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Foreign Strategic Approaches to Optimizing The Regional Tourism Innovation System

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Abstract: Tourism is one of the largest and fastest growing industries in the world by GDP, employment, and cultural exchange. The Republic of Uzbekistan takes effective steps for the development of tourism through the systematic reforms and strategic programs, increase the flow of domestic and foreign tourists. However, the introduction of modern technologies into Uzbekistan's tourism system and attracting foreign best practices have not yet found wide implementation and research in tourism. The aim of this research is to examine international experiences in tourism innovation, as well as to determine their relevance for the effective development of the regional tourism system in Uzbekistan. It examines how the use of smart technologies, ecotourism, virtual reality and digital marketing can improve service quality, develop outbound tourism from abroad and improve economic indicators. Statistical data of Samarkand region between 2012 and 2023 indicates dynamic development of tourism facilities and revenues, with a 15% increase in the influx of foreign tourists in the 1st quarter of 2024 compared to the same period last year. This research presents a flexible working structure to save technologies and innovative practices borrowed from worldwide for the tourism industry of Uzbekistan with the point to modernization and sustainability. These innovations will help develop the economy, create new jobs, and green tourism sector while preserving national heritage and making Uzbekistan competitive in the world tourism market.

Keywords: Tourism Innovation, foreign experience, tourism in Uzbekistan, smart tourism technologies, ecotourism, sustainable development, cultural heritage, virtual reality (VR), personalization, digital communication, marketing strategies, tourism industry development, tourist infrastructure

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1. Introduction

As The world tourism sector is the fastest growing and most profitable type of business, with a "share of global gross domestic product (GDP) of 10.0 per cent. Also, every seventh of the jobs created fall into the tourism sector " [1]. According to forecasts of the World Tourism Organization (WTO), the number of international tourists in 2020 is 1.6 billion.

This sector of the economy is developing rapidly, and in the coming years it will become the most important one. "the annual growth in investment in the tourism sector is about 30%". International tourism has a significant impact on the employment of the population, and as an active source of foreign currency arrival, the country's foreign trade payment balance, not only the national economy, also affects their social, cultural, environmental environment. The tourism industry is an important component of the world

economy and plays an important role in the development of the economy of countries, cultural exchange and international cooperation. Innovative technologies and strategies contribute significantly to the development of Tourism [2] [3].

In Uzbekistan, large-scale reforms have been carried out to increase the service sector, in particular, the volume of tourist services. Chumonchi, in order to improve the quality of tourist services, regulatory documents, standards and new requirements were developed, management structures were improved. Great importance is attached to the development of National Tourism and to increase the flow of foreign tourists and to expand the export of tourism services, to increase the employment level of the population based on the creation of new jobs in the network, to increase the number of hotels, other means of accommodation of tourists and subjects engaged in tourism activities, as well as to. Consequently, in our country, certain measures are established in this regard, and the efforts to ensure their implementation are increasingly strengthened [4].

In the economic development of New Uzbekistan, the tourism sector is given a lot of attention within the framework of the "travel across Uzbekistan" program for the 35th purpose of the new Uzbekistan development strategy for 2022-2026, the number of domestic tourists is increased to 12 million, and the number of foreign tourists visiting the Republic is increased to 9 million. Relying on foreign experience in the innovative development of the tourism industry, today the development of the following industries is greatly adding to the rapid growth of Tourism [5].

Many scientists are conducting scientific research on the development of innovation in the field of Tourism. Below we will analyze some of the leading foreign and domestic scientists and their important works on this topic.

Professors of Bournemouth University and Hong Kong Polytechnic University Buhalis D. And Law R. Lar wrote several scientific papers together. Their most notable collaborative work is "Progress in information technology and tourism management: 20 years on and 10 years after the Internet the state of Tourism research". This article provides an in-depth analysis of the development of Information Technology in the field of Tourism and the impact of the internet on tourism management and shows important areas of research in eTourism (electronic tourism). Buhalis and Lar's research highlights the benefits and challenges of Information Technology for tourism management and provides predictions about future trends and innovations [6].

University of New Zealand Professor Hall C. M. And University of Surrey Professor Williams A. M. "Tourism and innovation", written by Lar, explored the relationship between Tourism and innovation. The book provides a detailed analysis of how innovation affects the tourism industry, including product and process innovation, organizational change, and the role of knowledge and technology in the development of innovation. The authors study various theoretical perspectives and case analyses to show the practical application of innovation in tourism and highlight the importance of creativity and entrepreneurship in increasing competitiveness and sustainability [7].

Local scientists and researchers have also conducted many analytical studies on the path of innovative development of Tourism. In Particular, M.X. Soxibova. Application of innovative technologies in the development of tourism: in the work entitled international experience and promising directions, he carried out a detailed analysis of the application of innovative technologies in the field of Tourism and the study of the prospects for their application in Uzbekistan based on international experience and how innovative technologies are important for the development of the tourism industry and their effective implementation [8] [9].

