

Development of Tourism in Uzbekistan on an Innovative Basis Necessity and Importance

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Abstract: Nowadays, tourism has become an important sector affecting the development of economy in many countries. The main advantage of tourism is to increase incomes and create new jobs. For many regions and countries, this is of paramount importance. There are several factors in the development of tourism, the most important of which is innovation.

Key words: tourism, efficiency, innovation, service, service, investment, property, finance, intellectual, investment resources.



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In a market economy, the development of the country's economy cannot be carried out without innovation. In particular, processes related to innovation are a priority for the economy of developing countries. In order to have a good idea of the role of innovations in economic development at the present stage of the development of the human society, it should be noted that the growth of the GDP of developed countries is 90 percent formed at the expense of new knowledge and technologies.

Innovation is the law of human society, the constant power of the development of society, its product and the main factor in progress in general. The term "innovation" as a new economic category was coined in the first decade of the 20th century by the Austrian and American scientist Y.A number of "new combinations", scientifically substantiated by Schumpeter and developed by him, testify to the rise of the economy in that period. Under the concept of innovation, he envisaged changes to introduce and use new types of consumer products, new production, forms of Organization of new markets.

Currently, the role of innovations in our country is significantly increasing. This is due to the fact that in the market economy, innovation began to be recognized as a means of competition, since Innovation helps to lower costs, increase profits, create new needs, increase cash flow, increase the image of the new product manufacturer, organize new domestic and foreign markets and directly conquer them. Innovations can manifest as a process or product that has a significant impact on the increase in the income of the enterprise. Such a process or product (service) also applies directly to enterprises of the tourism industry. Because, even because tourism is one of the

most important areas of service, it requires an innovative form and mechanisms of services provided by this industry to customers.

We must emphasize that in conditions where competition is strong today, all sectors of the economy, including the tourism sector, cannot be developed without innovation. However, many enterprises are not ready to apply innovations in practice. Because, innovations are associated with a high level of risk. Especially if innovation should be applied not to a particular type of service or product of a particular production of the enterprise, but to the entire activity of the enterprise, in such cases, the head of the enterprise does not want to apply innovation and confront risk.

But enterprises cannot completely lose risk in the process of conducting their activities, but a well-qualified, experienced leader will find it possible to reduce the level of risk. Therefore, any enterprise with a desire for development, including tourist enterprises, should receive and introduce innovations in its activities. Even in our research, we aim to highlight the improvement of their effectiveness through the use of innovations in the development of tourist enterprises.

The release of the huge potential embodied in tourism in Uzbekistan, a sharp increase in its role in boosting the national economy, strengthening its position in creating new jobs necessitates the transition of this network from the traditional model of development to its innovative model. In this regard, serious measures are being taken in our country. In particular, on the basis of The Velvet and Zomin districts of the Jizzakh region, an innovative project is being implemented to establish a large tourist cluster in the Yellowstone National Park and Grand Canyon polupa of the United States. In this regard, it is necessary to justify the importance and need for the development of tourism in Uzbekistan on an innovative basis on the basis of logical arguments.

First of all, at the present stage of the development of the human society, innovations provide an opportunity to rapidly and steadily raise the national economy of Uzbekistan based on the application of modern achievements of Science and technology, new technologies, new products, new tools of Communications, new types of services, management and new methods of satisfying population consumption. President Of The Republic Of Uzbekistan Sh.M.In the decree of Mirziyoyev “on approval of the strategy for the development of innovation in the country” dated September 21, 2018, it was stated: “the rapid introduction of modern innovative technologies into the sectors of the economy, social and other spheres, with the widespread use of the achievements of Science and technology, is an important condition for the rapid development of the Republic of Uzbekistan”.

In this regard, the head of state approved the “roadmap” for the implementation of the strategy and strategy of innovative development of the Republic of Uzbekistan in 2019-2021, as well as the target indicators of development of the Republic of Uzbekistan, which were indicated until 2030 . The effectiveness of innovation development is determined by the degree to which it covers all types of human activity and all sectors and sectors of the national economy. Tourism in this regard, as an important component of the national economy, is no exception. Intensive changes in the field of tourism, on the one hand, the continuous growing demand for tourism services, on the other hand, make its innovative development an acute necessity, and, moreover, ensure the active participation of this network in integrational processes. The emergence and operation of innovations in the tourism industry provides the basis for the implementation of systemic, inextricably linked and highly positive changes in this network.

