

THE ESSENCE AND SPECIFICITY OF INNOVATIVE TOURISM ACTIVITY

Nishanova Xafiza Vafokulovna

“Teaching English Language Methodology №3”

Uzbek State University of World Languages

ABSTRACT

The article discusses the key areas of innovation in the tourist industry, as well as the variables that influence tourism's inventive development. Specific aspects of the tourist product, producers and users of tourism services, according to the author, are among the criteria that influence the characteristics of creative activity in the tourism industry.

Keywords: tourism in an area; innovation; innovation activity; innovative development; tourism innovation.

INTRODUCTION

Tourism is one of the most rapidly expanding and promising management fields. Many nations, like Uzbekistan, rely heavily on tourism for economic and social reasons. The current conditions of strong competition in the tourism business, economic and political instability in many places, and fast expanding visitor wants and demands point to the need for a new approach to tourism development. This article is about issues of innovation in the tourist industry.

International visitor numbers are expected to surpass 1800 million by 2030, according to the World Tourism Organization.

Countries with developing economies, such as China, the Russian Federation, and Brazil, are in the lead in terms of tourism spending. Between 2000 and 2013, Chinese outbound tourist spending surged by nearly tenfold. In terms of this indication, China leads the globe, while the United States and Germany are in second and third place, respectively, with a slight growth in tourist expenditure of 2-3 percent in 2013. Tourist expenditure grew more slowly in developed nations such as Canada, the United Kingdom, the United States, Germany, and France, while it fell in Italy, Japan, and Australia.

In addition to the economic impact, the adoption of tourist innovations has social implications, which may be seen from two angles. On the one hand, innovations for a single tourism organization help to enhance working conditions (organizational innovations), make better use of intellectual and material resources (technology innovations), and realize economic potential (product innovations), among other things. On the other hand, innovations in the sphere of tourism have a significant social impact, as they aid in the elimination of seasonality, the long-term growth of tourism, and the improvement of employment, among other things. According to the World Tourism Organization, each tourist generates an average of 11 jobs, demonstrating the tourism industry's significant social impact.

The low rate of tourist development and, as a result, low indicators of tourism development in worldwide comparison need a shift to an innovative route of tourism sector development for the Republic of Uzbekistan.

Of course, the designation of tourism as a strategic priority opens up a lot of doors for the development of new activities in this sector. Indeed, in all areas of the economy, including

tourism, innovation is a factor in enhancing competitiveness. The issue of the competitiveness of the Uzbek tourist offering is very pressing in our nation.

Innovation is a tool for translating and applying the achievements of scientific thought. From this point of view, tourism is an exceptionally vast field for innovation, as it is a complex interdisciplinary socio-economic system. Tourism not only creates a new product or service, it also uses innovations introduced in other areas of business. For example, developments in the field of information technology are widely used by hotel enterprises, travel agencies, and transport companies. Creating a tourist product, servicing tourists, booking air and train tickets - all these processes have moved to a new level with the introduction of the latest developments in the field of information technology.

Manufacturers of tourism services have the unique quality of being complimentary and dependent on one another in the long term. That is, the existence of a system that coordinates the actions of all actors in the process of delivering tourist services is one of the most important prerequisites for the success of tourism development at the local, regional, or state level.

Consumers of tourist services have unique characteristics, such as exposure to demand for this sort of service from a variety of internal and external elements, such as income level, educational level, advertising, fashion, pricing considerations, and so on. The level of satisfaction with the services delivered is subjective and dependent on a variety of external and internal variables.

LITERATURE

1. Abernathy, W. & Clark, K. (1985). Innovation: Mapping the Winds of Creative Destruction. Research Policy,
2. Bieger, T. & Laesser, C. (2002). Future Living: Conditions and Mobility: Travel Behaviour of Alpine Tourists. Leisure Future Congress Innsbruck, April 2002.
3. Buhalis, D. (1998). Strategic Use of Information Technologies in the Tourism Industry. Tourism Management,
4. Commission of the European Communities (2000). Towards Enterprise Europe: Work Programme for Enterprise Policy 2000-2005. Enterprise DG. SEC (2000) 771. Commission of the European Communities (CEC) (2000). Challenges for en
5. Н.Ф Аманова. О роли контекста при выделении односоставных предложении страны. языки. культура: сборник материалов XI-й международной научно-практической конференции/020 https://kpfu.ru/staff_files/F312709112/SBORNIK_MATERIALOV_NPK_2020__1__1_.pdf#page=43
6. Amanova N.F Amanova F.F . INNOVATIVE ACTIVITY IN THE FIELD OF TOURISM. Euro-Asia Conferences, 1(1), 308–309. Retrieved From <http://papers.euroasiaconference.com/index.php/eac/article/view/97> Amanova Nodirabegim Furkatovna. (2022). EFFECTIVE METHOD OF TEACHING. Conference Zone, 53–55. Retrieved from <http://www.conferencezone.org/index.php/cz/article/view/124>