



THE IMPORTANCE OF INNOVATIVE ACTIVITY IN TOURISM

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Article history:	Abstract:
Received: 1 st April 2021 Accepted: 14 th April 2021 Published: 30 th April 2021	This article discusses the role of innovation in the development of tourism and the fact that the tourism business relies on modern scientific developments and technological solutions, the tourism industry is the initiator of innovative processes, the search for and development of new markets.
Keywords: Innovation, tourism, UNWTO, World Tourism Organization, promotion, discount, potential customer, competition, virtual panorama, web application	

INTRODUCTION.

In the modern world, the growth of innovation processes is considered a vital element of the development and transformation of economic systems in the context of scientific and technological progress, as well as a key resource that provides a competitive advantage.

Timely attention of tourism enterprises to new technological changes in various areas of tourism-related activities, the ability to create new ways of working and improve performance are recognized as a prerequisite for the survival of enterprises. The need to introduce innovations also stimulates competition and a number of other market demands. Their availability is also related to changes in demographic, economic, and social order due to changes in consumer demand and consumer desires, the psyche of a modern human.

In the current situation, a modern specialist in the field of service can not continue his work without using the results of innovative processes, because the flow of scientific and technical information is growing rapidly, in which case the young specialist must be able to select technical innovations and innovative ideas. without research and creative skills.

Tourism accounts for 10% of the world's gross domestic product (GDP) and 7% of total exports. According to the World Tourism Organization (WTO), tourism ranks fourth in the world in terms of exports of goods and services (after exports of automobiles, chemicals and fuels), and third in terms of profitability (after oil and automotive industry). [1].

Scientific research is being conducted to make full use of the potential of tourism in the world. These are aimed at ensuring the development of tourism, improving the efficiency and quality of tourist services, improving and diversifying the range of services provided by hotel companies in accordance with international standards, increasing the share of tourism in the economy and the quality of hotel services. These areas play an important role in conducting comprehensive research aimed at improving the efficiency of hotel facilities, improving their evaluation and analysis.

In the strategy of actions on five priority directions of development of the country for 2017-2021 provided by the Decree of the President of the Republic of Uzbekistan from February 7, 2017 "On the Action Strategy for further development of the Republic of Uzbekistan" the issue of the "Accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improvement of quality of tourist services, expansion of tourism infrastructure" [2] has been identified as a priority. Turizm infratuzilmasining asosini mehmonxona xujaligi tashkil etildi. Turizmda innovatsion faoliyatni davlat tomonidan amalga oshiriladigan kuchlarni kuchaytirish mexanizmlarini takomilashtirishi kerak bo'lgan binolarni yaratish, innovatsion g'oyalar va texnologiyalarni amalga oshirishda ishtirok etadigan eng dolzarb masalalardan olib kelinmoqda.

LITERATURE REVIEW.

Today, the term innovation is seen as a necessary element in ensuring economic growth in all sectors of the world. Along with a number of sectors of the economy, the focus on the implementation of innovative innovations in tourism and various related sectors (transport, accommodation, catering) will have a significant impact on the development of this sector. In the current period of improvement, the creation of new methods for each industry, the introduction of innovations, improvement is recognized as one of the necessary conditions for competitiveness and survival

Some aspects of the development of tourism, taking into account the regional characteristics, have been studied by economist J.Walker [3], and the scientific and theoretical and methodological aspects of the problem of tourism have been studied. "Currently, the definition developed at the International conference on travel and tourism statistics (Ottawa, 1991) and approved by the World Health Organisation and the United Nations Statistical Commission is widely used in international practice. According to this definition, a tourist is a person who travels and stays in places outside his usual environment for a period not exceeding 12 months for any purpose other than engaging in paid activities from local sources. [4]. It is known that our country has a great touristic potential. According to the research of our scientists G'.H. Kudratov and H.H. Musaeu, the share of tourism in the GDP of the country in 2011 was 1.8%, [5] and today this figure has risen to 2.3%. However, the share of this indicator is much higher in developed countries. For example, it is 12% in Spain, 10% in the Arab Republic of Egypt, 8% in Greece, 8% in the Federal Republic of Germany, 6-7% in France, 6.2% in India, 5% in Singapore, and in the countries like Belgium and the United States it is 3%. [6].

