

## Scientific and the Oretical Foundations of Innovation in Tourism Enterprises

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**ABSTRACT:** This article provides detailed information on the development of tourism in the country, the involvement of innovative technologies in this area, as well as the development of tourism entrepreneurship, the system of development of tourism enterprises in Samarkand.

**KEYWORD:** Tourism, gastronomic tourism, business, innovative technology, international experience, design.

Innovative technologies in the hotel industry as a way to manage the competitiveness of hotel enterprises. Innovations in the hospitality industry and their typology. The development of new communication technologies offers hospitality businesses new unique opportunities to communicate with their customers. The question is how well companies in this field can adapt and adopt innovative technologies, and how quickly they can bring innovation to the center of their enterprise management system. The market analysis conducted in Section 2 showed that the further development of the hospitality industry depends on activities in this field, including. It is necessary to analyze the specifics of innovative activities in the industry to identify situations that hinder or encourage the innovation process in hospitality.

Research on innovation in the hospitality industry is mainly based on two approaches: the Shumpeter approach, which considers the innovation process as the nature of entrepreneurship in the hospitality and tourism industry, and the approach based on the study of innovation in the service sector in general. , also known as a situational approach. The first approach is widely covered in the industry literature, covering various aspects, levels of analysis, and points designed to analyze innovations in the hospitality and related tourism industries. Traditionally, with this approach, the innovation process and its management at the enterprise level are discussed in detail, as a rule, step-by-step recommendations are given to improve each stage of the new service development process. The study of P. Jones, who proposed a 15-step approach to the development of an innovative process in the hospitality industry, is such a striking example.

M.S.'s articles can be distinguished from subsequent work on this subject. Ottenbacher identified 12 factors for successful hospitality innovation based on an analysis of 185 accepted hospitality innovations in Germany. He concluded that it was different. "Jones, P. Hospitality Innovation Management. Cornell Hotel and Restaurant Administration Quarterly, 37 (5), 1996, pp. 86-95.

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2 Ottenbaxer, M.C. Innovation management in the hospitality industry: different strategies. *Journal of Hospitality & Tourism Research*, 31 (4), 2007, pp. 431-454. The goals of innovation in the field of hospitality require a variety of approaches to achieve success in innovation development, understanding and understanding that market orientation is a key aspect of the success of its well-planned innovation process and its individual projects implemented with the active participation of its employees. organization He also noted that innovation success is closely linked to the quality of personnel management, as well as the important functions of innovation in the hospitality industry and the quality of net consumption.

E. Martinez-Rose and F. Orfila-Sintes identified, measured, and analyzed how the determinants of radical and partial (growth) innovation interacted with each other. Other researchers have used only a second, situational approach in their work, using the only successful innovations in the hospitality industry. M.Phan, for example, studied in detail the innovative activities of the PtaffaFepeee Hotel in Paris and identified five key factors in its success in launching innovative services, particularly the existence of the entire company. marketing strategy that encourages and supports change and innovation; a charismatic leadership style that encourages collaboration between employees; the existence of an organizational structure and support structures within the firm that create and support innovation; availability of employees loyal to the company and innovation; open and direct communication between staff and hotel stakeholders.

F. G. Vignali and A. Matiakchi compared business and marketing approaches to innovation in the hospitality industry in the UK and Italy, and concluded that innovation without entrepreneurship and marketing can negatively affect the success of a hospitality enterprise. "Thus, foreign experience and Russia is making efforts in this direction to organize a wide range of innovative marketing activities in the field of hospitality.

In addition, there are many different approaches that study and analyze the level of penetration of technological innovation in different sub-sectors of hospitality. They point to a study of the effectiveness of innovations in the field of new means of communication, such as how a hotel website affects the success of a hospitality business in a particular region and the level of adoption of Internet technology by hotel guests. M. Khan and M.A. In his work, Khan analyzed how technological innovations in the hospitality industry affect the relationships of hotel employees with their customers.

1.2 This tourism theme is "Types of entrepreneurial activity in tourism. Travel agencies. Opposites. Touperators. "What is important is that entrepreneurship is an integral part of a modern market management system, in which the economy and society as a whole cannot form and develop normally. Independent entrepreneurs are the largest stratum of private property owners and, due to their mass character, play an important role not only in the socio-economic but also in the political life of the country. Small business strengthens market relations based on democracy and private property. Private entrepreneurs, close to the majority of the population in their economic status and living conditions, form the basis of the middle class, which is a guarantee of social and political stability of society. The Constitution of the Russian Federation stipulates that every citizen has the right to freely use their abilities and property for entrepreneurship and other economic activities not prohibited by other laws.

All bodies of state power must ensure and protect the rights of entrepreneurs and freedom of small business in their activities, the resistance of which must be considered a violation of the Constitution of the Russian Federation. The state recognizes and protects equally private, state, municipal and other forms of property.

