



Ways To Implement Innovations in The Development of The Hotel Industry in Uzbekistan

¹ Tokhirov Javlon Rakhimovich, ² Hamidov Saidjon Kamilovich,

¹ Lecturer at the Department of Economics in the Service Sector.

² Lecturer at the Department of Economics.

Bukhara State University, Uzbekistan

ABSTRACT

This article is devoted to ways to implement innovations in the development of the hotel industry in Uzbekistan. In particular, the main motives for innovation and sales in the hotel services are increasing market position, increasing the competitiveness of new products, capturing new markets, increasing cash flow, reducing resource consumption of products.

© 2021 Hosting by Research Parks. All rights reserved.

ARTICLE INFO

Article history:

Received 15 Feb 2021

Received in revised form 7 March 2021

Accepted 31 March 2021

Keywords: hotel, hotel management, tourism, innovation, innovation activity, social media marketing

Introduction

As you know, hotel services have a special place in the tourism industry. Improving the system of standardization and quality management of the range of services offered in hotels, ensuring its competitiveness is one of the most pressing issues in the tourism industry.

Tourism, one of the largest high-income and most dynamic industries in terms of profitability only after oil production and refining, provides 10% of the planet's production and services market, according to the World Tourism Organization (WTO). Hospitality accounts for 6% of the world's gross domestic product, 7% of global investment, 11% of world consumption expenditures, 5-6% of total tax

revenues, and every 16th job. These figures describe the direct impact of the tourism industry¹.

Main Part

Nowadays, it is difficult to find any activity that is not related to innovation. Because any field (science, technology, trade, industry, etc.) implements innovations and ensures today's activities and future. Innovations serve to improve the quality of products and services, save natural resources, improve governance, improve the economic situation of the population, further strengthen the country's economy, improve trade, strengthen ties and friendship between countries and peoples.

Before thinking about the application of innovation in the hotel industry, it would be useful to describe the history and concepts of the origin of innovation.

The concept of "innovation" first appeared and was used in the early twentieth century in the scientific research of representatives of the field of foreign culture, which meant the introduction of some elements of one culture into another.

There are many definitions of the term "innovation" in the literature. However, despite the fact that researchers pay special attention to this economic category, the scientific idea still meets the theoretical and practical requirements of the concept of "innovation", as well as a specific subject of their implementation - the state, region, industry and enterprise. has not developed a universal definition that would be accurate in terms of.

The term "innovation" was introduced to science as a new economic category by the Austrian (later American) scientist Joseph Schumpeter in the first decade of the twentieth century. In his Theory of Economic Development (1911), Schumpeter first considered new combinations of changes in development (i.e., innovation) and gave a detailed description of the innovation process.

J.Schumpeter identified five types of developmental changes²:

- Use of new equipment, technological processes or new market supply of production;
- Introduction of a product with new features;
- Use of new raw materials;
- Changes in the organization of production and its logistics;
- Emergence of new sales markets.

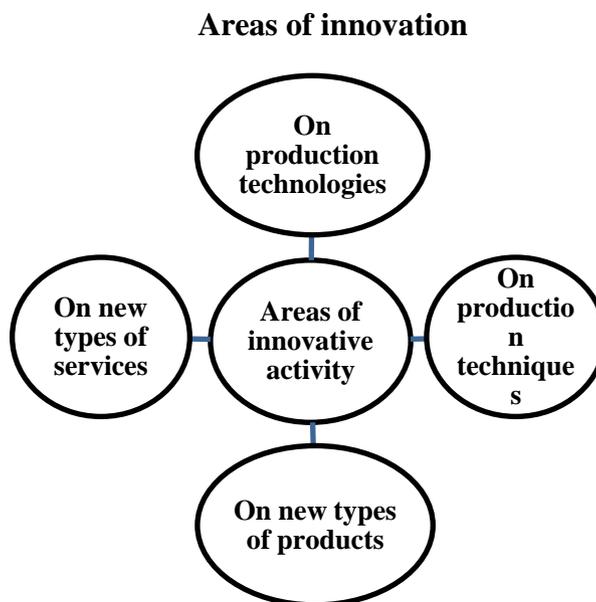
He proved that an innovator-entrepreneur can become a central figure in the economy. According to Schumpeter, innovation is a change aimed at introducing and using new types of consumer goods, new production and transportation vehicles, new markets, and forms of organization in industry.

The purpose of the innovation is to increase the efficiency spending of resources. This is in the realm of demand, not supply, which changes the profitability and value that consumers receive from resources. On top of that, resources are created during news input. There are no resources until man finds something useful in nature and gives it economic value. For example, once "fiery water" - oil, aluminum ore, bauxite - was not considered a resource.

¹ Tukhliyev I.S., Kudratov G.H., Pardayev M.K. Tourism planning. Textbook. Economics and Finance Publishing House. Tashkent. 2010. p.4.

² Manbetjonov Q.Q. Theories of socio-economic development. Textbook.T.: TSU, 2016.-321p.

