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CHARACTERISTICS OF SHOWING INNOVATIVE ACTIVITY IN TOURISM DEVELOPMENT

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ABSTRACT

The article deals with the main issues of the impact of the development of the tourism sector in the context of innovative activity, as a factor in the interaction of economic potential and management decisions to ensure the implementation of the strategic goals of sustainable development of the tourism sector. Attention is drawn to the urgent need to form a national concept of the level and quality of services in the tourism sector, which has clear goals, meets current problems and corresponds to a number of national and economic characteristics.

KEYWORDS

Sustainable development of tourism, strategic goals, tourism sector, service provision, youth tourism, economic potential, innovative activity, economic development, tourism development, national and economic characteristics, level of service.

INTRODUCTION

The head of our state Shavkat Mirziyoyev put forward a number of new initiatives at the opening ceremony

of the UNWTO General Assembly on October 16, 2023.

The 25th session of the UN World Tourism Organization (UNWTO) General Assembly was opened

in Samarkand. Shavkat Mirziyoyev, who opened the event, noted that the remarkable major event of the world tourism industry is a great historical event for the Central Asian region.

In the conditions of the modernization of the national economy, the economic development prospects of any country are fully dependent on effective innovative activities in all spheres of the economy. In recent years, in our country and in its regions with high tourism potential, special attention has been paid to the development of the tourism sector, and this direction is considered as a promising field, as well as one of the main and important directions in increasing the employment and income of the population. Taking this into account, a number of measures are being implemented to effectively use the tourist potential of our country and attract foreign tourists to our country. A number of scientific and practical results were obtained based on the research of organizational and economic mechanisms of development and diversification of innovative activity in world tourism. In particular, scientific research aimed at strengthening the competitiveness of tourism in the foreign and domestic markets, increasing the place and role of the industry in the country's economy, organizing safe tourism, identifying and developing the existing internal opportunities in order to make optimal management decisions in the industry is gaining urgent importance.

Currently, the share of innovative technologies, products and devices in the gross domestic product of developed countries is 60%. In the environment of strong competition in the world, the state of intensity of innovative activity affects the level of economic development. A country or region that has created favorable conditions for innovative activity in a competitive environment is achieving economic growth today. In this regard, it is urgent to deepen scientific research on such issues as innovative development of national tourism and strengthening its position in the world market, rapid development of tourism based on our ancient history and rich cultural heritage, specific characteristics of regions, zoning of regions based on specific historical and tourist characteristics. For the population of Uzbekistan, in the conditions of the market economy, more commercial tourism has become important. Of course, in this type of tourism, export tourism is more important than import tourism. This has a negative impact on the economic potential of Uzbekistan to a certain extent. That is why today's main goal and demand is the need to increase the level of service for foreign visitors to our republic. This, in turn, directly motivates the development of tourist services based on innovative activities as a factor of the interaction of economic potential and management decisions to ensure the implementation of the strategic goals of sustainable development of tourism. Through this

event, there will be an opportunity to supply our country's treasury with more foreign currency.

Analysis of literature on the topic

Scientific-methodological foundations and economic aspects of the organization of the tourism industry based on the innovative characteristics of the tourism industry and theoretical and practical problems of the development and improvement of the tourism industry in the sustainable development of the economy of our Republic were scientifically researched by V.S.Novikov, B.Sh.Safarov, M.T.Alimova, A.A. Eshtaev and others.

The scientific research works of the above-mentioned scientists serve as an important basis for determining the strategic directions of the development of the tourism industry, adapting national tourist products to the world tourist services market, and scientifically studying the theoretical and practical problems of the tourism industry. However, in these studies, such issues as the introduction of innovations in the tourism network have not been sufficiently studied, and correspondingly, the literature devoted to this problem has been little published. The need to solve the above-mentioned issues serves as the basis for choosing the topic of this article.

METHODOLOGY

The methodology of the article analyzes the importance and role of the investments made in our national economy, including mechanisms for developing the tourism industry and using its potential,

starting from the analysis of scientific and increasingly popular sources. Based on this, the main ideas and results in the article can be considered as a methodological basis for the development of guidelines for the improvement and improvement of the tourism industry, and the author's recommendations can be used as a theoretical and practical guide for the improved development of the tourism industry based on modern marketing principles and other market tools.

Organizational factors of state regulation of innovative activity should ensure consideration of the opinions of all interested entities and at the same time create conditions for taking measures to encourage innovation. One of the main goals of the innovation policy is to increase competitiveness and, at the same time, to increase the standard of living of people due to the use of effective technologies and innovative mechanisms, continuous improvement of personnel qualifications, and ensuring that goods and products occupy the leading positions in the domestic and world markets.

Based on the results of the analysis carried out above, the specific features of the development of tourism in Uzbekistan are:

- high potential for the development of tourism in the country, in particular, the abundance of material, spiritual and cultural monuments and the variety of exotic, extreme and new types of it for foreigners;

- the fact that the government pays great attention to and supports the development of the tourism sector, as well as the fact that the touristic potential of private, public and public-private partnerships is rapidly developing in large regions;

- that the climatic conditions in the country are suitable for receiving tourists throughout the year and that good opportunities have been created for extreme tourists interested in different climatic conditions;

- high potential for attracting tourists due to the relatively low level of seasonal fluctuations due to climatic conditions;

- that the distribution of tourists by age is at a relatively optimal level, that is, most of them are energetic, curious, mobile and physically and materially capable older tourists, and others.