In the tourism literature, i.e. according to the Russian economist A.D. Chudnovsky, the term "tourism and hospitality industry" is widely used. It acknowledges that hospitality is a broader and more general concept than tourism [7]. Because its mission is to meet not only the needs of tourists, but the needs of all consumers. According to Pardaev MK, Khalikulov AN, Rakhimov HA, the tourism industry and the hospitality industry cannot be considered separately. Because tourists are also consumers with specific needs depending on the purpose of the trip.[8].

Tourists today are grouped by age. The current group of the tourism market consists of unmarried young people under the age of 35, who are characterized by a high level of education, aspiration to success, financial security, unwillingness to associate themselves with family and home worries. In the major industrial cities of Europe, members of this group make up about 50 percent of the total population. According to Philip T. Kotler, John T. Bowen, James Maikenz, there are firms in the western tourism market that work only in this segment. In particular, the level of demand in this segment in Germany is 6-8 million people. Another promising age group of demand is "seniors" (50 years and older). Representatives of this group are well-off, strive to actively enjoy life and are ready to spend money on a "beautiful life" for personal needs. [9].

By expanding and improving the existing opportunities, we will be able to meet the needs of consumers, improve the quality and improve the skills of service providers. Research is being conducted to take full advantage of the world's tourism potential. These will ensure the development of the tourism industry, increase the efficiency and quality of tourism services, improve and diversify the range of services provided by hotels in accordance with international standards, and steadily increase the share of tourism in economic growth.

RESEARCH METHODOLOGY.

The development of tourism and innovative tourism in developed countries and its efficiency, the development of strategies for economic development of the tourism industry, key indicators of the tourism economy and the development of measures in the field of tourism. studied in the process of developing conclusions and recommendations on the widespread use of advanced technologies in tourism. In this case, the methods and results of scientific and applied research aimed at describing the specifics of the innovative tourism industry were used.

ANALYSIS AND RESULTS.

Tourism is associated with various political and socio-economic changes. According to the annual reports of the United Nations World Tourism Organization, which has a steady growth trend, the tourism industry requires the introduction of continuous innovative solutions at the international, national, regional and industrial levels. The essence of innovation in tourism In tourism, the tourism business relies on modern scientific developments and technological solutions. The tourism industry is the initiator of innovative processes, the search for and development of new markets. Due to the sufficient flexibility of tourist services, the forms and methods of providing tourist services are constantly changing. New opportunities for travel are opening up and developing, modern advanced technologies are being introduced everywhere. Tourism as a social phenomenon reflects the understanding of the historical and cultural heritage of countries and peoples, the desire to protect the environment and improve the quality of life of people in general, which leads to increased sustainability of tourist destinations.

Let's tick the main innovative activities in the tourism market:

- implementing the advertising campaigns (via the mass media);
- attracting consumers through discounts and promotions and providing this information to tourists;
- building a positive reputation with potential customers, improving the service, forming a system of reviews about your company;
- the use of information technology, including the development and creation of convenient tools for searching and delivering data, websites, mobile applications, etc.;
- introducing and promoting the unprecedented services in the region: new trips, routes, cooperation with airlines, hotels, restaurants, visits to museums via the Internet, etc.;
- construction of new tourism facilities;
- studying the work of competitors, including those that are developing successfully [10]

Innovative activity in the field of tourism is organizational and managerial aimed at changing a new or existing tourism product, search for new places, development of new markets, modernization of tourist services, introduction of modern information, telecommunications and mobile technologies, as well as modern forms. The candidate of economic sciences of Moscow State University, Marina Mikhailovna, notes that the introduction of innovations in tourism is influenced by the economic situation in the country, the social status of the population, national legislation, as well as intergovernmental and international agreements [11]. On this basis, the reasons for the introduction of innovations in tourism are as follows:

- saturation of many classical and traditional directions;
- increased competition and increased supply;
- technological revolution and expansion of the use of information technology;
- transition from supply economy to demand economy;
- According to the rules of WTO (World Trade Organization), innovations in the field of tourism are developing in three directions. They are:

1. Introduce innovations in the management system and structure related to the development of enterprises and tourism business, including the reorganization, consolidation, absorption of competitors; personnel policy (staff renewal, training); rational economic and financial activity (introduction of modern forms of accounting).

2. Marketing innovations allow you to meet the needs of target consumers and attract an inaccessible segment of customers at a given time.

3. Periodic innovations are aimed at changing the consumer characteristics of tourism products, placing them exclusively on the market, which means the growth of competitive advantages.

