

Forecasting the Prospects for Innovative Development of Tourism in Uzbekistan

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Abstract

Following article analyzes the existing opportunities in the development of innovative technologies in the field of tourism. In particular, the level of use of Internet communications by potential consumers was studied, and recommendations for the introduction of digital communications were developed based on the results of research.

Keywords: *tourism, domestic and foreign tourism, competitiveness, innovation, investment, strategy.*

INTRODUCTION

The country is gradually implementing comprehensive measures to develop tourism as one of the strategic sectors to diversify the national economy, accelerate regional development, create new jobs, increase incomes and living standards, increase the country's investment attractiveness.

LITERATURE REVIEW

Innovative competitiveness serves as a general indicator that characterizes the innovative activity of the tourism industry. Because "innovation" and "competition" are closely related. For example, Michael Porter described innovation as a means of shaping competitive forces [2], while Robert Dole described innovation as a tool for global competition [3]. Innovative aspects of competition theory were developed by Joseph Schumpeter, who described competition as a "creative distortion" of the struggle between the old and the new, a competition between the old and the new with innovation, and related to the innovation process and entrepreneurial functions. The terms "effective competition" and "effective monopoly" are included in the scientific exchange.

The innovative concept of competition has gained a new impetus in the 21st century thanks to the "blue ocean strategy" model developed by W.Chan Kim and R.Moborn. The authors argue that companies now compete in completely new market segments and even free markets ("blue ocean") instead of competing in traditional sales markets with limited growth rates and low profits ("red ocean"), it is advisable to focus on creation through the introduction of innovations [8].

RESEARCH METHODOLOGY.

The methodology of the article analyzes the importance and role of strategic development and increasing the competitiveness of the tourism sector in accelerating the competitiveness of the

economy in the service sector, ranging from the analysis of sources that are becoming scientific and increasingly popular science.

ANALYSIS AND RESULTS.

As the President of the Republic of Uzbekistan Sh.M.Mirziyoyev noted in his Address to the Oliy Majlis, "The unique nature of our country, national reserves, there is a great potential for the development of tourism in mountainous areas. In particular, the development of medical tourism, pilgrimage tourism and ecotourism will give a great impetus to the development of not only the economy but also the social sphere. On this basis, by 2025, the number of foreign tourists visiting our country should reach 7 million, and the annual income from tourism exports should reach \$ 2 billion."¹

Today, tourism occupies a leading position in a number of priority areas of socio-economic development of our country. First of all, it contributes to the employment of economically active population and the creation of new and additional jobs. Second, it serves to increase the welfare of the people. Third, it contributes to the development of many interconnected sectors of economic activity and infrastructure. Fourth, it plays an important role in shaping the spiritual foundations of enlightenment and civil society.

The formation of tourist clusters in the regions of the country will pave the way for the opening of new travel agencies, further intensification of existing ones and the production of modern tourism products on the basis of full use of tourist and recreational resources.

One of the most important issues today is the innovative development of the service sector and the growth of employment. This is due to the fact that the industry employs a number of factors to meet tourists, provide services, create vacancies, increase the inflow of foreign currency, and generate revenue for the tourism industry. The proper use of local tourism resources will have a positive impact on the economic recovery of the region, and ultimately on the replenishment of local and state budgets through the payment of various taxes.

The Decree of the President of the Republic of Uzbekistan No. PD-5611 dated January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" is a logical continuation of the policy pursued by the state in the field of tourism. And it will create a favorable economic, administrative and legal environment for the rapid development of tourism, the introduction of the most effective order, expanding the economic potential and income base of the regions, creating new jobs, increasing the flow of tourists to our country, as well as aimed at active and comprehensive promotion of national tourism products in the world market.

Table 1. Targets for the implementation of the Concept of tourism development in the Republic of Uzbekistan in 2019-2025²

№	Indicators	2018	2019	2020	2021	2022	2023	2024	2025
1	Number of foreign tourists visiting Uzbekistan (thousand people)	4800	5889,9	6302,2	6743,3	7282,8	7865,4	8494,7	9089,3

¹ Address of the President of the Republic of Uzbekistan Sh.M.Mirziyoev to the Oliy Majlis. // The "Xalq so'zi" (People's Word). December 29, 2018, №271-272 (7229-7230)

² Decree of the President of the Republic of Uzbekistan No. PD-5611 dated January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan"

2	Export of tourism services (million USD)	951	1166,9	1271,9	1399,1	1553	1739,4	1965,5	2232,8
3	Number of domestic tourists (thousand visits)	14000	15640	17230	18806	20317	21867	23404	25010
4	Number of hotels and similar accommodation facilities (units)	910	1098	1609	2394	2562	2715	2851	2994
5	Number of rooms in accommodation facilities (thousand units)	22	24	33,7	48,7	52,1	55,2	58	60,9
6	Number of places in accommodation facilities (thousand)	47,8	52,5	73,6	105,9	113,3	120,1	126,1	132,4
7	Number of tour operators (people)	957	1053	1158	1262	1325	1458	1531	1676

Targets for the implementation of the Concept of tourism development in the Republic of Uzbekistan in 2019-2025 are mentioned in the Decree of the President of the Republic of Uzbekistan No. PD-5611 dated January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan."

The deepening of globalization and the priority development of science-intensive production in the world are determined by innovation activity, which is a necessary condition for the socio-economic growth and quality of life of any country. Innovation activity, in turn, depends on the economic and scientific-technical capabilities of the state, innovation policy and potential, the morale of society. In this regard, it is important that special attention is paid to the innovative development of tourism in the context of modernization and diversification of the economy.

In this regard, the innovative development of tourism, the effective use of tourism potential of the country, the organization of quality services to tourists will constantly increase its contribution to the development of the national economy by expanding the export potential of tourism.

CONCLUSIONS AND RECOMMENDATIONS

1. In order to achieve economic efficiency, it is necessary to clearly define the goals of the tourism industry, as well as the means and ways to achieve it. Producing high-quality and competitive services at the lowest cost will ensure maximum profitability, prevent crises, and is a key task of any tourism industry.
2. The need to analyze the trends and laws of the service and increase its competitiveness based on the principles of strategic management is assessed. Since sustainability consists of the effectiveness of tourism activities, the realization of competitive potential, and competitiveness - the effective use of services in the tourism industry and the identification of opportunities for competitive services, it is important to take into account the combination of these concepts. allows you to form an optimal strategy to increase competitiveness.

3. Improving the economic efficiency of tourism enterprises is one of the most important directions today. The demand of the population for tourism is growing every year. To meet this demand, tourism enterprises need to use innovative technologies, make sufficient investments and improve the mechanisms for using new effective methods.

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