

ISSN (Online) : 2279-0667



TAJMMR

ISSN (online) : 2279-0667

Editor-in-Chief : Dr. Karun Kant Uppal

Impact Factor : SJIF 2020 = 7.209

Frequency : Monthly

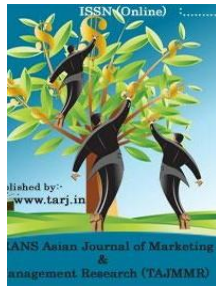
Country : India

Language : English

Start Year : 2012

Published by : www.tarj.inIndexed/ Listed at : Ulrich's Periodicals
Directory, ProQuest, U.S.A.E-mail ID: tarjjournals@gmail.com**VISION**

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**TRANS Asian Journal of
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TRANS ASIAN RESEARCH JOURNALS

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**TRANS Asian Journal of Marketing &
Management Research (TAJMMR)**

ISSN: 2279 – 0667 Impact Factor: SJIF 2020 = 7.209

**SPECIAL ISSUE ON CONCEPTUAL FRAMEWORK
IMPROVEMENT OF MANAGEMENT IN ALL AREAS**

APRIL 2020

DOI NUMBER: 10.5958/2279-0667.2020.00017.6



TRANS Asian Journal of Marketing Management Research (TAJMMR)

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SR. NO.	PARTICULAR	PAGE NO
1.	COMPARATIVE PERFORMANCE OF CEREALS AND PLUSES CROPS IN MAHARASHTRA S.N. Ghadge, D.B Yadav, A.V.Gavali,	7-16
2.	USING INFORMATION TECHNOLOGY IN BUSINESS IS THE KEY TO EFFICIENCY Rasuleva Maprat Rafikovna, Kadirova Gulchekhra Aliaskarovna, Rajabov Elmurod Egamberganovich	17-22
3.	THE ROLE OF MODERNIZATION OF TRAINING IN THE FORMATION OF A CULTURE OF CREATIVE THINKING IN MILITARY Sherov Mansur Boltaevich	23-26
4.	LEGAL BASIS OF RELIGIOUS TOURISM IN UZBEKISTAN Negmatova Shakhzoda Shukhratovna, Iskhakova Shakhlo Ismoilovna	27-30
5.	ANALYSIS AND PROBLEMATIC ISSUES OF FOOD SECURITY IN UZBEKISTAN Khamraeva Sayyora	31-35
6.	RESTORATION OF THE GREAT SILK ROAD IS AN IMPORTANT FACTOR IN THE IMPROVEMENT OF INTERNATIONAL RELATIONS Yaxshilikov Juraboy Yaxshilikovich	36-40
7.	FINANCIAL EXPRESS STOCK ADVISER: INFORMER OR MISINFORMER? Subash Subedi Sharma, Dr. S. Ravi kumar	41-52

8.	ETHICS AND HUMAN RIGHTS OF THE MUSLIM FAMILY Tursunova Olmos Fayzievna	53-56
9.	DEVELOPMENT OF RATIONAL PARAMETERS OF AIR PIPES BASED ON THE RESULTS OF THEORETICAL RESEARCH Sarimsakov Olimjon Sharipjanovich, Khakimova Maftuna Yoqubjon Kizi, Yusupov Abror Koziboy ugli	57-60
10.	INNOVATIVE DEVELOPMENT OF TOURISM AND THE WAYS OF ITS IMPLEMENTATION IN UZBEKISTAN COMPARING WITH FOREIGN EXPERIENCE Davronov Istamkhuja Olimovich, Kadirova Shafoat Habibulloevna, Narzullaeva Gulchehra Salimovna	61-66
11.	THE MAIN DIRECTIONS OF REFORMS IN THE LIVESTOCK SECTOR IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY Fayzieva Shirin Shodmonovna, Djalilovna Nigora Mavlonovna, Yuldasheva Shahribonu Anvar qizi	67-71
12.	ACTUALITY OF USE OF DIGITAL TECHNOLOGY IN TOURISM Khurramov Ortikjon Kayumovich, Sharifova Shahlokhon Shavkatovna, Aripova Makhliyo Salakhiddinovna	72-81
13.	REMOVED DUE TO TECHNICAL REASONS	
14.	PROBLEMS AND PROSPECTS OF DEVELOPMENT OF ECOLOGICAL TOURISM IN UZBEKISTAN Kadirov Aziz Anvarovich, Urakova Dilfuza Bakhriddinovna	90-94
15.	MORPHOLOGICAL COMPOSITION OF BULL MEAT OF DIFFERENT GENOTYPES Kurbanova Shakhnoza Ergashevna, Gapparov Shovkhiddin Tajievich, Axtamova Munira Tuychiyevna	95-98
16.	INTERNATIONAL STANDARDS OF FINANCIAL REPORTING AND AUDIT: ANALYSIS OF POSITIVE RESULTS AND PROBLEMS OF INTRODUCTION Jumayeva Gulruh Jurakulovna, Samadov Ortiq, Khamrayeva Zilola	99-103

