

IMPORTANCE OF INNOVATIVE TECHNOLOGIES IN TOURISM

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Annotation. In this article, opinions and comments about the innovations and their effectiveness, which are newly used in tourism from year to year, and some suggestions are made. Several works on the use of innovative technologies in tourism and their implementation in real life and their impact were studied.

Key words: tourism, economy, innovation, tourist, industry, technology, innovative technologies.

Introduction. The tourism sector in our country is developing year by year and is becoming one of the leading sectors of the economy. For this reason, development of the tourism sector, full demonstration of its potential is appropriate. In particular, the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, in his "speech at the meeting of the Council of Heads of the Shanghai Cooperation Organization" on July 4, 2023, touched on the issue of increasing the tourism potential in international cooperation issues and noted that "Cooperation in the field of tourism is one of the main priorities. Currently, there is a clear lack of regional tourism products of good quality and affordable prices. We support the activation of relations between tourism administrations, leading operators and airlines in the year of tourism development in the SCO region. We propose to hold a **joint scientific-practical conference on the development of the SCO tourism industry** within the anniversary session of the General Assembly of the World Tourism Organization, which will be held in October this year at the Silk Road International University in Samarkand. not for nothing.

In particular, tourism and innovation are seemingly contradictory concepts, but Tourism means recreation, travel, impression, history. Innovation is a concept close to technologies, industrial industry, IT network. How can the two be reconciled and what will it lead to? Regardless of the character, experience, motivation for travel, tourism for most people is associated with good mood, vacation, romantic road, sea, sun, mountains, delicious food, adventures in places rich in history. What comes to mind when we hear the word innovation? Ideas, application of technologies,

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industrial discoveries, infrastructures, rapid development, labor productivity, science, modernization, design, service, changes, rationality. Let's try to combine these two "clouds of associations" . So, history and modernization , labor productivity and vacation , adventure and rationality , How to integrate them is important for the production of a tourist product in y account ? Despite the fact that goods and services in the global economic market are based on the wishes of the customer, the starting point in tourism is always the product and its possibilities . That's why tourism is not a production, even if it has financial and administrative influence at the level of demand, it cannot be implemented without technological enthusiasm.

decided on the basis of natural factors, geographical and weather conditions, history, cultural heritage objects . Therefore, knowingly using them, combining various services, creating new products - this is the basis of the growth and development of this network. Of course, there are exceptions built at the expense of large investments and high technology, for example, the mountain dust track built at the Emirates Mall in Dubai . But he is an exception precisely for the sake of inspiration , and he consistently and thoughtfully calls for the creation of his own product. Besides, tourism is a small business, except for major infrastructure projects. In many cases, it is not even a business, but an activity and hobby of certain people - guides, guesthouse owners, artisans, painters, musicians. Uzbekistan has a wonderful climate, nature, rich history and is located on the Great Silk Road. Is this enough for the competitiveness of Uzbekistan as a tourist destination, even if modern technologies are not introduced? For example, the Egyptian temples attract millions of tourists. But there is a sea in Egypt, and tourists divide their vacation into two parts - a historical tour and a beach holiday. This is the case in Greece, Turkey, India, Thailand, Spain, Vietnam, and Israel.

No matter how serious the content of a trip to Uzbekistan is - historical, architectural, religious or ethnic - it should not be forgotten that tourism in general belongs to the entertainment industry. People spend their vacations on it, budget accordingly. This is what will leave an impression and a number of memories from the vacation . Therefore, in a place where there is no sea , it is necessary to plan the emotions of your guests with special consistency. Exhausting walks under the hot sun of Bukhara or from monument to monument in Khorezm are compensated by hoteliers, restaurateurs, transporters, tour operators and other participants of the tourism product, showing comfort and innovation to cheer up the tired tourist and prepare him for the next day. need Then it is not surprising that he wants to return to Uzbekistan again. Creators of the e-visa.gov.uz interface, border guards, city planners, people responsible for navigation in and between cities , and providers of services related to travel and tourism will join the ranks of tour organizers and those

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who feel the need for innovations . At the expense of what technology changes , products improve, competitiveness increases? How can innovations in the field of tourism differ from each other? The size . Innovation can be introduced at the scale of the entire network, individual enterprise, country, city, creation of a new tourist product or change of the whole , tourist object. Implementation area. In search and other applications that help tourists, manage people and provide them with work. This includes the opening of guest houses supported by light microcredit and private sector , technical service sector such as online check-in at the airport. Surface rate. Strategic innovations are implemented gradually (development of transport communications). The implementation of reactive innovations is accelerating (revocation of the visa for the country that sends tourists).

