

Innovative Marketing in Improving the Efficiency of Hotel Operations

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Abstract. *The article highlights the importance of using innovative marketing strategies in improving the efficiency of hotel operations, which is divided into groups of factors determining development. Specific projects for the implementation of innovative development programs are indicated, and innovative marketing strategies in the activities of hotels are divided into components.*

In a market economy, the application of innovation at the enterprise becomes important. The formation of an innovative environment constantly creates conditions for cases of updating products, updating production funds on the basis of new techniques, creating the opportunity to develop a common community.

The phrase innovation is derived from the English word “innovation”, which expresses a new scientific technical achievement and tells the process of applying a new product in practice. The scientific literature considers the impact of this process on the Coordination of the environment in the organization, its effectiveness and the full use of socio-economic opportunities in Uzbekistan. The main focus is on the issues of choosing the most rational options for future managers in conditions of high competition, ensuring the level of utility and accelerating the activities of the enterprise.

The fact that scientific research is carried out in accordance with the state of development of the economy in our republic in the current period and structural changes in all sectors leads to the Coordination of changes taking place in the economy. There are many problems with the process of innovating, especially in the production and service sectors, and the need for timely solution, the necessary frame, material technical base, organizational and methodological measures will be enough.

The problems of enterprises operating in a market economy in the form of various types of property can arise in the application of innovative processes. When enterprises focus on solving problems in the application of innovations in their activities, in certain cases it is very common to fall into difficult conditions. Because the application of innovations cannot be carried out at any enterprise. Therefore, the implementation of innovations can be observed only in the activities of certain enterprises. For example, enterprises, in the process of introducing innovations, are exposed to unresolved issues and tasks in attracting investments from abroad and issuing competitive products, seeking to find a solution to them.

However, there are enterprises in which the process of updating old technology and

technology is slow, it can be seen that the requirements of product quality and ecology do not meet world standards. In the application of innovation in such enterprises, serious problems arise that large funds are required to eliminate them.

New competition can be based on the application of innovation in enterprises. In other words, changes occur in competing trends. Perfect competition is a very strong stimulus for society, minimizing production costs and maximizing wages to its regulatory productivity. And the profit from the application of innovations leads to a further increase in the activity of the enterprise. This benefit can be attributed to Y. Schumpeter (1883-1950) called static gain. In this, economic efficiency is not able to bring production to a new level. The new level is associated with innovation, which requires excessive cost. Innovation forms a new type of competition. This happens when a new brand, a new technology, in general, has some kind of novelty, an advantage. The innovator begins to falsely claim that other businesses live. Because an opponent operating on the basis of innovation will jump and jump ahead of others and can become a monopolist in his field.

First of all, innovation is important in the activities of the hotel. Innovation and innovative activities are traditionally interpreted as a process related to scientific and technical progress or the high-tech part and the practical introduction of the results of research and development. However, the meaning and content of the concept of "innovation" is considered comprehensive. From this, the factors determining innovative development in the field of hotels are divided into the following groups:

- market-specific conjuncture and competition (for domestic and foreign markets);
- environment (level of development of the development of Science and technology, legal and regulatory framework, political and economic stability);
- personnel (scientists, specialists, entrepreneurs, managers, political figures and civil servants);
- resources (natural, productive, financial, scientific, technical, technological and infrastructure).

The innovation sector in the hospitality industry is part of the economic relations system. It is the sum of the national economic spheres and types of social activities that are not directly involved in the creation of material products, but create the individual consumer values necessary for the existence and development of service provision. Therefore, innovation in the hotel industry is a necessary element of the implementation of the Basic Laws of the development of society, a condition for its development and dynamism.

The development of hotels in society takes place by mastering the variety of innovations that will give rise to all aspects of their activities and determine the content and tasks of an innovative marketing strategy in the development of tourism services in hotels. Innovative activities in hotel service in turn are divided into the following groups: [1]

✚ conducting an excursion. Any excursion gives a person new knowledge of Nature, Society, historical events and natural phenomena. Communication with the excavator, its recommendations, feedback to the excavators

✚ has an educational effect. The material under study itself educates their minds through moral and aesthetic influence. Thus, the excursion takes on the functions of providing education and upbringing, forming its worldview.

