

Innovative Management of the Development of the Tourism and Recreational Sector of the Region

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Abstract: The article analyzes innovative management methods and their essential features in the process of development of the tourism and recreational sector of the region.

Keywords: recreation, innovation, virtual reality, robotization, chatbot, virtual travel.

Introduction. The word tourism is a multifaceted concept that cannot be defined unambiguously, since it performs many functions. Many modern definitions of tourism reflect individual aspects of tourism, its objective functions and the scale of its distribution.

It can be said that the internal nature of tourism is twofold:

- tourism is a type of travel - movement in space;
- production, sale and consumption of tourism products is a type of economic activity.

It is extremely difficult to separate tourism and recreation from each other and study them separately; they are very connected with each other in the field of science, in theory and in the field of practical activity. In much tourism and leisure research, two approaches are evident. One of them is related to the inseparability of these concepts. In this regard, the definition of the concept of “tourist and recreational activity” is relevant. With another approach, the functions of tourism and recreation often overlap, and therefore the phrase “tourism and recreation” is correct.

In the development strategy of the socio-economic development of the Republic of Uzbekistan, great importance is attached to the issues of advanced development of productive forces, in particular the industrial and agricultural sectors, and rational territorial organization. Today, the development of indicators of efficiency and quality in the sphere of recreation and tourism, which is the main pillar of the economic strategy of the republic, is of great importance.

From the point of view of the typology of tourism, various types of recreational tourism are distinguished: automobile, motorcycle, bicycle, water, mountain, ski, hiking, sailing, horseback riding, skiing, etc.

Tourism using active vehicles is becoming an increasingly popular need of society in the context of the scientific and technological revolution, not only a social need, but also a biological and psychological need. Satisfying this need makes it possible to eliminate or mitigate the negative consequences of urbanization of life, in particular: neuro-emotional overload, hypokinesia and excessive malnutrition, and to increase and decrease the level of working capacity of the population.

Walking tours, which transport city residents to a new landscape and climate environment, involve direct contact with nature. Being in close contact with him, developing the ability to see and enjoy the beauty of nature, forming “kinship” relationships with him has invaluable psychological significance for the high and spiritual elevation of a person. In this regard, it is extremely important to cultivate in tourists collectivism, curiosity, patriotism, a thirst for overcoming obstacles and other valuable moral and volitional qualities that play a decisive role in the prevention of neuropsychic diseases and disorders.

Research Methodology. Recreation comes from the Latin word “recreatio”, which means restoration. The industry for the restoration of spiritual, physical, moral, moral strength creates ample opportunities

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for the provision of services when a person chooses for himself, and experts recommend in which direction to carry out restoration.

Recreation - Rest (lat. recreatio "recovery") - a set of health-improving activities carried out with the aim of restoring normal health and work activity of a healthy but tired person. The concept covers all types of recreation - spa treatment, tourism, amateur sports, amateur fishing, etc. It includes a number of positive areas, such as restoring health and ability to work through recreation outside the home. This concept began to be used in the 1960s in physiological, medical, socio-economic literature, in problems of restoration of strength and health of workers. Recreational resources are natural, technical, environmental, socio-economic complexes and their elements that contribute to the restoration and development of a person's spiritual and physical strength and performance. Given the current and future structure of recreational needs and technical and economic opportunities, they are used for direct and indirect consumption, as well as for the provision of health resort and tourism services.

Recreational tourism is the movement and travel of a person in his free time for the purpose of rest, necessary to restore physical and mental strength. In many countries of the world this type of tourism is the most widespread and popular. One of the necessary recreational resources for the development of this type of tourism. Recreational resources are the most important part of the region's natural potential. The role of recreational resources in the formation and development of modern tourism in the region is constantly increasing, especially from an ecological and geographical point of view.

Recreational resources are assessed based on an assessment of each component by factors: relief, water bodies, soil and vegetation cover, bioclimate, hydromineral and unique natural medicinal resources, historical and cultural potential, etc.).

The processes of development of recreation and tourism, effective use of natural, material and labor resources are inextricably linked with the effective regional organization of the productive forces of the country and its industries. The development of economic programs, in particular programs for the integrated development of the tourism sector, depends on the effective implementation of the principles of network and regional planning.

Recreational resources are of two types:

- Natural recreation
- Cultural and historical recreation

Natural recreational resources include waterfalls, caves, springs and mountain slopes created by natural conditions and natural resources. The natural environment has changed dramatically, and in conditions of dense infrastructure, the population's need for recreation in the lap of nature and in special recreation centers is increasing. Especially during the hot summer months in the region, people living on the plains flock to the mountain settlements. They visit various bodies of water, enjoy swimming and fishing.

Innovative business objects are innovations in tourism, and they should be understood not only as radically new or improved products and services, but also as new methods of organizing, managing and financing the innovation process[1].

The formation of a tourist and recreational zone (TRZ) in the region occurs simultaneously with the observance of two main conditions:

- a) the presence of a zone distinguished by its historical or geographical features - an object of recreation and tourism,
- b) the presence of favorable conditions for the activities of enterprises ready to develop the tourism business

This is an enterprise that is a structural unit of the TRZ or a combination of vertically integrated and horizontally cooperative enterprises (tourism companies).



