

# Improvement of Economic Mechanisms of State Support of Innovative Activities in Tourism

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## ABSTRACT

This article presents some mechanisms of tourism development and its state support, ensuring the development of the tourism sector, increasing the efficiency and quality of tourist services, applying and diversifying the types of services provided to tourists in accordance with international standards and innovative approaches, increasing the share of tourism in the growth of the economy and tourism aimed at issues of regular improvement of the quality of services in the field.

**KEYWORDS:** *tourism, innovative tourism, support, quality of services, efficiency of tourist services, innovative technologies in the field of tourism*

## Introduction

In the XXI century, the development of tourism in the world rose to a new level and is becoming a world-renowned network. Tourism accounts for 11% of the world's gross domestic product (GDP) and 8% of the total exports. According to the World Tourism Organization (WTO), tourism is the fourth place in the world of goods and services (after the export of cars, chemistry, chemistry and fuel products), the third place in the profitability level (after the oil production and the automotive industry)<sup>1</sup>.

Tourism has a decent share in the growth of many countries. As an important sector of the global economy, the role of the Tourism Industry in the world economy is also growing. Following the short time after a short time, Uzbekistan, the trends of sustainable recovery were observed in the field of tourism. In particular, 52 million tourists visited Uzbekistan in 2022. Turkey is the leading visit, 75.6 thousand tourists. The share of the remaining states consist of 19.9 thousand of the Republic of Korea, 17.7 thousand from Germany, 16.8 thousand from India, 15.1 thousand from USA, 11 thousand from France, 10.5 thousand from United Kingdom, 10.4 thousand from Azerbaijan, 8.8 thousand from Italy. However, the most visit of the around CIS is carried out in the Russian country, and it consist of 600,000 tourists. The role of innovative technologies is invaluable and it is part of the system of economic relations

At the same time, the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, in his address to the Oliy Majlis, paid special attention to the continuation of consistent reforms on the development of tourism, especially the development of pilgrimage tourism and domestic tourism. Also, the fact that 1 trillion soums will be allocated from the budget for the improvement of land areas, water and road infrastructures around tourism objects shows the great importance of increasing the efficiency of tourism infrastructure development in the process of the transition of

our republic to the digital economy. Accordingly, it is urgent to research the scientific-methodical and practical aspects of the development of this field, taking into account the specific aspects of increasing the efficiency of the development of innovative activities in tourism..

**Literature review.** In the world, scientific researches aimed at the full use of the innovative activities of tourism are being conducted. These are aimed at ensuring the development of the tourism sector, increasing the efficiency and quality of tourist services, improving and diversifying the types of services provided to tourists in accordance with international standards and innovative approaches, and regularly increasing the share of tourism in the growth of the economy and the quality of services in the tourism sector. These directions are important in carrying out comprehensive research aimed at improving the ways of state support of innovative activities in tourism, their assessment and analysis..

About this, the socio-economic nature of the tourism market, its components, main tasks and functions, tourist objects, tour operators and travel agents, legal, organizational and socio-economic mechanisms for regulating the development of the tourism market, the main directions of state policy in the field of tourism, tourist services efficiency assessment methods, tourism production infrastructure, state support measures for the tourism industry M.A. Zhukova, M.T. Alimova, H.M. Mamatkulov, V.F. Arkhipova, Ergashev R.Kh., A.S. It is explained in Devizov's<sup>2</sup> scientific works.

Also, issues related to the activity of tourism infrastructure entities at different levels in the field of economics and management, the role of the state in the development of tourism infrastructure, organizational elements of regional tourism infrastructure, indicators of the development of the tourism sector and the levels of development of

<sup>2</sup> Алимова М.Т. Худудий туризм бозоринг ривожланиш хусусиятлари ва тенденциялари (Самарқанд вилояти мисолида) // И.ф.д. дисс. – Самарқанд: СамИСИ, 2017. 25-26-; Архипова В.Ф., Девизов А.С. Об инфраструктуре как определяющем факторе развития туризма в регионе. URL: <http://www.roman.by/r-78201.htm>; Жукова М.А. Менеджмент в туристском бизнесе: учебное пособие. – 2-е изд., стер. – М.: Конкурс, 2006. – 193 с., 14 - с.; Маматкулов Х.М. Туризм инфратузилмаси. Ўқув қўлланма. – Т.: Ўзбекистон файласуфлар миллий жамияти нашриёти, 2011. 4-5-бетлар., Rakhmatulla Khidirovich Ergashev, Zuhra Jabborova The importance of innovative activity in tourism European Scholar Journal (ESJ) Available Online at: <https://www.scholarzest.com> Vol. 2 No. 4, April 2021, ISSN: 2660-5562 <https://scholarzest.com/index.php/esj/article/view/663/54>

<sup>1</sup> UNWTO. Tourism Highlights 2020 Edition.

infrastructural elements Kh.M. Mamatkulov, M.A. Morozov, A.N. It is expressed in the scientific researches of Norchayevs.<sup>3</sup>

**Research methodology.** The use of innovative technologies in the field of tourism and the creation of a number of privileges and additional opportunities by the state in the development of this activity will help the development of tourism infrastructure. In the process of elucidating the economic mechanisms of supporting innovative activities in tourism, taking into account the changes in the innovative development of the industry, methodological study of tourism as a whole infrastructure, dialectical and systematic approach, comparative and comparative analysis, statistical approach and grouping methods were used after studying the opinions of experts in this regard. was based on the approach of determining the directions of development of parts.