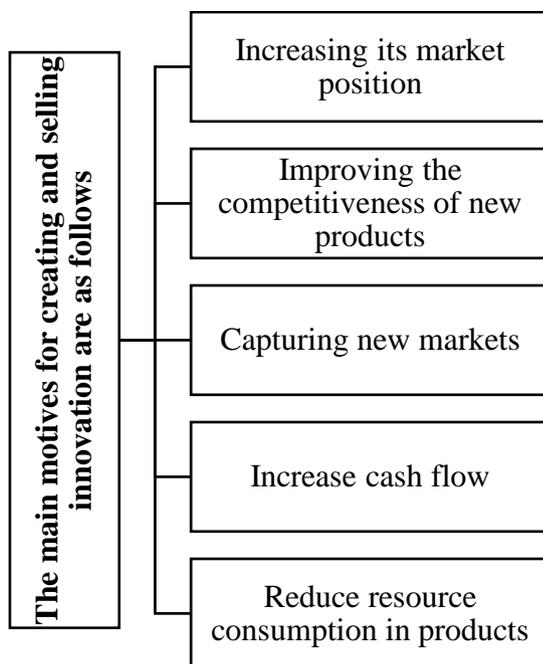
Picture 1



It is no coincidence that we did not talk about innovative areas of activity, because now it provides us with practical assistance in the implementation of innovations that do not exist in the service activities of hotels. In order to present these non-existent innovations, we need "The main motives for creating and selling innovations."

Picture 2

The main reasons for creating innovations³



³ G.A. Avanesov. Service activity. Moscow .: Aspect press, 2007. –219 p.

Table 1.**The state of implementation of innovations in the hotel business⁴.**

The main motives for creating and selling innovation	Non-existent innovations in hotel service
Increasing its market position	In a competitive environment, hotels win with their quality services and relatively low prices.
Improving the competitiveness of new products	Hotels are service-based and enter the market by creating new services. The new service will definitely be competitive if it looks new and is not available in other hotels.
Capturing new markets	Most hotels are tailored to the needs of the area. That is, they are based on uniformity, and of course, most of their customers are from a small number of countries. This is good on the one hand, but on the other hand, it limits the number of customers and adapts to the season. The services provided through innovation will certainly be popular in most countries and will lead to an increase in the number of customers.
Increase cash flow	The majority of tourists visiting Uzbekistan are older. This definitely means they are trying to save money. And the provision of services that attract young people will lead to the arrival of young tourists in the future.
Products reduce resource consumption	Creating new services at a relatively low cost in a hotel service environment is a good income for the hotel.

We know that in our days fast-paced world, there are a lot of benefits and a lot of comfort for humanity. Of course, these developments and accelerations in different directions are based on innovations. The goal of development and innovation is to make people's lives easier and to meet their needs and interests. People want better living conditions not only in their own homes, but also in other places and environments for travel and various other reasons. Therefore, when we come to our house, we greet the guest with openness and kindness, we are present at his service, we put on the table all the delicacies we have in our house and if they spend the night in the best place, we create the best conditions. We invite them. The hospitality industry requires exactly the same conditions, excellent service and excellent level of comfort and convenience.

Conclusion

In conclusion, a tourist who wants to travel from one country to another, of course, is interested in the political and social situation in the country, gathers information and makes a clear decision out of peace of mind, no worries. It's also important that the hotel services meet the standards and use new innovations in the decision-making process.

⁴ Table data were created by the authors

In general, we recommend the following in the implementation of innovations in the Hotel industry:

- ✓ Expanding and improving the quality of services;
- ✓ Establishment of new forms of tourist services with large foreign travel agencies;
- ✓ Extensive use of social media marketing opportunities;
- ✓ Provide appropriate services to guests only after knowing the number, type and nationality;
- ✓ Managers should always support employees;
- ✓ Inability to provide the new service in a new look and in other hotels due to hotel conditions;
- ✓ Organize the services provided through innovations in a way that is acceptable to the citizens of most countries;
- ✓ Adaptation of hotel rooms to "smart rooms";
- ✓ It is possible to control the electrical equipment of the hotel at any time via the Internet.

Depending on the needs of customers, hotels perform different functions and have different requirements. Customer service in such hotels is carried out in accordance with the rules of hotel services approved by the managers.

Reference

1. Tukhliyev I.S., Kudratov G.H., Pardayev M.K. Tourism planning. Textbook. Economics and Finance Publishing House. Tashkent. 2010. p.4.
2. Manbetjonov Q.Q. Theories of socio-economic development. Textbook. T.: TSU, 2016.-321p.
3. Avanesov G.A. Service activity. Moscow.: Aspect press, 2007. –219 p.
4. Rakhimovich T. J. The effective use of state-private partnership in improving the quality of educational services //Вестник науки и образования. – 2020. – №. 6-2 (84).
5. Kayumovich K. O. Prospects of digital tourism development //Economics. – 2020. – №. 1 (44).
6. Khurramov O. K. Digital tourism and its importance in the economy of Uzbekistan //European research: innovation in science, education and technology. – 2020. – С. 50-51.
7. Tokhirov J. R., Khurramov O. K. Basic concepts, directions and forms of eco-tourism //Приоритетные направления развития современной науки молодых учёных аграриев. – 2016. – С. 544-548.
8. Тохиров Ж. Р. Возможности развития экотуризма в Узбекистане //Современные тенденции и актуальные вопросы развития туризма и гостиничного бизнеса в России. – 2017. – С. 445-448.
9. Тохиров Ж. Р. Сущность и особенности аграрного туризма //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 228-232.
10. Тохиров Ж. Р. Возможности развития экотуризма в Узбекистане //Современные тенденции и актуальные вопросы развития туризма и гостиничного бизнеса в России. – 2017. – С. 445-448.

11. Tokhirov J. R. The conceptual definition of ecotourism activities //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 224-228.
12. Tokhirov J. R. Role of information systems and technologies in agrarian industrial complex //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2016. – С. 3575-3579.