



Innovative activity in the field of recreation and tourism

**Khaitov Okhunjon Nomoz
O'g'li**

Researcher
In the name of Sharof Rashidov
Samarkand State University
Tel: (99) 337-59-95
oxunjonxaitov@gmail.com

ABSTRACT

In this article, specific features of the implementation of innovative activity in the field of tourism and recreation, theoretical views and approaches to the introduction of innovations in the field, classification of innovations in tourism, factors of increasing innovative activity in the field of tourism and recreation are studied.

Keywords:

Tourism, tourism sector, tourism industry, recreation, innovation, tourist product, tourist services, innovative activity, factors.

Introduction

The development of the tourism industry is a task of national importance, since it stimulates the socio-economic growth of territories due to the cumulative effect of the functioning of related and supporting sectors of the national economy, and also contributes to the formation of the image of the country and regions abroad.

Currently, the tourism sector serves as the main source of income for many developing countries. The export of tourist products and services creates an additional demand in the national economy, increases the level of employment of the population and provides an increase in foreign exchange earnings. Accordingly, the tourism sector plays an important role in ensuring socio-economic development and stability.

The deepening of the process of globalization in the world and the priority development of the production and service sector based on science-intensive technologies are determined by innovative activity, a

necessary condition for the economic growth and quality of life of any country. Innovative activity, in turn, depends on the economic and scientific-technical capabilities of the state, its innovation policy and potential, as well as the moral state of the society.

Innovative activity in the field of tourism and recreation is manifested as a process directed to the direct implementation of scientific and technical development directions, creative and practical developments, and research results. Innovative activity in the field is wide-ranging and includes not only the practical use of scientific and technical, technological innovations and developments, but also includes changes in the process of increasing the competitiveness of tourist services, work process, marketing, organization and management of tourist activities, and intensive development of tourism and recreation brings.

Literature review

Many studies have been conducted on the development of the tourism and recreation sector, the factors and characteristics of economic activity in it, and various approaches to the processes of realization of tourist goods and services have been developed. Accordingly, it is important to achieve a market balance between supply and demand in the market of tourism services. Based on these conclusions, we will research the opinions and opinions of some authors in this regard, summarize their results, and briefly state our views on increasing innovative activity in the field of tourism and recreation. M.T. Alimova's doctoral thesis entitled "Development characteristics and trends of the regional tourism market" discusses the characteristics of the development of the tourism market, improving the organizational and economic mechanisms of the formation of the tourism industry, and the formation of a tourist cluster. [1] Also, in the works of CIS scientists V.F. Arkhipova, A.Devizovlar, the tourism market and its effective development, the nature and content of innovative activity, functions, subjects of the tourism industry, mechanisms of regulation of the tourism market, issues related to the policy implemented in the tourism sector conducted research on [2].

In their works, the authors did not pay enough attention to the main factors of the implementation of economic activities in the field of tourism, the classification of tourist expenses according to the period of implementation and their characteristics.

At the same time, in the opinion of N.N. Safarova, who is conducting research in our republic, in the perspective of the impact of tourism on the sustainable development of the national economy, one of its main directions is focused on easing the income of the population and the issues of distance and visa between countries [3]. It is based on a one-sided approach and insufficient attention is paid to the quality of tourist services and the state of infrastructure development. The main areas of research carried out by I.S.Tukhliev, R.Hayitboev, B.Sh.Safarov, G.R.Tursunova are aimed at developing the tourism industry in

our republic, ensuring the sustainable formation of the tourism industry, and expanding tourist and recreational services, including recreational services in tourism. development issues have been studied [4]. In our opinion, the scope of research in this direction is wide, it is aimed at solving problems related to the policy implemented in the field of tourism, and some aspects of the directions of increasing innovative activity in the field are researched.

Research Methodology

In the research work, the methodology of taking into account the transformational changes occurring in the economy in recent years and studying tourism and recreation as a factor of comprehensive development in the field of tourism and recreation is used to increase innovative activity in the field of tourism and recreation. In this direction, a dialectical and systematic approach to the study of economic systems and ratios, based on the opinions of experts, is used, observation, comparison, a method of determining the directions of development of elements of tourism infrastructure through methods such as empirical research and comparative analysis is proposed.

