

## Implementing the Modern Innovation Technologies in Tourism

*Norchaev Asatullo Norbo'taevich, Pulatov Mamurjon Murodjon ugli*  
*Tashkent state university of economics*

**Abstract:** The article assesses the role of innovation in tourism, the status and results of innovative activities in tourism. International definitions and relations are written. Definitions of tourism innovations are given. Suggestions developed.

**Keywords:** Domestic tourism, international tourism, innovation, start-ups, entrepreneurship.

### Introduction

For the domestic and international market, which today is being built in all regions of the Republic of Uzbekistan on the basis of high scientific and technical potential promising areas capable of creating competitive tools is in the development stage. The result is a national innovation system ensuring its development, its integration into the international scientific and technical system acceleration opportunities are expanding. This is the economic situation in our country serves directly to shift development to a new innovative model.

In-depth analysis of complex global processes and the results of our country's development in recent years on the basis of the principle "For the dignity of man" to further improve the welfare of our people, transform sectors of the economy and accelerate entrepreneurship, unconditional protection of human rights and interests. In order to identify priorities for reforms aimed at building an active civil society: New Uzbekistan Development Strategy for 2022-2026, consisting of the following seven priorities, developed on the basis of the principle of "Action Strategy - Development Strategy" as a result of public discussion and building a people's state by raising human dignity and further developing a free civil society, approved in accordance with the state program for its implementation in the "Year of Human Dignity and Active Neighborhood";

- a) to make the principles of justice and the rule of law the most basic and necessary condition for development in our country;
- b) accelerated development of the national economy and high growth rates;
- c) pursuing a fair social policy, development of human capital;
- d) to ensure spiritual development and bring the industry to a new level;
- e) approach to global problems based on national interests;
- f) strengthening the security and defense potential of our country, pursuing an open, pragmatic and active foreign policy.

In order to accelerate the development of the national economy and ensure high growth rates, which is the second of the seven priorities, it would be expedient to take an innovative approach to the development of tourism in our country.<sup>1</sup> We must first understand what innovation is. UNWTO describes it as follows.

**What is innovation?**

Innovation in tourism, as elsewhere, is collaborative action between governments, academia, corporations, micro, small and medium enterprises (MSMEs) and start-ups, investors, supporting business partners (accelerators, incubators, etc.) and other stakeholders. Fostering a successful tourism innovation and entrepreneurial ecosystem requires connecting all stakeholders to collaboration opportunities and prioritizing capacity building in tourism and technology.



**Governments & Public Entities** policies that foster innovation, trade and the adoption of technologies, generally promote innovation in tourism

**Academia** create frameworks and models on sustainable innovation in tourism, smart destinations, contribute knowledge to Governments, Startups, MSMEs and Startups and Supporting Business Partners

**Corporations** develop new technologies, raise awareness internally about innovation, and implement an organizational structure and vision for technology, invest in open innovation

**Start-ups & MSMEs (micro, small and medium enterprises)** develop and implement disruptive technologies in tourism, satisfy and reflect the needs and demands of travelers, create innovative solutions in tourism that support the SDGs

**Investors** invest in sustainable projects related to tourism and technology, support the growth and internationalization of Corporations, Destinations and MSMEs and Startups

**Supporting Business Partners** support startups that are directly or indirectly impacting the tourism value chain<sup>2</sup>

<sup>1</sup> <https://lex.uz/uz/docs/5841077>

<sup>2</sup> <https://www.unwto.org/what-is-tourism>

innovation#:~:text=Innovation%20in%20tourism%2C%20as%20elsewhere,and%20other%20stakeholders.

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The following types of innovations in tourism can be distinguished:

- a) conceptual tourism innovations;
- b) new tourism products;
- c) new ways of providing tourist services;
- d) new tourist resources;
- e) new tourism business models;
- f) in the marketing of tourism products and services
- g) innovations;
- h) innovations in the organization and management of tourism;
- i) goods in industries and sectors closely related to tourism
- j) innovations in production and services.<sup>3</sup>

**Suggestions.** To develop tourism with innovation, we have developed the following proposals.

In conclusion, it is worthwhile to identify the following areas in which the use of digital innovative technologies in the formation of tourism infrastructure should be given special attention, first of all, with a view to continuing the work begun in recent years:

- Accelerate the application of innovative technologies in accommodation facilities, modern and brand hotels and affordable accommodation facilities such as hostels, family guest houses, as well as the introduction of mechanisms for the provision of apartments under the Airbnb system;
- Introduction of modern technologies in transport logistics, development of single, safe and innovative transport logistics, taking into account the complementary types of internal and external transport to increase and diversify the flow of tourists;
- Improving the efficiency of cultural heritage entities, museums, theaters, art galleries through the creation of a system for tourists on cultural heritage through practical information directories, the introduction of smart tourism technologies, the installation of turnstiles and video surveillance systems;
- Enhancing the "monetization" of tourism, primarily through the establishment of flexible pricing policies for air transportation, accommodation services, catering, cultural and entertainment events and souvenirs;
- Establishment of a national group to study the effective use of digital innovative technologies in tourism and draft normative and legal documents for the year with experts from local ministries and agencies, experts and representatives of the tourism sector to study the situation and find solutions to obstacles to innovation in tourism. should be developed.
- Innovative strategies for the effective development of tourism and its wide application in practice;

<sup>3</sup> [https://www.researchgate.net/profile/Nutfillo-](https://www.researchgate.net/profile/Nutfillo-Ibragimov/publication/330779924_Turistik_hudud_rakobatbardosligining_kup_darajali_modeli/links/5fbbd0ae299bf104cf6e624e/turistik-udud-rakobatbardosligining-kup-darazali-modeli.pdf)

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We also need to be prepared for the expected innovations and changes in digital innovation technologies used in world tourism. Today, competition is developing to such an extent that we need to be guided by the above information in developing strategic plans to overcome it.

### Conclusion

Achieving high incomes from tourism is called efficient use of existing potential. For example, in production, raw materials are needed. In the field of services, it is possible to meet customer demand using ready-made services and available opportunities. If we take an innovative approach to services. It is clear that profits will be higher. I believe that the rapid development of innovation in tourism began in 1972 with a patent for the invention of wheeled suitcases by Bernard David Sadow of the United States Luggage, and continues with the full electrification of the industry and the active participation of artificial intelligence. In today's innovation, tourism has reached space. Traveling in space is almost everyone's dream. So, we need to think innovatively to develop tourism.

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