

THE ROLE OF INNOVATIONS IN THE DEVELOPMENT OF TOURISM IN THE REGIONS

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Annotation

The article analyzes the need for innovations in the development of the tourism sector of the regions and their role in the economy of the region. Proposals for increasing their capabilities have been developed.

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Introduction

Today, the development of any industry is directly dependent on innovations and innovative processes. The tourism sector is also an important part of the economy, and the introduction of innovation and innovative technologies in it allows to use its opportunities effectively. In the developing and lagging regions of the country, there is an increasing need for an innovative approach and innovations in presenting existing tourist facilities to tourists, facilitating the process of providing them with services, reducing time consumption, and finding solutions to a number of issues such as ensuring the safety of tourists. The Decree of the President of the Republic of Uzbekistan on October 5, 2020 "On approval of the strategy "Digital Uzbekistan - 2030" and measures for its effective implementation" No. PF-6079 also introduced digital technologies in the field of tourism. In order to increase the capacity of the sector, several tasks have been assigned to the respective organizations. In particular, the expansion of wireless broadband networks in public places using Wi-Fi technology, the introduction of the "E-Mehmon" system, and the full implementation of the system in all hotels in the republic, as well as its integration into the "Digital Republic of Karakalpakstan" geoportal, tourist destinations, the formation of information about the location of cafes-restaurants, hotels-dachas, shopping centers, gas stations, hospitals, pharmacies, markets, taxis, bank branches and their location¹ is defined. By performing such tasks, it is possible to increase the tourism potential in the regions of Uzbekistan and turn it into an important branch of the economy.

Analysis of literature on the topic

Scientific research on the introduction of innovations in the field of tourism, like other fields, began to be studied from the end of the last century. The main focus was on the use of digital technologies in tourism and scientific research related to the introduction of innovations in the organization of management activities. As an example, according to foreign scientists Z.Xiang, V. Magnini and D. Fesenmayer, since the 80s of the last century, the evolution of technology and communications has led to major changes in the tourism industry, and the entities involved in tourism services have become

¹ <https://lex.uz/ru/docs/-5030957>

global allowed to interact at the level. Social media and other emerging forms of online communication are having a major impact on travel planning, especially smartphones that allow access to information from anywhere in the world, and this is leading to fundamental changes in traveler behavior².

Russian expert L. Maklashina emphasizes that innovations in the tourism industry are mainly aimed at the formation of a new tourist product, new approaches to marketing activities, as well as the application of new management methods using information technologies.³

According to another scientist Y. Abulyan, innovative activities in the field of tourism can be aimed at changing existing products, improving transport, hotel and other services, and developing new markets.⁴

In general, the introduction of innovations in the field of tourism is a new approach to the direct management process, a general activity that includes processes related to the application of innovations in the network. The main goal of this is the development of additional tourism-related sectors of the region, taking into account the high multiplier effect of the tourism sector.

Analysis and results

Practical implementation of innovations in the field of tourism directly requires their in-depth analysis. In this case, the innovations are classified according to the level of coverage, the field of application, the speed of their implementation and the level of their development. Their division into several types is detailed in Figure 1.