Regulatory documents play an important role in the analysis of business development in the Russian Federation. Russia has the Law of the Russian Federation “On State Support of Entrepreneurship in the Russian Federation”, which provides the basis for the legal regulation of private entrepreneurship in Russia. From a legal point of view, the most important thing for the effective implementation of state policy in the field of business support is the Federal Law "On state support and medium business in Russia." Adopted in 1995, it still plays an important role in the legal regulation of the relationship between the state and entrepreneurship, despite its shortcomings.

The following types of business are distinguished in the generally accepted classification of business activity.

1. production (production) - direct creation of services and other products;
2. commercial-intermediary activity on transfer of the produced product from the producer to the consumer;
3. financial - a special type of activity for the expenditure and training of funds for the reproduction of services and products;
4. Consulting - general management, assessment of producers' capabilities, financial management, marketing, etc. Activities related to counseling (counseling) and assistance. Due to the peculiarities of tourist services, the entrepreneurial activity of tourist organizations can only be conditionally assigned to a certain type. Thus, the activities of tour operators often ensure the organizational readiness of the tourist product and its partial production and promotion to the consumer. Therefore, the activities of tour operators can be conditionally associated with effective entrepreneurship.

Travel agencies are intermediaries - sellers of species. In addition, they provide certain types of services, such as insurance, consular services, and more. This is a mixed type of activity. Contractors who serve consumers of tourism products, ie actively participate in the production of services and on this basis provide services to effective businesses - tourist services (hotels, restaurants, carriers, tour agencies, etc.). Tourism organizations can combine organizational training, sales (including retail), and performance of services. In this case, the company carries out several business activities at the same time.

1.3 A regular meeting of the CIS Tourism Council and the first tourism fair were held in Samarkand.

According to the program of the event, officials of the Commonwealth of Independent States and international organizations visited the tourist sites and historical and cultural monuments of Samarkand. The route was small - Amir Temur Mausoleum, Registan Square, Bibikhanum Mosque, Ulugbek Observatory, Konigil-Meros Paper Production Workshop and about a dozen other places. After getting acquainted with these objects during the day, the guests said that it is possible to see each of the historical monuments and sacred sites in Samarkand for a day.

We've heard that before. Or our compatriots who have gone abroad said that they have set aside a day to visit a museum or a historical place where they have traveled. Such a program is, first of all, a great opportunity for tourists to enjoy the trip and have an unforgettable experience. On the other hand, the economy of the country also benefits from the fact that tourists stay for a few days.

The tourism potential of our country is not inferior to the developed countries of tourism in the world. That is, we have a lot of tourist attractions that you can visit, visit, enjoy. In addition to our historical cities such as Samarkand, Bukhara, Khiva, Shakhrisabz, Tashkent, there are opportunities

to develop eco-tourism, agro-tourism, pilgrimage tourism, gastronomic tourism and other areas in any other region of the country.

In recent years, the trend of strengthening the economy and creating new jobs through the development of tourism in the world has become apparent in our country. As a result of the President's special attention to this sector, long-term reforms are being carried out in order to effectively use the rich tourism potential of Uzbekistan and increase its tourism potential.

Continuing our example with the example of Samarkand.

New directions - new impressions

Thanks to the measures taken to increase the flow of tourists to our country, to establish modern services for them, to ensure their safety, last year the region received twice as much as in 2017, ie 2 million. 351 thousand local and foreign tourists came. They received \$ 116.7 million in services. The average stay of foreign tourists in the region was 2.5 days. This year, 2.5 million local and 500,000 foreign tourists are expected to arrive.

Today, Samarkand attracts tourists not only with its centuries-old historical monuments, but also with its unique natural landscapes. Taste, shopping in the eastern markets, visiting the holy shrines, treatment and other opportunities, - said the head of the Department of Tourism Development of Samarkand region Dilshod Narzikulov. "Currently, there are 541 tourist facilities and 157 tour operators in the region. There are 131 hotels and 93 guest houses with a capacity of 6,100 guests at a time. There are 209 tourist vehicles and 230 escorts and interpreters.

Until recently, our tourist routes were limited to historical monuments and museums in Samarkand. However, today in our region the historical-cultural, pilgrimage, ecological, gastronomic, cultural-educational, archeological, health-improving and agrotourism directions of tourism are developing rapidly, and the number of objects in them is growing every year. Zarafshan National Park in Jambay, Ohalik and Mironkul mountain villages in Samarkand district, Takhtakoracha pass in Urgut and reservoirs and caves in Beshkon, Omonkoton, Qoratepa villages, mountainous areas, Nurabad. Recreational areas in Sazagon, Anjirli, Jam, Ibrahim ota settlements of the district, the area around the springs in Pangat, Qizilbel, Karatash, Jonbulak villages of Koshrabat, Fozilmon state forestry are popular with tourists. The establishment of service points around these facilities provides employment for the population and provides them with a stable source of income.

The ecotourism center in Zarafshan National Park, the Chinaras agro-eco-tourism area in Bozi mahalla of Samarkand district, and the national ceramics workshop in Konigil mahalla are also crowded with tourists.

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