

Increasing the Innovative Activity of Tourist Enterprises under the Development of the Digital Economy

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Abstract: This article is devoted to the actual issue considered in connection with tourist enterprises - innovative activity. The article examines the issues of innovation, innovative activity and innovative activity in tourist enterprises. Also, the benefits of digitization in innovative active tourist enterprises are highlighted.

Keywords: innovation, innovative activity, innovative activity, blockchain, tourist enterprise

Introduction. Digital economy is a system of economic, social and cultural relations based on the use of digital information and communication technologies. Since business and work make up a large part of everyday life for most people, this is the main thing that can change. Process automation has added the ability to measure business data that was previously immeasurable and even interconnected and leveraged from disparate sources to provide insight into the decision-making process [1]. The reason digitization is such a hot topic in every industry today is because it is one of the first true revolutions in business history. If the industrial revolution of 1760-1840 lasted 80 years, then digital revolutionary changes are taking place at a rapid pace [2].

The modern development of information implies the use of its achievements not only in everyday life, but also in various areas of business. The problem is that modern innovative tools change so quickly that people without special knowledge in the field of information technology cannot include them in their business strategy in time and cannot imagine what opportunities some digital tools create to improve business efficiency.

The purpose of this study is to analyze modern digital tools, specifically digital platforms, and their capabilities from the perspective of business owners, including tourism enterprises. The choice of tourism and hotel is not accidental, because both of these sectors are very sensitive to the emergence of new digital tools, without which their rapid development is impossible today.

Literature review. The concept of innovation in modern tourist enterprises is the formation of creative ideas, concepts and technologies aimed at increasing the quality of services provided, expanding the types of services provided, applying more effective methods of production, sales of tourism and recreational products, increasing the level of satisfaction of tourists, services involves creating and implementing more effective performance management strategies.

According to E.A. Dzhandzhugazova [3], the objects of innovative activity in tourism can be innovative services, products, distribution channels, target groups, new marketing solutions, new advertising tools and strategies of tourist and recreational services. It should be noted here that innovation means the introduction of new, creative ideas.

In the works of Academician D.S. Lvov, innovative activity is considered as a dynamic, purposeful activity aimed at creating product, organizational, process and management innovations, assimilating

them in production and bringing them to the market. The service-providing innovative active tourist enterprise receives commercial benefits from this activity and increases its competitive advantages.

According to the approach of O.N. Melnikov [4], innovative activity - this is the creative activity of producers of goods or services expressed in the achievement of demand-based innovation growth of technical, technological, economic, organizational, management, social, psychological and other indicators, processes, goods or services offered to the market, production of specialists at a competitive time.

According to researchers O.S. Sukharev and E.V. Sesyunina [5], innovative activity is the level of use of innovative potential and reflects the possibilities of effective formation and use of innovations.

According to the scientific works of O.D. Vykidanets [6], innovative activity of tourism enterprises can be defined as an innovation implemented in practice in the form of a new or improved product, process or method, implemented as a result of the introduction of the latest knowledge and ideas to best meet the needs of the customers of the tourism industry. The innovative activity of the tourist enterprise is an activity on the implementation and organization of the innovation process, which implies the creation, development and distribution of innovations.

Analyzing the approaches to the definition of innovative activity, we conclude that this category represents the concept that reflects the dynamics of innovative activity and the level of effectiveness of the implementation of innovative potential. Innovative activity means the final results of innovative activity evaluated by a number of parameters for a certain period. Turning to the study of the innovative activity of tourist enterprises, we note that this is a complex characteristic of their innovative activity, which includes: the level of readiness to develop and implement innovative products (services) that meet growing requirements, the needs of potential users, the level of propensity for innovation in the service sector, the level of intensity of activities to create innovations, their timely implementation, is the rational organization of the technological support of the innovative process in terms of size, composition and sequence of operations.

Analysis and results. With the help of innovative activity, the characteristics, volume and composition of innovative activity are determined, that is, it shows the connection between innovative activity and the obtained result, which has not yet been potentially determined. Therefore, in addition to the resource indicator that evaluates innovative activity, the main indicator is the intensity of innovative activity, which is evaluated during both long-term and short-term activity.