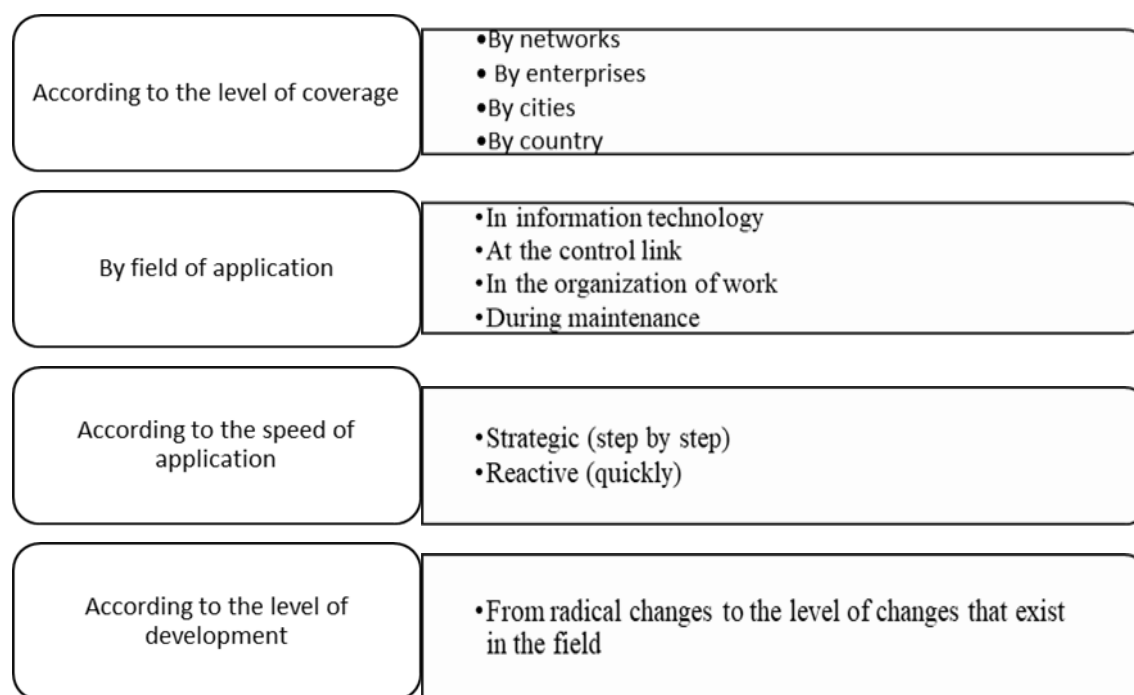


Figure 1. Types of innovations⁵

The main focus for the introduction of innovations in the field of tourism in the regions can be reflected in the regional development programs implemented by the government. In Uzbekistan, the tourism

² Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244–249.

³ Маклашина, Л. Р. (2011). Роль инновации в развитии туризма [Role of innovations in tourism development]. *Креативная экономика [Creative Economics]*, 12, 130-136. (In Russ.)

⁴ Абулян, Ю. И. (2013). Особенности инновации в туризме [Characteristics of innovations in tourism]. *Экономика. Право. Печать. Вестник KSEI [Economics. Law. Publishing. Vestnik of KSEI]*, 3, 241-250. (In Russ.)

⁵ It was developed by the author based on the information of the site <https://viafuture.ru>

sector is controlled by the Ministry of Tourism and Cultural Heritage. There are tourism and cultural heritage departments under the ministry in the regions, which are the leading organization for the regulation and development of the tourism sector.

It is this organization that is the competent body for the application of innovations in the regions and their practical implementation. The possibilities of the area used as an experiment are studied. It is considered that the planned innovations will have a positive impact not only on the tourism sector, but also on additional sectors that have gained significant importance in the economy of the region.

In the process of increasing the potential of tourism in the regions, it is necessary to apply innovations and analyze the factors related to it. Such factors include geographic, climatic conditions, anthropogenic and natural resource-related factors. Factors such as information technologies of the region, the level of Internet coverage, and the effective use of qualified personnel also influence the introduction of innovations in the field. Since tourism is one of the new sectors in the economy of Uzbekistan, it shows the need to use new methods and technologies effectively in using its potential.

In the field of tourism by introducing innovations in the regions:

- To improve the quality of the created products;
- Reduce consumption costs;
- Strengthening competitiveness;
- Establishing relations with partners operating in the field;
- It is positively characterized by the implementation of tasks such as strengthening the tourist brand and increasing its value. This means recognizing it as a leading sector that ensures the economic growth of the regions.

Summary

Tourism is a sector that can provide great comfort for the country's economy, as well as for the economy of individual regions. Especially, its development on the basis of innovative approaches and technologies ensures high-level use of its capabilities. In this regard, when introducing innovations in tourism:

- Introduction of innovative approaches to the activities of management units in the field of tourism of the regions;
- To achieve additional economic growth by choosing a type of activity with a high multiplier effect in the introduction of innovations;
- In-depth analysis of planned innovations and comparison of their potential;
- taking into account not only political or economic, but also social and cultural aspects of implemented ideas;

The above-mentioned proposals will have a positive effect on the improvement of the potential of the regions and the application of innovations.

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