

THE ASPECT OF INNOVATION IN TOURISM SPHERE*Dilmonov Kudrat Bakhtiyorovich¹***Abstract**

Innovations in tourism includes development, creation of new tour itineraries, projects, etc. with utilization of achievements of science and technologies, IT-technology, and advanced experience in a field of management and marketing, implementation of which will allow to increase occupational level, to provide growth of its income, to increase acceleration of social-economic development, to improve touristic image of country and regions.

Keywords: innovations, innovative system, innovation strategy, touristic service market, tourism



¹ Senior lecturer, Bukhara state university
q.b.dilmonov@buxdu.uz

I. Introduction

The most important feature of the modern stage of economic development of any state is the increased role of innovation as the basis for the economic growth of states, as well as the desire of developed countries to compete through high technologies and non-standard intangible assets.

Tourism has now become one of the leading areas of the socio-economic and cultural life of most states and regions of the world, and the tourism industry is an integral element of consumer models and social behavior of a significant part of the population. Our domestic competitive advantage is such a national tourist heritage as unique objects of historical, architectural, cultural and natural heritage, as well as recreational potential.

II. Main part

With huge, in many ways unique tourism resources, the development of the tourism industry in the national economy does not correspond to the prevailing global trends. The transition of the economy to market principles of management, which objectively led to fundamental changes in the conditions of tourism functioning, did not entail corresponding changes either in conceptual approaches to its development, or in specific decisions and actions of state governing bodies of this industry. Despite the fact that the market model of the economy required fundamentally new solutions to the problems of forming a rational mechanism for the functioning and development of this sectoral component of the national economy, the development and implementation of an appropriate complex of economic, financial, structural, organizational, legislative and other measures in combination with measures of state regulation, no such mechanism has been developed.

The relevance of solving the problems of the formation and development of tourist services markets, the formation of economic entities of the tourism industry component of the service sector as active participants in the socio-economic processes of the national economy, the creation of prerequisites for increasing investment activity, socio-economic growth is increasing in the context of globalization and internationalization of international relations, within which the subjects management of the tourism industry needs to form promising areas of development through economic, regulatory, financial, organizational and other influences from both federal and regional authorities and individual, corporate self-regulation measures. In modern conditions, the tourism sector in many cases is the initiator of the development and implementation of advanced technologies, continuously changes the forms and methods of offering and providing services, opens up and assimilates new opportunities to improve the quality and diversity of tourist services. The development of tourism is influenced by the technological structures of the economy, the social and cultural state of society, new knowledge acquired by people. In addition, tourism has turned into one of the economic activities, interacting with many other sectoral components of the national economy, and economically effectively influencing their development.

Tourism is also a social phenomenon, reflecting the desire of individuals to understand the historical and cultural heritage of countries and peoples, to preserve the environment. In the tourism industry component, innovations of an innovative and technological nature are being

actively introduced. The development of innovative directions for the development of the tourist services market, the creation and implementation of innovations are of significant and practical scientific interest. The organizational and economic substantiation of the rationalization of the management system for the innovative development of tourism makes it possible for the federal and regional authorities to solve current and future problems of balancing the efficiency of tourism activities, resource consumption, and the growth of long-term tourism activities. urgent investments of socially significant programs and projects in the field of tourism, as well as the socio-economic development of tourist regions and the country as a whole. In this regard, methodological and methodological solutions have been developed for the development of a set of innovative measures for the development of the tourism market in the context of globalization, improving the mechanisms of state regulation and self-regulation of the tourism component of the service sector, improving the efficiency of tourism, the development of tourism markets.

