



## **The Place and Role of Innovative Technologies in Management of Business Development**

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**Abstract:** *At the current stage of development of our national economy, the process of development of service industries, the growth of incomes and living standards of the population largely depends on the development of tourism services in the region, increasing their efficiency in accordance with regulatory requirements based on world standards.*

**Keywords:** *national economy, the process of development, of service industries, the growth, of incomes, and living standards.*

### **INTRODUCTION**

One of the economic and social mechanisms for implementing these requirements is to increase the level of efficiency of tourism services by forming and developing the tourism market based on the territorial and organizational characteristics of tourism services in the region.

The President of the Republic of Uzbekistan, Sh.M. Mirziyoev, in the New Uzbekistan strategy, said, "Uzbekistan's modern economy should be an economy based on the development of service industries along with efficient production.

This important task is to develop tourism, to make Uzbekistan an attractive center of world tourism, to include our country in the ranks of the countries most visited by tourists.

Nowadays, Uzbekistan has become a place that attracts tourists from all over the world with its magnificent architecture, unforgettable history, holy places, and beautiful nature. Also, local national dishes of our people, traditions rich in local color arouse special interest among tourists. As a result of the development of tourism services, this wonderful heritage should serve tourists from many countries.

In this regard, Jizzakh region is distinguished by its beautiful nature and monuments of cultural heritage. Amazing pure natural beauty, mild pleasant climate, clean air, a wonderful place in the lap of mountains - Zomin has become popular not only in Uzbekistan, but also abroad with its touristic potential. Also, tourism opportunities in the area of the Aydar-Arnasoy lakes system have been attracting world tourists like an iron rod. One of the most promising types of tourism today, ecotourism has become one of the promising directions of tourism.

The President of the Republic of Uzbekistan, Sh.M. Mirziyoev, in paragraph 101 of the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, demands for the effective use of tourism potential in the regions of the Aydar-Arnasoy lakes system, the development of the tourism infrastructure of the region, and the organization of services in accordance with world standards. indicated the need to ensure standards.

As a result of the implementation of the project, thousands of foreign and local tourists will be attracted to this area. Opportunities for effective use of biological resources of Aydar-Arnasoy, development of tourism infrastructures in coastal areas are being realized.

Also, construction of modern hotel complexes, cultural-healthcare, trade-entertainment, other objects of tourist importance, modern engineering infrastructure facilities is being carried out in the Zomin tourist-recreational zone mentioned in paragraph 102 of the state program.

The level of scientific study of the problem. The study of the regional tourism market and the development of tourism services on a scientific basis has been in the constant attention of scientists of the national economy of the world and the Republic of Uzbekistan. This problem has been in the focus of attention of economists in different historical periods due to the fact that it reflects the very important aspects and features of the process of economic and social development, as well as the laws related to various social and political changes.

Sharpley R., Viktor T.S., StefenJ.R., Villas F., Birzhakov M.B., Kazyrev V.M., Zorin I.V. are among the foreign economists who proposed a number of scientific and theoretical solutions to this problem. ., Surin A.I., Alexandrov A.Yu., Senin V.S., Gulyaev V.G., Yankevich V.S., Buturov I.N. can be entered.

During the period of the formation of the tourism market, the laws of its operation and the development of the economy, scientific works devoted to the study of its special social and economic aspects are mature scientists Alieva M.T., Norchaev M.R., Komilova F.K., Mamatkulov H.M., Usmonov M. R., Nigmatov A.N. performed by

In accordance with the purpose of the research, the following main tasks were determined to be solved:

- comprehensive study of regional "tourism market" and "tourism services" categories in the context of the development of non-traditional tourism services being formed in the region;
- to study the existing methods of improvement of the tourism market, which are applied in the process of modernization of the economy in a separate area (province);
- analysis of methods of evaluation of new forms of providing tourism services in the process of economic modernization;
- analysis of the tourism market of Jizzakh region by regional segments in the conditions of the increase in demand for general tourism services;
- based on the study of demand and supply of tourism services in the regions, implementation of methods of development of regional programs.

Organizational, economic and social factors in the formation and operation of the tourism services market in the process of modernization of the regional economy are defined as the subject of the research.

**Research methods.** The theoretical and methodological basis of the research is the Decrees and Decisions of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev, the classics of the theory of market economy and the scientific works of our country and foreign economists dedicated to the study of the working mechanism of the market of tourism services and the problems of development and evaluation of tourism services.

Laws and regulatory documents of the Republic of Uzbekistan in the field of tourism and tourism services, government decisions, documents and statistical data of the Ministry of Tourism and Cultural Heritage, the Ministry of Economy and the State Statistics Committee, and official documents and materials of international organizations related to this problem were widely used in the dissertation work.

