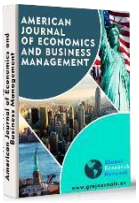

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Article

The Basic Concept of Innovative Activity in Tourism and its Importance

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Abstract: Timely attention of tourism enterprises to new technological changes in various areas of tourism-related activities, the ability to create new ways of working and improve performance are recognized as a prerequisite for the survival of enterprises. The need to introduce innovations also stimulates competition and a number of other market demands. Their availability is also related to changes in demographic, economic, and social order due to changes in consumer demand and consumer desires, the psyche of a modern human. In the current situation, a modern specialist in the field of service can not continue his work without using the results of innovative processes, because the flow of scientific and technical information is growing rapidly, in which case the young specialist must be able to select technical innovations and innovative ideas. without research and creative skills. The research method is the comparative analysis, systematization of existing scientific literature, and an assessment of current trends in tourism innovation. Emphasis is placed on digital transformation and use of emerging technologies, as well as on modern tourism infrastructure. Besides, the impact of innovation management on enhancing organizational effectiveness and minimizing operational risks in tourism agencies is also discussed in the study. The results show that innovative activity influences not only economic results (increased revenue, number of jobs created, and enhanced resource utilization) but also reinforces the social importance of touristic activity at the service level, manifesting as increased safety, accessibility, and consumer happiness.

Keywords: Innovation, Tourism, UNWTO, World Tourism Organization, Promotion, Discount, Potential Customer, Competition, Virtual Panorama, Web Application

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1. Introduction

The key principles of innovation in tourism and hospitality include:

- The principle of scientific approach (the use of scientific knowledge and methods to implement innovations that meet tourists' needs).
- The principle of systematicity. The strategy being developed for innovative development in tourism should take into account the factors and conditions necessary to meet people's leisure needs; the region's resource potential; the social impact on society; and environmental factors.
- The principle of matching innovation with tourists' needs.
- The alignment of innovation activities and their results (innovations) with the level of societal development.
- The principle of coherence. The innovation process culminates in the appearance on the market of a product, which at a certain stage of its life cycle should generate a need for the creation of the next innovation and provide financial support for this direction. Any innovation must guarantee the absence of harm to humans and the environment [1].

Innovation activity is a complex of scientific, technological, organizational, financial, and commercial measures that lead to innovation. Key areas of innovation in tourism and hospitality:

- The development of new types of tourism products, restaurant products, hotel services, etc.;
- The use of new technology and techniques in the production of traditional products;
- The use of new, previously unused tourism resources;
- Changes in the organization of production and consumption of traditional tourism products, services, etc.; new marketing, new management;
- The identification and exploitation of new product markets.

The context of rapid globalization and technological transformation has made negative impact on most of the traditional sectors but at the same time; tourism is one of the highly dynamic and competitive sector of world economy. Around the those nations are battling to win a majority of the worldwide tourism showcasing where contribution is as an expanding element of focused advancement is advancement. In the context of the systemic global changes, including in the field of travel, of the growing demands of tourists and the gradual saturation of the market, the introduction and development of new types of tourism has become a strategic priority for our country. These innovations will not only help achieve diversity in tourism products, but also a mechanism to help fortify the international image and branding of national tourism [2].

The result of tourism activity is a product that, for various reasons, becomes obsolete. Because consumers consume a certain number of products or services, competition arises among tourism service providers. On the other hand, providers are forced to cooperate when consumers require additional services. Through this process of cooperation and competition, a new tourism product emerges. At this point, traditional tourism is transformed into innovative tourism. The idea of classifying tourism activities by degree of innovation is not new. In one of their works, Professor Dmitiev, Associate Professor Zabaeva, and Associate Professor Malygina clearly distinguish between classical and innovative tourism.

With such a broad economic impact, tourism development is of huge importance for the global economy and for the national economy of our country too. Tourism plays a maximally elaborated mechanism of sustainable development, international capital and economic structure diversification, especially for developing economies. But today's tourism climate is affected by a number of inter-related factors that are both economic and political, ranging from increasing competition between countries on a global scale, geopolitical conflict, the volatility of many economies, and technological disruption. Under these circumstances, forces tourism organizations to go through rapid adaptation to external changes in addition to pursuing alternative models, management methods, and product solutions [3].

In addition, tourists are changing their preferences, expectations and behavioral patterns at a pace never seen before. Today, the modern-day tourist wants a unique tour tailored for them, culture authenticity, eco-friendly experiences and tech-assisted convenience [4]. Traditional tourism products are thus not enough to satisfy the changing requirements of the marketplace. Thus, tourism enterprises need to change by creating new products and unusual routes, introducing digital platforms, and improving service quality and security. It is of fundamental importance and it is no longer a luxury item, from a strategic point of view, aimed only at short-term success [5].