Development potential. From drastic changes like e-visa to improving some parts of the existing system (eg ATMs in tourist centers). At what level and composition of tourist products should be achieved in the country in order to attract tourists, but not destroy the delicate local ecosystem (objects, local traditions, ecology, nature conservation)? The concept of sustainable tourism development should serve as a beacon. Personnel policy includes the implementation of new profiles of specialists (tour directors) and professional requirements (tour-consulting), system of professional development, retraining and motivation of employees. The rationalization of financial activity implies the implementation of modern accounting and accountability forms that ensure the stability of the organization's status and development . Management innovation is often combined with process innovation. Marketing innovation is the improvement of pricing, offering, promotion, and payment approaches for tourism products. These innovations capture the changing needs of the target audience and attract new consumers. For example, preferential price formation for frequent customers of airlines and hotels, or "all-in" sales system, as in Turkey, are examples of this. Business model innovation is a new way of doing business to increase the value of the business to the consumer. For example, the creation of customer bases and data banks in hotels, which provides an opportunity for an individual approach to service . Or, to optimize transportation, the national airline joins the global alliance . A new business model in Russia is a system of mutual settlements for tourist services in the sale of routes, sanatorium-resort and wellness services through the Transport Clearing House .

Innovation in logistics – new solutions in supply, distribution, delivery systems and chains (including tourists). For example, airport hubs are a completely new concept of movement through a single connecting air transport hub . Air ticket search services can also be added to these . In Uzbekistan , taking into account that the main tourist route is Tashkent-Samarkand-Bukhara-Khiva, an open online system where

the owners of tourist vehicles can enter their empty trips can be an innovative product. Gap trips occur when tourists go from city to city by surface transportation and return by plane (or high-speed train). But air tickets and Afrosiyab train tickets are expensive, and finding a seat during the season is also a problem. For those who prefer less travel, it may be worth taking a half-price bus home from Khiva to Bukhara. As a result, it would have a positive impact on both the value of low-cost passenger travel and the pocketbook of the main customer of the bus. Resource innovation is the use of new types of resources to organize tourism and develop new destinations and services. The tourism network actively adds new resources to its economy and uses them to create new offers.

For example, the discovery of dinosaur fossils led to the opening of the Dinosaur Park in the United States, which has paleontological museums and routes that allow visitors to view archaeological discoveries. Another example is the opal mines in the Australian mining town of Coober Pedy. In Evenki, an open-air museum dedicated to the fall of the Tungus meteorite was established, and in the 20s of the last century, the first explorer along the path from the village of Vanavar to the place where the space body fell through swamps and taiga "Leonid Kulik trail" route is created. Conceptual innovation is the creation of new concepts of tourism, tourism services and their implementation in new forms of service, architectural engineering and technological solutions. For example, the construction of hotels and restaurants from ice in the Nordic countries (the famous Ice Hotel in Sweden), themed hotel-casinos in Las Vegas (for example, "Excalibur" - a medieval castle where knightly competitions are held). "Tourism of civilizations" can also be included in this category - they are a new form of specialized tourism. Civilization tourism provides a complete picture of the nature, history, culture, ecology, lifestyle, communication and cooperation of civilizations. For example - traces of Turkish civilization, tours along the roads of the Timurid and Baburi dynasties (apparently, they do not exist in a developed and marketable state). Combining previously incompatible points of status and geographical location (Turkey and Central Asian countries, Uzbekistan and North India) in one tour is a unique proposition. It satisfies the need for new knowledge and experience, which is characteristic of modern tourists.

