

APPLICATION OF INNOVATIONS ON THE IMPROVEMENT OF THE QUALITY MANAGEMENT SYSTEM OF TOURISM SERVICES

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Abstract

The article highlights the factors that contribute to implementation of innovations in tourism sector of Uzbekistan. Moreover, it describes the organizational conditions necessary for a successful implementation of innovations in service sector. The author pays special attention to existing objects of innovation infrastructure while analyzing both advantages and disadvantages as the whole. Hence, research conducted on the ways of the implementation of innovations in the sphere of tourism and hospitality. The issue of enhancing interaction is also being considered tourism enterprises with development institutions innovation activities in the country, which act as a catalyst for private investments in priority sectors and industries economy and create conditions for the formation innovative infrastructure. The article addresses the issues of changing the personal training concept. Tourism industry needs the personal, which will be oriented towards innovation and quality growth. The author has developed a list organizational, informational and personnel activities and "Roadmap" for implementation innovation in tourism services and transition on the principles of the best available opportunities to reach tourism as one of the major sector of economy in the Republic of Uzbekistan

Keywords: tourism, innovation, tourist infrastructure, quality of tourist services.

Introduction

In recent years, a set of measures has been consistently implemented aimed at further developing the tourist potential, creating favorable conditions for tourists' travel by ensuring the interconnection of territories with great tourist potential, organizing new tourist routes in the unique natural zones of the Tashkent region, further increasing the flow of tourists, ensuring accelerated development modern tourist infrastructure.

At the initiative of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev, comprehensive measures are being consistently implemented in the country aimed at developing tourism as one of the strategic sectors of the national economy, turning it into a powerful tool for sustainable development, structural transformations and economic diversification.

Active work is being carried out to increase the contribution of tourism to the created gross domestic product, revenues of local budgets, provide employment, improve the level and quality of life of the population. In line with the ongoing reforms to support private entrepreneurship, favorable conditions are being formed for the accelerated development of

the private sector of the tourism industry, initiatives coming from public organizations, small and medium-sized businesses are actively encouraged.

Today, the rapidly developing tourism industry of the republic is aimed at further deepening priority areas in improving the tourism product and service sector, introducing modern innovative solutions to improve its position in the competition.

According to the Committee for Tourism Development, if the number of foreign citizens who visited Uzbekistan in 2018 amounted to 5.35 million people, then, thanks to measures to increase the tourist flow to the country as part of the implementation of the Concept for the Development of Tourism in the Republic of Uzbekistan in 2019-2025 years ", in 2019 their number was already 6.75 million people. Of these, 51.3% are persons aged 31-55 (52.1% in 2018), 20.2% are at the age of 55 and older (19.4% in 2018), 19.5 % - at the age of 19-30 years (20.4% in 2018) and 9.1% - persons aged 0-18 years (8.1% in 2018). In general, in 2019, the indicator of the number of foreign tourists who entered the republic, compared to the same period in 2018, increased by 26%.

At the same time, the growth rates of foreign guests from different regions of the world to Uzbekistan are different. If the growth in the number of foreign tourists from Central Asia and other CIS countries was 24.1% and 26.3%, then the growth in the number of tourists from non-CIS countries was 54.8%. Our analysis of statistical data showed that Uzbekistan in 2019 was mainly visited by tourists from neighboring countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan) and their number is 84.8%. The share of visitors from other CIS countries is 7.7%, from non-CIS countries - 7.5%.

In foreign countries with developed and developing tourism, it is natural that the main flow of foreign tourists, as in Uzbekistan, falls on neighboring border countries. In particular, in Malaysia 74% of arriving foreign tourists come to neighboring countries, in France this figure is 65.5%, China -72%, Georgia - 73%.

Main part

Despite the opportunities created, the tourist potential was not fully used, the work on the development of tourist infrastructure was not organized at the proper level, although the potential in the service sector available in the Tashkent region is not inferior to the level of developed countries, to date, implemented measures on socio-economic development of the area are insufficient, there are also a number of other problems awaiting solution. In particular:

firstly, due to problems in the district management system, targeted work has not been organized to develop social infrastructure, provide employment and improve the living conditions of the population;

secondly, engineering and communication networks are outdated and do not meet the requirements, including the infrastructure of the system of roads, drinking water, sewerage, power grids, information and telecommunication networks are not well developed;

thirdly, the work to suppress illegal construction was not carried out at the proper level due to the incomplete elaboration of the general plan of the district, as well as projects of its detailed planning;

fourthly, despite the fact that most of the district is a recreational zone, work on waste processing, environmental protection and natural resources has been launched to an unsatisfactory level.

In order to improve the local government system and comprehensive socio-economic development of the innovation in order to increase the efficiency of using the tourist potential, create favorable conditions for the wide attraction of foreign tourists and compatriots to the region, provide them with modern infrastructure, as well as provide employment, increase income and improve living conditions population by expanding and improving the quality of tourism, hotel, transport and other types of services provided. In the future growth in tourism will continue to be closely tied to the relationship between working hours and leisure. [12].

According to Datareportal.com's "Digital 2020" report in January 2020, 59 percent of the world's 7.75 billion people, or 4.54 billion, use Internet, 67 percent (5.19 billion) are mobile phone users and 3.80 billion people, or 49 percent of the world's population, are active social media users [4]. These numbers are growing accordingly every year. However, Internet users are people of different ages, different incomes and social status. Interestingly, among the active users of Internet resources, every year there is an increase in older people who communicate on social networks and use the Internet to search for information. In line with global trends, the total number of Internet users in Uzbekistan has exceeded 22 million, and the number of people who use mobile Internet has exceeded 19 million [6]. Also, the number of mobile base stations is increasing and the capacity of the international data transmission network is accelerating (Table 1).

