



МИНИСТЕРСТВО СПОРТА РОССИЙСКОЙ ФЕДЕРАЦИИ
Федеральное государственное бюджетное
образовательное учреждение высшего образования
«Российский государственный университет
физической культуры, спорта, молодежи и туризма (ГЦОЛИФК)»



СОВРЕМЕННЫЕ ТЕНДЕНЦИИ И АКТУАЛЬНЫЕ ВОПРОСЫ РАЗВИТИЯ ТУРИЗМА И ГОСТИНИЧНОГО БИЗНЕСА В РОССИИ

**Материалы международной научно-практической конференции
9-10 марта 2017 г.**

Москва 2017

Протасова Н.В. ВЛИЯНИЕ «GENIUS LOSI» («ГЕНИЙ МЕСТА») НА ВОСПРИЯТИЕ 307ИСТОРИКО-ХУДОЖЕСТВЕННЫХ ПАМЯТНИКОВ	
Путрик Ю.С. СТАНДАРТИЗАЦИЯ ТУРИСТСКИХ УСЛУГ И ПРОФЕССИОНАЛЬНОЕ ОБРАЗОВАНИЕ КАК БАЗОВЫЕ КОМПОНЕНТЫ АКТУАЛЬНОЙ МОДЕЛИ ТУРИСТСКОГО РАЗВИТИЯ РОССИИ	314
Расулова С.К., Кыргызбай А.К. ОСОБЕННОСТИ И ТЕХНОЛОГИИ РАЗВИТИЯ PR-ДЕЯТЕЛЬНОСТИ В ГОСТИНИЧНОМ БИЗНЕСЕ	318
Редькин А.Г., Отто О.В. АНАЛИЗ И РЕГУЛИРОВАНИЕ ПРОЦЕССОВ РАЗВИТИЯ ГЕОКУЛЬТУРНОГО ПРОСТРАНСТВА РЕГИОНА КАК ТУРИСТСКО- ФОРМИРУЮЩЕЙ СРЕДЫ.....	323
Роздольская И.В., Ледовская М.Е., Болотова И.С. ВОЗМОЖНОСТИ, ОСОБЕННОСТИ И ПРИОРИТЕТЫ КОНФЕРЕНЦИОННОЙ ДЕЯТЕЛЬНОСТИ В СФЕРЕ РАЗВИТИЯ КОНГРЕССНО-ВЫСТАВОЧНОГО ТУРИЗМА.....	329
Стусь О.П. КАК ОБЕСПЕЧИТЬ И ПОДТВЕРДИТЬ КАЧЕСТВО ПРЕДОСТАВЛЕНИЯ УСЛУГ.....	336
Таджиева С.У. РАЗВИТИЕ СЕЛЬСКОГО ТУРИЗМА В БУХАРСКОМ РЕГИОНЕ.....	339
Хуррамов О.К. КАК МЫ МОЖЕМ ИСПОЛЬЗОВАТЬ ИНТЕРНЕТ-МАРКЕТИНГ В СФЕРЕ ГОСТИНИЧНОЙ ИНДУСТРИИ	344
<i>РАЗВИТИЕ ТУРИСТСКОЙ ИНФРАСТРУКТУРЫ: ИННОВАЦИОННЫЕ ПОДХОДЫ И СИСТЕМА ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ</i>	
Азимов О.Х. ВЛИЯНИЕ НОВЫХ ИННОВАЦИОННЫХ ТЕХНОЛОГИЙ В ИНДУСТРИЮ ТУРИЗМА.....	350
Бурняшева Л.А., Газгиреева Л.Х. УПРАВЛЕНИЕ НОВОВВЕДЕНИЯМИ И ИННОВАЦИОННЫМИ ПРОЦЕССАМИ В РОССИЙСКИХ ГОСТИНИЧНЫХ ОРГАНИЗАЦИЯХ.....	354
Davronov Istamkhujja Olimovich INNOVATION IN HOSPITALITY AND TOURISM INDUSTRIES	365
Дусенко С.В., Кобелева О.В. ПРИРОДНЫЕ ЗАПОВЕДНИКИ И НАЦИОНАЛЬНЫЕ ПАРКИ КАК ФАКТОР РАЗВИТИЯ УСТОЙЧИВОГО ТУРИЗМА.....	369
Мартыненко Д.В. О ПРОБЛЕМАХ И ПЕРСПЕКТИВАХ РАЗВИТИЯ ГОСТИНИЧНЫХ УСЛУГ В РОССИЙСКОЙ ФЕДЕРАЦИИ.....	373
Имангулова Т.В., Кыргызбай М.Г. РАЗВИТИЕ ИНДУСТРИИ ГОСТЕПРИИМСТВА В РЕСПУБЛИКЕ КАЗАХСТАН.....	379
Кадырбекова Д.С., Омарова Н.А., Турсагулов Б.Б.	384

Международной научно-практической конференции «Инновационные процессы в научной среде». – 2016. – С. 95-97.