17.	WAYS AND MEANS OF DEVELOPING FINANCIAL MARKETS TODAY Rustamov Dostonbek Jamshid o'g'li	104-108
18.	“A STUDY ON WOMEN’S BUYING BEHAVIOUR WITH REFERENCE TO BRANDED RETAIL APPARELS IN BENGALURU.” P Dishank Palrecha and Purvi Passary	109-120

INNOVATIVE DEVELOPMENT OF TOURISM AND THE WAYS OF ITS IMPLEMENTATION IN UZBEKISTAN COMPARING WITH FOREIGN EXPERIENCE

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ABSTRACT

It is known from history that the lands of Uzbekistan along the ancient Great Silk Road have attracted worldwide attention and recognition as a region with great potential, natural, historical and cultural riches, beautiful traditions and customs. worth Today, our country has entered a new stage of development not only in the political, economic, social and cultural spheres, but also in tourism.

KEYWORDS: *Innovation, Smart Tourism, Audio Guide, Tourism Products, Infrastructure, Special Types Of Tourism.*

INTRODUCTION

The Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of tourist potential of the Republic of Uzbekistan", adopted on February 3, 2018, envisages the tourism potential of our country, historical cities, as well as the promotion of sacred places and temples to the world. The tasks defined in this direction are consistently implemented. Taking this into account, innovative development of tourism will give impetus to the further development of tourism in the future.

In the years of independence in our country, new legal and economic foundations based on market relations of tourism have been created. Modern infrastructure facilities have been built and new directions of tourism have been introduced at the level of world standards. Along with the restoration of historical and cultural monuments, they have been widely promoted. Taking into account such systematic measures, the tourism potential of our country is increasing. This is an example of an article published by the UK-based Financial Times newspaper recently. The article lists the most interesting trends for those who want to travel around the world in 2017.

The 9th country in the world is ranked second in the list of the most attractive travel destinations in the world.

MAIN PART

Uzbekistan is one of the world's leading countries in terms of tourism and many historical monuments. More than 7,000 rare historical monuments and unique architectural samples in our country, nature reserves, and preserving centuries-old traditions of national culture, arts and crafts are being preserved in our country. is increasingly intensifying its interest. However, due to the inefficient use of existing opportunities, the role of the industry in services and exports is significantly below the average in the employment rate.

According to the World Tourism Organization, tourism is the world's fourth largest exporter of goods and services, and third in revenue. Its contribution to global GDP is 10%. According to estimates of the World Tourism and Travel Council (WTO), Uzbekistan ranks 150th among the world's tourists. Its share is 0.2% of the total flow of tourists (2.2% of Uzbekistan's potential in this area).

At the same time, the document notes that the number of tourist services in Uzbekistan (109%) and foreign visits (96.8%) increased in 2011-2015. The number of new touristic enterprises increased by 27.2%.

The leadership of Uzbekistan has identified the development of tourism as one of the priorities. For the development of this industry, the President of the Republic of Uzbekistan approved the Program of Priority Measures for the Development of Tourism for 2018-2019 by Resolution No-3217 of August 16, 2017.

Today, we cannot imagine any sphere of activity without modern technology. Information technologies also play an important role and allows in the development of tourism, as modern technology enables prospective travelers to get information about tourist attractions and sightseeing, as well as various online services - tickets, hotel reservations, reservation of restaurants and other services.

Innovation can be defined in a variety of ways. Based on the business dictionary, innovation is the process of translating an idea or invention into a good or service that creates value or for which customers will pay. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Innovation involves "the deliberate application of information, imagination and initiative in deriving greater or different values from resources." Of course the common denominator among all these changes is that they involve "carrying out new combinations", which is vital to enhance growth and competitiveness of tourism firms. Organizations often chase creativity, but what they really need to pursue is innovation.



Figure 1.Professorships Chairs [18].

