



Innovation Concept of Tourism Development in Uzbekistan

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Abstract: *Creating innovative projects to increase the innovative competitiveness of the tourism sector, determining the investment potential of the project, choosing the last one based on the analysis of its alternatives; feasibility study, project research support, coordination; drawing up contracts; development of project-construction documents; identify the project leader; personnel training, bringing the project up to full capacity have been considered.*

Keywords: *Tourism, innovation, competition, project, strategy, service.*

In the speech of the newly elected President of Uzbekistan Shavkat Mirziyoyev at the inauguration ceremony, one of our priority tasks is to develop the national economy in Uzbekistan and its growth rate at the level of modern requirements..

This strategic task requires attention to such urgent issues as the introduction of new forms of organization of innovative activities in the field of tourism, the development of effective innovative projects, and their development by attracting investments in the field on the basis of public-private partnerships.

Innovative competitiveness serves as a general indicator describing the innovative activity of the tourism sector. Because "innovation" and "competition" are closely related concepts. For example, M. Porter described innovation as a means of forming competitive forces, while R. Dole called innovation a tool of global competition. Innovative aspects of the theory of competition were developed by Y. Schumpeter, who described competition as "creative disruption" as a struggle between the old and the new, the obsolete as a competition with innovations, and the terms "effective competition" and "effective monopoly" related to the innovative process and entrepreneurial functions were included in the scientific exchange.

The innovative concept of competition in the 21st century V.Chan Kim and R. It got a new look thanks to the "blue ocean strategy" model developed by Moborn. The authors note that in the current period, companies do not compete in traditional sales markets (the "red ocean") with limited growth rates and low profits, and itsinstead ofbelieve that it would be appropriate to focus on the creation of completely new market segments and even markets free of competition ("blue ocean") through the introduction of innovations.

"Innovative competitiveness" means "the ability to gain a competitive advantage through innovative activities." That is, innovative competitiveness represents the use of the existing innovative potential of the service sector and the extent to which the innovative system is developed in this sector. Innovative competitiveness also means that service enterprises achieve a competitive advantage in terms of innovation by creating and providing innovative services.

The main feature of competition in the service sector and its sharp difference from industry and agriculture is that competition requires simultaneous consideration and analysis at several interconnected levels, including macro-, meso-, micro- and mono-levels. Only if competition at these levels can provide advantages, the synergetic effect of competitiveness in service and service provision will be manifested, and new structural features of the industry will be formed. It is recommended to distinguish "7-M" order levels of innovative competitiveness in the service sector. They, in our opinion, may include:

1. Mega-level innovative competitiveness (reputation of new tourist services at the international level);
2. Innovative competitiveness at the macro level (reputation of new tourist services at the state level);
3. Innovative competitiveness at the meta level (reputation of new tourist services at the industry and network level);
4. Innovative competitiveness at the meso level (reputation of new tourist services at the regional and local level);
5. Innovative competitiveness at the micro level (prestige of new tourist services among similar enterprises);
6. Mini-level innovative competitiveness (reputation of new tourist services from the perspective of families);
7. Mono-level innovative competitiveness (prestige of new tourist services from the point of view of individual and group consumers).

The creation of innovative projects is of great importance in increasing the innovative competitiveness of the tourism sector. Creating and implementing an innovative project consists of three stages: 1) pre-investment stage: determining the project's investment potential; choose the last one based on the analysis of its alternatives; feasibility study; project research support, etc. 2) investment stage: coordination; drawing up contracts; development of project-construction documents; identify the project leader; personnel training; see commissioning preparations. 3) stage of operation: commissioning; bringing the project to full capacity: carrying out expenditures for the use of existing capacities and renewal of fixed assets.

Innovative projects are divided into the following types according to the scope of the issues to be solved:

- monoprojects - are usually designed to solve one task, are carried out within a certain period of time, within certain financial resources and are coordinated by the project manager.
- multi-projects - having the form of an action program covering dozens of mono-projects, directed to achieving a complex innovative goal, related to the creation of a large scientific and technical complex and distinguished by the necessity of a coordinating unit.
- a megaproject is a multipurpose complex program that combines hundreds of monoprojects and several multiprojects interconnected to achieve a single goal, and requires centralized financing and management by a coordinating center.

The criteria for determining the success of innovative projects are as follows: financially successful; radical innovation; patent purity; protected by license; priority areas of innovation; competitiveness of introduced innovations.

Thus, innovative competitiveness, on the one hand, reflects the actual level of innovative development of the tourism industry, and on the other hand, it serves as a measure of the efficiency of the industry.

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