A virtual tour is an interactive presentation tool that is a collection of several virtual panoramas that allow the user to literally move around the selected area and feel the impact of the presence. Interactive panoramas are a series of images taken with a wide-angle lens and sewn together. They have more information than static photos and give the virtual guest a complete picture of being in the room. The finished virtual panorama can be easily embedded on your website or installed on any web server, and the presentation can be recorded on a compact disks. Panoramas can be spherical or cylindrical.

Spherical panoramas cover 360 degrees horizontally and 180 degrees vertically. They allow you to occupy all the space around you, cover the photo with a balloon and create a three-dimensional image. The spherical panorama reflects reality in the most realistic way.

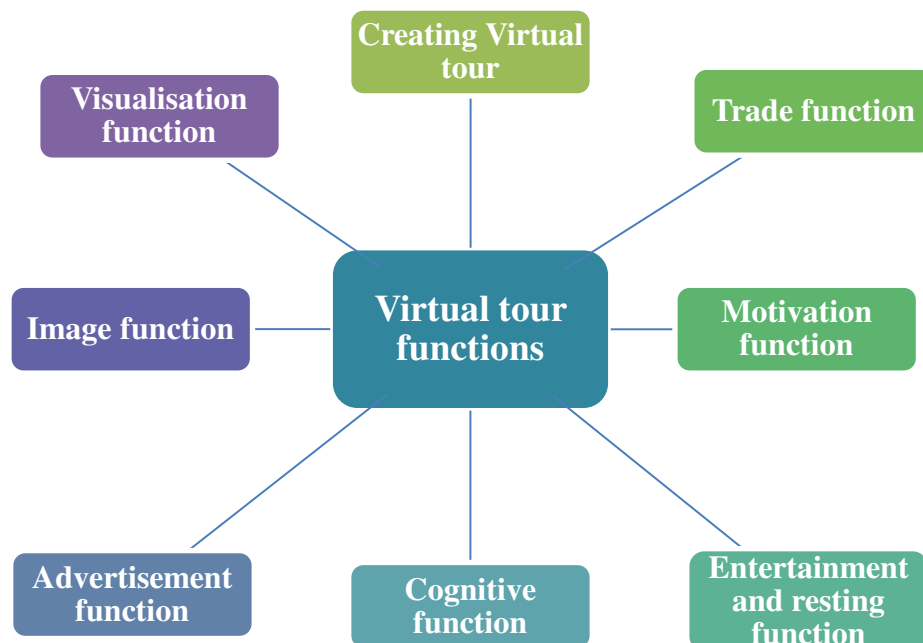
Cylindrical panoramas also have a 360-degree horizontal overlay, but the vertical overlay is less than 180 degrees. Such panoramas are usually used when it is not necessary to show the upper and lower limits of the image. They allow you to take up all the space around you, the user can rotate 360 degrees, but not up or down. This panorama is attached to a ring, forming a single cylinder. During the virtual journey, you can focus on the map using special transitions and in the direction indicated by the navigator. Jumping is a special technology that allows you to combine multiple virtual panoramas into virtual types. The presence of such transitions gives the user the impression that he is really moving from one room to another.

Using this technology allows you to create interesting virtual trips to hotels, museums, exhibitions and other facilities, where the integrity of the perception of several panoramas is necessary for completeness. A navigator is a map that shows the centers of virtual panoramas and the direction of the user's view, similar to a maze diagram.

The user can easily determine where they are now and where they are going, select the route they want to take a virtual walk. The presence of a navigator complements the perceptual integrity of the virtual tour and allows you to see not only the object of interest from the inside, but also its layout. In addition, the navigator prevents visitors from getting lost in virtual museums, exhibitions, shopping malls and other large buildings. The active zone is a special area in the virtual panorama that is a link to the action, which can perform the following tasks, depending on the purpose:

- switching to another panorama;
- opening a new browser window with an additional description of the object;
- enlarging or zooming out of the object of interest;
- the ability to open the image at the desired angle, and so on.

Active zone technology allows you to focus on specific details of the panorama. There may be interesting products in the malls, unique exhibition stands, individual details of the hotel interior, as well as other information that should be brought to the attention of virtual visitors. The field of application of virtual travel is wide and diverse: hotel, restaurant and tourism business, real estate and retail, beauty and health industries, transport companies, industry, politics and others. Among other things, virtual tours are used to cover important events and collect reports. We can conclude that virtual tours perform the following functions:



Uzbekistan also has ample opportunities to develop innovative activities in the field of tourism. It is rich in historical sites, recreation areas, natural landscapes and entertainment destinations. That’s why the 360 ponarama virtual tour app opens up new possibilities for him. Based on the available opportunities, the following proposals were developed:

1. Formation of 360 virtual species on the territory of Uzbekistan.
2. Further development of pilgrimage and travel tourism.
3. Advertising and increasing the number of visits through web applications.
4. Attracting investments for the development of historical sites, areas rich in medicinal mineral salts.
5. Development of electronic office terminals that allow you to book various travel services (hotels, tickets to entertainment events, excursions, etc.) using a single database. A distinctive feature of the project is the possibility of using terminals for people with disabilities.
6. Virtual concierge. Communication with the robot is done through voice commands or correspondence via a mobile application. She tells customers about the hotel, helps them choose a room and book it, provides additional services, and advises them on where to go in the city. The program has been used as a pilot project in the UK and has yielded good results.
7. Cinema tourism - the organization of excursions to the places of shooting famous films. Examples of this type of holiday are filming and modeling areas for our movies and series, such as “O’tkan kunlar” (Bygone Days) or “Shaytanat” (Satans).
8. Introduce caravans that allow you to stay in one place while traveling around the country. Wheeled hotels are equipped with comfortable rooms, kitchens and the necessary furniture.

Through the following SWOT analysis, we can look at the strengths and weaknesses in the implementation of innovative activities in Uzbekistan, the level of opportunities, as well as ways to achieve it by fully understanding the obstacles to the development of this sector.

STRENGTH	WEAKNESSES
<p>The fact that the above-mentioned proposals have led to an increase in their number by creating novelty and interest among visitors is one of the pressing issues of today;</p> <p>The introduction of innovative technologies ensures time saving, productivity, speed and quality of work.</p> <p>Support of information centers by the administration, strong international relations;</p> <p>The population's confidence in the future of tourism.</p>	<p>Insufficient staff on a large scale in the field of tourism;</p> <p>There are some difficulties in assimilating the methods of using new technologies to the local population and developing knowledge and skills.</p> <p>We cannot use web applications and programs that work online in all regions</p> <p>Problems with accommodation, catering, services and other facilities due to the lack of a single database for payment.</p> <p>The use of modern technology by online booking services is low.</p> <p>Lack of use of modern equipment in remote areas</p>

OPPORTUNITIES	THREATS
<p>Increasing interest in our country through the promotion of historical, natural recreational facilities;</p> <p>Liaison with travel agencies in Russia, CIS and other countries;</p> <p>Attracting small business and entrepreneurship investments in the tourism industry, attracting investments in the introduction of innovative technologies;</p> <p>Transition to online sales of national products in the tourism market;</p> <p>Creation of a system based on a single base for tourism;</p> <p>Collaboration of local population with management and tourism officials;</p>	<p>Testing projects that have not yet been tested;</p> <p>Not being able to choose the right medium for advertising, negative thoughts can affect others;</p> <p>Changes in customer demand and taste. Political, economic, and medical turmoil in neighboring countries.</p> <p>Changes in exchange rates are not positive.</p> <p>The penetration of our technology into a highly competitive market.</p> <p>Damage to new techniques due to lack of aesthetics, literacy of tourists and visitors.</p>

The peculiarity of innovations in tourism is that travel companies must always follow modern trends and innovations, because the finished and existing tourism product must be constantly modernized. Tourism news affects not only tourism companies, but also a wide range of infrastructure organizations. To ensure the normal operation and continuous development of the tourism industry, companies need to use innovations for both anti-crisis and development innovation in order to survive in a competitive market. Naturally, the environment is constantly changing, and at the same time it is necessary not only to bring new products to market, but also to adapt to the changes it offers.

CONCLUSIONS.

Through this article, we have identified that the role of innovation in the modern world is enormous, as the field in which innovation is applied is evolving, improving and evolving due to the results of innovative activities. Innovation helps to develop not only individual enterprises, but entire cities and countries, and some innovations will radically change our way of working around the world. In addition, it is known that innovations can not only bring economic benefits, but also increase the educational, cultural significance, innovations cover all sectors of society. In short, tourism brings huge revenues to the state treasury, as well as supports other economic sectors (transport, food supply, creation of monuments and other goods, construction), thereby creating new jobs for the country's population. provides with. Therefore, the development of tourism, the development of innovative activities to increase the flow of tourists was considered important. Innovative activities in the field of tourism are aimed at creating a new product or modifying an existing product, developing new trade markets, introducing modern informational technologies and modern forms of organizational and managerial activities. Therefore, innovation in the field of tourism is necessary for its development. Management and implementation of innovations for the development of tourism is important in this area.

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