

## The Effect of Innovative Technologies on the Development of Tourism

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**Annotation:** The scientific article outlines the strategic directions of the development and improvement of tourism infrastructure in Uzbekistan, as well as suggestions and recommendations on developing directions of development on the basis of analysis of the works carried out abroad and the development of quality services to tourists.

**Keywords:** tourism, tourist, innovation, infrastructure, hotel business, tourist services, tourists, economics.

**Introduction.** At the time when the world economy is in crisis, it is necessary to determine the reforms that should be implemented in the tourism of our republic, analyzing the international experiences in bringing the tourism industry out of the crisis:

- creating an acceptable and favorable legal investment environment in the development of tourism infrastructure;
- diversifying tourism products and services aimed at different segments of the tourism market;
- paying special attention to improve of the system of training, retraining and to improve of personnel qualifications for the tourism network, to determine the tasks to be performed.

At the same time, it is necessary to set up the goals of reaching the pre-pandemic level of development and to determine the directions for the reformation of the tourism infrastructure by 2025.

The task before us is the development of tourism infrastructure and directions, the issue of studying what the main attention is focused on when introducing innovations to the tourism infrastructure remains relevant. One of the main goals of our research is to determine the directions that are considered an important factor in achieving the competitiveness of our republic in world tourism. This research work is dedicated to the methodology of introducing innovation into the tourism infrastructure, which is extremely relevant in making the tourism sector one of the leading sectors of the economy of Uzbekistan.

### Analysis of topic material

There are many researches devoted to the formation, modernization and innovation of tourism infrastructure, in which the processes of modernization are interpreted and defined differently in each of them, but the service orientation for the consumer has the main place. We emphasize the expediency of relying on these conclusions, analyze some authors' opinions, summarize their results, and briefly state our opinions about the infrastructure improvement.

"Leadership style and culture for innovation in hotel industry" by Carmen Babaita, Gabriela Sipos, Andreia Ispas and Andrea Nagu discusses the role of the hotel industry in the development of tourism infrastructure. [4] Another foreign scholar, Arturo Cuenllas, published a work entitled "Innovation in hospitality management" and conducted research on achieving efficiency by applying innovative management methods in hotels.[5] The authors may not have paid enough

attention to the processes of infrastructure formation in the implementation of the factors considered.

According to N.N.Safarova who is conducting research in our country, one of the main directions is emphasized on easing the issues of population income and the distance between countries and visa issues in the method of forecasting the impact of the tourism sector on the sustainable development of the national economy.[6] It is a one-sided approach and does not pay attention to the quality of services and the state infrastructure.

The main directions of Z.I. Usmanova's research are aimed at the development of tourist and recreational services in Uzbekistan, in which she explained the lack of development of recreational and health tourism in Samarkand, Kashkadarya and Surkhandarya regions due to the small number of institutions.[7] Why there is a lack of recreation and wellness organizations in these regions, because the full formation of infrastructure for its development has not been discussed.

As a result of the research as follow, D.Z. Norkulova developed a number of recommendations for improving the organizational and economic mechanisms of developing social tourism services in Uzbekistan, and highlighted social protection as the main direction. [8] In this research, interdependence between the objects serving social tourism and the creation of a holistic structure have not been touched upon.

At present, it should be noted that there is no single understanding among many authors regarding the development, formation and introduction of innovation in the tourism infrastructure. In our opinion, the scope of the research that needs to be carried out in this regard has become wide, and we should take into account well-established international experiences in order to ensure the proportional development of the networks in the formation of the infrastructure.

### **Research methodology**

To determine the development of tourism infrastructure, the methodology of taking into account the innovative changes expected in the coming years and thereby studying the development of tourism as a whole infrastructure is used in the research, while studying the opinion of experts in this regard, through methods such as observation, comparison, empirical research, systematic and comparative analysis, and expert assessment, the infrastructure is used. A method of determining the direction development is proposed. Also, conclusions were made regarding the priority tasks of the tourism development directions of our republic until 2025, and specific recommendations regarding infrastructure improvement were developed.