✚ innovative strategies in hotels. Timely adaptation of hotels to new technological changes in various areas of activity associated with the hotel the ability to create and improve new methods of work in the results of activities is its necessary condition for the continuation of activities. Therefore, it encourages the need to introduce innovation, competitive struggle and a number of other market demands. Another important aspect of their use is explained by changes in the psyche of consumers, changing consumer demand desires and desires, changes in demographic, economic and social procedures.

✚ information technology in the organization of hotel services. Because, the hotel's activities

are ideally adapted to the introduction of modern information technologies. It requires a system that provides information about vehicles and number fund capabilities in the short term. This ensures the creation of fast reserves, making adjustments and solving auxiliary tasks during tourist services. Such automation tools save time and overhead. Including obtaining tickets, preparing accounts and traffic indicators, providing information reference and accounting.

So, the implementation of the innovative strategy of the hotel requires the implementation of various development programs. In the general case, all these programs are important. However, the implementation of innovative development programs is carried out by launching a complex with specific projects. These include the following project groups:

- ❖ group of entertainment software projects for the development of hotel services. In this regard, it is necessary to mainly consider such issues as expanding the types and nomenclature of tourism services provided to foreign tourists, not leaving their free time. Tourists in the Republic should not be forgotten that every remaining day is considered an additional source of income.
- ❖ investment projects aimed at increasing the level of provision of hotel services. In investment projects, the share of the state, the share of foreign investors and the share of the private network also contribute. In the hospitality industry, investment projects directly and indirectly influence the quality, level, convenience and suitability of services to be considered one of the important issues.
- ❖ a group of projects aimed at developing infrastructure. It is known that the development of hotel infrastructure, the comprehensive acceptability of consumer facilities, the convenience of all services related to transport and hotel services, tourism logistics, the introduction of modern information technologies are of great importance.
- ❖ a group of projects aimed at ensuring the environmental safety of the hotel's business facilities, etc. In particular, it is possible to further strengthen the prestige and potential of tourism in Uzbekistan, increase its attractiveness, in which the brand "Great Silk Road" can be widely introduced, using the lush and beautiful settlements in the Fergana Valley, which attract foreign tourists, as well as eco-friendly settlements on the slopes of the Tashkent and Jizzakh regions.

Obviously, the listed components of the overall strategy for the innovative development of hotels should not be mutually consistent, but they should be developed without complexes. In this regard, it will not be possible to consistently solve or solve all or even part of the tasks of forming the relevant components of the strategy. Therefore, it will be necessary to solve them in parallel as much as possible in combination with extensive development. In general, it is advisable to use the innovative marketing strategy used by them in the development of hotels. It follows that the structural structure of the hotel's innovative marketing strategy will have the following appearance and will receive issues of social and economic importance related to the various activities of the society.

This picture shows the application of new innovative technologies, the discovery of markets and the creation of a new product. Also, the development of an innovative complex can be carried out only in close connection with a financial and investment complex. The feasibility of applying various strategies for financing innovation entails the need to develop general principles of strategic development of the indicated complexes.

