

## Innovation in Tourism-An Important Factor in Increasing the Level of Socio-Economic Development

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**Annotation:** the article describes innovations in the field of Tourism, their essence, role and importance in the development of the economy, as well as the problems that are an obstacle to the successful development of Tourism.

**Keywords:** innovation, tourism, tourism-recreation system, classification of Tourism innovations, tourism business, tourism industry, tourist products and services, tourism development programs.

### INTRODUCTION

Innovation is the introduction of achievements in science, management, labor organization and advanced experience in the field of technology. Tourism, on the other hand, is one of the most important sectors of the economy of any country. In many countries, it is one of the main sources of income, affecting any province, district or city, since tourism is an inter-sectoral sector of the economy that covers not only residential areas, but also transport, communication and other sectors.

### MAIN PART

Given the successful development, tourism has certain advantages, the importance of which is also associated with the economy of different countries, in particular our republic.

Special attention is paid by the head of our state to the development of tourism in our country, to the development of the economy and the promotion of the welfare of the people. In the adopted regulatory documents, the development and implementation of national and regional strategies for the complex development of the industry, raising international cooperation in this regard to a new level, expanding cooperation with the UN World Tourism Organization, organizations engaged in the same activities of foreign countries, In all regions of Uzbekistan, such tasks as the placement of objects of the tourism industry, the radical improvement of the training of mature personnel for the system are envisaged, and certain measures are being implemented in this direction.

The development of the tourist-recreational system is one of the promising and priority areas of the economy of the Republic, it is a multidisciplinary complex that reflects the interests of business entities.

The level of socio-economic development of any region largely depends on the use of the opportunity to provide tourism services. In addition, the improvement or creation of new materials, equipment, technological processes, products, services and methods has radically changed, significantly improving the efficiency of not only the tourism sector, but the economy as a whole. Analyzing the current state of tourism in our republic, it can be said that this direction is not as actively developing as the trip of our citizens abroad. This is also confirmed by the statistics of the arrival of foreign tourists in our republic. The main reasons are a low level of budget costs to the industry, an increase in prices for tourist services, a lack of uniform standards, technologies and rules, a shortage for tourists who do not have many unique tourist resources due to the lack of the necessary tourist infrastructure, etc.

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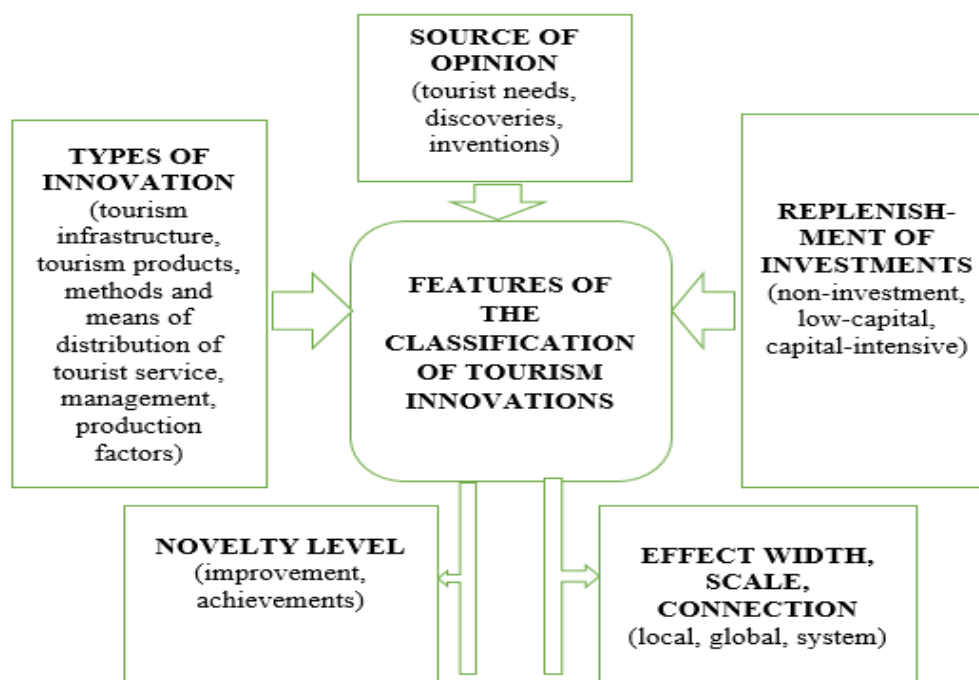


The successful development of one or another sector of the economy largely depends on the periodically occurring innovative processes that depend not only on the field of Science and the technological sphere, but also on economic and social changes.

## DISCUSSION AND RESULTS

Innovation in tourism it provides for the development, creation of new tourist routes, projects, etc., increasing the employment of the population and increasing its income. The basis of innovation in all sectors of the economy is the implementation of the achievements of scientific and technical progress. The above fully applies to the sphere of socio-cultural service and tourism.

The study of trends and issues of integrated development of innovations, the planning of positive results and their management is a complex methodological problem in the field of tourism, primarily related to the classification of innovations. There are important classifications in determining the nature of innovation in tourism (Figure 1).



*Figure 1. Features of the classification of Tourism innovations.*

The scientific and technical revolution became not only a material basis for the formation of mass tourism. It has had a major impact on innovation in socio-cultural services and tourism through new materials, microprocessor Technologies, media and communications, and high technologies including biotechnology.

The emergence of polymer, composite and other new materials led to the emergence of a new type of clothing and shoes, new sports and other equipment, new containers and packaging, etc. New materials have become the material basis of extreme tourism. Helped develop water, mountain and a number of other types of Tourism.