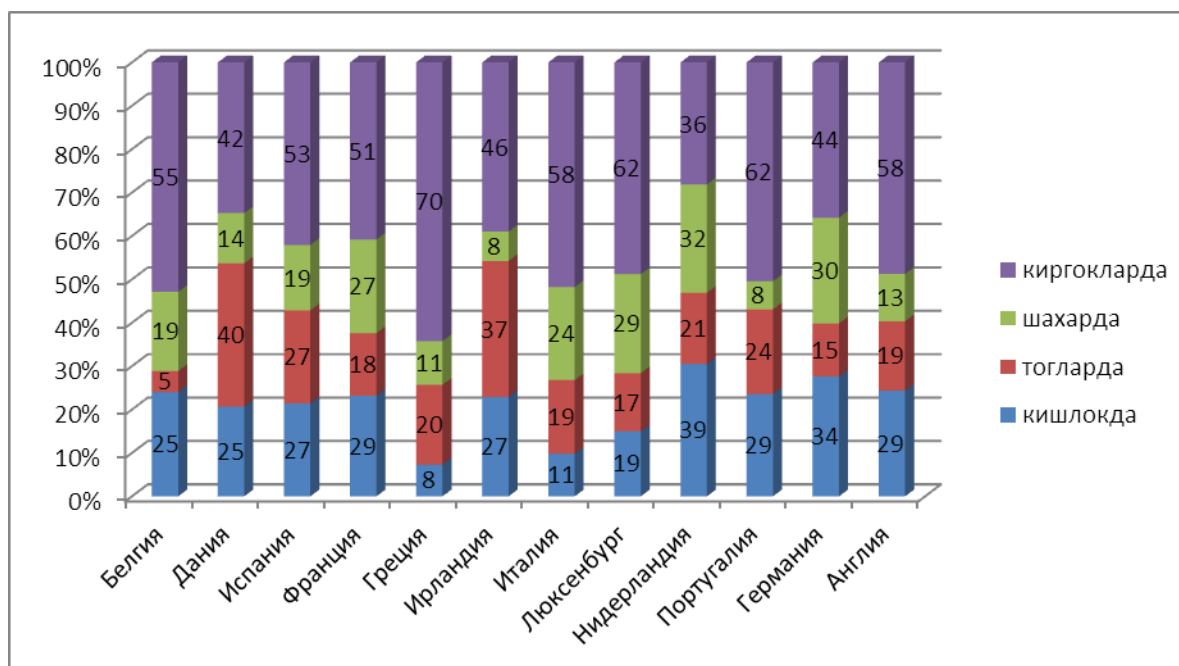
The processes and mechanisms in it were analyzed and evaluated based on a systematic approach to the object in the dissertation research. Systematic analysis, mathematical modeling methods were used to solve the tasks.

The city of Jizzakh, the regional center, attracts domestic and foreign tourists with handicrafts such as goldsmithing, carpet making, coppersmithing, wood carving, instrument making, chest making, tailoring, knifemaking, shoemaking, pottery. Tourists are attracted not only by historical and cultural monuments, but also by architectural and construction objects, sports complexes, large industrial production enterprises, private firms, joint ventures, trade and catering establishments, hospitals, higher education institutions, theater and cultural parks, museums, traditional holidays, national folk games are more interesting. The establishment of automobile production in the industrial zone of the city of Jizzakh provides an opportunity to attract domestic and foreign tourists. Bringing the famous "Jizzakh somsasi" brand to the world level expands the possibility of developing gastrotourism. The gaming business occupies a special place in entertainment tourism, in this sphere the "Orom" bowling facility currently serves tourists.

It is also possible to organize separate tours for tourists in the completed "Velotrek", "Mototrek" playgrounds, football, tennis stadiums and other sports facilities in the city of Jizzakh.

Despite the existing opportunities for the development of tourism services, the level of development of tourism in the region does not ensure the priority development of the tourism service industry and the tourism network and does not meet modern requirements in many aspects. Tourism infrastructure is poorly developed, the level of service is low, there are not enough qualified tourist workers, including mainly guides, tour operators, travel agents, tourism instructors, tour guides.

Many historical and cultural heritage objects, the technical condition of highways are not satisfactory. There are no electric trains (electric trains) running between the city of Jizzakh, the regional center, and the district center. The level of awareness of foreign (as well as domestic) tourists about historical and cultural heritage sites in the region remains insufficient. As a result, incomplete resolution of these problems has a negative impact on the development of tourism and tourist services in the region.



### Conclusions.

The following conclusions can be made by summarizing the socio-economic nature and classification of the increase in the efficiency of tourism services, the structure and indicators of the economic mechanism, and the experience of foreign countries:

1. The activity of providing tourism services is the provision of leisure services to the active population as a socio-economic category reflecting the relations between tourism market entities (entrepreneurs providing tourism services, tourists who are consumers of services, the state, trade unions), determines the terms of payment for services, rights and obligations of subjects, social guarantees and benefits, professional training and retraining, consumers of services and economic legal conditions of those engaged in business activities.
2. The main elements of increasing the efficiency of providing tourism services in rural areas were identified:
  - ✓ rural tourism services market;
  - ✓ target programs of the state for the development of tourism services;
  - ✓ infrastructure complexes and services that make up the provision of tourism services;
  - ✓ territorial and professional self-management with the provision of tourism services.
3. The economic mechanism of increasing the efficiency of providing tourism services - economic laws and the necessary economic methods and tools for their uniform operation are formalized with regulatory legal documents and aimed at the efficiency of tourism services.
4. Applying the experience of foreign countries, taking into account the characteristics of rural areas, helps to improve the forms and methods of regulating the effectiveness of tourism services.
5. In the course of the development strategy of the new Uzbekistan, it is necessary to ensure effective use of tourism services with the help of general economic mechanisms and levers such as competition, profit sharing mechanism, tax policy.

Such measures include a complex of economic, social and organizational measures aimed at the effective development of the market of tourism services, increasing the demand for services and increasing its supply.

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