

Innovative Ways to Increase Competitiveness of the Tourism Sector in the Country

Khalimov Sh. Kh.

*Assistant-Teacher of the Department of Digital Economics,
Samarkand Institute of Economics and Service*

Abstract: This article analyzes the existing opportunities in the development of innovative technologies in the field of tourism. In particular, the level of use of Internet communications by potential consumers was studied, proposals were developed based on the results of studies on the introduction of digital communications.

Keywords: tourism, domestic and foreign tourism, competitiveness, innovations, investments, strategy.

Introduction

As an important factor in mitigating the negative effects of the global crisis in the context of the coronavirus pandemic, the development of the digital economy, which has suffered the most, requires a focus on such pressing issues as increasing the competitiveness of the tourism sector. As the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted in his message, Oliy Majlis, "We will continue consistent reforms in the field of tourism development in 2021. Particular attention is paid to the development of pilgrimage tourism and domestic tourism and domestic tourism in particular. Also, 1 trillion soums will be allocated from the budget to improve land, water and road infrastructure around tourist sites" [one].

Analysis of the literature on the topic. As a general indicator characterizing the innovative activity of the tourism industry, innovative competitiveness is used. Because "innovation" and "competition" are closely related concepts. For example, M. Porter described innovation as a means of forming the forces of competition [2], R. Dole called innovation a weapon of global competition [3]. The innovative aspects of competition theory were developed by J. Schumpeter, who characterized competition as "creative undermining" as competition with innovations, and introduced the terms "effective competition" and "effective monopoly" into scientific exchange, which are associated with innovative processes and entrepreneurial functions.

Research Methodology. The methodology of the article is an analysis of the resources, strategic development and competitiveness of the tourism sector, an analysis of the importance and role of the economy in accelerating the increase in the competitiveness of the service sectors.

Analysis and results. "Innovative competitiveness" means the ability to gain a competitive advantage through innovative activities [4]. That is, innovative competitiveness is the use of the existing innovative

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potential of the service sector and the degree of development of the innovation system in this area. Innovative competitiveness also means that service businesses achieve a competitive advantage in terms of innovation by creating and delivering innovative services.

The main feature of competition in the service sector and its sharp difference from industry and agriculture is that competition requires simultaneous consideration and analysis at several interrelated levels, including macro-, meso-, micro- and mono-levels. Only if competition at these levels can provide advantages will the synergistic effect of competitiveness in service and service provision be obvious, and new structural features of the industry will be formed. It is recommended to allocate "7-M" order of levels of innovative competitiveness in the service sector. In our opinion, these include:

1. Innovative competitiveness of the mega level (international prestige of new tourism services);
2. Innovative competitiveness at the macro level (national impact of new tourism services);
3. Innovative competitiveness at the meta level (prestige of new tourism services at the industry and network levels);
4. Innovative competitiveness at the mesolevel (reputation of new tourism services at the regional and local level);
5. Innovative competitiveness at the micro level (prestige of new tourism services among similar enterprises);
6. Innovative competitiveness at the mini-level (the prestige of new tourism services from the point of view of families);
7. Innovative competitiveness at the mono-level (the prestige of new tourism services from the point of view of individual and group consumers).

The creation of innovative projects is of great importance in increasing the innovative competitiveness of the tourism industry. The creation and implementation of an innovative project consists of three stages:

- 1) Pre-investment stage: determination of the investment opportunities of the project; choose the latter based on the analysis of its alternatives; feasibility study; research support for the project, etc.
- 2) Investment stage: approval; conclusion of contracts; development of design and construction documentation; identify a project leader; training; view preparations for launch.
- 3) Implementation stage: commissioning; bringing the project to full capacity: carrying out the costs of using existing capacities and updating fixed assets [5].

Innovative projects are divided into the following types according to the volume of tasks to be solved [6]:

- monoprojects , as a rule, are designed to solve one problem, are carried out within a certain period of time, within certain financial resources and are coordinated by the project manager.
- multi -projects are an action program that includes dozens of mono -projects aimed at achieving a complex innovative goal, associated with the creation of a large scientific and technical complex and characterized by the need for a coordinating unit.
- megaprojects are multi-purpose integrated programs that combine hundreds of mono -projects and several multi -projects interconnected to achieve a single goal, requiring centralized financing and management from the coordinating center.

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The criteria for determining the success of innovative projects are as follows: financially successful; radical innovation; patent purity; protected by license; priority areas of innovation; competitiveness of introduced innovations [7].

Thus, innovative competitiveness, on the one hand, reflects the real level of innovative development of the tourism industry, and on the other hand, serves as a measure of the industry's efficiency.

Conclusions and offers

1. Strategic development of the tourism sector and increasing its competitiveness in order to achieve economic efficiency, first of all, it is necessary to clearly define the goals of the tourism sector, as well as the means and methods for achieving them. The production of high-quality and competitive services at the lowest cost ensures maximum profit and avoids the crisis and is the main task of any tourism industry.
2. The need to improve its competitiveness is assessed on the basis of an analysis of trends and patterns in the provision of services and the principles of strategic management. Since sustainability is the efficiency of tourism activities, the realization of its competitive potential, and competitiveness is the effective use of the service capacities of the tourism sector and the determination of competitive service opportunities, taking into account the totality of these concepts allows the enterprise to formulate an optimal strategy for increasing its competitiveness.
3. Improving the economic efficiency of tourism enterprises is one of the most important areas today. The demand of the population for tourism is increasing every year. To meet this demand, tourism enterprises need to apply innovative technologies, make sufficient investments and improve the mechanisms for using new effective methods.

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