**Analysis and result.** Innovative activities in the field of tourism will be aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and modern forms of organizational and management activities. There are a number of factors that determine innovative development, they are as follows:

- market conditions and competition (applies to both domestic and foreign markets);
- environment (level of development of science and technology, legal and regulatory framework, political and economic stability);
- resources (natural, productive, financial, scientific-technical, technological).<sup>4</sup>

According to the information given in other sources, the innovative process in tourism is the introduction of innovations into practice by enterprises operating in the tourism sector, based on a plan, directed to a specific goal, with clear implementation. At the same time, it consists in the introduction of various offers by state and public associations to meet the individual needs of the flow of tourists.

According to the existing classification, innovations in tourism can be distinguished as follows:



Innovation in tourism consists of introducing new types of activities or creating ways to improve old practices. Taxes and duties collected for the visit of tourists to cities and from the organizers of this visit, advertising of interstate tourist resources and creation of attractive images of this or that country for tourists are effective catalysts that lead to the development of innovations in the field of tourism. After the idea of the future product is formed, the possibilities of implementing the idea in practice are studied. Search and selection of suppliers and partners, planning of basic and additional services, transportation, health insurance, preliminary economic and pricing developments are carried out.

After this plan is executed in sequence, an experimental test of the product is carried out: тақдимот,

- test sales,
- probable demand
- competition assessment.

This is the end of the innovation cycle. The next stage of the innovation period consists of a set of measures aimed at selling and introducing the tourist product to the market, export and commercialization (propaganda and advertising, direct marketing, sales promotion).

<sup>3</sup> Морозов М.А. Инфраструктурное обеспечение предпринимательской деятельности в туризме: монография. – М.: РосНОУ, 2005.; Норчаев А.Н. Туризм инфратузилмасида кутилаётган ўзгаришлар ва имкониятлар. “Иқтисодийёт ва инновацион технологиялар” илмий электрон журнали. № 1, январь-февраль, 2019.

<sup>4</sup> Омонов Ш.Қ. “FACTORS AFFECTING THE DEVELOPMENT OF TOURISM INNOVATIVE ACTIVITY”- “Экономика и социум” №10(101) 2022

The role of the state in the development of the tourist market is also important, and the support of innovative activities by the state will cause significant changes. In particular, the President's decree "On the plan of additional measures for the rapid development of tourism" approves the Concept of Tourism Development for 2019-2025, that is, the Concept includes work to be done in the next six years. Based on this, by 2025, it is planned to increase the share of tourism in the gross domestic product of Uzbekistan from 0.93 percent (2022) to 5 percent, and the number of foreign tourists to 9-10 million, including the number of tourists from distant foreign countries to 2 million. It is also expected to increase the volume of tourism exports from 950 million US dollars to 2.2 billion US dollars. It is planned to release the number of location vehicles from 850 to 3000. The number of tour operators is also expected to almost double from 860.<sup>5</sup>

In addition, it is planned to make a number of changes in the implementation of innovative technologies in the deployment tools. It is intended to provide facilities in the field of service, referring to the experience and achievements of foreign countries. In particular, in one chain of the famous hotel chain "Marriott", in the near future, "internet items" used by the hotel business - connecting devices such as "Nest" smart thermostat or voice assistant "Alexa" will attract everyone's attention. For example, in a hotel suite developed by Marriott in collaboration with Samsung and Legrand SA, demand is increasing for showers that remember the customer's favorite water temperature, murals that can be changed to family photos, and a display that can show video on voice request. Next year, Marriott hotels will gradually introduce new types of rooms. They were the first to be offered by the "W-Hotels" network. In this regard, "Hilton" recently presented "smart numbers". In "Smart Numbers" you can control TV, lighting, air temperature and images in digital frames using a mobile application. Such types of hotels have become popular and popular among tourists. We also plan to introduce such modern innovative technologies into our service sector.

**Conclusion.** The state affects the economy and tourism through various methods and means. In particular, we can mention normative legal documents, decisions and decrees, tax benefits, subsidies and other opportunities. The development of this tourism infrastructure has a positive effect on its functional elements and components and increases the level of profitability and development. We need to develop the tourism infrastructure by taking advantage of such opportunities. The reason for this is that we should be ready for the changes expected and implemented in the world tourism infrastructure in the near future. The present day, the competition is developing to such an extent that we need to get the right direction from the above information when developing strategic plans to overcome it.

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<sup>5</sup> [www.uzbektourism.uz](http://www.uzbektourism.uz)