

## **Development of Tourism Services Market on the Basis of Innovative Processes in Tourism**

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### ***Abstract***

*This article is devoted to the analysis of the processes associated with the timely attention of tourism enterprises to new technological developments in various areas of innovative development of the market of tourism services related to tourism.*

**Keywords:** *tourism, innovation system, innovative strategy, tourism services market, innovations, globalization, world, innovation factor.*

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**INTRODUCTION.** With its great historical, archeological, architectural and natural treasures, Uzbekistan has unique opportunities for tourism. The diverse ecology of the country, from deserts to glaciers, from mountains to steppes, gives the country great ecological tourism potential. At first glance, Uzbekistan has a wonderful climate, nature, rich history, and its location on the Great Silk Road is enough for Uzbekistan to be competitive as a tourist destination, even if modern technologies are not introduced; however, XXI century: as we live in the age of innovative technologies, no matter how high the tourism potential of our country, we can achieve sustainable competition only if we work with the application of innovative technologies.

The ability of tourism enterprises to pay timely attention to new technological developments in various areas of innovative development of the tourism services market, the ability to create new ways of working and improve performance is recognized as a prerequisite for the survival of enterprises. The need to introduce innovative development of the market of tourist services in tourism stimulates competition and a number of other market demands. Their usability is also related to changes in demographic, economic and social order due to changes in consumer demand and consumer desires, modern human psyche.

**Literature review.** In modern world, the term innovation is considered a necessary element of economic growth in all areas. The use of innovations in tourism and related areas, such as transport, accommodation, catering, has a significant impact on the development of this industry. Nowadays, the introduction of innovations for each industry, its improvement increases competitiveness and is recognized as one of the main conditions for survival in the market.

Many economists such as A.V.Novikov, D.S.Bykasov, V.S.Novikov have conducted their research on aspects of innovative development of tourism [1,2,3]. Theoretical and methodological issues of innovative development of tourism in the Republic of Uzbekistan were analyzed in the scientific works of N.T.Tukhliyev, M.K.Pardayev, B.Kh.Turayev, B.Sh.Safarov, M.T.Alimova, A.A.Eshtayev and R.Kh.Ergashev[ 4,5,6,7,8,9,10,13].

In the study of innovative components of the development of the tourism market, the issue of identifying different levels of influencing factors and other innovative developments has not yet been sufficiently studied.

**Research methodology.** In the analysis of the innovative development of the market of services in tourism, the methods of induction and deduction, systematic analysis, comparative analysis of the methodology of various international and non-governmental organizations, drawing methods were used.

Today, the main goal for the tourism industry is to identify, understand and use the major global innovations that have been constant throughout the twentieth century and continue in the world at the beginning of the XXI century for the innovative development of tourism.

**Analysis and results.** The market of tourism services is considered as an institution that unites buyers (suppliers of demand) of tourist services and sellers (suppliers). Unlike other commodity markets, the tourist services market does not mean that the goods move from the seller to the buyer, but that the buyers move towards the destination where the tourists are to buy the services provided, i.e. the goods.

Innovations in tourism are systemic activities that have quality innovations and lead to positive changes in the entire industry. The effect of such innovations is reflected in the increase in the

flow of tourists to the country and the growth of profits. This means that all the recommendations, directions and views aimed at increasing the role of tourism in the economy can be applied to the development of tourism in Uzbekistan. In other words, the application of global innovations in the development of tourism in Uzbekistan will first of all increase its competitiveness, increase the number of tourists, which in turn will increase income, as well as develop tourism infrastructure and increase the role of tourism in society.

Our country has many opportunities for the development of tourism in the application of innovative processes in the economy. Because, according to the Global Innovation Index–2020, the innovative economy of the Republic of Uzbekistan were ranked 93rd out of 131 countries.

In analyzing the tourism services market, we have limited the object of our research to the relationship in the most important segment of the tourism market, namely the activities of tourism firms. It is known that tourism firms, as travel organizers and tourists, form the main link in the system of market economy relations in the tourism industry. It should be noted that despite its importance and relevance, this area of market relations in the tourism industry is still not covered in detail. Thus, it is acceptable to describe the market of tourism services as a region that creates a tourist product and creates economic relations between its buyers (i.e., tourists, tour operators, travel agents).

The tourism service market is considered as an institution that unites buyers (suppliers of demand) and sellers (suppliers of product) of tourist services. Unlike other commodity markets, the tourist service market does not mean the movement of goods from the seller to the buyer, but the fact that buyers move to the destination where tourists buy the services offered, i.e. the tour product.

The market of tourism services in Uzbekistan began to take shape in the first half of the 1990s on the basis of market economy reforms and privatization processes. Until now, the activities carried out within this segment of the market are strictly controlled by the state, the state was the main provider of all services. After gaining independence, the market of tourist services has been developing steadily. The economic reforms implemented in Uzbekistan are paving the way not only for the acceleration of the development of tourism, but also for the creation of new types of tourist services, which were previously impossible due to the special place of our country in the world community.

