

**THE ROLE OF MOBILE COMMUNICATION COMPANIES IN THE TOURIST
PROCESS (THE EXAMPLE OF BUKHARA OASIS)**

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Due to the fact that the economic potential of the Bukhara oasis is closely related to the field of tourism, conducting research on the prospects of tourism development is considered one of the urgent tasks facing science. To expand the flow of foreign tourists, creating maximum comfort for them is an important task for organizations related to tourism infrastructure. One of such tasks is to provide high-quality mobile communication service for tourists visiting our country during their travels.

Mobile phone has become an integral part of our life and activities. We cannot imagine our future without it. But in the era of rapid development of the Internet, various attacks that can pose a threat through the global network and other means do not bypass mobile communication, so today we will focus on the threats directed at the mobile phone and its data and how to protect against them.

Mobile communication systems are created in the form of cells (cells) that cover the service area. At the center of each cell is a base station serving all mobile stations within its cell. During the movement of the subscriber, transfer of service from one base station to another is carried out between the cells of the system - relay transfer (handover).¹

All base stations are connected to the switching center of mobile communication through dedicated wire or radio relay communication channels. If the dimensions of mobile communication systems are large, additional switching centers can be placed in them. There is an exit from the switching center to the public telephone network, through which interaction with the mobile communication system is carried out. When the subscriber moves to the territory of another mobile communication system, his service is transferred from one mobile communication system to another, i.e. roaming.

The role of mobile communication companies in the tourism process is very important and multifaceted. They are of great importance in facilitating the travel of tourists, ensuring their safety

¹ Павленко И.Г., Османова Э.У. Роль мобильных технологий в обеспечении устойчивого развития социокультурного сервиса и туристских территорий // Сервис в России и за рубежом. 2022. Т.16. №5. С. 75–88. DOI: 10.5281/zenodo.7395724.

and helping the development of local tourism. We will consider this process on the example of the Bukhara oasis.

Tourists can contact their family, friends and share their impressions through mobile communication. This is important for international tourists. Tourists can contact hotels, tourist centers, guides and transport services. It plays an important role in planning and organizing the trip. Mobile communication is vital in emergency situations when seeking help and contacting emergency services.

Tourists can access the internet through mobile communication, get information about tourist places, attractions, transportation services, restaurants and other important information.

Through mobile communication services, tourists can easily find their desired places using GPS navigation programs. This is especially important in order not to get lost among the historical monuments and alleys of the Bukhara oasis.

Tourist companies and organizations can offer their mobile applications, through which tourists can plan tourist routes, buy tickets, book hotels and use other services. Through mobile communication, tourists will be able to find their location and get quick help in emergency situations. Instant communication: Mobile communication allows tourists to contact emergency services and security services in emergency situations (e.g. when lost, in a bad situation).²

Some mobile communication companies can offer special services for monitoring tourist routes and places, ensuring security. Mobile communication companies can promote tourist places and services through their networks and contribute to the development of local tourism.

The ability to make online reservations, purchase tickets and use various tourist services through mobile communication makes the tourist process even easier.

Mobile communication companies can help develop effective tourism strategies by collecting and analyzing information about tourists' movements, preferences and needs.

Bukhara oasis is famous for its historical monuments, cultural heritage and traditions.

Mobile communication companies can facilitate the tourist process in the oasis of Bukhara as follows.

Information about historical monuments: Tourists can get complete information about the monuments of Bukhara, their history and importance by accessing the Internet through mobile communication.

² Полухина А.Н. Инновации в сфере туризма: модели, технологии и направления внедрения // Инновационное развитие экономики. 2015. №3(27). С. 28.

Mobile communication services help tourists to find and communicate with taxi, bus, train and other transportation services.

Local handicrafts and cuisine: Tourists can find local handicraft workshops, national cuisine restaurants and use their services through mobile communication. Mobile communication companies can offer mobile applications and services that offer different tourist itineraries.

Ensuring safety: In the Bukhara oasis, it is important for tourists to locate and receive emergency assistance through mobile communication.

Communication companies play an important role in the tourism process. They provide communication, information, navigation and safety to tourists and facilitate their travel. They also contribute to the development of tourism, creating opportunities for the tourism industry such as digital marketing, e-tourism and data analytics. As seen in the case of the Bukhara oasis, mobile communication companies can make a significant contribution to the development of tourism.

Mobile radio communication (network term - portable radio communication) is a method of communication in which access to subscriber lines or a communication channel is carried out without the use of a cable, and communication with the subscriber's device is carried out through a radio channel.³

In cellular communication systems (or mobile communication systems, as they are often called today), the generational shift is more obvious and more specific than in the personal computer industry or television technology. In the world of mobile communication, many things are important: 1G (see "First Generation") - analog communication systems (NMT, AMPS standards); second generation - 2G, digital communication systems based on channel switching (GSM, DAMPS and sdmaOne standards); the third generation - 3G, provides for packet switching along with channel switching (UMTS and CDMA-2000 standards); and, finally, the fourth generation - 4G networks are built on the basis of full packet IP switching (LTE Advanced, IEEE802.16m (WiMAX) and IEEE802.11ac (Wi-Fi) standards). It is noteworthy that in the world of mobile communications, the exchange of generations regularly takes place every decade.

In order to create convenience for tourists, mobile communication companies have developed convenient tariff plans for them. In particular, convenient tariff plans such as "Tourist SIM" by the mobile operator Mobiuz, "Welcome" by the operator Beeline, "Tourist" by the operator Ucell, and "Salom" by the operator Uzmobil have been organized.

³ 3. Алимова М.Т. Особенности и тенденции развития регионального рынка туризма. Самарканд: СамГУ, 2017-С.40.

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