Sh. Ruziyev's paper on the development of smart tourism in Uzbekistan on the basis of modern principles and the use of foreign experience in this, explores the early stages of the development of Smart Tourism. The study emphasizes the importance of using new technologies and applications to enhance the experience of tourists and improve the effectiveness of tourism-related activities. The article provides insights into the global

experiences of countries such as France, Spain, the United States, Italy and Thailand in implementing smart tourism initiatives[10].

2. Materials and Methods

The research was of qualitative and quantitative nature and it used qualitative methods to examine the significance of innovations in tourism development and the scope of their use in Uzbekistan. The principal approach was observatory, comparative and systematizing of nationally and internationally existent practices. The related foreign and local literature focusing on smart tourism, virtual reality, digital communication strategies, or the like were broadly reviewed. The assessment of tourism indicators such as the contribution to GDP, employment level, and tourist streams were grouped statistically and comparative method were utilized using global statistical databases, including those of the World Tourism Organization and regional statistics of Uzbekistan. The reform under the New Uzbekistan Development Strategy and its impact on the infrastructure and quality of the tourism service has been studied. The trends of growth of hotels and tour operator activity and the generation of revenues are written according to empirical data from the Samarkand region from 2012–2023 years. In order to quantify progress and identify areas for improvement, foreign tourist arrival figures for years 2018–2024 were also analyzed. The methodology combined theoretical contributions from leading academics within the field of tourism innovation with real-life case studies from the countries France, Spain and Thailand resulting in the possibility of comparison. This multi-method technique provided an integrated view for integrating innovations in tourism worldwide to specific features of Uzbekistan to ensure competitiveness, sustainability, and economic efficiency.

3. Results

In Uzbekistan, large-scale reforms have been carried out to increase the service sector, in particular, the volume of tourist services. Chuponchi, in order to improve the quality of tourist services, regulatory documents, standards and new requirements were developed, management structures were improved. Great importance is attached to the development of National Tourism and to increase the flow of foreign tourists and to expand the export of tourism services, to increase the employment level of the population based on the creation of new jobs in the network, to increase the number of hotels, other means of accommodation of tourists and subjects engaged in tourism activities, as well as to Consequently, in our country, certain measures are established in this regard, and the efforts to ensure their implementation are increasingly strengthened.

Today, on a global scale, tourism is an important component of the economy and makes a worthy contribution to improving the socio-economic well-being of the countries of the world. Tourism serves to create products and services in areas ranging from lodging and transportation to food, retail, culture, sports and Recreation, to provide community-economic support, and to celebrate their celebrations, which have become a tradition around the world.

Tourism is a major factor in economic growth, employment, and foreign exchange revenues in many countries. The contribution of tourism to Gross Domestic Product (GDP) plays an important role in the world economy, as it reflects the economic impact of the tourism industry in different countries.

According to the World Tourism Organization, the share of the tourism sector in the world gross domestic product (GDP) in 2023 was approximately 9.1%, equivalent to US \$ 9.5 trillion. Also, the total exports amounted to US \$ 1.6 trillion, equivalent to 6.8% (which means 29% of total services exports) and 334 million jobs (1 in 10 working in tourism). Over the past five years, one in 5 of all global jobs has been created precisely in the field of Tourism. According to experts, over the next 10 years, 100 million additional jobs in the world tourism industry are expected to be created. This means that in the next decade, one

in four new jobs will be created by the tourism sector. Work in the field of tourism in particular serves to increase the employment of women, young people and other limited sectors of society. Tourism is seen as the main source of job creation in countries that are very important to the economy. 71% of all new jobs created in Greece, 60% in Portugal and 47% in the UAE are in manashu sector contributions. These statistics represent how great the role of the tourism sector in economic and employment in these states is [11].

In 2023, the number of international tourists was estimated at 1.4 billion, and this figure is expected to exceed 2 billion people by 2027 [12]. The share of tourists from developed countries in the world tourist market is considered large. Because tourism is primarily linked to high income, the population of countries with a developed standard of living prefers to travel more. This, in turn, will develop travel abroad in the country, that is, outbound tourism.

Many countries in the world have great opportunities for economic growth through the export of tourist services. This, in turn, forms competition at the international level in the tourism sector (**Table 1**). It is difficult to obtain accurate data on the indicators presented in the table, since these indicators vary from country to country and throughout the year. However, based on general analysis and available data, some assumptions can be made [13].

Table 1. The share of tourism in the economy, by region

Regions	Share of tourism in GDP, trillion dollars. USA	Population employed in the tourism sector, million people.	Growth of tourism's share in GDP in 2023 compared to last year, in percent
USA	1,27	17,4	3,15
Asia-Pacific	2,6	17,1	15,14
Africa	0,2	24,6	6,03
Europe	2,5	36.5	13,6
Middle East	0,42	3,2	9,2

The region that receives the most tourists is Europe and Asia-Pacific. However, in European and American countries, tourist activity is somewhat profitable, and the average income from tourists visiting the area is considered much higher. The level of development of tourist markets in the regions is different, and tourist visits and income from them are also unevenly distributed[14] [15].

