



## INNOVATIVE ACTIVITY IN THE FIELD OF TOURISM

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### **Abstract:**

This article is devoted to the issues of innovation in the field of tourism. The article describes the main areas of innovation in the tourism sector, as well as factors affecting the innovative development of tourism. According to the author, the factors that determine the features of innovative activity in the tourism sector include: specific properties of the tourism product, producers and consumers of tourism services.

### **Key words:**

Tourism; tourism industry; regional tourism

Tourism is one of the main types of international activity, and for many countries it is a major source of income. So, the GDP of some countries is almost completely formed due to the tourist flow. The importance of tourism for the global economy is determined by its following features:

1. Tourism - a complex socio-economic phenomenon, which is not only a form of economic activity, but also a means of inter-regional and international cultural exchange, a way to overcome various kinds of crisis situations.
2. Tourism has a high "multiplicative" effect. The tourist multiplier is "the value of the coefficient of the indirect impact of tourism on related industries" [4, p. 138]. Moreover, indirect influence is carried out through the expenses of tourists in their places of residence and, accordingly, through the incomes of tourist, transport, trade and other organizations. According to the World Tourism Organization, tourism has an indirect effect on the development of more than 32 economic sectors [8].

Both many researchers and many official documents emphasize that tourism is one of the most highly profitable and rapidly developing industries.

According to the World Tourism Organization, by 2030, the number of international tourist arrivals will reach 1800 million.

In terms of tourism spending, the leading positions are occupied by countries with developing economies, such as China, the Russian Federation, and Brazil. Between 2000 and 2013, Chinese spending on outbound tourism increased almost 10 times. China occupies a leading position in the world in terms of this indicator, the United States and Germany occupy the second and third places, which showed a moderate increase in tourist spending in 2013 at the level of 2-3%. Developed countries, such as Canada, the United Kingdom, the USA, Germany, France, showed slower growth in tourist spending, while Italy, Japan and Australia recorded a decrease in tourist spending.

Based on the foregoing, it can be argued about the critical importance of tourism development, both for the entire world economy and for the Uzbek economy in particular.

Current conditions of fierce competition, economic and political instability in many regions require tourist organizations to constantly adapt to rapidly changing external conditions. The constantly growing needs and demands of tourists, as well as the saturation of the tourist market, make it necessary for tourism organizations to constantly search for new types of tourism products, open new destinations, etc. Therefore, it can be argued about the need to introduce an innovative way of developing the tourism industry.

The system of state and regional management of innovation should be formed taking into account the principles of innovation in the field of tourism .

1. Systematic. Innovative development is carried out sequentially, affecting all components of the tourism system in accordance with both internal and external factors.

2. Security. Innovations in the tourism sector should be aimed at maintaining and improving the level of security of the services provided, preserving the environment.

3. Relevance. Innovations are created in accordance with the needs of tourists and correspond to the general level of development of society.

4. Scientific. Innovation development is based on scientific knowledge and methods.

Thus, the development of the tourism sector in Uzbekistan requires modernization through the introduction of innovations both in the production processes of tourism services and products, and in the management process at all levels of the economic system. For a successful transition to an innovative development path, it is necessary to take into account the identified features of innovative activity in the tourism sector. The main objectives of the transition to the innovative path of development of the tourism sector are .

- promotion of Uzbekistan as a tourist destination in the world and domestic market;
- stimulating the development of small and medium-sized businesses in all areas relevant to tourism;
- attracting investment for the implementation of innovative projects in the field of tourism, as well as for the construction and rehabilitation of tourist infrastructure;
- development of transport accessibility and improving the quality of transport services provided.

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