In particular, in our country, According to the Presidential Decree No. PQ-4699 "On measures for the wide introduction of digital economy and electronic government", popularizing the customs of the peoples of Central Asia among foreign tourists, work on creating a single digital map of cultural and tourism objects and an information system for promoting historical monuments and touristic potential has been launched.

Given that tourism is based on collaboration between a wide range of services and products, the benefits of the digital revolution in the sector are clear. As a result of the digital revolution, international travel trends have given way to new solutions such as cloud booking sites or the sharing of information and experiences through digital platforms.

Digital technology enabling business innovators to disrupt traditional industry business practices and create innovative tools such as Wealth Front for wealth management, Lending Club for financial products, Uber and Air bnb for transportation and hotel services, and as a result provide a better experience for working with customers and meeting their needs [7].

The nature and extent of platformization has different effects on tourism enterprises and SMEs in developing countries. The slow development of digital technologies may reflect a lack of knowledge, motivation, resources and appropriate systems. For example, the lack of tourism knowledge in some developing countries limits the technical possibilities of connecting small hotels to global systems, even if they are well connected. In agriculture, the use of online platforms can only be economically viable if enterprises receive additional support in the form of capacity building, training or other technical support, through which they can receive funding or meet quality standards.

In line with new tourism trends, the demand for special offers beyond mass tourism is growing dynamically, as conscious consumers expect special solutions to meet their individual needs. Today, most stakeholders in the tourism market have access to detailed information about their consumers and can closely monitor consumer behavior and changes. These new systems of personalized products and services are available through various flexible post-processing methods such as customer relationship management customer databases. Cloud-based customer database systems today can search for important events economically and anonymously using big data analytics and scaling techniques. Although most data mining is based on working with large samples, it is the most effective way to identify individual preferences [8].

Let's see how blockchain can be used in tourism businesses. The latest technological changes and innovations in the use of services of tourist enterprises are related to alternative payment options that can be used in tourism. The emergence of bitcoins and other cryptocurrencies led to the creation of a new payment system. A blockchain payment system is a public database that records an ever-growing list of data blocks, preventing any data tampering or alteration[9]. One block consists of a list of transactions and calculation results made by stored programs. For example, if a buyer buys a cryptocurrency or any other currency and then transfers it to another partner who will immediately exchange it anywhere in the world, both partners can avoid losses caused by exchange rate fluctuations, moreover, all operations take a few minutes instead of the usual working days. This decision could mean a revolutionary, innovative way to pay everyone in the tourism industry.

The concept of "Blockchain" has appeared in our lives relatively recently and is widely remembered in connection with the opening prospects of its use. Blockchain is a digital ledger of economic transactions that can be programmed to record not only financial transactions, but almost any value.

The process of digitalization of tourism enterprises also gives us that it is very fast and easy to find and communicate with the best quality, affordable and alternative tourism services and products in electronic applications. It is well known that it is easy to advertise or provide quick information about tourist services and products in social networks and mass media, and their implementation is fast. Digital technologies not only increase the quality of products and services, but also reduce excess costs in the field of application.

Uzbekistan has a huge potential in the development of tourism, it has more than 7.4 thousand cultural heritage and historical monuments. 209 of them are included in the UNESCO World Heritage List. In addition to the above, the republic has 11 national parks and state reserves, 12 nature reserves, 106 museums and tourist attractions[10].

Conclusion. In conclusion, digital platforms are changing the economics of doing international business by reducing cross-border interactions and transaction costs. They create markets and user communities on a global scale, providing tourism businesses with a huge potential customer base and effective ways to connect with them. The operation of digital platforms accelerates production and exchange processes, eliminates unnecessary intermediaries, and dramatically increases the efficiency of markets and labor productivity. Based on the above considerations, the means of stimulating the development of digital platforms, including tourism enterprises, in the world economy should include:

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harmonization of data protection standards and regulations; simplification of cross-border data exchange, emergence of new systems and payment methods; development of international electronic commerce; investing in digital infrastructure and more. Therefore, one of the main tasks before the tourist enterprises of our country is to fully introduce and adapt innovations in the field of tourism in order to fully take into account modern changes and trends in this field, to increase innovative activity in tourist enterprises, and to switch to a digital platform. Uzbekistan's tourism business should fundamentally revise existing business models through innovation and digitization.

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