In terms of the contribution that tourism contributes to GDP, developing countries dominate among the fastest growing countries of the world. Another aspect of this sector itself is that it provides an opportunity to redistribute income around the world [16]. Therefore, a number of reforms are being carried out in Uzbekistan, with special attention to the development of tourism, increasing its position in the economy. These reforms are among the most important steps in the development of Uzbek tourism. As a result of our observations, we can see the factors affecting the development of tourism, that is, hotels in the Samarkand region in 2012 amounted to a total of 80, while by 2023 the number of tour operators and turagency organizations increased to 265, and in 2023, when 46 organizations were formed, 136 turagentans were established, the number of tourists served by the hotel and turagency the number of tourist trips sold by them is 5129 as of 2012, and 23861 tourist trips have been sold as of 2023. The volume of revenue from services provided by hotels, tour operators, and tour operators in Samarkand region amounted to

15223 (thousand soums) in 2012, and in 2023 it amounted to 202958 (thousand soums) (Table 2).

Table 2. Economic analysis of the Samarkand region on the basis of stationary data in the tourist sphere.

Years	Information about hotels in the Samarkand region. Total	Information about tour operator and travel agency organizations operating in the Samarkand region			
		Number of tour operator and travel agency organizations, in quantity	Number of persons served by them, in number	Number of tourist tours sold by them	Volume of revenue from the provision of services, (thousand soums)
2012	80	46	30779	5129	15223
2013	86	48	27106	3924	14682,8
2014	97	46	27438	6714	16935,3
2015	104	52	23171	4224	13244,2
2016	112	56	25616	4646	18813,6
2017	110	57	36709	3297	36956,2
2018	116	60	40456	5817	47197,9
2019	146	68	56229	26518	152283,2
2020	149	45	17612	1547	971,4
2021	116	41	7832	5121	12043,3
2022	186	57	27817	10720	65249,7
2023	265	136	71338	23861	202958

In the result of the tax, we found out that the state's attention to tourism, major reforms have opened up a wide path for the development of the field. We can see that the flow of foreign tourists has increased as a result of the development of Tourism.

Foreign tourists who came to Uzbekistan during the 7 months of 2024, when the statistics were calculated, the number of foreign tourists who visited our country reached 4 million 242 thousand people, an increase of 15 percent compared to 7 months of 2023 (Table 3).

Table 3. Flow of foreign tourists

Main indicator name	unit of measurement	2018 y	2019 y	2020 y	2021 y	2022 y	2023 y	2024 y. in January-July
Visits of foreign tourists	Thous and people	5346,2	6748,5	1504,1	1881,3	5232,8	6626,3	4242,9

The total number of tourists visiting our country from neighboring countries was 5 million 349 thousand in 2023. In January-July 2024, the number of visitors can be seen increasing by 11%. The number of travelers traveling from neighboring CIS countries to our Republic shows an increase of 55% in 2023 compared to 2018. This can be seen in our country a significant increase in the number of visiting tourists from the CIS countries. Tourists visiting from other countries turned out to be 34% less than those visiting from the CIS countries in January-July 2024 (Table 4).

Table 4. Geography of visits of foreign tourists

By country	unit of measurement	2018 y	2019 y	2020 y	2021 y	2022 y.	2023 y.	2024 y. in January-July
from neighboring countries	thousand people	4658,4	5827,1	1350,4	1540,9	4 364,8	5 349,4	3 418,2
from other CIS countries		406,2	495,6	90,0	208,2	606,4	763,2	472,6
from other countries		281,6	425,8	63,8	132,3	261,6	513,7	352,1
TOTAL		5346,2	6748,5	1504,1	1881,3	5 232,8	6 626,3	4 242,9

To improve this indicator, it is necessary to organize the provision of tourism services at a high level, to establish tourism resorts that celebrate national values and traditions, to attract tourists to monuments with a history of mining and antiquity. It is important to establish friendly relations with tourists to the population living in these regions.

4. Conclusion

The study and adaptation of foreign experience in the innovative development of the tourism industry provides great opportunities for Uzbekistan. By promoting Smart technologies, ecotourism, cultural heritage through virtual reality, personalization and quality of service, the introduction of foreign experience in the fields of marketing and digital communication, the tourism sector of our country can be brought to a new level. To do this, it is important to strengthen cooperation between the public and private sectors, introduce innovative technologies and train qualified personnel.

Special attention is paid to the development of tourism in Uzbekistan, increasing its position in the economy, and a number of reforms are underway. At the same time, it is necessary to implement international norms and standards, develop tourism infrastructure, create a comfortable tourism environment, develop transport logistics and improve the quality of service.

In conclusion, innovations in the field of tourism will help to improve the experience of these tourists, improve the quality of Service and ensure economic efficiency. The use of foreign experiences creates new opportunities for modernization of Uzbekistan's tourism infrastructure, ensuring environmental sustainability and preserving cultural heritage.

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