Analysis and results

In recent years, tourism has become a rapidly growing and major export sector of the economy of national economies. The Manila Declaration on World Tourism recognizes that "Tourism, as an activity, has a direct impact on the social, cultural, educational and economic spheres of countries and their international relations, and is of great importance in the lives of peoples." It can be seen from the analysis of the economic, social and humanitarian functions characteristic of tourism that the tourism sector is deeply penetrating into social life and its importance is increasing. The economic function of tourism is based on the demands and needs of tourists. The needs of tourists away from their permanent residence are divided into three groups: basic, specific and additional needs.

It should be noted that in the domestic scientific literature we did not find theoretical approaches to the definition of "innovative activity in the field of recreation and tourism." In this regard, we have an attempt to formulate such a definition on the basis of a generalization of approaches to the definition of the concepts of "innovative activity", "sphere of reconstruction and tourism", "innovative", "activity".

At the same time, it is important to address the concepts of "innovative activity" and "innovative activity". An extensive analysis of approaches to the definition of these concepts, as well as their differences, is presented in the work of V.M. Trofimova [8].

According to the National Encyclopedic Service, "activity" is a characteristic of an organism, considered as a source of transformation and maintaining ties with the outside world; activities that are distinguished by the intensification of their main characteristics.

In our opinion, innovation activity includes a set of certain actions for the implementation of innovation processes, and innovation activity reflects the degree of intensity of participation in innovation activity. If innovative activity can be measured in absolute terms: the number of implemented innovations, the number of employees trained in the reporting period, etc., then innovative activity is measured in relative terms and

reflects the growth rate of the absolute values of innovative activity.

We have proposed a comprehensive theoretical interpretation of the category "innovative activity in the field of recreation and tourism" (see Fig. 1), taking into account the object, subject, subject and purpose of such activity, based on a generalization of approaches to the definition of the concepts of "activity", "innovative", "the sphere of recreation and tourism.

Innovative activity in the field of recreation and tourism is the activity of recreation and tourism organizations (including authorities, business structures and public sectors) to create, develop and disseminate a wide range of innovations related to: tourism and services, tourism resources, business processes in the tourism industry, and in the tourism industry tourism, organization of production, labor and management in the tourism industry, in order to achieve sustainable competitive advantages in the context of globalization. A feature of the proposed definition is the detailing of the object of innovative activity in the field of recreation and tourism, as well as the clarification of the purpose of such activity. The proposed approach can be used to classify the types of innovations in the field of recreation and tourism on the objects of innovative activity, as well as to assess the innovative activity of the tourist region by analyzing individual objects.