Thus, tourism innovations are aimed at creating a new product or changing the existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and modern types of organizational and managerial activities.

The new tourism practice is influenced by factors such as demographic changes (aging of the population), lifestyle, nature of Labor, frequency and duration of vacation. People strive for new and non-standard trips. Their growing awareness, New needs stimulate the tourism business, encourage innovation and innovation. Most innovative tourist products have vacancies on the market (for



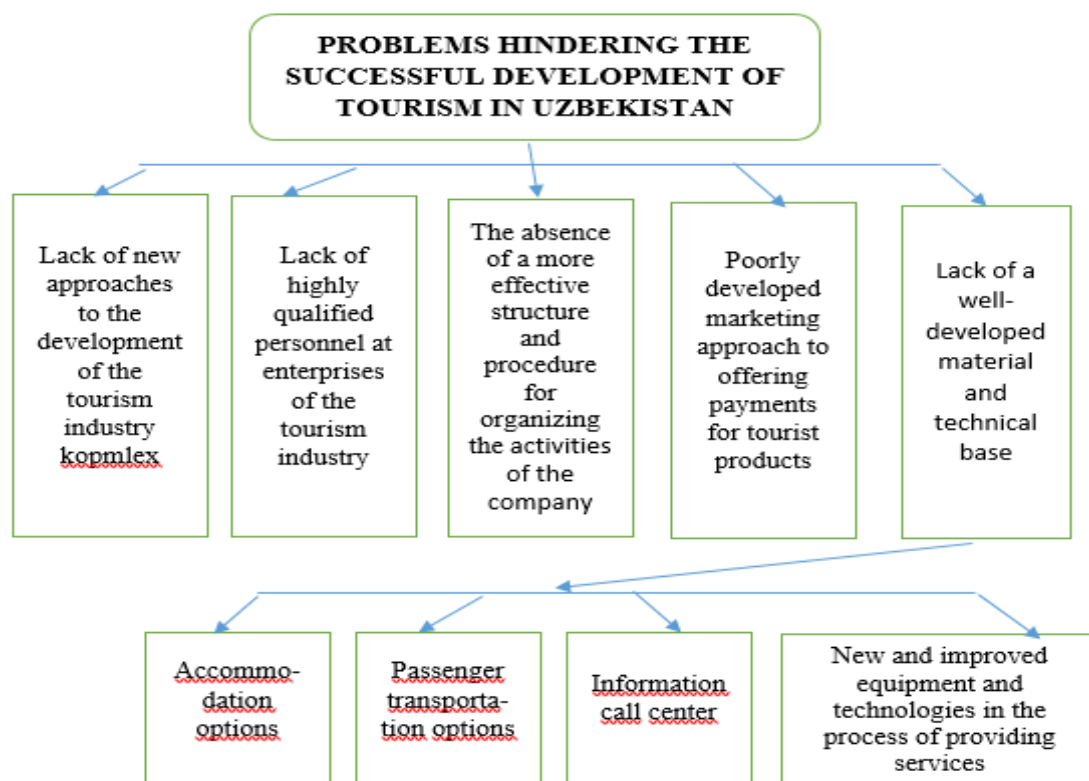
example, ecological, adventure, extreme tourism), and a variety of popular and cultural tourist innovative products have appeared.

Tourist enterprises have always been and still are active supporters of new technologies. As mentioned above, modern achievements in the field of telecommunications and electronic marketing create new opportunities for the tourist business and seriously affect its models. The introduction of new technologies into Tourism will help increase the profitability of investments.

Tourist routes to settlements where the objects of cultural heritage are preserved have great historical, cultural and scientific significance and are of great interest to tourists and vacationers. Uzbekistan has more than 7300 ancient-architectural and archaeological sites. Many of them are located in the cities of Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Kukand and Tashkent. More than 200 historical monuments and monuments in our country are included in the UNESCO Cultural Heritage List.

Tourism is a real catalyst for socio-economic development. However, a slowdown in the development of the tourism industry is allowed due to the fact that the existing potential in the Republic is not fully appreciated. In order for travel agencies to receive full income, including technical innovations that will affect the development and development of services in the future, it is necessary to equip them sufficiently to use modern analytical methods and approaches to solving problems that will help reduce costs and increase labor productivity.

Thus, the emergence of a new product in the market of tourist services for the development of tourism as a highly profitable sector of the economy will contribute to the development of more advanced projects and allow them to be financed. Innovations in the field of Tourism require large material, financial costs. Therefore, there is a need for state assistance.



**Figure 2. Problems hindering the successful development of Tourism.**

The main mechanism for state regulation and support of Tourism Development is the state and territorial programs developed on their basis. The successful implementation of regional target programs in this area ensures faster development of the dynamics of tourism development than in other sectors, the competitiveness of the country's tourism products in foreign markets.



An effective solution to existing problems (figure 2) creates a new model of tourism development, which focuses on improving the material and technical base and introducing new equipment and technologies into the tourism sector, through which effective promotion of tourist products is carried out, using the transport capabilities of tourist centers and training highly qualified personnel, providing high-quality tourist services.

## CONCLUSION

In general, it will be possible to create new concepts of tourism, tourist services and implement them in new service formats by introducing scientific and technical development achievements and advanced experiences, innovative innovations in the development of the tourism industry. The formation of new approaches and the introduction of innovations in the development and regulation of the tourism industry creates a tourist industry with a well-developed material and technical base.

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