TRZ management is considered as the implementation of a set of measures and activities aimed at ensuring conditions for organizing sustainable and efficient production of the final tourism product in the course of interaction between the main elements and subjects of the regional economic system. which are part of the economic and social system must be reconsidered. The management of the TRZ, carried out by government bodies, must take into account the standards for the provision of tourism services, the mechanisms of relationships between firms within the TRZ. These mechanisms are developed by the subjects of this activity themselves within the framework of technical specifications with customers. The state should consolidate these norms and principles in legislation and ensure a balance of personal interests only in the industry itself and at the level of intersectoral and social interests. Public administration and regulation should be carried out in conditions of using indicative rather than indicative methods, where the main focus is on ensuring that all participants in tourism activities comply with uniform industry standards for the provision of services and general principles of economic activity.

Tourism is defined as “the activity of persons traveling to places outside the human environment for no more than one consecutive year for recreation, business and other purposes not related to the carrying on of remunerated activities from the place visited.” Tourism is an important economic activity in EU countries. It covers a wide range of products and areas and involves many different stakeholders (both public and private) with highly decentralized areas of authority, often at regional and local levels. The diversity and density of tourist attractions makes Europe one of the most visited tourist regions in the world. The main implications of the tourism industry for European Member States are threefold:

- Capacity: refers to the accommodation infrastructure available to tourists in the respective region.
- Occupancy Rate: Provides statistics on the number of nights spent in rental housing in a given region.
- demand: refers to inbound and outbound tourism: outbound tourism refers to residents of one country traveling to another country. Innovation research explains growth and productivity through long waves of business processes. Innovation activities and new technologies are closely related to market competitiveness and production levels. Innovation activity has become one of the most important components of long-term economic growth. As an exogenous factor, i.e. from the outside, innovation has changed the direction of economic growth. Innovation was seen as the domain of the creative entrepreneur, who was willing to take risks and devote most of his time and money to developing new business ideas.

Innovative activities in the field of tourism:

- ✓ activities of organizations in the field of recreation and tourism (including government bodies, business structures and organizations)
- tourism products and services;
- tourism resources,
- business processes in the field of tourism,
- institutional environment of the tourism industry,
- organization of production, labor and management in the field of tourism; [2].

The classification of innovations in tourism has been proposed by many domestic and foreign scientists. Abernathy and Clark identify 4 types of innovation: routine, niche, revolutionary and architectural.

- 1) Regular innovation is a constant improvement in the quality of services, increasing the qualifications of employees and increasing their efficiency.
- 2) Niche innovation - a new combination of existing services, but does not replace basic knowledge and skills in any field.



- 3) Revolutionary innovation - the development and use of radically new technologies and methods influence the basic knowledge and skills of company employees before the emergence of new professions in the industry.
- 4) Architectural innovation - changing the structure, model and rules in the field of tourism; creation of new activities and facilities requiring reorganization, physical or institutional infrastructure, scientific and educational base.

Today, the introduction of ICT in the travel industry has enabled establishments such as hotels, cruises and travel companies to frequently use virtual reality or augmented reality to improve the booking experience. For travelers, these innovations include virtual or augmented reality capabilities when viewing rooms, destinations or tours, allowing guests to preview the experience they want to book.

Virtual tours, contactless amenities, attractions that tourists can visit using augmented reality, airports, airplanes and robots that use ultraviolet light to disinfect hotel rooms are also the result of innovation. These are some of the technologies that the tourism industry is expected to use in the future and all travel companies are expected to use these innovations in the future.

The pandemic era has become a decisive force in attracting new technologies to the tourism industry. Facial recognition devices are also widely used in the industry for contactless security measures.

One of the new technologies emerging at airports across the country as tourism booms is facial recognition technology. Airports use biometrics, or a unique form of facial structure, human eyes or fingerprints. It is possible to speed up the process at airports and speed up security in the absence of communication with tourists and screening of those passing through security checkpoints.

As cities and countries go into lockdown and travel comes to a halt, the worst days of the pandemic have actually ushered in the rise of virtual reality travel experiences where traditional travel used to be.

Space travel and tourism is another new technology that could fundamentally change the way we think about travel: it will soon be available to more than just billionaires and multimillionaires, thanks to revolutionary companies like Space Perspective and Orbital Assembly Corporation.

As early as 2024, Space Perspective will begin sending travelers into space using SpaceBalloon technology, a more sustainable and carbon-free way to reach Earth's orbit. Its Space Lounge is made from eco-friendly materials and offers nearly 360-degree views, and at current prices of \$125,000 per ticket, it's much more reasonable than alternatives from Elon Musk, Richard Branson or Jeff Bezos.

OAC is expected to launch a smaller version called Pioneer Space Station in 2025, with up to 400 space stations. It will be big enough for 28 people.

Recently, the World Travel and Tourism Council, in partnership with Microsoft, published a new report called Codes of Independence, detailing the challenges and threats the industry will face in the coming years, as well as possible cybersecurity solutions. It is customary to solve them.

Another example of technological innovation in tourism is chatbots. Chatbots are online chat systems that are programmed to mimic a human advisor, allowing the user to interact with them as if they were humans. Travel chatbots are becoming increasingly popular in the travel industry.

Conclusion. All innovative management systems in the tourism sector are being implemented to provide travelers with a pleasant stay and restoration of health. Consumer trends such as sustainability, working hard and bringing pets with you when traveling are among the trends that are shaping how hotels, tour operators, cruise lines, airlines and other travel industry companies approach consumers. Improvements in neuropsychological indicators are observed in people who regularly participate in travel. The most characteristic of this type of health-improving activity is the development of optimism, poise, endurance, self-confidence, excitability of the nervous system and relief of symptoms of increased fatigue. This increases people's ability to be more productive after a trip.



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