

ANALYSIS OF TRENDS IN THE DEVELOPMENT OF INNOVATIVE ACTIVITIES OF TOURISM ENTERPRISES

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Abstract. This study analyzes the key trends and development patterns of innovative activities in tourism enterprises under conditions of digital transformation, increasing competition, and changing consumer preferences. The research examines theoretical approaches to innovation in tourism, identifies the main drivers of technological, organizational, and marketing innovations, and evaluates their impact on enterprise competitiveness and sustainable growth. Using comparative, statistical, and trend analysis methods, the paper assesses the dynamics of innovation adoption, including digital platforms, smart tourism technologies, service personalization, and eco-innovations.

Keywords: international tourist arrivals, tourism enterprises, digital transformation, smart tourism technologies, service personalization.

1. Introduction

It can be seen that the need to develop theoretical and methodological foundations in the study of the financial mechanism for regulating innovative activities in tourism enterprises, to improve and develop the system of financial mechanisms for regulating innovative activities of tourism enterprises, predetermined the relevance, theoretical and practical significance of this dissertation work, its goals and objectives.

At the current stage of socio-economic development in Uzbekistan, attention is paid to creating a single information source using financial mechanisms to stimulate the development of tourism, establishing mutually beneficial relations between state agencies and market entities, training employees of tourism enterprises, setting requirements for service personnel, introducing international management standards, and sustainably increasing the quality and competitiveness of tourism services through economic and tax incentives. These tools are the most important market mechanisms for managing the development of the tourist complex of the region and serve as the basis for developing a concept for the development of tourism enterprises in the regions. This demonstrates the importance of studying the financial mechanisms for regulating the innovative activities of tourism enterprises in Uzbekistan and

determines the relevance of the topic of scientific research aimed at solving the above-mentioned problems and tasks.

2. Literature review

In the theoretical aspects of innovative activity in tourism enterprises, and in the theoretical and methodological analysis of the problems of improving the general regulation of innovative activity in enterprises, foreign economists such as Anishik V.M., Agarkov A.P., Gareev R.R., Kokurin I.D., Druker P.F., Ilenkova S.D., Myasnikovich M.V., Zavlin N.P., Porter M., Santo B., Tviss B., Fatkhutdinov R.A., Hamilton A., Schumpeter Y., Yashin S.N., made a great contribution. The scientific works of these scientists studied the economic content of the concept of innovative activity in tourism enterprises, types and methods of regulating innovative activity, as well as scientific and methodological works on many other general economic issues.

General aspects of issues related to financial mechanisms for regulating the innovative activities of tourism enterprises are covered in the works of Uzbek scientists and economists M.R. Boltabayev, I.S. Tukhliyev, M.Q. Pardayev, J.R. Zaynalov, S.S. Aliyeva, B.Sh. Safarov, L.B. Navruz-zoda, A.A. Eshtayev and others. The theoretical foundations of the problems related to improving the financial mechanisms for regulating the innovative activities of enterprises in general, and tourism enterprises in particular, have not been sufficiently developed, and comprehensive scientific studies devoted to the priority areas of their implementation have not yet appeared in the special literature. This, in turn, served as the basis for choosing the topic of this scientific research, which is devoted to the issues of ensuring the financial mechanism of the strategy for innovative development of tourism entities.

3. Analysis and results

Despite the high level of risk involved in innovative activities, the innovative activities of entities can provide a sufficiently high economic return. Innovations in the tourism sector are mainly focused on the formation of new tourist products, new approaches to marketing activities, as well as the use of new management methods using IT technologies.

Based on the reports of the World Tourism and Travel Council (WTTC) for the eight countries of the Central Asia Regional Economic Cooperation (CAREC), the CAREC region is expected to grow by 10 times over the next decade, exceeding the annual level of 3.3% of global tourism by 2030, with an average annual growth rate of 4.9%, and 4.4% in developing countries, as noted in the 2017 UNWTO report on Key Indicators of Tourism Development.

Nevertheless, in the global context, the total share of CAREC countries (excluding the PRC) is still less than 2% of world tourism. This presents a significant problem, but also an opportunity.

