



Volume: 04 Issue: 04 | 2023 ISSN: 2660-454X

<https://cajitmf.centralasianstudies.org>

## Innovative Processes in Tourist Destinations of Uzbekistan

<sup>1</sup> Rakhimov Zafar Odilovich

Received 16<sup>th</sup> Feb 2023,  
Accepted 19<sup>th</sup> Mar 2023,  
Online 29<sup>th</sup> Apr 2023

<sup>1</sup> Associate Professor of Samarkand Institute  
of Economics and Service  
(Republic of Uzbekistan)  
zafar\_r80@mail.ru

**Abstract:** The article deals with innovative processes in the tourist destinations of Uzbekistan. Innovative processes in the field of communications, at the moment, are the main ones in the development of the innovation economy or the knowledge economy. The end-to-end integration of information technology is the first step to success, followed by the restructuring of the entire tourism business.

**Key words:** tourism, tourism industry, information systems, innovation, innovation processes, state regulation.

**Introduction.** Uzbekistan, albeit slowly but surely, is drawn into the sphere of world tourism. Its territorial resources are huge for this and, what is very important, they are unique for tourism, just as the Uzbek civilization itself is unique. This is the most important factor in the country's attractiveness for world tourism. But Uzbekistan still does not meet the requirements in terms of tourist services in comparison with the world's tourist powers.

At present, economic thought has taken the path of searching and developing a realistic theory and practical recommendations for determining the role and place of the state in the economy. Disclosing the essence and content of the market category and clarifying the issues of state regulation of a market economy are not only theoretical, but also practical, since they are focused on improving the socio-economic efficiency of social production.

State regulation can be defined as the official intervention of the state and its relevant bodies in economic, and especially in entrepreneurial activity. The subjects of regulation are various state bodies, as well as bodies of regional and local self-government. The objects of regulation are individual industry markets and enterprises.

**Methodology.** As a result of our study, in order to ensure sustainable socio-economic development of the tourist destination of the Republic of Uzbekistan, the issues of innovative processes in tourism were studied, in connection with this, scientific conclusions and recommendations were developed. In the course of the study, methods of scientific abstract thinking, a logical approach, comparison and a systematic approach were used.

**Results.** Today, tourism occupies a leading position in international foreign economic relations and is recognized as one of the fastest growing and highly profitable sectors of the world economy. In modern socio-economic conditions, the role of tourism in the development and stabilization of the economy, both internationally, nationally, and regionally and locally, is steadily increasing.

Tourism has a serious impact on the development of the economy of individual countries and the world economy as a whole. Being a complex socio-economic phenomenon, tourism has an ambiguous impact on the state of the destination. Despite the emerging obstacles (natural disasters, man-made disasters, terrorist attacks, economic crises, etc.), tourism is currently continuing to develop rapidly. The forms and methods of organizing travel are changing, new types of tourism are emerging. At the same time, for almost any region of Uzbekistan, inbound tourism could become an important factor in overcoming the crisis in the economy. An active regional policy in this area can quickly change the situation for the better. This requires the development of strategic plans for the development of tourism, contributing to the restoration of the domestic market of tourism services and the promotion of regional tourism products to foreign markets.

The transformations observed today in the economy have a significant impact on the tourism industry in destinations, necessitating not so much quantitative growth as deep qualitative changes and improving the structure of the tourism industry, increasing sustainability and management efficiency.

Tourist destination in Uzbekistan has significant development potential. It is associated both with the presence of a large number of unique natural objects (lakes, mountain peaks, river floodplain forests), and with a rich cultural and historical heritage. On the territory of the country there are over 7,000 monuments of architecture and art from different eras and civilizations, many of which are included in the UNESCO World Heritage List. In domestic and foreign literature, the term "tourism industry" is used to refer to "purely tourist enterprises" (hotel and restaurant businesses, tourist firms, enterprises for the production and sale of goods of tourist demand, etc.), and to define the entire of enterprises that directly or indirectly satisfy tourist needs, a broader term can be applied - tourist destination. Tourist destination is one of the key concepts in the tourism system, in which at the regional level all the interconnections and interdependencies of this system with external socio-economic macro-environments are especially clearly manifested.

**Discussion.** Modern realities here correspond to the use of innovative management and planning tools developed by world and domestic science and practice, which makes it possible to concentrate available resources on the most important strategic areas, primarily in local economic systems.

Usually, when introducing innovations, a tourist enterprise chooses one of the typical innovation strategies:

- offensive strategy (targeting new market areas and market prospects);
- defensive strategy (entering the market only after analyzing the results of the competitor's activities);
- absorbing strategy (buying innovation from other companies);
- intermediate strategy (filling a niche between competitors);
- creation of a market (application of an innovation that significantly increases the market);
- robbery strategy (the use of innovations that seriously reduce the size of the market);
- attraction of specialists-developers.