In this case, tourism innovation goes beyond the release of new technologies or services. It includes a transition of managerial practices, a reconfiguration of business systems as well as the use of logic to planning as well as decision-making on tactical issues. Innovations create competi-tiveness advantages, sustainable tourism development, citizen satisfaction, and destination promotion in the domestic and foreign markets, Fillip, Ivana

Šprajc, Alenka Glavan, Jerneja Trojnar. This is why tourism transforms through innovation and this is the key to economic resilience, leading in the globalization game and therefore acting sustainably for national development. Thus, the understanding of the essence of innovation activity in tourism and its´ analysis ensures that this is an up to date and meaningful research priority which can orientate future policies and strategic activities in this sphere [6].

The innovative development of tourism sector of our country is the subject of research of a number of economists. In particular the works by Q. Kh. D.R., Abdurakhmonov, I.S., Tukhliyev, M.Q., Pardayev, M.T., Alimova, B.Sh. These questions are covered at length by, for example, Safarov, S. A. Abdukhamidov, etc [7].

A.N. Kobyshev's classification of innovation types is similar to that proposed by A.I. Prigogine. In his work, A.N. Kobyshev considers the result of innovation activity as a marketing innovation, implying the application of marketing efforts in two directions. At the marketing stage of an innovative idea, determining its degree of innovative potential is essential. According to this criterion, innovations are divided into three types: radical, combinatorial, and modifying [8].

G.A. Yakovlev demonstrated a somewhat different approach to defining the main areas of innovation activity in tourism in his works. According to him, the main areas of innovation activity in tourism enterprises are the use of new equipment and technologies in the provision of traditional services, the introduction of new services with new properties, changes in the organization of production and consumption of traditional tourism services, the use of new, previously untapped tourism resources, and the identification and exploitation of new markets for tourism services and goods. G.A. Yakovlev did not specify the principle by which he based his classification. Having reviewed the proposed options, we propose to combine and strengthen the approaches, taking into account the previously given definition of the economic category “innovative activity in tourism” and to consider the main areas of innovative activity depending on the process to which they relate [9].

2. Methodology

This paper is built upon a wide methodological framework intended to analyze innovation activity in tourism and determine its socio-economic importance in relation to contemporary developments in tourism. This methodology integrates qualitative and quantitative research methods, enabling a multidimensional and systematic analysis of the phenomenon. A mixed-method research design was approached in order to provide a comprehensive overview of innovation processes in tourism. This qualitative sector include theoretical exploration, conceptual clarification, and analysis of existing educational debates on innovation in tourism industry The quantitative section acts as an empirical basis for assessing trends, indicators and effects from innovative activities in tourism firms and from national tourism development. The study employs different sources of data to achieve this goal By scale: the level of the entire industry, individual enterprises, countries, cities, and destinations. By area of implementation: in information technology, in the organization of management and human resources, in the field of technical maintenance. By speed of occurrence: strategic (implemented gradually) and reactive (rapidly). By development potential: from radical changes to improvements in details of the existing system. Factors on which the growth and promotion of tourism depends are geographic and weather conditions, attractions, culture, and history. Their maximum use, a combination of different services, and the creation of a new product can be the potential for industry development. Let us list the main innovative activities in the tourism market: Implementation of advertising campaigns (through the media); Attracting consumers through discounts and promotions and communicating this information to tourists; Creating a positive reputation among potential clients, improving service, and

forming a system of reviews about your company; Utilization of information technology, including the development and creation of user-friendly search and information delivery tools, websites, mobile applications, etc. Implementation and promotion of services previously unavailable in the region: new tours, routes, partnerships with airlines, hotels, restaurants, online museum visits, etc.; Construction of new tourist attractions; Competitor research, including those successfully developing [10].

3. Results and Discussion

Developing an innovation project is a sequence of specific actions within the framework of an innovation strategy that enable the conception, development, and launch of an innovation project with the necessary resource potential and market demand.

An innovation project is one that contains the technical, economic, legal, and organizational justification for the final innovation activity.

An innovation project can be:

1) an activity or event that enables specific actions to be taken to achieve specific goals;
2) a system of accounting, financial, and organizational-legal documents for implementing innovation activities;
3) the process of implementing innovation activities.

Developing an innovation project is an expensive, risky, and time-consuming process.

The life cycle of an innovation project is defined by specific sequential stages of project development, from the initial stage of the idea's inception to its completion.

Every innovation project has standard stages of development: initial stage, implementation stage, and completion stage.

The initial stage begins with fundamental research, including applied and experimental design development. This is followed by the production of experimental prototypes and their testing, which, if successful, allows for mass production and distribution to end consumers. The manufacturer is responsible for the subsequent maintenance of the innovation.

However, there are also issues in identifying the economic function of tourism in our country, as there is no reliable statistical data gathering system so far. In addition, the identification of tourism as a strategically planned and a priority direction provides large incentives for innovative activity development in this field. Of course innovation is one of the elements that enable the competitiveness of all sectors of the economy, including tourism. The competitiveness of Uzbekistan national tourism product hence therefore this the most relevant issue [11].