If we draw a conclusion based on the analytical results, our country and its regions are considered to be promising areas of tourism and have a number of unique positive features. In particular, if the indicators of growth in the next two years show that there are still many untapped opportunities in the field, a number of unique features of the flow of tourists, especially the distribution by year and age, the fact that seasonal fluctuations are not too high, the types of tourism that are developing in our country are resistant to various external and internal negative fluctuations. on the grounds that it is resistant.

The process of international tourism marketing should be aimed at attracting as many foreign tourists as

possible to the country. In particular, it is important to attract tourists to the country, who spend a lot on tourism. We know that there is a certain competition in the world market to have tourists from Japan, and many countries want them to visit their countries. Because a tourist visiting from Japan is in the first place with the expenses he made during his trip. If a Japanese tourist comes to Europe, he spends 2-3 times more money than other tourists. In some countries they spend even more. That is why we should pay attention to attracting more Japanese tourists to Uzbekistan.

Spain spends 70 million dollars, France - 75 million dollars, Turkey - 25 million dollars, Ireland - 40 million dollars, Poland - 8 million dollars, Hungary - 7 million dollars for tourism marketing. It has been proven in practice that it brings more than 100 times more income.

There is a huge variety of products and about 200 new types of food and drinks are updated every year. The number of services provided only in hotels exceeds 150 types, and these services are provided at the most convenient time for tourists, in a short period of time and at a low price. All this increased the arrival of tourists to the country and provided an average annual income of 5.5-6.0 billion dollars during 1996-1998.

As a result of the analysis, it became clear that among the tourists visiting countries with the development of international tourism, 30% of foreigners and 20% of their own citizens rest in 4-5 star hotels, 30% and 20% in

3-star hotels, 40% and 60% in 1-2-star hotels, as tourists stop.

Therefore, in order to use the resources of the national wealth wisely in Uzbekistan, the following ratio of hotels was proposed. These are 5-star - 5%, 4-star - 12%, 3-star - 36%, 2-star - 24%, 1-star - 23%. 70% of the hotels with 220-250 seats or the total number of hotels of this type consider it appropriate.

One of the places that attracts foreigners in Uzbekistan is Shahrisabz, the historical center of which is included in the list of World Heritage by UNESCO. Many admire the value of cultural and historical monuments and public property here.

The attractive features of Uzbekistan are: firstly, over 30 percent of its territory is covered with mountains, plains, and weathered areas, where you can relax and go for a walk; secondly, there are more than 5,000 architectural and archaeological objects in the territory of Uzbekistan, about 2,500 of which are protected by the state; thirdly, there are many art objects and museums, and there is always enough opportunity for tourists to use. Currently, international tourists are shown 110 objects in the city of Tashkent, 120 objects in Samarkand, 220 objects in Bukhara, and more than 300 objects in Khiva. Also, there are opportunities to increase tour routes at the expense of Andijan, Namangan, Fergana, Kokan, cities of the Fergana Valley in general. In particular, the "City of Atlas and Silk" route through the city of Margilan can be considered an invaluable tour route for tourists. This

gives opportunities to improve the financial indicators of the tourism system as a result of the development of international tourism.

Investing in the tourism sector has its own distinctive features. First of all, these aspects are the risk of irreversibility, because the tourist flow is very sensitive to imperceptible political and economic risks, and these risks can lead to political and social changes in the state of the country and the tourism market. For this reason, it is appropriate to provide additional necessary guarantees by republican and local governing bodies in the organization of investment processes in this field. However, it will be possible to effectively develop tourism and reveal the economic potential of the regions only due to the coordination of the state, industry and tourism structures and the alignment of their mutual interests.

Today, the role of the state in investment processes is, on the one hand, centralized (budget funds of different levels) and decentralized (capital funds of state enterprises and private property) implementation of the state capital investment policy, on the other hand, state investment processes are influenced by economic policy (credit, credit, amortization allocations), customs, etc.) is carried out on the basis of other regulations. In these processes, the state's investment policy should be focused on stimulating the growth of investment.

CONCLUSIONS

In short, innovation is one of the most effective factors leading to the development of the economy. As a result of the research of the organizational and economic mechanisms of the development of the tourism sector and the introduction of innovations, the need to use digitization technologies in the tourism sector, to advertise new directions of tourism to attract the world's population is based on this recommendation, and this recommendation is being implemented in the practice of the tourism sector.

Based on the information presented in the article, the following suggestions can be made:

- it is necessary to modernize hotel services provided for tourists, pay attention to their quality level;
- establishment of provision of motor vehicles for temporary use (rental) for tourists from abroad;
- construction of accommodation such as hotels, hostels, motels on the intercity traffic sections;
- advertising electronic albums, presentations and video images about products and services through innovative digital technologies;
- Establishing the use of modern high-speed Internet networks in all regions of the Republic;
- improvement of staff qualifications of hotels and tourist enterprises in order to provide quality service;
- installation of terminals and ATMs for withdrawing cash from VISA cards in all areas, including rural and mountainous areas, in order to facilitate purchases using VISA cards in places where tourists travel a lot.

1. Decree of the President of the Republic of Uzbekistan No. PF-6199 dated April 6, 2021 "On measures to further improve the state management system in the fields of tourism, sports and cultural heritage".
2. Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan".
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