and Haenlein (2010) distinguish the following social media: blogs, content communities, social networking sites,

virtual game worlds, and virtual social worlds. Social media also include forums, ratings, reviews, social networking sites, micro-blogging sites, pod-casts and video-casts and photo sharing sites (FPRM, 2009).

In the last years, social media functionality was commonly incorporated into mobile applications. It is not the unique function of web anymore; Smartphones are becoming the most important social media devices. The benefit of social media and their effectiveness to destinations can be seen especially in an increase in brand awareness, brand engagement, word of mouth, friends/liking, trust and social validation (Pergolino, Rothman, Miller & Miller, 2012; Kiráľová, 2014).

The success of a destination in terms of visitor satisfaction is a function of several interdependent components; this underscores the need for strategic and integrated planning, together with the selective use of specific tools and techniques. The development of a strategic tourism plan for a destination is an articulation of the strategic priorities and direction that have been identified by stakeholders for the planning, development, management and marketing of a destination and is essential for the long-term success and sustainability. Basic purpose of the strategy is to increase destination competitiveness.

The increased use and changes in technology hand in hand with the decrease of marketing budgets are forcing destinations to innovate their communications strategies as well. More and more destinations shift their traditional communications strategy based on radio, television, printed media and others towards internet and social media. The communications strategy is designed to help to destination communicate effectively. It can help destination increase awareness of the destination, achieve global publicity, strengthen the destination image as a favourite destination, target specific market, ensure understanding of what the destination does, change behaviour and perceptions where necessary, support the brand, increase the visitation numbers in social media channels,

website and digital communication, engage effectively with stakeholders, and demonstrate destinatioń́s success.

Chapter – III . Conclusion.

To sum up, III - Chapter research has been undertaken in the tourism sector as whole. More and more tourism businesses use social networking sites to achieve better position in the competition for the grace of tourists. For instance creating a Facebook fan page enables different tourism businesses to easily, cheaply and quickly reach scores of people, interact with past and potential visitors, attend interaction with fans or even give opportunity for reserving their accommodation on the page. Almost everyone loves sharing experiences about their vacation. Past visitors' positive experiences and stories are genuine third party contributions which may encourage others to visit. It is a free of charge marketing tool for all tourism businesses .

One of the activities that community members of TripAdvisor can do is post reviews about hotels, attractions, and restaurants. By analyzing the comments on the webpage, businesses are able to monitor and get better understanding what their guests like and dislike about them and even their competitors, which can help businesses to strengthen weaknesses and maintain and improve what visitors like. Online platforms are becoming a very important information source for international travellers for getting travel advice and suggestions of tourism suppliers. Many scientists have shown that "reviews play an important role in the trip planning process for those who actively read them. They provide ideas, make decisions easier, add fun to the planning process and increase confidence by reducing risk making it easier to image what places will be like". When

reading and sharing one's travel experience through social media, this also creates the willingness to travel and visit the same destination.

On this chapter, possible diffusion implications of the current social media platforms are given for the deployment of tourism in Uzbekistan. Moreover, social media platforms such as Facebook, TripAdvisor, Booking.com Twitter and other features were diffused in order to get better advancement. Last but not least , Tourism businesses and destination management organizations pay even more attention to online travel blogs in order to (1) communicate with their guests, and enhance their loyalty, (2) create interest and appeal to their products or services, (3) conduct an easy, free, timely and reliable market research about travellers' preferences, (4) give feedback and maintain connection with current and prospective travellers in a very personal and informal way. Weblogs are becoming very important tools affecting information search since their links, content (using keywords regularly) and popularity influence the ranking of a company on a search engines. Despite search engine optimization it is vitally important to deal with the content of the blog. Blog posts should be compact, relevant and informative because of the fact that a regularly updated blog may help promote your tourism brand through the building of a community of readers and by increasing the number of search terms that may bring visitors to the site.

Conclusions and Suggestions

Conclusions and further research suggestions

The objective of this paper was to understand how widespread the use of ICTs especially social media, crowdsourcing and relevant ones as a tool for deployment of tourism industry. In particular, we focused on the case of some researches related to user-generated channels, crowdsourcing and social media instruments implications by analyzing the strategies used on present time. Globalization and concentration of supply increases the level of competition that already requires new strategies of internet communications. In terms of the demands on financial resources and know-how are entry barriers of destinations via the internet relatively low.

New business environment and new ways of doing business are the results of the availability and relatively low cost of internet. During its brief history, the internet transformed itself from static tool for digital publishing (one-to-many communication tool) to a fully interactive platform for collaboration (a tool to support many-to-many communication). Tourism is an important source of revenue to many destinations, but budget cuts and changes in use of media and technology requires changes in destinations´ communications strategy and the way they promote themselves in the global market. Implementation of new media and technologies are crucial for survival. New media provides a less expensive approach to marketing for destinations and offers many opportunities for visitors´ involvement in attracting potential visitors to destinations. Social media

as a tool of tourism marketing more and more convince destinations´ marketers that they are an integral part of the marketing campaigns.