Marketing differs from innovation only in that it requires conceptual innovation. Institutional innovations shape new rules and regulatory systems in tourism as well as related sectors. They create new systems and forms of cooperation between the administration, the private sector and the public in tourist destinations. For example, increasing the number of countries that are subject to a visa-free regime for up to 30 days freed tour operators from their responsibilities regarding a number of actions of tourists coming from these countries to the territory of Uzbekistan (Order

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of the President of the Republic of Uzbekistan No. PF-5326 dated February 3, 2018 "O Decree on additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan). Only proposals based on an understanding of customer expectations, satisfaction and values can be in demand .

Innovations should be designed accordingly. The key word here is marketing. New solutions and innovations should always be available everywhere . The demand for tourism services shapes the supply. Tourists not only actively participate in the creation of tourism products, but also create their own tourism products (independent travel). As a marketer, the author would like to show the role of marketing in setting innovative directions in tourism . When conducting tourism research , marketers usually compare what tourist segments are like or what they do. In fact, you need to learn what they want . It is this information, especially in our areas such as agro-tourism and eco-tourism , that would be particularly important for the development of the tourism business. Strategies designed for the " average " consumer often result in unattractive products, unrealistic prices, and ineffective advertising messages.

For example, it would be difficult to build a hotel complex somewhere among the mountains or in the Charvok reservoir, which would attract both the residents of Tashkent and foreign tourists alike. Especially if we take into account that Uzbekistan is mainly visited by old people who are interested in history and prefer high comfort. Even more difficult would be to advertise and promote this facility to appeal to both types of vacationers. Therefore, marketing that has a small claim to the name of target should be based on market segmentation first of all. To understand what the segments might look like, let's look at two categories: The Actives and The Relaxers. Or "Want-it-all" and "Passive tourists". "Relaxers" are practically impossible to find in Uzbekistan and neighboring countries . They are mostly found in sea resorts. We mainly come across The Actives and The Relaxers. Therefore, we should develop our proposals and implementation vectors with them in mind. This means changing cities, attractions, and entertainment frequently. Having cooked an idea that does not yet exist in the market , doing marketing and conducting segmentation of future guests, it is necessary to be sure that the identified segments and their needs really exist. Not at all general categories of tourists, which can be mistakenly called the "Want-it-all" or "Passive Tourists" segments . In order to sell products and services in different segments, the company should base its marketing scheme not only on the existing products, but first of all on the wishes of the customers. The key is to be ready to move from product segmentation to customer segmentation . Examples of innovation in tourism A four- star prison-hotel with luxury rooms in Roermond, Netherlands, opened in 2007, a few years after the prison was closed. The internal layout of the

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floors and rooms has not changed - all rooms open onto the former prison corridor (which has been converted into a recreation area), where, upon request of the residents, the hoteliers can organize prison-style dinners. Virtual concierge. The development has been implemented in 12 hotels in Great Britain. Communication with the robot is controlled using a mobile application through voice commands or correspondence. The concierge bot is called Edward, who tells customers about the hotel, helps them choose and order rooms, and helps them identify additional services, and advises on where to go in the city. Film tourism - organization of excursions to places where famous films were shot. This type of recreation gained wide popularity abroad in the 2000s, and has been developing in Russia in recent years. For example, after the release of the film "The Da Vinci Code", the number of visitors to the Louvre in France reached a record level. In Spain, tourism companies have developed routes for the locations where the series "Game of Thrones" was filmed.

Ecotourism. Tourists live in a small house or family in the countryside, surrounded by nature. The owners of such houses create all conditions for receiving vacationers. There are different forms of ecotourism: historical, scientific, trips to untouched and inaccessible places. It is actively developing in Asia (Laos, India), South America (Peru, Ecuador), Africa (Kenya) and other countries. Ecotourism is also gaining popularity in Russia. Virtual museums - circulation of expositions of famous museums through the Internet. Most often, these are museums that have developed interactive opportunities, which allow you to walk through the halls, see three-dimensional images, learn information about exhibits without coming to the museum in person. For example, the Van Gogh Museum in Amsterdam, the State Tretyakov Gallery in Moscow, the Vatican Museum and many others. In the application and introduction of new innovative systems in tourism and new knowledge and skills will be an economic part of the future generation and our developing country. PQ-135 No. 26.04.2023. The new decrees on the rapid development of the tourism potential of the Republic and additional measures to further increase the number of local and foreign tourists also focus on the creation and implementation of new technologies in the field of tourism. PQ-238-No. 27.07.2023 on measures to further accelerate reforms in the field of tourism and effective organization of the state management system in the field, measures aimed at training young personnel in tourism and improving their knowledge and skills some tasks have been given and practical works are being carried out in this regard as well. has a positive effect on any industry. Innovative technologies used in the field of tourism have a positive effect on the modern implementation of the activities of all subjects related to the field, such as a tourist company, insurance company, transport company,

