

The Impact Of Innovations In Tourism And Hospitality

Davronov Istamkhuja Olimovich

Farmonov Erkin Alimovich

Tourism and Hotel Business Department

Bukhara State University

Bukhara, Uzbekistan

abiturent_1992@mail.ru

Annotation: Currently innovations are an important factor in the economic competitiveness of firms. The study of innovations in the services sector is still in its infancy, and the first studies appeared only in the late 1990s. That's why this factor becomes even harder when it comes to hotel and travel companies. Tourism is currently one of the most promising industries in the world, and now it is necessary to better understand innovations in this sector. This study aims to address a common question: how to explain innovations in the field of hospitality and tourism, its impact.

Key words: hospitality, tourist services, tourism industry, innovations, hotel companies, cost of innovations.

Introduction In the last ten years, tourism has played a major role in the economy of most important industrialized regions. Innovative technologies and types of businesses have changed the content of the environment. Innovative services "mean something new in the way of life, organization, timing and placement of what can usually be described as individual and collective processes that relate to consumers." Research in the field of innovation in the services sector has evolved from a global point of view to the prospect of differentiation, portraying it as something different from product innovation and, finally, a transition to a synthesis perspective. Establishing or building up a travel industry includes consumption just as increases, expenses, and advantages. In this reason these effects are contemplated from the start of arranging, qualities and openings can be amplified while shortcomings and dangers can be limited. Every goal will be distinctive as far as the travel industry attributes. The expense and advantages of the travel industry will differ in every goal and can change after some time, contingent upon the travel industry and different exercises in a goal's nearby and local setting The connectivity perspective emphasizes the need for an integrated approach to innovation, which addresses both technological and non-technological aspects.

Development and Future of Hospitality Innovation

Innovation can be measured in different ways. Based on a business vocabulary, innovation is a method of translating an idea or invention into a

product or service that establishes value or for which customers will pay. To be called innovation, an idea must be replicated at economic costs and must meet specific needs. Innovation means "deliberate use of information, imagination and initiative in obtaining large or different values from resources." Innovations are launched in new products, new services and new processes that arise in these new combinations. But in order to come up with these new combinations, someone must have fresh ideas. Changes in tourism practice can bring significant benefits by motivating changes to greater resilience in the supply chain of tourism and other sectors.

Prosperity in the hotel business is no different: hotel innovators are involved in the creation of hotels where, in their opinion, the benefits will be directed towards industry; hotel chains are developing a distribution stage that provides new customer benefits.

Innovative technologies and types of business have changed the structure of hospitality and tourism. Examples of such innovations are telephone keys, mobile self-service, online booking with telephones, self-service kiosks, devices for lobbying media panels, electronic baggage tags, bring with them their own device, smart - phoning boarding passes, hotel services optimization systems, tools for connecting devices for guests, voice telephones via Internet protocol, which are interconnected with the ecosystem of the hotel, various devices for recognizing guests, the tablet menu and systems table booking, to name a few. These innovations can take place on the first line of service, where customers watch for innovations or can work in the backend and be "invisible to consumers." In some hospitality services, guests interact with the latest gadgets in the hotel lobby or use their own mobile devices to make dinner plans or other services.

Innovations in the hospitality and tourism industry are among the locus of innovative service modes that are different from product innovations. As a result of constant innovation, service companies improved the quality of their service and offered more individual experience. This is done by predicting the needs and requirements of customers, increasing loyalty through various programs, expanding the customer base while reducing unused capacity and increasing efficiency and productivity. Service innovations determine how

to create and deliver greater value to customers through technology or processes. It includes continuous improvement and optimization of ideas for empowering employees, shareholders and consumers. As a result of innovation, a new customer experience has emerged.

Innovations in tourism

Research on tourism innovation is also in its infancy. Various reasons lie behind a small amount of research in this sector. The meaning of the tourist product as a combination of a number of elements complicates empirical research. In fact, tourism products may include tangible and / or intangible elements. For example, a destination can be built like any of numerous suppliers, such as hotels, restaurants, travel companies / agencies, car rental companies, tourist guides, etc. In addition, tourism is not just a production of goods or services. Several intangible characteristics are embodied in people as individuals.