### **Analysis and results**

As specified on the Presidential Decree "Regarding the plan of additional measures for the rapid development of tourism", that is, it includes that the works on the adopted concept that should be done in the next few years.

It is planned to increase the share of tourism in the gross domestic product of Uzbekistan from 2.3% to 5% based on this outcome, by 2025 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 to 2.2 billion US dollars. It is planned to produce up to 3,000 location vehicles. The number of tour operators are expected to almost double<sup>1</sup>.

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<sup>1</sup>[www.uzbektourism.uz](http://www.uzbektourism.uz)

In order to create and expand a single strategy for the development of the tourism brand of Uzbekistan, leading companies are being involved, work is being carried out with the Saatchi company at the moment. At the same time, it is planned to hold exhibitions, contests and turn Uzbekistan into a country of festivals, thus developing event tourism. Another important direction is the improvement of the system of training specialists. You can see guides, hotel staff, setting more perfect standards of tourist services among them. At the same time, the activity of the "Silk Road" International University of Tourism, that is opened in Samarkand, also serves these purposes. In addition, joint faculties in cooperation with foreign higher education institutions and branches of foreign universities also help in training specialists. Currently, active work is being carried out in this regard, especially with tourism academies of the UAE, Korea, Turkey, and European universities. At the same time, UNWTO's TedQual (Tourism Education Quality) international tourism education certification system is being implemented in practice.

New processes that have not been observed until now are also being implemented to our country tourism. A number of works have been carried out to regulate the visa system. At the moment, work is being carried out on the program called "Uzbekistan - my second home". For example, retired citizens of developed countries have a reasonable income, and they want to live in a country with a comfortable climate and good cuisine. Those people will come to Uzbekistan, buy a house, live here and spend money, and this will make a contribution to the economy of Uzbekistan. The number of countries, where the visa-free regime will be introduced, will be increasing and the number of countries, where electronic visas will be provided, will be increasing dramatically. Simplifying the visa system is one of the important steps towards the tourism development in Uzbekistan.

It is planned to turn Uzbekistan into a unique educational hub. For this purpose, the "Student visa" visa has been introduced, and some efforts have already begun in order to attract foreign higher education institutions. According to the project of the state program, the establishment of Amity University of India in Tashkent was one of the first steps in this regard. Another large Indian university, which receives 25 thousand students a year, intends to invest 100 million dollars in Uzbekistan. Negotiations are underway with Korean and Russian higher education institutions; efforts are being made to open a joint faculty with Germany. With a new type of student visa, students will be able to study in Uzbekistan without any problems.

Despite the ongoing pandemic in the world, the process of forming the tourism infrastructure in Uzbekistan is being carried out rapidly. As a result, the number of foreigners visiting the republic are increasing gradually. From 442.1 thousand in 2002, it reached 2847.9 thousand in 2017, 5300.0 thousand in 2018, and 6748.0 thousand in 2019. Due to the pandemic that occurred at the end of 2019, the indicators were 1504.1 thousand in 2020 and 1881.0 thousand in 2021. In particular, the export of tourism services will be 546.9 million in 2017, 1041 million in 2018, 1313.0 million in 2019, 260.1 million in 2020, 422.1 million in 2021. amounted to US dollars.

**Table 1. Number of tourists visiting Uzbekistan and indicators of export of tourism services**

Indicator	2017 y.	2018 y.	2019 y.	2020 y.	2021 y.	2025 y. (plan)
tourist arrivals (thousand person)	2847,9	5300,0	6748,0	1504,1	1881,3	9000,0
Export of tourism services (million USD)	546,9	1041,0	1313,0	260,1	422,1	2500,0

Source: Compiled by the author based on the information of the Ministry of Tourism and Cultural Heritage and [stat.uz](http://stat.uz).

If we look at hotels and accommodation facilities in our republic in 2017, there were 676, 886 in 2018, 1188 in 2019, 1308 in 2020, 1442 in 2021. Despite the pandemic, a number of hotels and accommodation facilities has increased.