The innovation strategy is a reflection of the state innovation policy. This is an integral part of the state's socio-economic development strategy. It defines long-term goals, directions, instruments and scope of regulation of innovation activity. In addition, the innovation strategy covers and regulates the development of the state, in addition, the strategies for the innovative development of regions and sectors of the national economy should be harmoniously combined with the general development strategy of the country. The state's innovative policy should be aimed at creating favorable conditions for the development of the tourism industry, increasing the efficiency of the functioning of tourism companies and fully meeting the urgent needs of the population. The levers of state influence on the innovative activities of tourism organizations include:

- provision of tax incentives to active organizations engaged in innovative activities;
- special scientific and technical, tax, credit and financial policy;
- creation of favorable conditions for attracting domestic and foreign investments in the industry;
- improvement of the depreciation policy;
- the establishment of priority directions for the development of science.

Conclusion

In tourism, innovations in technology, technology, economics, management and the social sphere are interconnected, and for the introduction of innovation, changes must be made in other areas. For example, to get rid of the old habit of booking a tour by fax and switch to an online booking system that allows you to receive instant confirmation, the company must train employees, install computers with the appropriate software, change the terms of the contract between the operator and the client, etc. At the same time, the tour operator saves the processing time of the application, speeds up the tour registration process, and by its efficiency attracts new customers.

On the basis of the studied methodological approaches to the study of innovative management in tourism, described in domestic and foreign literature, in our opinion, in order to build an effective methodology for innovative development, it is necessary to assess the entire set of indicators related to the service sector, taking into account the historical and local

conditions of development of a particular tourist destination. directions, as well as conduct a comprehensive analysis of the state of tourist resources.

References

1. Ashurova M.Kh. The substantial economic benefits of tourism//Academy. – 2020. – №. 3 (54).
2. Dilmonov K. B. Concept and education culture personality //Современные тенденции развития аграрного комплекса. – 2016. – С. 1718-1721.
3. Dilmonov K. B. Specifics of innovation processes in agrarian industrial complex //современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2016. – С. 3561-3565.
4. Dilmonov K. B. The opportunities of using information technologies in agrarian industrial complex //современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 219-221.
5. Dilmonov K.B. General features of the tourism products in the service // Достижениянаукииобразования № 7(61), 2020
6. Ibragimov N., Xurramov O. Types of competition in destination marketing and 6A model of competitiveness. – 2015.
7. Kayumovich K. O. et al. Directions for improvement digital tourism and tourism info structure in Uzbekistan //Journal of Critical Reviews. – 2020. – Т. 7. – №. 5. – С. 366-369.
8. Kayumovich K. O. et al. Opportunities of mobile marketing in tourism //Journal of Critical Reviews. – 2020. – Т. 7. – №. 12. – С. 94-98.
9. Kayumovich K. O. et al. Opportunity of digital marketing in tourism sphere //International Journal of Psychosocial Rehabilitation. – 2020. – Т. 24. – №. 8.
10. Kayumovich K. O. The capability of internet in sphere of tourism and services //Polish science journal. – 2019. – С. 160.
11. Kayumovich K. O., Annamuradovna F. S., Kamalovna S. F. The aspect and influence of use the global internet in tourism //Достижениянаукииобразования. – 2019. – №. 13 (54).
12. Khurramov O. K. The convenience of electronic marketing in tourism industry //Теорияипрактикасовременнойнауки. – 2019. – №. 5. – С. 35-38.
13. Khurramov O. K. The highlight priorities for the development of digital tourism in Uzbekistan //International scientific review of the problems and prospects of modern science and education. – 2020. – С. 61-62.