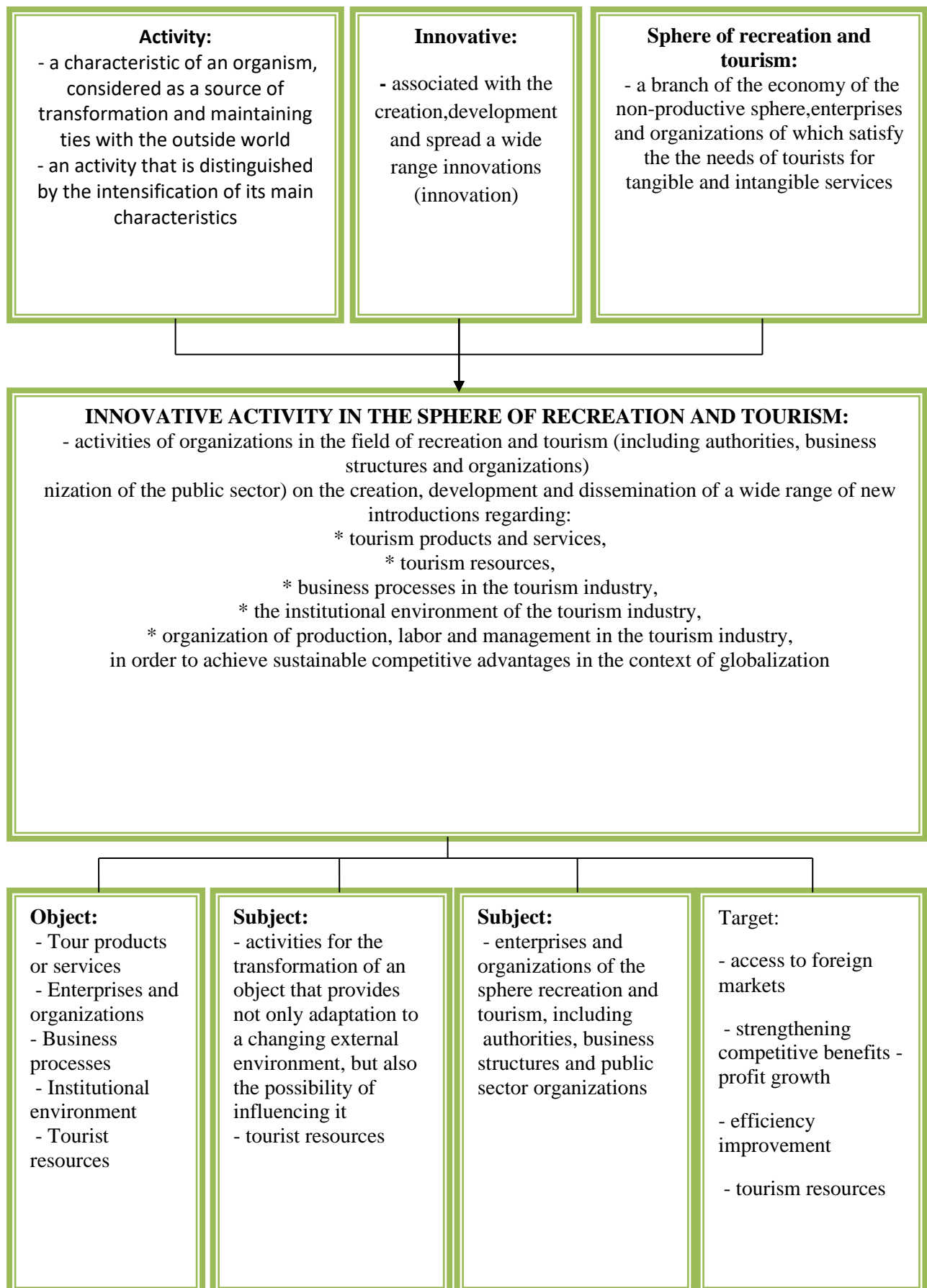


Figure1. Detailed theoretical interpretation of the category of “innovation” activity in the field of recreation and tourism”

The classification of innovations in tourism is proposed by many domestic and foreign scientists. Abernathy and Clark distinguish 4 types of innovation: regular, niche, revolutionary and architectural [9].

1) Regular innovation is the constant improvement of the quality of services, the improvement of the qualifications of employees and the growth of their productivity.

2) Niche innovation - a new combination of existing services, but not a replacement for basic knowledge and skills in any area.

3) Revolutionary innovations - the development and use of fundamentally new technologies and methods that dramatically affect the basic knowledge and skills of company employees up to the emergence of new professions in the industry.

4) Architectural innovations - changing the structure, models and rules in the field of tourism; creation of new events and facilities that require reorganization, changes in the physical or institutional infrastructure, research and training base.

The generalization of approaches to the definition of the nature and types of innovations in tourism has made it possible to form the following classification of innovations in tourism:

1. Product innovation introduces a new tour, service or product to the tourism market. The novelty of a tourism product should be obvious not only to manufacturers and suppliers, but also to consumers and competitors. New events (forums, festivals, shows or performances), new tours, new types of services can act as a new product. Commodity innovations can be new means of transportation and navigation, new options and designs of tourist ammunition.

2. Process innovation introduces new or significantly improved techniques and technologies into the process of providing tourism services. Process innovations can be combined with product ones. New equipment can be, for example, new devices for cleaning premises, technologies for booking and

tracking systems, automated control and sales systems, etc.

3. Innovation in management introduces more advanced organizational and production structures, new approaches to designing the company's activities and organizing jobs. Management innovations are also combined with process and product innovations.

4. Business model innovation - these are new approaches to doing business that can increase its value and customer value, the development and implementation of new approaches to intercompany communications and customer relations. Customer databases can serve as new business models, allowing you to maintain an individual approach to customers, joining various alliances, new approaches to logistics.

5. Marketing innovation - these are new approaches to organizing marketing activities at an enterprise (primary use of Internet technologies for offering and promoting, electronic payment methods).

6. Innovation in logistics is new solutions in systems and chains of bets, distribution and supplies, including tourists. As innovations, hubs, integrated information systems of destinations, clearing mutual settlements, etc. can be considered.