1 – table

Forecast of international tourist arrivals and visitor spending in countries, 2018-2028

CIS countries	Forecast of tourist arrivals in 2018, thousand	Forecast of tourist arrivals in 2028, thousand	Annual growth rate of tourist arrivals in 2018–2028 %	Annual growth in visitor spending % 2018-2028
Azerbaijan	2 125	3 235	4,3	6,1
Georgia	3 500	6 125	5,8	5,4
Kazakhstan	6 010	8 658	3,7	3,5
Kyrgyzstan	4 088	6 130	4,1	3,5
Mongolia	474	1 021	8,0	4,0
Pakistan	1 252	2 054	5,1	6,4
Tajikistan	218	263	1,9	2,0
Uzbekistan	2 066	4 238	7,5	6,9
Total	19733	31 724	4,9	Not valid as it is calculated in the average national currency in each country

Source: Economic Impact Data from the 2018 WSTP Countries' Tourism and Travel Reports (Afghanistan and Turkmenistan are not included in the TSTP. Data for the PRC is not provided).

The table shows that tourist arrivals to CAREC countries are expected to grow by almost 5.0% per year from 2018 to 2028. It is acknowledged that for some countries, the WTTC data do not match the figures presented in the country presentations at the CAREC Regional Tourism Seminar held in Tashkent, Uzbekistan in October 2018. This can be explained by the WTTC data requirements, according to which tourists must stay in the country of destination for at least 24 hours, and visitors who spend less than a day are not included in the calculations. The future prospects of the 11 CAREC members are determined by external factors, such as economic indicators and demographic changes in the primary (and secondary) tourism market, as well as by measures taken by individual CAREC countries, either individually or through multi-country initiatives, in association and cooperation with neighbors and other CAREC

countries. A key factor in the development of tourism in the CAREC region is the financial ability of the country's population to travel for leisure.

In 2017, GDP growth in all CAREC countries (excluding the PRC) was 4.5% on average, well above the global average annual growth rate. The global tourism industry has grown rapidly in recent decades and has shown great resilience through several periods of crisis.

Since 2000, international tourism growth (5.8% WTTC) has outpaced the growth of the world economy (5.4% WTTC). The tourism sector directly contributes 3.9% (US\$3.35 trillion) to global GDP, of which 71% is domestic tourism and 29% is export tourism. Its value added accounts for 58.8% of profits (US\$5.7 trillion).

The global spread of the novel coronavirus pandemic (COVID-19) in early 2020 has had a significant impact on the tourism sector. International tourist arrivals fell by 56% between January and May 2020. Tourism in CAREC countries is represented primarily by domestic tourism, followed by tourists from neighboring countries and finally from geographically distant markets. In 2019, 424 million domestic tourists visited the region, mainly from Uzbekistan (29.9%) and two provinces of the People's Republic of China (PRC) – Inner Mongolia Autonomous Region and Xinjiang Uyghur Autonomous Region (53.4%).

There are several ways to measure economic contribution. According to WTTC data on travel and tourism GDP, the top eight CAREC tourism markets generated \$38.2 billion in 2019. Based on WTTC data on international visitor spending, the same eight countries generated \$11.9 billion. WTTC does not provide data on Afghanistan and Turkmenistan. Among the CAREC countries, Georgia is the most dependent on travel and tourism, with travel and tourism accounting for 26% of GDP in 2019. No other CAREC country contributes more than 10% of the global average share of travel and tourism to GDP. Georgia is the first of the 25 countries in the world with a high share of travel and tourism in GDP.

The policy of Uzbek President Shavkat Mirziyoyev aimed at opening up the country almost immediately gave rise to rapid growth in tourism. From 2016 to 2019, the tourism sector almost tripled - both the export of tourist services and the share of these services in the country's GDP tripled. At the beginning of 2020, even according to official data, it amounted to 2.3%.

If we turn to the very successful example of tourism development in Georgia, where the share of tourism in GDP is growing rapidly, reaching 11.6%, then Uzbekistan, whose economy is more diversified, can achieve a truly rapid growth in the share of tourism, perhaps reaching \$5-6 billion in tourism export revenues in the next five years (in 2019, tourism exports amounted to \$1.3 billion). However, these ambitious plans were canceled with the onset of the

coronavirus epidemic. In the second quarter of 2020, the industry literally stopped. Taking all this into account, it is highly likely that "tourism revenues" from exports for the whole of 2020 will amount to \$200 million, which is 6.5 times less than last year. [14]