Amabile (1996) defines innovation as successful implementation of creative ideas in any organization or company, and believes that creativity of an individual or a group is the starting point of every innovation. According to the same author, innovation is important because of several reasons:

- lifestyle is changing rapidly and therefore the development of innovations should be adapted to it,
- innovations that manage flexibility are part of the creation of agreements regarding operation of enterprises. Innovations thus require originality, flexibility and creativity. Hall and Williams (2008: 6) distinguish three types of innovation:
 - Incremental - does not require adjustment of the market or new technology, but is manifested as improvement or business growth e.g. reducing waste in the hotel kitchen, acquisition of new cars in a rent-a-car company
 - Distinctive - typically requires adjustment of demand and eventually of company organization e.g. an improved system of purchasing plane tickets at a discount.
 - Breakthrough - involves a new approach to consumers, new technologies or a new organizational structure e.g. self-check-in or e-tickets

Innovations are significant for the improvement of a travel industry, which is named as a service Tourism includes travel for recreational, relaxation or business purposes. Delivering and promoting the travel industry items isn't equivalent to creating and showcasing mechanical items. The distinctions include: a) sells encounters which are entirely elusive; b) the test in items the travel industry creates and encounters can't be put away (concurrent generation) which displays a recognizing item and procedure advancements; c) the utilization of the travel industry includes the dynamic cooperation of the client; d) the high data substance

necessitates that data and correspondence advances assume a focal job in the development exercises of administration firms, in this way making it hard to ensure advancements with strategies, for example, licenses; e) human assets assume a key job in the association and conveyance of administrations which calls for satisfactory interest in the improvement of those HR; f) the travel industry creation/advertising may regularly include real capital dispersion and last utilization stage may frequently require communication of various faculty classifications.

Depending on this characteristic we can define in the next stages:

1. Items innovations: presentation of a decent or administration that is new or significantly improved concerning its attributes or proposed employments
2. Process innovations: usage of another or altogether improved generation or conveyance process
3. Organizational administration innovations: usage of another authoritative strategy in the foundation's strategic policies, working environment association or outside relations
4. Showcasing innovations: usage of another advertising strategy including critical changes in item plan or bundling, item situation, item advancement or evaluating

Conclusion

Innovations alludes to the way toward bringing any new, critical thinking thought into utilization. Thoughts for redesigning, cutting costs, placing in new budgetary frameworks, improving correspondence or collecting items in groups are additionally developments. Innovation is the age, acknowledgment and execution of new thoughts, procedures, items or services. Acknowledgment and execution are integral to this definition; it includes the ability to change and adjust. One of the better known meanings of is the presentation of new items, new creation strategies, new showcases, new providers or setting up new authoritative structures of any business. Moreover, the general advancement is the all-out procedure of certain interrelated "sub forms", and that advancement isn't generally the idea of execution of new thoughts, the creation of another gadget or the improvement of new advertises, however the total of all exercises of these procedures. Advancement, as per one hypothesis, is the "purposeful curiosity that brings practical advantages". These advantages might be legitimately money related, or speak to an expansion in quality and wellbeing. An advancement is maintainable when, at any rate in the medium term, accomplishes the arrival on ventures alongside an expanded business dependability. In this way, developments are deliberate, they are not brought about by an outer "power majeure" (for example changing economic situations, unexpected change in enactment or a social or a cataclysmic event). Advancements are the consequence of innovative

work capacities of the individual (trend-setters) or sorted out gatherings of specialists.

List of 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. COHEN, W. LEVINTHAL, D. (1990), "Absorptive Capacity: A New Perspective on Learning and Innovation", *Administrative Science Quarterly*, 35 (1), 128-152.

3. HJALAGER, Anne-Mette (2010), "A review of innovation research in tourism", *Tourism Management*, 31(1), 1–12.

4. Khurramov O., Tokhirov J.(2016) "Social media marketing is an effective tool for modern e-marketing" *Business Expert. Uzbekistan*

5. Khurramov O.K., (2017) "THE DEVELOPMENT OF INNOVATIVE PROCESSES IN THE AGRICULTURAL SECTOR" MODERN ECOLOGICAL CONDITION OF THE NATURAL ENVIRONMENT AND SCIENTIFIC AND PRACTICAL ASPECTS OF RATIONAL NATURAL USE pp. 1888-1890