7. Institutional innovation - these are new standards, norms, and regulatory systems in tourism, as well as related industries; New schemes of cooperation between authorities, the entrepreneurial sector and the public in tourist areas. Examples are the creation of tourist-recreational zones, gambling zones, the introduction of a mechanism for financial responsibility of tour operators.

8. Resource innovations - the use of a new type of resources to organize tourism activities and develop product innovations.

9. Conceptual innovations - the creation of new concepts in tourism regarding services and their implementation; new formats, architectural, in-generic and technological solutions that satisfy consumers of tourist services. Conceptual innovations can be new building materials and thematic areas of activity.

The drivers of tourism innovation can be aggregated according to their content as follows:

1. Economic factors of innovative transformations in tourism, caused by an increase in the level of education and welfare in society: the number of tourists who are ready to travel not only in an organized manner, but also on their own is growing. It is economic factors that influence the growth of requirements for the quality of tourist products, and, therefore, stimulate the introduction of quality management systems at the enterprises of the industry.
2. Environmental factors of innovative transformations in tourism are climate change, reduction of territories with untouched nature. Negative trends in the field of ecology make a clean environment a significant value in public opinion, which often affects the tourist choice. The main trend of innovation in this area is the introduction of environmental management at the level of enterprises, municipalities and the region.
3. Technological factors influencing innovative transformations in tourism are, first of all, the

development of information and communication technologies and new transportation opportunities.

A generalization of approaches to the grouping of factors of innovative activity in the field of recreation and tourism showed that in the domestic scientific literature there are two groups of approaches: by levels - factors of the external and internal environment (A.S. Chernova, V.M. Trofimov, S. S. Molodtsova and T.V. Korotko); in terms of content - economic, environmental, technological (A.N. Polukhina, Yu.M. Belozerova, I.N. Petrov and V.Yu. Lapshin). We also propose a division of such factors depending on the type of impact on the objects of innovative activity in the field of recreation and tourism: stimulating and limiting. As a result of the analysis of expert opinions, the factors that stimulate and limit innovation activity in the field of recreation and tourism are systematized, which are divided into two levels depending on the ability of tourism industry enterprises to influence such factors (Table 1.).

Table 1.

Factors of innovative activity in the field of recreation and tourism
Факторы инновационной активности в сфере рекреации и туризма

Level	Stimulants	Limiting
External environment	Changing consumer demand Support for the development of tourism at the state level. Rapid development and diversification of new technologies. Growth of expenses for tourism in the republic and in the world.	Reducing the solvency of citizens of the Republic of Uzbekistan. Political instability in the country and in the world. High crime rate in the country and in the regions. High level of competition in the industry.
Internal environment	Creative potential of employees of enterprises in the tourism industry. The need to create a new type of product for the tourism industry enterprise. The strategy of the enterprise to win a certain place in the market.	Outdated material technical base. Over-centralization management. Ineffective business communications. conservative thinking. Bureaucracy

As a result of the analysis of the sensitivity of the tourism industry (through an expert survey and expert analysis of analytical materials) of the regions of the republic to the

factors indicated in Table 1, it was revealed that the key stimulating factors are support for the development of tourism and the growth of tourism costs (i.e. environmental factors),

limiting: outdated material and technical base and conservative thinking (factors of the internal environment).

Thus, it was concluded that environmental factors have a rather stimulating effect on increasing the innovative activity of enterprises in the field of recreation and tourism, drawing such enterprises into the innovation process.

Conclusion/Recommendations

Innovative development of tourism is a systemic event, characterized by novelty and leading to positive shifts in the development of the industry. A feature of the innovative development of the tourism industry is the coverage of a large number of related industries and processes. Based on this feature, the innovative development of tourism should be balanced, i.e. cover all stages of the provision of tourist services.

Innovative activity includes a set of certain actions for the implementation of innovative processes, and innovative activity reflects the degree of intensity of participation in innovative activities. If innovative activity can be measured in absolute terms: the number of implemented innovations, the number of employees trained in the reporting period, etc., then innovative activity is measured in relative terms and reflects the growth rate of the absolute values of innovative activity.

Innovative activity in the field of recreation and tourism is the activity of organizations in the field of recreation and tourism (including authorities, business structures and public sector organizations) to create, develop and disseminate a wide range of innovations related to: tourism products and services, tourism resources, business processes in the tourism industry, the institutional environment of the tourism industry, the organization of production, labor and management in the tourism industry, in order to achieve sustainable competitive advantages in the context of globalization.

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