Table 2

Contribution of tourism and travel to GDP for CAREC countries in 2019

States	Travel and tourism in GDP (millions of US dollars)	Share in GDP %	International visitor spending (millions of US dollars)	Share in total exports %
Azerbaijan	3 539,2	7,2	1 727,2	6,5
Georgia	4 487,9	26,3	3 578,1	39,0
Kazakhstan	8 866,1	5,2	2 883,5	4,1
Kyrgyzstan	722,5	8,3	515,1	18,6
Mongolia	989,2	7,2	605,5	6,8
Pakistan	16 576,5	5,9	852,2	3,1
Tajikistan	503,7	6,4	165,3	28,4
Uzbekistan	2 473,5	4,5	1 550,9	21,1
TOTAL	38 158,60		11 877,80	

Source: WTTC

In particular, a number of practical works are being carried out in the Samarkand region to develop tourism infrastructure, build new tourist facilities, create additional amenities for tourists, and most importantly, create new jobs. In 2020-2022, it is planned to implement 367 projects worth a total of 6 trillion. 400 billion soums. Of these funds, 2 trillion. 670 billion soums are funds from initiators, 1 trillion. 30 billion soums are bank loans, and 2 trillion. 700 billion soums are foreign investments. Through the implementation of these projects, 6,771 new

jobs will be created. Of these, 352.8 million soums will be implemented in the rowing canal area. 9 new buildings worth US\$ 1,329, namely 1 congress hall and 8 hotels with 1,329 beds, will be implemented, of which 40.0 million US\$ will be invested by the initiators, 200 million US\$ will be invested by the Silk Road Fund (PRC), 22.1 million US\$ will be invested in loans, and 90.7 million US\$ will be invested in other funds, creating more than 1,000 new jobs.

The cost of 105 hotel projects with 8,121 beds is 849.8 billion soums, of which 443.66 billion soums are from the initiative of the initiators, 215.9 billion soums from bank loans, and 191.5 billion soums from foreign investments. The implementation of these projects will create 1,908 new jobs. It is planned to implement projects to create 200 guest houses with 795 beds, the cost of the projects will be 7.0 billion soums, of which 4.65 billion soums will be implemented at the expense of own funds and 2.32 billion soums from bank loans, and as a result, 430 new jobs will be created;

Work has begun on the creation of 3 shopping and entertainment centers. The total cost of these projects is 98 billion 115 million soums. will amount to soums, of which 31 billion 225 million soums will be implemented at the expense of the initiators' funds, and 69 billion 590 million soums will be implemented at the expense of foreign investments. As a result, 150 new jobs will be created.

Projects on the organization of 45 theme parks, large catering points and recreation areas for the population are being implemented, the total cost of the projects is 290 billion soums. Through the implementation of these projects, 786 new jobs will be created.

Also, in the territory of Samarkand city, "SXF Samarkand city" LLC is implementing the "Tourism Center" project with a total cost of 836 billion. 777 million soums, of which 324 billion. soums are from the initiative and 512.77 billion. soums are from foreign investments. As a result of the implementation of this project, 500 new jobs will be created;

At the same time, it is planned to implement 7 hotels, 3 teahouses, 1 supermarket and parking lots with a total cost of 224 billion. 450 million soums in the territory of the Imam al-Bukhari complex, and 89 billion soums will be allocated to these projects. 150.0 million soums will be invested in foreign investments, resulting in the creation of more than 200 new jobs.

4. Conclusion

Uzbekistan still lacks the scientific, technical and innovative potential to implement innovations, but the country is improving the innovation sector every year. The introduction of innovations allows to increase the pace of development of the tourism sector, increase the country's competitiveness in the world market, improve the quality of tourism products,

increase the number of tourists and sales of tourism products. There are many innovations that can be used to develop the tourism sector in Uzbekistan, but many of them require large investments, since they are related to technical development.

The implementation of innovative ideas in the tourism sector requires a flexible system of state and territorial management of innovative activities, as well as support for innovation developers, monitoring the relevance of innovations, their safety and scientific characteristics. Thus, the sustainable development of the tourism sector is associated with the harmonious, balanced development of the economy, socio-cultural and natural environment and is of vital importance. The mechanism for managing the sustainable development of tourism in our country justifies the need for close cooperation of all stakeholders (state and local authorities, tourism enterprises and tourism infrastructure) in the form of public-private partnerships. Innovative activities should be the basis for the sustainable development of tourism in Uzbekistan.

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