



Features of Innovative Development of the Market of Tourist Services in Uzbekistan

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Annotation: In this article questions of developing and implementing of innovations in tourism and the factors of immunity of tourism organizations to word new vision are considered. Specific features of the national market of tourist service which could be favorable for innovative activity, and also questions of efficiency of creating new tourist products and formation of innovative strategy of the enterprise of the tourist's industry are analyzed.

Key words: innovations mechanism of management, market of tourist service, introduction of innovations, innovation policy of the state.

To date, tourism has been proclaimed one of the leading and most dynamic sectors of the world economy. For its rapid growth, it is recognized as the economic phenomenon of the century and will become its most important sector in the coming years. In the new Uzbekistan, special attention is paid to the rapid development of tourism as a strategic sector of the economy. In particular, in the Development Strategy of the Republic of Uzbekistan for 2022-2026. important directions for the accelerated development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourism services, and expanding tourism infrastructure have been identified.

The priority is to increase the number of domestic tourists to 12 million people and increase the number of foreign tourists visiting the republic to 9 million people. All this speaks of the quality of the measures taken in the republic to increase the tourist flow and increase the volume of tourist services.

The main attention in the study is paid to domestic tourism, since its contribution to the development of the economy of Uzbekistan significantly exceeds the contribution of inbound tourism. It is also worth emphasizing that in this study, the emphasis is on a systematic description of the role of innovation, and not on a detailed study of the tourism services market, analysis of its individual segments or major players.

It should be noted the decisive role of information technology in the development of tourist attractiveness of Uzbekistan for foreign citizens. Realizing the potential of inbound tourism in Uzbekistan is impossible without expanding the presence of the Uzbek tourism sector on the Internet. According to a study by Oxford Economics², 40% of European tourists make their travel decisions based on information available online, and 62% of Europeans who pay online read reviews carefully first.

The widespread use of Internet technologies is becoming one of the most urgent tasks in the innovative development of tourism. The creation of powerful computer systems for booking accommodation and transport facilities, excursion and cultural and recreational services, information about the availability and availability of certain tours, routes, the tourism potential of



countries and regions - the whole complex of these issues becomes relevant for organizing the current and future activities of tourism enterprises.

The study of scientific works published on the problem of tourism development, methodological developments and practical recommendations confirms that the issues of development and implementation of innovations in tourism have not been sufficiently studied, which negatively affects the development of tourism. Therefore, the solution of this problem in tourism is currently of particular relevance.

To date, there are five groups of factors of immunity of tourist organizations to innovations: excessive centralization of management can give rise to a dependent mood in the economy, suppress interest in innovations; undeveloped competition contributes to the replication of the traditional volume and quality of services; the same type of organizational "face" of the tourism industry with a predominance of large organizations will exacerbate the problem of innovation; shortcomings in the organizational culture of the company (lack or underdevelopment of values associated with innovation) affect not only the degree of development of innovative activity, but also its quality;

The lack of diversity in the forms and methods of management will give rise to uniform and insoluble innovation problems. Innovative processes are necessary for tourism, both due to the trends in the globalization of the tourism market and the use of information technology, and due to the need to establish a new business philosophy - development management.

(Decree of the President of the Republic of Uzbekistan dated January 28, 2022 No. PF-60 "On the development strategy of New Uzbekistan for 2022-2026").

The main characteristics of the goals of innovation in tourism can be summarized as follows. The activities of the tourism organization are quite diverse, so it is necessary to identify key spaces within which, as necessary, the goals of innovation are established. Such spaces provide significant guidelines for action. The foundation for the formation of an innovation portfolio is the analytical work to study the state and development trends of the tourism services market in general and the activity of its participants in particular.

The innovation policy of the state in the field of tourism is understood as a set of targeted measures taken by the state to create favorable conditions for business entities in order to revive innovative activity, increase the efficiency of tourism development and better meet the tourist needs of the population.

The levers of state influence on the innovative activity of tourist organizations are: the provision of tax incentives to innovative-active organizations; implementation of special scientific and technical, tax and credit and financial policies; creating favorable conditions for attracting domestic and foreign investment in the tourism industry; improvement of depreciation policy; establishing priority directions for the development of science.

In order to form an innovative strategy for tourism industry enterprises and further implement innovative ideas in the field of tourism (automation, software development, development of new types of tourism and new tourist routes, novelties in hospitality services, etc.), an innovation management system that meets the requirements of the industry is needed and the market.

(Drucker P.F. Market: how to become a leader. Practice and principles. - M.: JV "Buk Chamber International", 1992.)

The effectiveness of creating a new tourist product, the pace of its development are determined by innovative activity in the production of a new product that either satisfies a completely new need or allows expanding the consumer market.



Innovative activity is manifested through the innovation process and is a necessary condition for economic growth and improving the quality of life.

The national tourism market has several specific features that can be conducive to innovation if properly used. In the tourism environment, there are several possible features of stimulating innovation. The tourism market usually contributes to the accumulation of experience and impressions, which can serve as a source of ideas for new discoveries. Broadening of horizons, spiritual enrichment occurs due to two other components typical of tourism: environment and interpersonal communication. As you know, the tourist environment inspires people, and that is why they begin to perceive familiar things a little differently.

Nelson Graburn used the term ("liminality") to describe this particular setting. Tom Silannamey calls a tourist destination "liminoid" if it is able to divert the thoughts of vacationers from everyday life, everyday worries and experiences. The social interaction of tourists on vacation enhances new impressions, and a change of scenery promotes communication between people and new acquaintances. The development of the tour program can be improved and improved if the access of tourists to various areas and areas of entertainment is carefully considered, and the tourists themselves can submit ideas. The baggage of knowledge, experience and individual ideas of tourists about the rest are sometimes the basis for discovering various, previously unseen opportunities for a particular tour. The development and training of specialized personnel, highly qualified personnel is a necessary condition for innovation. A new potential for the training of specialists in this field is formed at the first stage, but the activation of this personnel turns into a rather lengthy process. For innovation to be effective, it is necessary not only to find new discoveries, but to deepen knowledge about existing resources.

According to the categories of innovation identified by Joseph Schumpeter, a new contribution to innovation is possible with: the presence of a product (the necessary resources) and an innovative process, the systematization of achievements, new resources and market expansion.

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