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tourist bureau, hotels, catering establishments. The use of these technologies consists in the creation of tourism products in the form of information, that is, services that allow the consumer to choose a service via the Internet . This situation is of great importance for companies in the period when the current digitization process is rapidly progressing in the implementation of important processes such as competitive product, price formation, investment utilization and sales policy. A documentless travel ID is believed to benefit travelers. Thus, it will change the way people prepare for travel .

Mobile technologies in tourism	App
Connect on demand	Connect users and providers before, during and after the trip
Conversations on demand	AI, chatbot, instant messaging, virtual assistant
Progressive Web Apps	API bundles transform a web application into a native mobile application
Personalized offers	AI and big data create custom packages for each account
Fast mobile payments	NFC, e-wallet and one-click booking
Last minute bookings	Explore inventory at a lower price

In order to increase the tourism potential, IT programmers are conducting research on the adaptation and creation of mobile technologies in business development. For example, "2019 - 2025 Concept of the development of the tourism industry in the Republic of Uzbekistan defines the task of implementing new types of services necessary for the development of the tourism industry with the help of innovative technologies." Innovative technologies play an important role in the development of tourism in Uzbekistan . With the increased use of technology in the travel industry, travelers are relying more than ever on the internet, mobile apps and other technological advances to plan, book and experience travel destinations.

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Institutional innovations shape new rules and regulatory systems in tourism as well as related sectors. They create new systems and forms of cooperation between the administration, the private sector and the public in tourist destinations . For example, increasing the number of countries entering the visa-free regime for up to 30 days freed tour operators from their responsibilities regarding a number of actions of tourists coming to the territory of Uzbekistan from these countries (Decision of the President of the Republic of Uzbekistan No. PF-5326 of February 3, 2018 "Republic of Uzbekistan" Decree on additional organizational measures to create favorable conditions for the development of tourism potential).

In the future, mobile technologies will be of great importance in making and booking trips . Mobile communication devices with a modern operating system, combined with packages of useful programs for tourists, save their time and expenses, and become a happy companion on trips. However, it is possible to point out several factors that hinder the development of mobile technologies today . These include the fact that users do not know how to fully use smartphones, and complexities in the payment system and underdeveloped infrastructure. Many mobile phone owners, especially the elderly, cannot use some of the functions of the phone, using it only as a means of communication. In addition, there are problems in the implementation of electronic payments : the presence of situations such as the lack of service, lack of internet connection or low speed, risks related to ensuring the security of personal data, and the presence of cybercrime cases. shows the relevance of the topic. From this point of view, the article is based on the possibilities and ways of using mobile innovative technologies to increase the tourism potential of our country and to increase the attraction of foreign and domestic tourists . Analysis and results The use of innovative information technologies has a positive effect on any industry . Innovative technologies used in the field of tourism have a positive effect on the modern implementation of the activities of all subjects related to the field, such as a tourist company, insurance company, transport company, tourist bureau, hotels, catering establishments. The use of these technologies consists in the creation of tourism products in the form of information, that is, services that allow the consumer to choose a service via the Internet . This situation is of great importance for companies in the period when the current digitization process is rapidly progressing in the implementation of important processes such as competitive product, price formation, investment utilization and sales policy. –

The use of innovative technologies in the field of tourism or the implementation of innovative activities in general is carried out on the basis of directions established by the government and they are classified as follows: - allocation of funds for the implementation of targeted programs in the regions; - creation of a network of

information centers that provide free services to travelers and contribute to the education of local residents in the field of tourism; - providing financial support in the form of grants, subsidies and investments for service provision and introduction of scientific developments used in related sectors of the economy. The directions intended for the introduction of innovations, such as the above, directly provide for their financial support. When using new technologies in the field, experts with experience and qualifications determine the need to provide technical service during the use of technology, to carry out analyzes necessary for more effective use of its capabilities.

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