By now, visitors do not trust advertising that focuses on the advantages and special features of the destinations. Visitors require a personal approach, intelligent, creative, interactive, communication and messages including empathy and emotions. They want to participate in the creation of tourism products and want to buy based on relationship. Social media can help destinations to remain competitive if they present interesting content, use creativity and support and motivate interactive communication. Modelling strategic management for the development of competitive advantage of firms and organizations in different sectors may employ new technologies and social media in their marketing strategies

(Vlachvei and Notta, 2014; Chatzithomas et al., 2014; Amaral et al., 2014); the creation of networks and synergies may also enhance firms', companies 'and organizations 'communication (Kavoura, 2014). Implementing new software systems or applications in organizations can be a difficult task; nonetheless, efforts are worthwhile for branding (Stalidis and Karapistolis, 2014; Greve, 2014; Schmidt and Baumgarth, 2014). This investigation describes and compares the existing related literature, and identifies the major results and conclusions as an approach to better analyse tourism innovation and technology usage *(Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).*

The outcomes of the analysis on the crowdsourcing and social media identified three major types of factors on tourism sector. The result of the analysed studies reveals that literature has emphasized more on the greater positive impact of the user generated content on tourism deployment' level of the " Traveller interaction and brand image improvement". To keep pace with the rising expectation of guests and to improve destination brand image, introducing new services provided by the new technologies are believed to be necessary. "Information availability of destination and services" was the second major benefit that pinpointed by the selected

papers. At last but not at least, "Operational efficiency and productivity" was the third major advantage of the consequence*(Cantoni & Xiang, 2013).*

The findings could benefit researchers seeking to investigate in the area of the tourism industry through open innovation and other associated tools. The findings also serve as making a imagination of the Crowdsourcing and Social media capacity and its opportunity to discover different services in this area of economy. It is recommended that a further study should be conducted on the use of crowdsourcing and media tools in the development of tourism board office that the need of information is urgent. For example, a study would be performed to Silk Road World heritage destinations that possess rich history and potential of tourism, where the need of Crowdsourcing is vital to collaborate with visitors from all over the world.

Additional research paths and options could be suggested for future research. More and more, ITB Berlin and IPK´s World Travel Monitor, "The down-ward trend for traditional way of tourist integration seems to have stopped at around 20% cause of 10 % rise of online booking channels and related internet technologies" underlined future prospects and the importance of ICTs in tourism sector *(Rolf Freitag, 2014).* Following investigations should be conducted, the importance and growth of tourism in the world economy, together with the peculiarities of crowdsourcing and social media in the tourism industry , could also justify the design and administration of an international survey to collect data from different visitors. Secondly, there is a need to develop a greater number of theoretical frameworks that aim to explain the conditions under which countries could maximize the benefits of the new way of destination deployment in many developing countries. In that regard, results and conclusions of previous research on this topic should be considered *(Della Corte, del Gaudio, & Lavazzi, 2013).* Thirdly, possible associations between the new technologies adoption and innovation, as well as additional factors other than the industry could be considered, particularly the type of DMO strategies that are adopted by destinations and suppliers of tourism businesses as well.

Recommendations

Research Findings recommend that embracing social media marketing is significant in successfully driving the hotel's branding strategy. Internet marketing has facilitated the use of SMPs amongst selected participants to drive marketing, sales, communication and branding. Facebook is the main platform used, Trip Advisor ranking the second, while the degree of interaction on Twitter and You Tube varies according to target segment and hotel category. To some extent, selected SMPs are used to drive the hotel's branding strategy, specifically Facebook, Twitter and Trip Advisor which facilitate brand awareness, are excellent for driving marketing campaigns, enable direct communication, assist brand exposure and generate brand loyalty. YouTube is the least utilized platform amongst participants although some do point out the potential brand benefits videos can generate for corporate success, since it is an effective medium to deliver the brand message, generate brand loyalty and express brand personality. As supported from the literature review by Sparks, B.A et al (2011), most participants agreed that it is not effective to use SMM to drive price based promotions and induce hard selling, since it would ease consumers' interest towards corporate brand and damage online reputation. Moreover, as supported from literature review and demonstrated through primary research, SMM is very significant in successfully driving the hotel's branding strategy and as stated by scientists, SMM is more effective in generating brand benefits rather than generating potential business opportunities if managed in a professional manner. Delivering the brand promise is

very important if a hotel strives for online success. Chain Managed and independent high rated hotels are more likely to follow a two - way communication, engaging a brand and an audience on social media platforms than low rated hotels.

Social media marketing provides potential advantages to the hospitality industry over traditional marketing. As supported through research findings, SMM is more cost effective, facilitates wide audience reach, enables direct communication and marketing of current events, provides potential brand benefits, is more flexible in terms of content, assists business practices, empowers consumers' knowledge and facilitates measurement of return on investment, including tracking devices and online measurement tools such as Google and Facebook Analytics. On the other hand, traditional marketing is more expensive and interaction is quite limited, reach of target segments is less effective and costly and is hard to measure success of branding, marketing campaigns, users' journey and return on investment. and positive brand reputation globally, which will eventually built trust and loyalty.

To conclude with, Uzbekistan as a country, which is situated in the corridors of the Silk Route tourism destination, has great chances to advance social platforms in order to push services. By this, country will face huge number of tourists, make great effort on this sphere.

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