Innovations are a way of using and using the results of scientific and technical activities. Tourism is a complex, intersectoral socio-economic system that provides extensive room for innovation seen from this angle. Tourism not only innovates by creating new products or services, but also by adopting innovations that have been developed in other sectors. For instance, the availability of information technology has been extensively adopted by establishments such as accommodation, travel, and transport. Planning a tourism product, handling tourists and booking air and railway tickets these processes are gradually reaching the new qualitative level with the advent of modern information technologies [12]. However, there are a few different factors that affect the innovative growth of tourism:

- The degree of development of scientific and technological base, economic and political stability, modern legal framework etc.;
- Supply of adequate material, financial and other resources.
- The stage of advancement of tourism infrastructure;

- The conditions of the tourism market, as well as the extent and form of competition;
- The presence of highly competent specialists in all spheres of tourism.

The most essential among them is the fact that, besides availability, the effective innovative potential of a socio-economic system, to a larger extent, is determined, rather than by the amount of resources ready to be spent on innovations, but by their quality, structure, balance and rational consumption. By enhancing these indicators, one can mitigate the potential of resources without raising the quantity of resources consumed [13]. According to the study, orientation of innovative activity in the tourism branch is characterized by the following [14]:

- The launching of new tourist routes, the development of new tourism and restaurant goods, new hotel services, etc.;
- Utilization of new tools and technologies;
- Utilization of new tourism resources;
- The introduction of new technologies for organizing business processes;
- The introduction of new destinations and new markets etc.
- Every sector of the economy has its own specificity, and the tourism-sector is not an exception as well. This is because of the unique characteristics of tourist services and the nature of their demand and supply. Russian researcher V. A. Kvartalnov differs seven special characteristics of a tourism product [15].

Understanding the nature of tourism services, just like any other service, they cannot be kept in stock. Thus, travel agency managers have to sell tourism products in a very limited period of time, which makes them to always look for the new markets and new ways of a tourism product promotion. In many destinations, the demand for tourism services varies with season. In the off-season, you also have to create certain demand through extra offers, pricing policies, diversification of supply, etc. We believe that defining similar characteristics of tourist services should take into account the seasonality and the effects of external factors such as political, economic, environmental, etc. Intangible: Services (tourism services in particular) Since consumers can assess the quality of a service just after consuming it, then the image and reputation of a tourism company becomes a critical determinant of consumer purchasing decision. Tourist services are not only recognized differently at the time of sale and at the time of consumption. Typically, consumers buy tourism products days, weeks or even months ahead of the delivery of the service. This is where printed advertisements and the presence of detailed and accurate information about the destination are influential at the level of sales. Tourism services are also linked to certain places like airports, hotel, excursion site etc. The need to travel some distance and leave their usual place of residence in order to get tourism services. In the tourism market, consumers and producers of tourism services are spatially dispersed; this may make advertising campaigns, which can cover a large area, particularly valuable for producers. There are other features that urge tourism service providers and travel agencies to repeatedly seeking for broad-based rationale of enticing customers. This is what makes tourism innovative in essence: the pace of evolution of the tourism sector is indirectly proportional to how many types of innovations are included in the development of the sector. Not only the specific features of tourist services determine the uniqueness of innovative activity in the tourism sector, but also the specific features of their consumer and producer.

4. Conclusion

Launch of new types of tourism products, restaurant products, hotel services, etc.;

- Use of new technology and techniques in the production of traditional products;
- Utilization of new, previously unused tourism resources. A unique example is tourist travel on spaceships;

- Changes in the organization of production and consumption of traditional tourism products, restaurant products, hotel services, etc.; New marketing, new management;
- Identification and exploitation of new product markets (hotel and restaurant chains).

Innovations are possible in all spheres of human activity. Based on the multifaceted possibilities, innovations differ in their scope, scale of distribution, and nature. By their scope of application, innovations are divided into scientific and technical, organizational and economic, socio-cultural, and governmental and legal. By their scale of distribution, innovations are classified as global, national, regional, sectoral, and local. They can be evolutionary or radical in nature.

The main functions of innovations are:

- They contribute to increased labor productivity and production efficiency, reducing various costs;
- They improve the standard of living of each individual and society as a whole through the diversity and quality of products and services;
- They are the result of applying the creative potential and knowledge of a specific individual and human intellect, which, in turn, stimulates further growth of creative activity.

The identified features of innovative activity in the tourism sector need to be reflected in the system of measures used as a tool for building a new innovative development path, which will ensure the successful completion of this transition. Within the framework of an innovative model of tourism development, the following are the primary goals behind this shift: Marketing our destination to the world and domestically; Fostering the establishment of SMEs in all tourism-related sectors; The introduction of new projects of the tourism industry, as well as the attraction of investments for the construction and reconstruction of facilities of the tourism infrastructure; Accessibility in transport and the quality of transport services render use of transport more intensively.

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