As a rule, the innovation process covers different aspects of production, organizational, technological, marketing and management activities, regardless of how the managers themselves designate the implementation and in which structural divisions they work it out. In addition to managers, marketing

specialists, ordinary workers, the entire staff of a tourist enterprise, are directly involved in innovative processes. In this case, the implementation process is directed vertically from top to bottom. If the innovation is implemented successfully, then consumers begin to integrate into this vertical. In this case, the innovation acquires the possibility of spreading in breadth: the success of the innovation allows the tourist enterprise to increase sales, expand the number of customers and at the same time arouses the desire of competitors to repeat its success. Realizing the enormous complexity of introducing innovations into tourism practice, managers must plan the entire process of mastering innovations, carefully monitor its progress and results. In our opinion, they can be helped in this by the proposed development of an innovative program.

The innovative program ensures the successful functioning of the "marketing-technical policy" system, in which the role of marketing is to provide information, as well as to form a system for evaluating the results achieved and participating in determining the main goals. The presence of an innovative program facilitates the use of the resources of the tourist enterprise and the choice of the best means to achieve the goal, significantly reduces the danger emanating from the external environment.

**Conclusion.** In the process of research and development, leading to breakthrough innovations, the cooperation of scientists and managers, their close interaction in order to achieve the common goals of the company, contributing to the strengthening of its position in the market, is extremely important. When selecting innovative programs, tourism innovators must have the knack of choosing the right fundamental innovation programs. Before settling on any of the projects, tourism enterprises need to take into account the general economic environment in which they operate. Rather than wasting resources on short-term product modifications and minor enhancements, they must concentrate their efforts on large-scale and far-sighted projects that can achieve significant results and make real profits. Innovative processes in the field of communications, as noted above, are currently the main ones in the development of the innovation economy or the knowledge economy. The end-to-end integration of information technology is the first step to success, followed by the restructuring of the entire tourism business.

#### References:

1. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
2. Raximov, Z. O. (2021). Socio-economic problems of hotel industry development in the field of tourism. Monograph.-Samarkand: SamISI.-2021.
3. Raximov, Z. O., & Sh, B. A. (2022). Kulnazarova ZB Mehmonxona interyeri va landshafti. Darslik–Samarqand:“STEP-SEL, 270.
4. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
5. Rakhimov Zafar Odilovich, Tursunova Feruza Shavkatovna "The Importance of Developing Hotel Services in the Digitalized Economy" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Special Issue | Modern Trends in Science, Technology and Economy, February 2023, pp.89-91
6. Bakhromovna, K. Z. (2023). Innovative Process of Computer Graphics. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 3(4), 45-49.
7. Bakhromovna, K. Z. (2023). Positive Changes in the City of Samarkand during the Years of Independence. Journal of Intellectual Property and Human Rights, 2(4), 22-26.
8. Bahram, K., & Bakhromovna, K. Z. (2023). AREAS WHERE COMPUTER GRAPHICS CAN BE USED. Nexus: Journal of Advances Studies of Engineering Science, 2(4), 89-93.

9. Raximov, Z. O. (2021). Socio-economic problems of hotel industry development in the field of tourism. Monograph.-Samarkand: SamISI.-2021.
10. Raximov, Z. O. (2019). Entrepreneurship in tourism. Study guide. Samarkand: SamISI.
11. Odilovich, R. Z. (2022). THE MECHANISM OF IMPLEMENTING THE GOALS AND STRATEGIES OF THE STRATEGIC PLAN IN THE DEVELOPMENT OF THE SAMARKAND TOURIST DESTINATION OF THE REPUBLIC OF UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).
12. Odilovich, R. Z. (2022). SOCIO-ECONOMIC BASICS OF USING THE AUTHORITY OF SAMARKAND TOURIST DESTINATION IN THE MARKET OF TOURIST SERVICES IN UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).
13. Rakhimov, Z. O. (2022). THE ROLE OF INFORMATION SUPPORT IN THE STRATEGIC PLANNING OF TOURISM DESTINATIONS. Builders Of The Future, 2(02), 236-241.
14. Rakhimov, Z. O. (2022). THE IMPORTANCE OF THE DEVELOPMENT OF THE DIGITAL ECONOMY IN THE FIELD OF TOURISM IN UZBEKISTAN. Builders Of The Future, 2(02), 221-227.
15. Odilovich, R. Z., & Baxromovna, K. Z. (2021). The importance of hotel building architecture for the development of tourism in Uzbekistan. Emergent: Journal of Educational Discoveries and Lifelong Learning (EJEDL), 2(04), 118-121.
16. Odilovich, R. Z., & Baxromovna, K. Z. (2021). ARCHITECTURE OF SAMARKAND IN THE DEVELOPMENT OF TOURISM. Innovative Technologica: Methodical Research Journal, 2(04), 78-81.