**Table 2. Available hotels in Uzbekistan and a number of places in them**

Indicators	2017 y.	2018 y.	2019 y.	2020 y.	2021 y.
Number of hotels and accommodations	676	886	1188	1308	1442
Number of rooms in hotels and accommodation facilities	17703	19832	26147	29218	33411

Source: Compiled by the author based on the information of the Ministry of Tourism and Cultural Heritage and stat.uz.

In this regard, if we are living on the changing world of hotel business, social and technological changes were observed as a result of the introduction of innovation in the hotel business in 2017-2018, as hotels with large and famous brands have taken the initiative in this regard, great opportunities are created for them. This determines the main directions of innovations that are expected to be used in the world hotel business. These directions include the following:

- new types of fees and charges will be introduced in the hotel business. As a result, the price of rooms in the US hotels will be becoming more expensive in the future. New types of charges will also be introduced in major US cities such as New York, Chicago and Los Angeles. Experts emphasize that it is necessary to take into account fees in case of calculating travel expenses. Because it is estimated that there is still time to achieve full transparency in this area. According to experts, there is also a good side of this point, as opposed to increasing the price of the rooms, it is envisaged that the city taxes will not be charged to stay in the hotels with the introduction fees;
- cleaning work in hotel rooms will be drastically reduced. The reason is that more and more branded hotels are abandoning room cleaning, and there are two reasons for this. It's price and privacy. For example, some tourists are seriously concerned about changing the location of the toothbrush from the point of view of health and safety. Some people do not like to have their bed made by someone and they cannot tolerate excessive trouble. As a result, the prices of the numbers may be reduced to a certain extent;
- innovative technologies used in numbers. According to Edmundson, the manager of a famous "Marriott" hotel chain, in the near future of hotel business, "internet items" - investments focused on connecting devices such as "Nest" smart thermostat or voice assistant "Alexa" will attract everyone's attention. For example, there is a growing demand for showers that remember the customer's favorite water temperature and wall pictures that can be changed to family photos, and a display that can show video on voice request in a hotel room developed by Marriott in collaboration with Samsung and Legrand SA. Marriott hotels will gradually introduce new types of rooms next year. They are expected to be offered first 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 numbers are expected to appear in major US cities on the coming days. They will be implemented in all Hilton hotels at the beginning 2019.

- a healthy lifestyle for tourists will be more important than ever in the coming days. Because the healthy lifestyle industry is estimated to become a trillion US dollar market. Everyone wants to make money from it, but all brands do it in their own way. No one has yet fully understood which way will be the most effective. Hyatt spent \$375 million on the legendary Miraval brand, while JW Marriott is partnering with the Ballet Joffrey in order to offer guests a ballet experience. The “Four Seasons” hotel chain has developed special "Wellness Rooms" with dechlorinated showers and Deepak Chopra videos. To keep up with the intense competition, spas and hotels are changing their recruiting strategies in order to attract more doctors, nurses and dietitians.

### Conclusions and suggestions

Summing up from the above, it is appropriate to define four areas that should be given special attention in our strategic direction on the basis of the formation of tourism infrastructure. First of all, considering the work continuation started in the last year, and they are:

- accelerating the construction of modern and brand hotels and affordable accommodation facilities such as hostels, family guest houses, as well as the implementation of mechanisms for providing apartments according to the AirB&B system;
- developing uniform, safe and innovative transport logistics, taking into account the types of internal and external transport that complement each other in order to increase and diversify the tourist flow in terms of transport logistics;
- creating a practical information and reference system for tourists on cultural heritage subjects, implementing smart-tourism technologies, increasing the effectiveness of cultural heritage subjects, museums, theaters, and art galleries by installing turnstiles and video surveillance systems;
- first of all, it has to increase the "monetization" of tourism by establishing a flexible price policy for air transportation, accommodation services, organization of tourist meals, cultural and entertainment events and souvenir products, and to fulfill these tasks on the basis of "monetization" of tourism. some groups have created to study development issues.

During the year, the experts of the local ministries and agencies together with experts and representatives of the tourism sector will develop drafts of regulatory legal documents containing specific proposals for a thorough study of the situation and finding solutions to the problems hindering the development of tourism.

We should also be ready for the changes expected and introduced in the world tourism infrastructure in the near future. Today, 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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