

Innovation in Tourism

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Abstract:

This article describes the importance of the tourism sector in the country's economy and the possibilities of its innovative processes in it, the article focuses on how much innovative concepts are needed in the field of Tourism and their study, based on world experiences and scientific approaches.

Keywords: innovation, tourism, types of innovation, services, personnel, transport.

Introduction

In our country, the tourism sector is developing and becoming one of the most important sectors of the economy. In these cases, it is advisable to develop the tourism sector, to fully demonstrate its capabilities. Tourism and innovation – a more conflicting concepts. Tourism comes to mean traveling to a resting place, getting an impression, experiencing history and culture. Innovation, on the other hand, is a concept close to technology, industry, IT. How to harmonize these two and what does it lead to? Despite the character, experience, what motivates travel, for most people this concept is associated with good comfort, vacation, rich in romance, sea, sun, mountains, delicious food, history, spending in the Air, Adventures. And innovation is what comes to mind when we hear this word? Ideas, technologies tatbii, industrial discoveries, infrastructure development, labor productivity, science, modernization, design, service, changes, rationalization. We try to combine these two "cloud of associations".

History and modernization. Labor productivity and vacation. Adventures and rationalization. At the end of the buyer, how can they be paired so that the tourist product comes out? Despite the fact that goods and services in the Global market are based on customer desire, the starting point in tourism is always the product and its capabilities.

DISCUSSION AND RESULTS

Tourism is an industry that concentrates on the highest levels of service delivery. It is also possible to understand the tourism that a person makes from the environment in which he lives to another environment for recreation, manic recreation and even business meetings. Tourism is not production, in this area even with financial and administrative influence at the level of demand, technological enthusiasm cannot be realized. It is also impossible to bring the necessary technologies and personnel "from their ears". In tourism, tourism should be guided by natural factors, geographical and weather conditions, history, cultural heritage. Knowing



and using them, a combination of various services, the creation of a new product-this is the potential for the growth and development of this network. Of course, there are exceptions that are built thanks to large investments and high technologies, for example, a mountain ski track built at the Emirates Mall in Dubai. But it is he who, being an exception, precisely to inspire, consistently, thoughtfully calls for the creation of his own product. In addition, it is a mistake to think that tourism is a small business, not counting large infrastructure projects. In most cases, not even a business, but the activities of some taken people – guides, owners of guest houses, craftsmen, musicians, hobbyists. [1]

Uzbekistan has a wonderful climate, nature, a rich history, is located on the Great Silk Road. Is this enough for the competitiveness of Uzbekistan as a tourist destination, even if modern technologies are not introduced? For example, Egyptian pyramids attract millions of tourists. But in Egypt there is a sea, and tourists divide the holiday into two parts – historical travel and beach recreation. This case also works in Greece, Turkey, India, Thailand, Spain, Vietnam, Israel. No matter how serious the content of tourism throughout Uzbekistan – historical, architectural, religious or ethnic – it should not be forgotten at all that tourism in general will belong to the entertainment industry. People spend their vacation on it, calculating the budget accordingly. This will be the impression from vacation – the one that ultimately remains. Therefore, in a place where there is no sea, it is necessary to plan the feelings of their guests with special consistency. [2]

Under the scorching storm of Bukhara or on the trail of Khorezm passing through the bones, exhausting sightseeing tours, hotels, restorers, transporters, authors of the route and other participants in the tourist product should be compensated by the fact that the tired tourist shows comfort and ingenuity to cheer up and prepare for tomorrow. Then the desire to return to Uzbekistan is no wonder. At what expense does technology change, the product improves, competitiveness grows?

What can Innovation in the field of Tourism differ from each other? Scope. Innovation can be introduced on the scale of the entire network, a separate enterprise, a country, a city, the creation or transformation of a new tourist product, a tourist object. Area of introduction. In search and other applications that help tourists, manage people and employ them. This includes opening guest houses that are supported by light microcredit and a form of privacy, the field of maintenance, for example, online registration at the airport. Rate of occurrence. Strategic innovation is gradually implemented (development of transport communications). Reactive innovation tatbii is accelerated (cancellation of a visa for a tourist destination country).