So far, the role of the tourism services market in the political, economic and social life of Uzbekistan has not been fully recognized. However, in the context of the global financial and economic crisis, Uzbekistan's interest in the domestic tourism services market is growing. There are certain reasons for this, and perhaps it is this sector of tourism that can ensure the rapid growth of our economy in the future.

Success in the tourism services market requires the development and organization of sales of tour products based on consumer needs for tourism services, norms and rules of international law, experience in tourism management and marketing, as well as market conditions. With this in mind, the following modern trends have been identified that will serve to ensure the formation and development of the market of tourist services in Uzbekistan in the near future:

- development and creation of new tourist services and markets, taking into account the state of tourist (natural, cultural and historical) resources of destinations visited by tourists;

- involvement of local communities and authorities in the planning and development of tourism activities and ensuring its safety;
- overcoming other obstacles to the development of tourism related to the welfare of the local population, tax, customs services;
- focus on maintaining the cost of tourism services at a level that is acceptable to tourists and beneficial to the tourism industry;
- taking into account environmental issues (construction, architecture, anthropogenic conditions) when investing funds;
- allocating large sums of money for marketing and services in the market of tourism services, search for tourists belonging to certain groups and ensuring the targeting of the services offered to them;
- professional development of employees operating in the market of tourism services.

Nowadays, the market does not have enough opportunities to solve the problem of training personnel in the tourism sector, modernize the transport system, ensure the safety of tourists, eliminate environmental pollution. The structure of the tourism services market, in turn, is influenced by many factors that form the basis of market relations that determine the supply and demand of tourism products. These include the mechanism of state management of the tourism services market. The main conditions for the formation of such a regional tourism services market are shown in Figure 1.

<i>The main conditions for the formation of the market of tourist services</i>	
Demand for tourism products	Offer of tourism products
<b><i>Tourism service market structure</i></b>	
1. Differentiation of tourism products 2. Barriers to entry into the tourism market 3. Cost structure 4. The degree of integration of tourism enterprises 5. Diversification of tourism enterprises	
<i>Tourism services market</i>	<i>The mechanism of state management of the tourism service market</i>
- pricing strategy; - nomenclature strategy; - innovative activity; - financing the development of tourism enterprises; - the legal basis of tourism.	- tax policy; - pricing policy; - lending policy; - creating a competitive environment; - information support; - scientific and technical policy.
<b><i>Efficiency of the tourist services market</i></b>	
- budget replenishment and rational use of tourism resources; - creating new jobs; - full satisfaction of the population with tourist services; - development of destination infrastructure; - ensuring the growth of living standards of the population.	

**Figure 1. Conditions determining the efficiency of the tourism services market**

The placement of global innovative trends in the entire tourism industry is reflected in five main areas:

- development of tourism;
- application of new solutions to scientific-methodological and practical issues;
- strengthening the role of tourism in society;
- the presence of synergistic effects in the tourism industry;
- changing the role of internal and external factors that stimulate the innovative development of tourism.

The most important feature of the development stage in the economy is the growing role of innovation in it.

As a basis for economic growth, innovation is reflected in the desire of countries, as well as developed countries, to compete through high technology and non-standard intangible assets. The widespread use of innovative products and technologies in the economy is becoming a key factor in the growth and improvement of living standards.

Active steps are being taken in our country to transition to an innovative approach to economic development. The main directions of the formation of the national innovation system have been identified, which include:

- creation of a favorable economic and legal environment (creation of a favorable investment climate);
- construction of innovative infrastructure;
- improving the organizational and economic mechanism and commercialization of the results of experimental development.

The growing attention to tourism in our country from year to year and its rise to the level of Public Policy serves as an important factor for the development of this sector.

The main innovative activities in the tourism market are:

- implementation of advertising campaigns (through the media);
- attracting consumers through the creation of new types of services and informing tourists about it;
- formation of a system of reviews about the company;
- use of information technology, including the development and creation of convenient means of searching and conveying information, websites, mobile applications, et cetera;
- new trips, itineraries, cooperation with airlines, visits to hotels, restaurants, et cetera;
- construction of new tourist facilities;
- to study the work of successful developers and to introduce and apply innovative developments in the field using their experience.

**Conclusions and recommendations.** The following conclusions can be drawn from the above ideas and opinions.



In determining the nature and composition of the tourism services market, it was expedient to reveal the specifics of tourism services in an innovative environment. Signs such as the fact that tourist services are not in the form of traditional tangible material, are not directly perceptible, the consumer is directly involved in the service process, the inseparability of production and consumption activities fully represent these types of services. The search for new innovative opportunities for the study of the characteristics of tourist services will be associated with the definition of the scale of their benefits to society and the application of the concept of external impact.

The National Tourism Services Market is a market that provides services to each region, which is a product of socio-economic development of the country and the tourism industry is an integral part of the national economy.

The application of innovative processes in tourism is effective not only for one industry, but for the entire economic system. By implementing innovative activities:

- there will be an opportunity to attract investment projects for the development of the services sector;
- there will be an opportunity to use world-class systems in advanced training or retraining;
- it will be possible to use highly efficient systems to address existing shortcomings in the field;
- practical efforts to create a favorable environment for the development of domestic and international tourism and its rational use will increase.

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