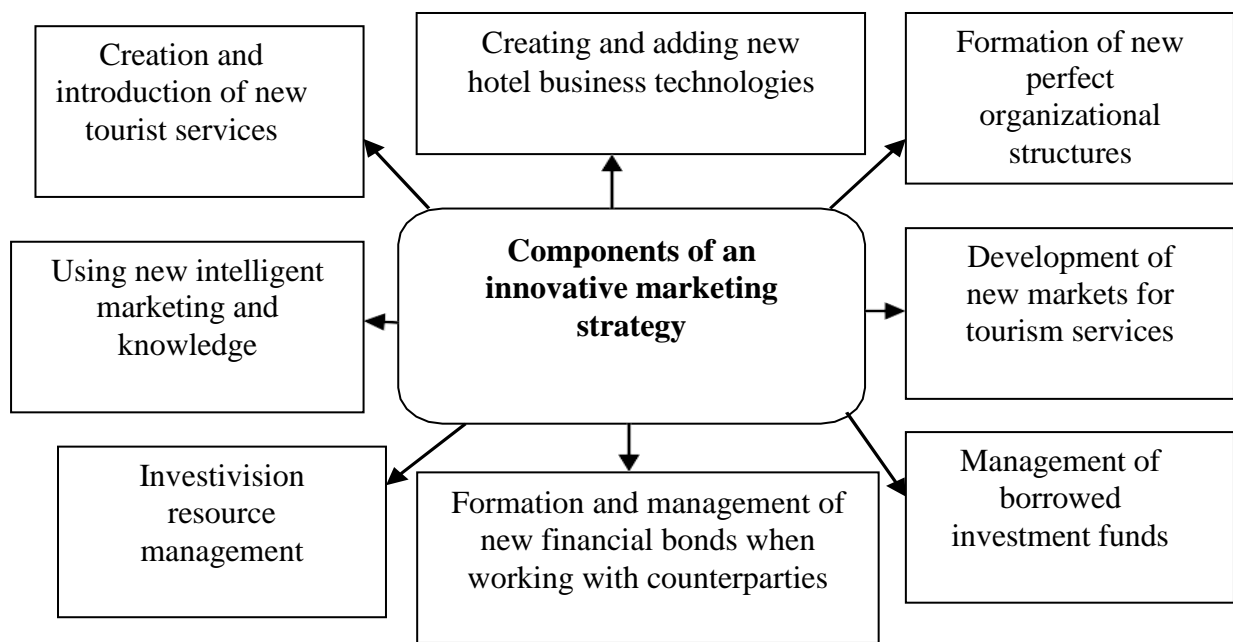


Figure 1. Components of an innovative marketing strategy in hotel activities [2]

Indeed, the main goal of the development of an innovative complex in hotels is determined by the fact that it is aimed at creating conditions that ensure the meaningful rest and free development of current and future generations of consumers. In these cases, it is also intended to highlight the following private purposes of hotels:

- create conditions for strengthening and developing the economic potential of the hotel as the basis of the well-being of employees. It is an important factor to support them financially and spiritually.
- to increase the practical activity of hotel employees, to realize their own capabilities, as well as to create sufficient conditions for strengthening motivation;
- increase the competitiveness of national hotels in the world market. This process is especially important in maintaining healthy competition with the leading countries that occupy the world market at a time when the current world financial and economic crisis is ongoing;
- create a comfortable and safe living environment for current and future generations of consumers. It can be seen that international terrorism and extremism, increasingly escalating radicalism, local wars are obstacles to the development of Tourism.

First of all, one of the main tasks of the innovative strategy for managing the hotel business at a time when the global financial and economic crisis is to improve the quality of the services provided and ensure their compliance with world levels and competitiveness. This requires the development of proper marketing strategies in hotels operating in the tourism sector.

Indeed, one of the main factors in the development of the hospitality industry is the penetration of information technology into this area of innovative activity. Information technology is a set of all communications and information technologies that are used commercially within and outside this sphere, the result of which is considered an internet tool.

Internet and global information distribution technologies are the main information technologies of the hospitality industry. Also, the use of the internet in the hotel business is considered one of the types of innovative activities, and this is divided into several areas.

That is, it is the skillful use of space to conduct its services on the market. Because, advertising on the internet is becoming more and more popular, and hotels are actively entering with web pages and personal servers. Information about remote countries, exotic trips and prices for tourist services can be found through any search engine.

At the same time, the main areas of innovative activity in hotels are the following areas:

- extensive use of new technologies in the provision of regular services;
- introduction of new services with new features;
- efficient use of new tourist resources that were not used before;
- changing the usual tourist services in the provision of services and the organization of consumption;
- identification of new markets of the tourist service as well as their widespread use.

Also, innovations introduced in hotels are classified as an organizational, technical, management, marketing, social, economic and financial system that dictates its development.

First of all, the introduction of innovations in hotels should be aimed at fulfilling the needs of its customers in the conditions of a constantly changing market situation. Each service provided must be looked at as an object of constant changes. However, improving the characteristics of the service and striving to prolong the period of product existence also brings innovation.

In general, the solution of the above pressing issues serves to modernize the hotel network in our republic, take its development to a new level and increase its position in the international tourism market, and increase its competitiveness in the world tourism sector. This is based on the selection and application of innovative marketing strategies in the development of tourism services in hotels.

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