

## Influence of Innovations on the Field of Tourism and its Effectiveness

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**Abstract:** This article provides information on the role of tour guides in the field of tourism and the importance of innovative projects, ideas.

**Keywords:** Innovation, tourism, tourist travel agency, exploitation.

At present, the tourism industry is one of the rapidly developing sectors of the world economy, and it is promising in terms of the use of news, while not enough attention is paid to the news in the field of tourism. It should be noted that the self-growth of travel companies and the low quality of tourist services. Despite the government's efforts to regulate tourism activities through a mechanism of financial guarantees, instead of licensing activities, this regulation affects the sustainability of the company's obligations to provide services to tourists. This aspect does not take into account the quality of services provided. On the whole, we propose to improve the tourism product by managing the innovative activities of the tourism industry and especially by introducing innovations by enterprises. Also, in the management of the tourism industry, in addition to the stability of the commercial activity of companies and the provision of better quality services, it is necessary to take into account the number of tour operators, evaluate the level of organization of the industry and develop appropriate methods to optimize their number depending on specific tasks. At the same time, not enough attention is paid to the study of the innovative activity of the tourism sector of the economy, the specific characteristics of the enterprises' activities and the regional characteristics are not fully taken into account. The problems of management of innovative activities are divided into separate elements.

Existing works reveal theoretical and methodological aspects of management at the level of general approaches to individual problems of innovation management. Most of the problems related to the formation of the mechanism of innovation management and the management system of innovative development of enterprises in the field of tourism have not yet been fully resolved. The need for a theoretical and methodological solution to these problems determined the goals and objectives of the research. The purpose of this study is to improve the innovation management system in the tourism sector with the help of cost reduction tool, taking into account the effect of the multiplier effect by creating an innovative organizational structure in the form of a tourism cluster.

Innovation is a new or significantly improved product or process introduced for use, a new sales method or a new organizational method in work practices, job organization, and external relations. In this respect, the extent to which the tourist product is new, the creation of tourist goods and services based on the conditions of the region serves to further develop tourism innovation. In our opinion, it should not be overlooked that the type of object, eco-landscape, monuments, which has become a common situation for us, is considered an interesting innovative tourist product for a tourist from another region. Therefore, the attractiveness of the tourist product requires the creation of innovative tourist projects, including research at the level of geographical research.

The tourist cluster means the interdependence of state and public organizations engaged in the tourism business and other organizations serving the tourism industry. This relationship is primarily focused on using the existing tourism potential of each region in terms of tourism development, and all these

organizations are interested in the development of tourism in this region. The rapid development of innovation in tourism began in 1972 when Bernard David Sadow, an employee of the United States Luggage Company, received a patent for the invention of wheeled suitcases.

For the innovative development of the tourism potential of the regions, first of all, it is necessary to carry out comprehensive geographical studies through the regional organization and development of clusters.

Emphasizing the main level of activity allows to see the specific features of the regional innovation system. Within the framework of the main activity, two segments can be distinguished - product and service, which allows distinguishing another level of the specific characteristics of the region. If there is a developed scientific and educational complex in the region, then a correspondingly large share is occupied by various types of innovative services.

According to the statistical data of European countries, scientific and technical services occupy a large part of GNP in countries that are actively forming a knowledge-based economy, which indicates the existence of innovative processes in this area. At this level, education can be distinguished as a source of qualified personnel that satisfies the need for labor resources of the regional innovation system.

Further, the field of fundamental science, which is carried out both in the university and in academic state institutions, is emphasized. It serves as a generator of ideas for innovation. It also includes elements of independent innovation infrastructure that exist within educational and research institutions and facilitate the commercialization of the results of the institutions' scientific activities. The third level of this model is the regional administration, which coordinates and promotes innovation in the region, as well as forms the strategic innovation policy of the region. An innovation system includes an element such as an internal segment and a region that may be external to the system itself.

The regional innovation system is a part of the national innovation system, which not only forms the development vector of regional innovation systems, but also depends on the quality of the region's innovation systems. Since the regional innovation system is an open system, it is possible to identify external factors that directly affect the development and operation of the system as a whole (for example, regional, interregional, intersectoral, international competition).

Innovations in any field, including tourism, are qualitatively different from innovations. Innovative changes in tourism create the internal energy of efficient growth. These changes break the balance, but create a basis for further development of the system, transition to a new quality. Therefore, it is the professional introduction of innovations into life that is the development of a certain field. Experts on the development of modern society say that none of the problems facing business today is more important and more complex than the problem of innovation.

Tourism innovation naturally affects the state of the entire industry. They change the following key features of the industry:

- 1) volume of production and sales (in this case, new travel brands);
- 2) operational expenses of the innovative firm;
- 3) the size of the created and exploited property;
- 4) the number of specialists participating in the development and introduction of a new tourist product to the market;
- 5) the period of development and implementation of innovations for consumers.

The effectiveness of the modern tourist product, its development rate is determined by innovative activities and the production of "market novelty" goods that satisfy a completely new need or significantly expand the range of consumers. The innovation process, that is, the process of introducing new products to the tourism market, is characterized by:

- 1) the number of ways to achieve the goal and initial uncertainty and high risk;
- 2) inability to pay attention to detailed planning and forecast estimates;
- 3) the need to overcome resistance both in the field of existing relations and in the interests of the participants of the innovation process. Innovation is the main means of increasing the value of the subject and the real sector in general, in our case - the tourism sector. The higher the innovation potential, the higher the expected real benefit.

There is even a science of innovation that deals with the study and implementation of innovations. In his scientific direction, he relies on the dialectical doctrine of universal development. Any innovation first leads to the emergence of crisis situations, the way out of which can be found only by professional treatment of all stages of the process of introducing a new tourist product.

Therefore, any tourism manager should know that it is in the process of choosing innovations that innovations, completely new forms of work can appear.

The social effectiveness of tourism innovation can be seen in two dimensions. According to the social significance, the expected socio-economic results are estimated as an increase in national wealth due to an increase in the level of manufactured products. Innovations contribute to the rapid growth of stocks and reserves, which determines the stability of the industry, the continuity of activity even in the low and dead tourism season, and the employment of the population. The accumulation of such nature reserves will certainly expand the possibilities of development of socio-cultural objects, serve to preserve the unique historical and natural monuments of our country. In addition, employment of the population in the process of production and product introduction increases the standard of living. Innovations turn people into new products.

At the scale of a specific tourist company or cultural and service organization, the unity of its technical, intellectual and commercial capabilities is realized. With innovation, the nature and conditions of work change. Changes resulting from the implementation of a new tourism product determine the social value of innovation.

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