Development potential. From drastic changes, such as an electronic visa, to improvements in certain parts of the existing system (for example, ATMs in tourist centers). To what extent and in what composition of tourist products should Growth be achieved in the country so as not to attract tourists, but thereby distort the delicate local ecosystem (objects, traditions of local residents, ecology, preservation of naturalness)? The lighthouse function should be played by the concept of Sustainable Tourism Development. Personnel policy refers to the implementation of new profiles of specialists (tour directors) and professional requirements (tour-consulting), a system of training, retraining and motivating personnel.[3]



The rationalization of financial activity implies the implementation of modern forms of accounting and accountability, which taste the stability of the status and development of the organization. Innovation in management is often combined with process innovation. Marketing innovation is an improvement in price formation, supply, advancement, payment approaches in a tourist product. These innovations cover the changing needs of the target audience and attract new consumers. For example, the formation of a preferential price for regular customers of airlines and hotels, or, as in Turkey, the “inside all” sales system is an example of this. Business model innovation is a new way of doing business with the aim of increasing the value of the business to the consumer. For example, the creation of customer bases and data banks in hotels, which gives the possibility of an individual approach to service. Or, to optimize traffic, joining the national airline's World Alliance. The new business model in Russia is a system of mutual settlements for tourist services in the sale of routes, sanatorium-Resort and wellness services through the transport clearing house. Innovation in logistics – new solutions in (including tourist) supply, distribution, delivery systems and chains. For example, airport hub is a completely new concept of moving through a single connecting aviansport node. Air ticket tracking services can also be added to these. [4]

In Uzbekistan, taking into account that the main tourist route is Tashkent-Samarkand-Bukhara-Khiva, an open online system can be an innovative product, where owners of tourist vehicles can enter their empty traffic. Empty flights occur when tourists arrive by plane (or fast-moving train) on their return, traveling from city to city by ground transport. But tickets for air tickets and “Afrosiyob” trains are expensive, finding a place in the season is also a problem. For those who prefer a low-end trip, it may be better to get to Khiva at half the price on the bus returning home to Bukhara. As a result, this would have a positive effect on both the value of the camping passenger trip and the pocket of the main customer of the bus. After all, while an empty commute would have been called for the price of its route. Resource innovation is the use of new types of resources to organize tourism and develop new directions and services. The tourist network actively adds new resources to its economy and uses them to create new proposals. For example, the excavation of dinosaur remains paved the way for the opening of the Daynosor Tourist Park in the United States, which has paleontological museums and routes that allow you to watch archaeological research. [5]

Another example is the opal mining mine in the Australian town of Kuber-Paddy miners. In evenkia, a museum was established under the open sky dedicated to the fall of the Tungus meteorite, and in the 20s of the last century, the route “Leonid Kulik sludge” was drawn up along the path through swamps and Taiga from the position of the first researcher Vanavar to the place where the cosmic body fell. Conceptual innovation is the creation of new tourism concepts, tourist services and their implementation in new forms of service, architectural-engineering and technological solutions. For example, the construction of ice hotels and restaurants in the Nordic countries (the famous Ice Hotel in Sweden), the themed hotel-casinos in Las Vegas (for example, “Excalibur”-a medieval castle where Knight competitions are held). “Tamadduns tourism” can also be included in this category – they are a new form of specialized tourism. Tamaddun tourism gives a complete picture of the essence, history, culture, ecology,



way of life, their communication and cooperation of Tamaddun. For example-traces of Turkish tamadduni, species along the roads flooded by the Timurids and the Baburid dynasty (apparently, in the developed and marketable state they do not exist).

Combining points with a status and geographical location that cannot be harmonized at the beginning in one round (Turkey and the countries of Central Asia, Uzbekistan and northern India) is a completely unique proposal. It satisfies the need for new knowledge and experience, which is characteristic of modern tourists. Marketing is distinguished from innovation only by the knowledge of conceptual innovation. Institutional innovation forms new rules and regulatory systems in tourism, as well as in related industries. They create new systems and forms of cooperation between the administration, the private network and the public in tourist places. For example, increasing the number of countries entering the visa-free regime for up to 30 days has relieved tour operators of responsibility for the number of actions of tourists arriving in the territory of Uzbekistan from these countries (decree of the president of the Republic of Uzbekistan “on additional organizational measures for creating favorable conditions for the development of tourist potential of the Republic of Uzbekistan”dated

The fact that only proposals based on the understanding of customer expectations, their satisfaction and values are in demand makes up a large part of the implementation of innovations in the field of Tourism. These innovations, on the other hand, show their importance in the study of marketing itself, understanding the desires and demands of customers and developing new solutions to satisfy them.

In companies that attempt to apply innovation to the tourism industry, marketing is the main part of designing with innovation. There should always be new solutions and innovations, because the demand for tourist services forms an offer. This provides an opportunity for customers to offer a new, interesting and satisfying variety of tourist experiences.[6]

Marketers play an important role in setting innovative trends in tourism. In order to ensure the development of the tourist business, it seeks to help marketing, tourism companies offer products and services suitable for different segments. This is of great importance in making tourism innovation, products and services competitive for customers.

Examples of the important importance of marketing in the implementation of innovations in the field of Tourism:

Segmentation: in order for customers to sell products and services in different segments, companies must adapt their marketing scheme to existing products. Segmentation, based on the study of customer desires, is important for tourism companies.