Secondly, a large amount of resources is involved in the tourism industry, and their effective use on an innovative basis is the main condition for the rapid and sustainable development of the industry. According to a proposal adopted at the Rio de Janeiro conference in 1992, it is said that the development achieved is sustainable development, without allowing the complete end of resources, leaving opportunities for future generations as well. So, the main idea of sustainable

development is to achieve the efficient, that is, extremely economical use of valuable, rare and unique resources. Because some types of economic resources are not renewable, and their preservation becomes an acute necessity. In our eyes, at the heart of the idea of sustainable development lies the main problem of the economy. Meeting the growing needs of the population of the earthworms is facing a shortage of resources. The concept of sustainable development is equally applicable to all sectors and sectors of the economy, including tourism, in each of which it is necessary to effectively use economic resources, and to achieve more economic results than each resource consumption.

Based on the above, we drew attention to the fact that the concept of sustainable development should be applied to the tourism sector. The rapid increase in demand for tourism services also necessitates the corresponding increase in the resources involved in the industry. This further enhances the relevance of the problem of the productive use of resources involved in the network.

Thirdly, under the direct influence of the acceleration of globalization processes, there is an increasing sharpening of the competitive environment in the tourism market, and innovative development has become the main factor in increasing the competitiveness of tourist products in the world market. One of the peculiarities of the tourism industry is its high income. We think that it is its high profitability and high social efficiency that make all countries interested in its rapid development, the use of positive aspects embodied in the field. As a result, new tourist facilities are being launched, new tourist products are being created, new enterprises and organizations are being created, qualified personnel are being recruited, and other innovative means of strengthening their position in the competitive struggle are being created. Innovations, their emergence, introduction, validity are the first-class means of strengthening the position of tour operators and tour operators in the tourist services market and increasing their competitiveness.

Fourth, the need to transfer tourism to the innovative path of development in Uzbekistan is explained by the slow pace of development in this sector of the country, low indicators of the use of tourist potential, weakness of its position in the world tourist market, inability to withstand international comparisons and equalities. The reasons for the occurrence of such a situation in the field of tourism in our country we consider in the following: instability of tax and budget policies, imperfection of the legal and regulatory base in the regulation of the tourism industry, lack of demand of the quality of tourist services, inefficiency of price policies, poor development of tourist infrastructure,

Fifth, the population of the countries of the world assumes the development of innovative activities in the network, even as the demand for tourist services, especially their quality, is dynamically growing as a result of a continuous increase in real income, an increase in the share of services in the structure of its consumption. The prospects for the growth of demand for tourism services are wide and vast. In exchange for the emergence of new types of tourism, the growth of population and income, the increased demand for quality tourist services, the demand for industry services will also continue to grow continuously. These factors, combined with the dynamic increase in the gross income of the population of the Earth, ensure a steady and rapid growth of Tourism.

Sixth, innovations and their widespread use are of high social importance for tourist enterprises and organizations. In a separately obtained tourist enterprise, organizational innovations (for example, scientific organization of Labor, innovative management) serve to alleviate physical labor, improve the working-staff working conditions, reduce the share of manual labor in total labor costs. The introduction of technological innovations in a tourist enterprise or organization makes it possible to improve the skills of workers and employees, grow labor productivity, increase wage income, increase the gross income and profit of the enterprise on the basis of saving resources.

As we noted above, innovation is of great importance in accelerating the economic development of society. In practice, they are considered a weapon, a means of increasing economic efficiency by increasing profits. Tourist activity is lush and complex and is a convenient space that provides ample opportunities for the development of innovative processes. A tourist enterprise operating in a sharply competitive environment (tour operator and touragency) achieves the preservation and strengthening of its position in the market only through relatively high-quality innovative tourist service or innovative tourist products, the development of a new tourist route, lowering the cost, increasing the volume of Tourism per unit of time, providing additional consumer amenities and other activities. This ultimately ensures high profitability in the network.

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