

## ANALYZES OF TECHNOLOGICAL INNOVATIONS IN TOURISM BUSINESS

**Khalilov Sirojiddin Sherali ogl**

PhD, Alfraganus University

**Kholmuradova Shahnova Ganisher kizi**

Master's student, Alfraganus University

[uzshano@gmail.com](mailto:uzshano@gmail.com)

**Abstract.** Technology plays an increasingly vital role in the tourism industry, revolutionizing the way businesses operate and enhancing customer experiences. From online bookings to virtual reality tours, technological innovations have had a significant impact on the tourism sector. In this article, we will delve into the analysis of technological innovations in the tourism business, exploring the advantages, challenges, and future potential of such innovations. We will examine various aspects, including accommodation, transportation, and customer engagement, to understand the transformative effects of technology on the tourism industry.

**Key words:** technological innovations, tourism marketing, marketing campaigns, technological advancement.

**Introduction.** Technology plays an important role in tourism marketing. It helps connect potential customers with businesses and allows businesses to share information about their products and services. Technology can also help businesses track customer behavior and preferences, and create targeted marketing campaigns. There are many benefits that technology can bring to the hospitality industry. For example, technologies like artificial intelligence chatbots can improve guest experience, mobile ordering can increase efficiency, and robots can lower staff workload and minimize costs [1]. Thanks to digital transformation, the check-in and check-out process no longer needs to occur at a hotel's front desk. Checking in online streamlines the customer service journey and allows for a more effortless experience. Digital keys are another technological advancement that has improved the traveler's experience. One of the major impacts of technology on the tourism industry has been the way in which we book our travels. With the rise of online travel agencies and booking platforms, it has never been easier to compare prices, read reviews, and make reservations. The ability to create and implement innovations plays an important role in the prosperity of an organization, the sector and the economy as a whole. The implementation of innovations is a determining factor for increasing the competitiveness and efficiency of the tourism business in the first place, of the sector afterwards and, respectively, of the economy. The rapid development of technology plays a crucial role in the recovery of tourism and the adaptation to the tourists' changing needs.



Figure 1. Prioritizing capacity building in tourism and technology

Confidence in technology is growing as technology has proven its worth and continues to be introduced to the tourism industry. If compared to other sectors of the economy, tourism has a relatively low productivity, that is why it is difficult for tourism to attract sufficient capital for investment and highly qualified personnel. One of the main reasons for this drawback is that tourism is a labor-intensive industry [2]. However, it can be argued that the current level of productivity is not considered as the most determining indicator of the future development of a business, industry or economy, but rather the level of innovation. Because of the heterogeneous nature of the tourism product, combining tangible and intangible components, it is difficult to study the innovations in the tourism industry, since they are planned and carried out within a single type of enterprise. Innovations are considered as a great source of competitive advantages and economic growth. Innovations are seen as necessary for tourism businesses as they are a factor in growth, returns, sustainable performance and leadership. Due to the characteristics of consumers involved in the tourism industry, most tourists require different innovations [3]. Businesses are developing new designs, procedures, methods, service content and distribution systems instead of their usual systems due to changing tourism demand. The ability to create and implement innovations plays an important role in the development of a tourism enterprise, the industry and the economy as a whole. The implementation of innovations is a determining factor for increasing the competitiveness and efficiency of tourism enterprises in the first place, of the industry and, respectively, of the economy. The demands of tourists and the prospects for development of national tourism are primarily expressed in the quality of the tourist product and the way tourist services are provided. The aim of outlining the innovations at the macroeconomic level is to clarify their role in the development of industries and the economy as a whole. Enterprises implement innovations and are the primary source of investment, therefore they occupy a priority place in the economy. This is also the reason why innovations are given careful consideration at the micro level, which makes it possible to clarify the essence of the concept and define innovation as a driving force in the activity of an enterprise. When summarizing the considered theories, it can be concluded that innovations in the tourism sector should be understood as the end result of the innovation activity, embodied in the form of a new or improved product introduced on the market, new or improved technological process, new approaches used in tourism activity and customer relations, which lead to overall changes in the activity and have an impact on the financial condition of the tourism organization [4]. In order to stimulate the development and realization of the potential of the tourism industry, it is necessary to review the conceptual approaches and strategic guidelines for the development of the industry in the context of modern trends in economic development: innovation, globalization and sustainability. The prevalence of technology in the tourism industry is primarily driven by the desire for increased customer consumption.



Figure 2. Strategies tourism development

Planning a tourist trip is related to the preliminary preparation of a number of details, starting from the choice of destination, choice of means of transport, accommodation venues and local sights and monuments. Until recently, the client preferred to save their valuable time and have all these details arranged by the nearest travel agency, while now there is an increase in the number of users who organize their trip on their own, because everything is just a click away [5]. With a few clicks, a customer can book their ticket to a chosen destination with their preferred mode of transport, reserve their stay at a suitable accommodation, and locate the best restaurants and bars in the vicinity. Innovation in the tourism business seems complex, given that the prime focus is the tourism product, which has a different scope depending on the elements it comprises of [6]. Technological innovations can be used in enhancing tourism knowledge, experiences and employment skills provision, and adapting work-experienced maximization methods. The aims of the study are: putting substantial improvements guidelines in quality of tourism educational process, measuring effects of using technological tools and possibilities on developing tourism education and learning methods, explaining how learning outcomes interrelated with tourism employability and job competitiveness, and putting paradigm shift from learning outcomes perspective. Therefore, innovation is usually implemented through a series of small steps that lead to gradual development and implementation, and one innovation inevitably leads to another. In the modern sense, innovations in tourism are planned, purposeful, inevitable and manageable practical changes at the level of the organization itself. They are aimed at developing tourism flows and creating tourism products and experiences that satisfy and anticipate individual demand as much as possible. This requires knowledge of the main sphere in which the tourist organization directs its innovation activity.

**Conclusion.** Technological innovations have propelled the tourism industry into a new era of efficiency, personalization, and enhanced experiences. Accommodation, transportation, and customer engagement have all been revolutionized by various technological advancements. However, challenges such as data privacy, accessibility, and keeping pace with evolving technologies must be addressed by tourism businesses. By embracing and leveraging technological innovations, the tourism industry can continue to evolve, providing unforgettable experiences and meeting the changing demands of travelers. The future holds promising opportunities for further advancements, and stakeholders in the tourism business must continuously analyze and embrace these innovations to stay competitive in the dynamic global travel landscape.

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