12. Дикинов А.Х., Касаева Т.В., Цалоева М.К. Математические модели прогнозирования сложных социально-экономических систем и процессов: особенности практического применения // Известия Кабардино-Балкарского научного центра РАН. – 2015. – № 5 (67). – С. 80-87.

13. Касаева Т.В., Батралиева А.Ш. Стратегия развития национальной экономики России в условиях мировых геоэкономических процессов // В сборнике: Университетские чтения – 2015. Материалы научно-методических чтений ПГЛУ. – 2015. – С. 138-142.

14. Касаева Т.В., Бондарская Т.А. Креативный человеческий капитал как движущая сила современной экономики // Вестник Тамбовского университета. Серия: Гуманитарные науки. – 2014. – № 2 (130). – С. 51-56.

15. Касаева Т.В. Корпоративная здоровьесформирующая деятельность как фактор воспроизводства человеческого капитала // Проблемы экономики и юридической практики. – 2013. – № 5. – С. 187-190.

16. Касаева Т.В. Роль трудового ресурса человека в общественной производительной комбинации // Вестник Тамбовского университета. Серия: Гуманитарные науки. – 2012. – № 11 (115). – С. 22-26.

17. Кольчугина Т.А. Анализ проблемы подготовки кадров для гостиничной отрасли и поиск путей ее решения // Вестник Пятигорского государственного лингвистического университета. – 2015. – № 2. – С. 333-336.

18. Кольчугина Т.А. Инновационные технологии практической подготовки специалистов гостиничного бизнеса // В сборнике: Развитие курортно-рекреационного комплекса и подготовка кадров для профильных учреждений и предприятий: Материалы I Всероссийской научно-практической конференции. – 2008. – С. 62-66.

УДК 379.85,640.4

INNOVATION IN HOSPITALITY AND TOURISM INDUSTRIES

Davronov Istamkhuja Olimovich

1 year master degree student of tourism faculty

Bukhara State University of Uzbekistan,

Faculty of Tourism(type of activities), Department of Tourism.

Abstract

Innovation is in our generation an essential factor for economic competitiveness of firms. The study of innovation in services is still in its infancy

seeing that the first studies only appeared in the late 1990s. It becomes even harder to find when applied to hospitality and tourism firms. Tourism is currently one of the most promising industries in the world and there is immediate need to better understand innovation in this sector. This study aims to address a general question: how to explain innovation in the hospitality and tourism sector.

Keywords: hospitality, tourism service, tourism industries, innovations, hospitality firms, cost of innovation.

“Innovation is the central issue in economic prosperity.”

– Michael Porter

Introduction

Over the past few decennium, services have played a main role in the economies of most industrialized regions. Innovative technologies and business types have transformed the maintenance of environment. Service innovation “means something new into the way of life, organization, timing and placement of what can generally be described as the individual and collective processes that relate to consumers¹”. Studies in service innovations have evolved from a global perspective to a distinction perspective, portraying it as something that should be differentiated from product innovation and, finally, shifting into a synthesis perspective (Carlborg *et al.*, 2014). The connection perspective emphasizes the necessity of an integrated approach to innovation that considers both technological and non-technological aspects.

The development and future of hospitality innovations

Innovation can be measured in a different of ways. Based on the business dictionary, innovation is the method of translating an idea or invention into a good or service that establishes value or for which customers will pay. To be called an innovation, an idea must be replicable at an economical cost and must respond a specific need. Innovation involves “the deliberate application of information, imagination and initiative in deriving greater or different values from resources.” Innovations run themselves in the new products, new services and the new processes that these new combinations of things bring about. But, in order to come up with these new combinations, someone must have fresh ideas. Changes in tourism practices can generate major benefits by motivating change towards greater sustainability within the tourism supply chain and other sectors.

Prosperity in the hospitality business is no different: hotel innovators race to

¹ Barcet, A. (2010), “Innovation in services: a new paradigm and innovation model”, in Gallouj, F. and Djellal, F. (Eds), *The Handbook of Innovation and Services: A Multidisciplinary Perspective*, Edward Elgar, Cheltenham, pp. 49-67.

build hotels where they believe the benefits *will be* onward of industry circle; hotel chains elaborate distribution stage that provide new customer allegiance benefits.