Table 1. Digitalization indicators of the economy of the Republic of Uzbekistan

№	Indicators	2014	2015	2016	2017	2018	2019
1	Total number of Internet users (million)	4.9	10.2	12.1	14.7	20	22
2	Number of mobile subscribers (mln.)	19.6	20.1	20.6	21.4	22.8	23.9
3	Number of mobile base stations (unit)	14309	14921	16265	18194	22178	26017
4	International data network bandwidth (Gbit / s)	10	16.07	25.7	64.2	1 200	1200
5	Total distance of fiber-optic communication lines (thousand km)	14.4	16.4	17.9	20.3	24.5	36.6

Source: prepared by author based on the data from stat.uz and mitc.uz

These indicators of digitalization in the economy of our country make it necessary to develop digital tourism in Uzbekistan. Various ways of development of alternative economic spheres and their constituents are increasingly becoming the targets of stormy debates in the socio-economic circles. One such alternative is tourism, which with the right approach to its development should become another locomotive for infrastructural development of the economy. Today tourism is dynamic and global sphere in the world economy. In

economically developed countries, tourism is the main source of currency earnings and one of the main accesses to the world stage, which increases the level of economic development of the country and well-being of citizens. At present, world tourism feels revival, and currently the global tourism revenues have increased by 4.5% and this is a good prerequisite for the tourism industry to prepare our country for more intensive development. According to data, provided in the latest issue of the UNWTO World Tourism Barometer, in 2015, the number of international tourist arrivals increased by 4.4% and totaled 1 184 million people (The UNWTO World Tourism Barometer URL: <http://mkt.unwto.org/barometer>) [1], while this figure amounted to 1 138 million people in 2014. This suggests that, in 2015 approximately 50 million more tourists (overnight travelers) traveled in travel destinations around the world. In 2015, international tourism reached new heights. Efficient operations of the sector contributes to economic development and job creation in many parts of the world. Therefore, it is essential that countries have encouraged policies that promote sustained growth of tourism, including travel facilitation, human resource development and sustainability (**Figure 2**).

Figure 2. Innovative Implementation of tourism development



According to experts, the major factors, influencing annual growth in the number of tourists, is the development of transport, communications, growing mobility, urbanization, reduction of working time, as well as increase of social wealth. Leaders of the world tourism industry have prepared the hottest destinations for tourists for 2017 for publication of the “Financial Times”. Uzbekistan is in the second place after Nepal in this list (“Where to go in 2017?” Financial times, December 27, 2016, www.ft.com) [3]. According to the newspaper, Uzbekistan is the ideal place for those who cannot afford long travels around the Silk Road. The country provides opportunity to familiarize with all the charms of such travel, including mosques, mausoleums, mosaic and minarets of the in the ancient cities of Samarkand, Bukhara and Khiva. As one of the most ancient centers of world civilization, Uzbekistan has the greatest tourist potential in the region. More than 7000 historical and architectural sites,

carefully saved invaluable spiritual heritage, ancient cities-Samarkand, Bukhara, Khiva, Shakhrisabz, included in the UNESCO world heritage list, annually attract about two million foreign guests from 70 countries of the world in our country. Since gaining independence, fundamentally new principles of State policy in the sphere of tourism have been developed in the Republic. Important step in this direction was establishment of the national company "Uzbektourism" according to the Decree of the our first President of the Republic of Uzbekistan in 1992, which was responsible for formation of a national model for tourism development. The newly created company was entrusted with tasks such as coordinating tourist organizations, training in this area, stimulating development of all kinds of tourism, encouraging investment in the creation of material and technical base and industry infrastructure, etc.

Discussions

The forecast for the tourism market in Uzbekistan is favorable, and a number of travel companies are planning to focus on the basis of dynamic packaging, which is fundamentally different from the classical tour rating by the possibility of having a large number of partners around the world. Some Uzbek tour operators have already begun to use travel packages as part of dynamic packaging on the basis of regular flights of Uzbekistan Airways. Dynamic packages began to be developed on the basis of railway transportation, in particular, on the Afrosiab trains, in the bus service on the routes Tashkent-Samarkand, Tashkent-Bukhara.

The innovation and digitalization of tourism has made it possible to use accumulating tickets not only for airplanes, but also for trains and buses for traveling in Uzbekistan. Popular applications provide information about hotels, hostels, campings, apartments anywhere in Uzbekistan. You can see real photos and reviews of guests, book a room (sometimes without any prepayment), get a city guide and solid discounts for registered users.

Working with global booking systems via the Internet allows travel organizations not only to receive prompt and reliable information on prices and the number of vacant seats at any time, but also to be able to monitor the progress of the order at all stages of its implementation. The E-visa system operates, through which citizens of 76 countries can obtain electronic visas.

There are various reservation systems (CRS-computer reservation systems). They all differ from each other both in the range of services offered and in the technology of work. Air and train tickets are mainly sold through these systems. The creators of such systems are airlines, and, accordingly, the main task for them is the sale of air tickets. Ticket sales do not require graphic presentation of information. Connecting to them costs \$ 1000-2500.

Conclusions

One of the earliest innovations in the dynamic packaging of tours is the "electronic ticket" service, as well as electronic sales in general, which make it possible to receive the necessary information about hotels, cultural institutions, and packages of services provided. It is

important to note that the technology of dynamic packaging of tours uses all elements of digitalization and operates on the basis of digital programs and platforms.

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