Market segments: customers are needed to develop targeted advertising and promotion strategies for tourism companies, based on the satisfaction and understanding of the values of new products and services in the tourism industry. Tourism companies work with marketers to segment visitors based on customer satisfaction and requirements.

Virtual tourism: seeing the expositions of famous museums through the Internet, offering new types of tourism such as virtual concerts, kinotourism and ecotourism, is important in creating new and interesting experiences for customers. Marketers use these species in advertising and



promotion campaigns and help create pleasing and interesting tourist experiences for customers.

Marketing should also have a large role in the design and implementation of innovations in the field of Tourism. This makes tourism companies have an important role in understanding customers' wishes and requirements, satisfying them, and creating acceptable and interesting tourist experiences for them.[7]

President Of The Republic Of Uzbekistan Sh.M.At the initiative of Mirziyoyev, comprehensive measures are consistently implemented in the country aimed at developing tourism as one of the strategic sectors of the national economy, making it a powerful tool for Sustainable Development, structural changes and diversification of the economy.

Active work is being carried out to increase the contribution of the tourism sector in the created GDP, in the income of local budgets, in the provision of employment, in improving the standard of living and quality of the population. In the stream of reforms to support private entrepreneurship, favorable conditions for the rapid development of the private sector are being formed, initiatives coming from representatives of public organizations, small and medium-sized businesses are actively encouraged.[8]

Today, the rapidly developing tourism industry is aimed at further deepening the priorities for improving the sphere of tourist products and services, introducing modern innovative solutions to improve their positions in the competitive struggle.

When creating qualitatively new processes for the sale of passenger transport and services, active participation in the preparation for the introduction in the market of a unique tool that allows you to increase the competitiveness of tourist agencies by real simplification of sales procedures, standardization of technologies, formation of accountability and carrying out calculations on receipts between system participants falls into the tasks of the Association.

Thanks to the decisions of the association, its participants will have a unique opportunity to significantly increase the quality and range of services provided, to promote their tourist product in a more active and reliable way in domestic and international markets.[9]

Airlines, railway and bus companies, travel agencies, hotels, transport sales agencies, training centers, as well as cinemas, restaurants, Event agencies that carry out their activities both in Uzbekistan and abroad can become an associate participant and a user of the proposed system. Navigation: Virtual tours allow users to easily navigate through virtual environments. The presence of a navigator will help users determine their current location and select the route they want to go, increase the overall experience and prevent user loss.

Perceptual integrity: Navigators complement the perceptual integrity of virtual journeys by allowing users to view not only the object of interest from within, but also its order. This feature increases the immersive experience and allows users to view the virtual environment in every possible way.

Prevention of user loss: Navigators play a crucial role in preventing visitors from getting lost in virtual museums, exhibitions, shopping centers and other large buildings. By providing user guidance and clear directions, navigators ensure that users explore the virtual environment without confusion.



Active zones: Virtual tours often include active zones, which are special areas that provide links to various actions in a virtual Panorama. These actions may include moving to another Panorama, opening a new browser window with additional descriptions, zooming or shrinking objects, and adjusting the viewing angle. Active zone technology allows users to focus on specific Panorama details and communicate more efficiently with the virtual environment.

User experience enhancement: Virtual tours aim to improve the user experience by providing detailed information and allowing users to interact with virtual environments in a meaningful way. Whether studying products in shopping centers, unique exhibition stands or individual details of the hotel interior, virtual tours offer a wide range of experiences tailored to the interests of users.[10]

In addition, the issue of personnel as a separate topic should also be taught through innovative programs and implement creative ideas.

Today, a number of requirements are imposed on personnel working in the field of Tourism. In particular, the intellectual capacity of personnel should show the following positive qualities:

- mental;
- ability to think abstractly;
- attitude of the manager to his actions;
- level of thinking;
- ability to negotiate;[11]

This, in turn, is a sign of the need to train innovative personnel in the service sector.

Conclusion

Although all authors agree on the development of new services and the importance of innovation in tourism, various difficulties must be overcome in order to strengthen innovation in tourism. Innovative research and its application to tourism is very limited and is still in its infancy. Until now, conceptual documents, rather than empirical research, predominate in research related to innovation in tourism or the development of new tourist products and services. A limited number of innovative studies in the field of Tourism indicate gaps in the process of developing new services, as well as in its control and sustainable management. This special edition fills some gaps. Considering that at the European level there are still not enough grounds for measuring new services and innovations in tourism, Serena Volo presents in her article a conceptual measurement model capable of reducing this deficit. At the same time, additional research and collaborative innovative research is needed in tourism research, as well as in the tourism industry, to strengthen and increase knowledge about innovation and the development of new services.

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