Innovative technologies and business types have restructured the hospitality and tourism industries. An instance of such innovations are phone-as-key-cards, mobile self-check-in, online booking with phones, self-service check-in kiosks, devices for lobby media panels, electronic luggage tags, bring your own device, smart-phone boarding passes, hotel service optimization systems, guest device connectivity tools, voice over internet protocol phones that are interrelated with the hotel's ecosystem, different devices to recognize guests, tablet menus and table reservation systems to name a few. These innovations can take place in the frontline of a service where customers observe the innovation or they may operate in the backend and be "invisible to consumer". In some hospitality services, guests interact with the latest gadgets in the lobby of hotels or use their own mobile devices to make plans for dinner or other services.

Innovations in the hospitality and tourism industries behoove a locus of service innovation modes, differing from a product innovation. As a result of ongoing innovation, service firms have ameliorated the quality of their service and propose a more customized experience. This is fulfilled by forecasting customer needs and wants, escalating loyalty through different programs, expanding customer base while reducing unused capacities and increasing efficiency and productivity. Service innovations define modes of creating and delivering more value to customers through technology or processes. It comprises continuous enhancement and streamlining ideas to empower employees, shareholders and consumers. As a result of innovation, new variety of customer experiences has emerged.

Innovative collaborations between brands that operate in different industries are also shaping the hospitality and tourism industries. Self-service check-in. This can be a lifesaver for front desk managers. Guests can check in themselves, cutting down on frustration and stress. This frees up time for the front desk to dedicate time the enhancing guest experience and keeping on top of bookings. Also, it's just plain convenient (and pretty cool). At Jumeirah Frankfurt in Germany, and at Eccleston Square in London, UK, guests can watch the morning news while brushing their teeth, thanks to flat TV screens built into the bathroom mirror... Starwood's Four Points properties in the US are also developing smart mirrors on which to read headlines or check the weather forecast. Meanwhile the group's Aloft brand is experimenting with a touch-screen mirror that allows guests to adjust the bathroom's LED lighting.

An important emerging business model is the sharing or collaborative economy which has further changed the landscape of hospitality and tourism.

The idea behind the sharing economy is utilizing the unused personal resources such as bikes, clean eating, In-room gyms. Hotels are beefing up wellness perks en masse, responding to a traveling public that is becoming deeply health-aware. According to a report from Spafinder Wellness 365, hotels are developing ways to court health-conscious tourists because these travelers spend, on average, 130 percent more than standard guests. There are so many examples of hotel health campaigns: Kimpton Hotels rolled out fresh juice menus, with concoctions such as a green drink made from cucumber, celery, spinach, kale, and lemon, at 10 Kimpton restaurants around the country. Westin Hotels & Resorts launched a \$15 million Westin Well-Being Movement that features wellness benefits such as workout gear (available for rent) and a "SuperFoodsRx" menu. Or consider IHG's new wellness-branded EVEN Hotels, outfitted with ergonomic chairs, healthy menus, and athletic studios.

Innovation in tourism

The research of innovation in tourism is also in its infancy. Different reasons are behind the small number of scientific studies into this sector. The meaning of a tourism product as the combination of a number elements has complicated empirical studies. In fact, tourism products can include tangible and/or intangible elements. For example, a destination can be lined up as any of multitudinous suppliers, such as hotels, restaurants, tour firms/agencies, car rental firms, tourism guides etc. Moreover, tourism is not just the production of goods or services. Several intangible characteristics are embodied in people as individuals.

The article showed that the innovation's classification and the innovation activities are very important. But it is also an interesting question to think about the sources of innovation. And why is it important? Because the innovation in the hotel industry is not so common, so their innovative ideas mostly come from other sectors.

References

1. Barcet, A. (2010), "Innovation in services: a new paradigm and innovation model", in Gallouj, F. and Djellal, F. (Eds), *The Handbook of Innovation and Services: A Multidisciplinary Perspective*, Edward Elgar, Cheltenham, pp. 49-67.
2. Дусенко С.В. Профессиональная этика и этикет: учебное пособие для студентов высших учебных заведений, обучающихся по направлениям подготовки "Гостиничное дело" и "Туризм". / С.В. Дусенко. -М., 2013. – Сер. Бакалавриат.
3. COHEN, W. LEVINTHAL, D. (1990), "Absorptive Capacity: A New Perspective on Learning and Innovation", *Administrative Science Quarterly*, 35 (1), 128-152.