14. Khurramov O. K. The role of the tourism sector in the digitalization of the service economy //Economics and Innovative Technologies. – 2020. – Т. 2020. – №. 1. – С. 6.
15. Khurramov O. K., Boboqulov A. A. Digital tourism plays an important role in economic development //Наука-эффективныйинструментпознаниямира. – 2019. – С. 9-10.
16. Khurramov O. K., Fayzieva S. A., Saidova F. K. Features of electronic online market in tourism //Вестникнаукииобразования. – 2019. – №. 24-3. – С. 18-20.
17. Khurramov O. Osobennosti ispol'zovaniya marketingovykh instrumentov v sotsial'nykh media //Alatoo Academic Studies. – 2016. – Т. 4. – №. 4. – С. 61.
18. Navruz-zoda B. N., Khurramov O. K. The role of information technologies in digital tourism //International scientific review of the problems of economics, finance and management. – 2020. – С. 22-36.
19. Navruz-Zoda B., Ibragimov N. Ways of Applying Destination Management Concepts to the Development of Internal Tourism in Uzbekistan //International Tourism and Hospitality in the Digital Age. – IGI Global, 2015. – С. 172-190.
20. Nurov Z. S., Khamroyeva F. K., Kadirova D. R. Development of domestic tourism as a priority of the economy //E-Conference Globe. – 2021. – С. 271-275.
21. Nurov Z. S., Nurova G. N. Conceptual framework for factors affecting the feasibility of the isi //E-Conference Globe. – 2021. – С. 276-280.
22. Shavkatovna S. S. Ziyarah tourism: Mahmud Anjir Fagnaviy-the third pyr of Bukhara Sharif //Вопросы науки и образования. – 2020. – №. 9 (93).
23. Shoimardonkulovich Y. D. The importance of management in the field of service //Вопросынаукииобразования. – 2020. – №. 14 (98).
24. Tokhirov J. R., Khurramov O. K. Basic concepts, directions and forms of eco-tourism //Приоритетные направления развития современной науки молодых учёных аграриев. – 2016. – С. 544-548.
25. Tokhirov J.R. The effective use of state-private partnership in improving the quality of educational services //Вестникнаукииобразования. – 2020. – №. 6-2 (84).
26. Turobovich J. A., Uktamovna M. N., Turobovna J. Z. Marketing aspects of ecotourism development //Economics. – 2020. – №. 1 (44).
27. Шадиев А. Х., Давронов И. О. Роль развития персонала в повышении эффективности услуг и его влиянии на экономику //Вопросы науки и образования. – 2020. – №. 6. – С. 90.
28. Шадиев А. Х. Способы улучшения структуры управления в туризме //Вопросы науки и образования. – 2020. – №. 7. – С. 91.
29. Хуррамов О. К. Цифровой туризм и его значение в экономике Узбекистана //European research. – 2020. – №. 3. – С. 61.

30. Хуррамов О. К. Особенности цифрового маркетинга в сфере туризм //Иновационное развитие: потенциал науки и современного образования. – 2020. – С. 118-128.
31. Хуррамов О. К. Иқтисодийнинг рақамлашуви ва рақамли туризм //Иқтисодийда инновация. – 2020. – №. Special.
32. Ходжаева Д. Х. Экологические проблемы и экономический рост //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 193-197.
33. Ходжаева Д. Х. Особенности и перспективы развития сельского туризма в Узбекистане //Современные тенденции и актуальные вопросы развития туризма и гостиничного бизнеса в России. – 2017. – С. 137-143.
34. Ходжаева Д. Х. Актуальность и взаимосвязь экономических и экологических проблем //Дни науки–2017. – 2017. – С. 191.
35. Таджиева С. У., Ходжаева Д. Х. Основные направления развития промышленного производства региона //Современные тенденции развития науки и производства. – 2016. – С. 377-380.
36. Таджиева С. У. Развитие малого гостиничного бизнеса в Бухаре //Вестник науки и образования. – 2020. – №. 3-2 (81).
37. Дилмонов К. Б. Тенденции развития экологического туризма Узбекистана //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 222-224.
38. Дилмонов К. Б. Некоторые проблемы развития переработки плодоовощной продукции в Республики Узбекистан //Приоритетные направления развития современной науки молодых учёных аграриев. – 2016. – С. 753.
39. Дилмонов К. Б. Важности интернета в сфере индустрии туризма //Современные тенденции и актуальные вопросы развития туризма и гостиничного бизнеса в России. – 2017. – С. 216-222.