- **What** is the essence of hospitality and hospitableness?
How can we effectively train/ educate in hospitality and hospitableness?
- **Where** is the future of hospitality? How/ where/ why is hospitality developing
- **How** can hospitality and tourism be sustainable?

Innovations show themselves in the new products, new services and the new processes that these new combinations of things bring about. But, in order to come up with these new combinations, someone must have fresh ideas. Changes in tourism practices can generate major benefits by motivating change towards greater sustainability within the tourism supply chain and other sectors. Trends which are varying travel patterns, such as recreational and adventure tourism with their many enjoyable activities are rapidly growing. In particular, green innovations can lead to more jobs as well as diminishing environmental impacts, lower costs, and competitive advantages for companies and destinations, all while enhancing the visitor experience. Innovation in tourism has many faces and can involve:

- product innovation with new products and services
- process innovation with new ways of delivering tourism services
- logistic innovation with new ways supplying products or services to customers and
- market innovation focusing in new ways of marketing and consumer behavior.

The purpose of innovative development is to create theoretically justified and practical recommendations and recommendations through innovative approaches to the development of realistic and potential tourist flows in tourism destinations through smart tourism. For this purpose, it is planned to implement several tasks:

- Explain the concept, essence, forms of innovation in the tourism and hospitality industry;
- Study and analyze of advantages and disadvantages aspects of innovation in the tourism industry;

- Government's policy of attracting tourists, studying innovative strategies for tourism in Uzbekistan and making suggestions for their development;
- Considering opportunities to develop innovative types of tourism on the example of foreign countries;
- Innovative enhancement of service quality and introduction of foreign experience through Smart tourism direction
- To promote the efficiency of the Smart Tourism project in Bukhara city and implementation innovative FCH(fast, convenient and high-quality) service
- Development of service through innovative projects and programs at historical monuments and hotels in Bukhara region.

In particular, to promote the efficiency of the Smart Tourism project in Bukhara city and implementation innovative FCH (fast, convenient and high-quality service) through architectural monuments of Bukhara city and hotels which called "Bukhara, in the museum in the open land". This project is a project of "Smart Tourism - Independent Travel Bukhara", which aims to develop innovative scientific and educational activities in order to increase the quality of service in existing tourist facilities of Bukhara region, to introduce innovative smart tourism in order to increase the flow of local tourists for their development.

Improving the quality of services in the tourism sector through the introduction of innovative programs aimed at the representatives of different segments of the visitors, eliminating the problems encountered in the creation and provision of amenities for individual and local guests.

In particular, it is proposed to take measures to improve the quality of current flows through innovative tourism types, introduce additional programs, and spread the range of innovative services not only in one place, but across the Bukhara region.

Also, it will be possible to quickly and conveniently and efficiently perform tourism services by offering unusual innovative projects, using all the opportunities available in Bukhara as a tourist destination.

A destination information center is a physical location where travelers can go to acquire information about the destination. For a long time, destination information centers played a key role as the middleman linking tourists and suppliers to one another. With the advances in technology and consumer/local demands, destination information centers have evolved. Today, not only do they provide information, they also generate revenue, collect data on travelers, market the destination, and engage the local community. This evolved approach to destination information centers makes them sustainable and valuable to both the local community and the incoming tourists. And the advantages will be next:

- expecting user needs based upon a different of factors, and giving advice and recommendations with respect to the choice of context-specific utilization activities such as points of interest, dining and recreation;

- enlarging visitors' on-site experiences by offering rich information, location-based and customized, interactive services;
- allowing to happen travelers to share their travel experiences so that they help other travelers in their decision making process, revive and reinforce their travel experiences as well as construct their self-image and status on social networks.

CONCLUSION

It is important to increase the flow of tourism based on innovation. For internal and external tourism, service is primarily based on innovative ideas. To take into point touristic information service plays important role for improving service for outbound and inbound tourism. Tourist information service has not only work for income, but also improve fast, high and quality service for visitors. Audio guide - a personal electronic guide for individual tourists who prefer to plan their own route, without limiting the scope of the organized group program.

Destinations, developers and planners must understand the values and aspirations of tomorrow's consumers. They must make analyze and synthesize the importance of historical places for a tourist. The investments in infrastructure and heritage conservation that are advantageous for tourism development are also key elements of creating livable cities-in other words, improvements that support tourism also enhance residents' economic opportunities and standard of living.

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Website : www.tarj.in

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Asian Journal of Multidimensional Research (AJMR)
ISSN (online) : 2278-4853