

Prospects for the Development of Innovative Services in the Hotel Industry

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Abstract: *The novelty of innovations is assessed in terms of technological indicators, as well as in terms of the market. The classification of innovations is based on this. The classification of innovations means the division of innovations into specific groups according to certain characteristics in order to achieve the set goals. The development of classification schemes of innovations begins with the identification of classification symbols.*

Keywords: innovation, services, hotel, marketing, quality services, hotel infrastructure, main and extra services.

Introduction

Creating an environment of innovation in the worldview of our people is our most important task. Without innovation, there will be no competition, no development in any field. If we do not widely promote the changes in this area to our people, if we do not develop skills in people, we will not be able to keep pace with the intensity of today's times, the unprecedented achievements of science and technology. (SH.M.Mirziyoyev).

The Decree of the President of the Republic of Uzbekistan dated February 3, 2018 "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan" tasks such as introducing their shrines and shrines to the world.

All conditions are being created to introduce the tourism potential of our country to the world and encourage talented students to innovate in this area.

Innovative activity management can be successful in the context of a detailed study of innovations, which is essential for their selection and use. First of all, innovations and insignificant changes in products and technological processes; insignificant technical or external changes in products, which do not significantly affect the value, properties, performance of the product, as well as its materials and components, and leave the design performance unchanged; in order to meet current demand and increase the company's revenue, it is necessary to differentiate the expansion of the product range by mastering the production of products that were not previously produced at the company, but are known in the market.

In the middle of the twentieth century, a large-scale scientific and technological revolution and various technological changes in the production of research attracted the attention of all owners, entrepreneurs and economists of that time. - began to be called the term innovation. As a result, to date, the concept of "innovation" refers to the structural renewal, radical transformation of any type of activity, the creation, dissemination and introduction of scientific, technical, organizational, managerial and other innovations by economic entities [1].

Materials and methods

The innovation process represents a complex chain of interrelated stages from the emergence of a new idea to the production of a product or service sold in the market. In general, the innovation process is a chain of events, during which the innovation "matures" from a simple idea to a specific product, technology or service and spreads in economic practice.

The innovation process is related to the innovative activity of any economic entity, ie the results of completed research and development or other scientific and technical achievements to a new or improved product sold on the market, a new or improved technological process used in practice, as well as is a process aimed at introducing additional research and development.

The essence of the innovation process is that it represents a chain of targeted actions to initiate innovations, develop new products and operations, sell and market them.

The innovation process consists of seven elements, the integration of which into a common chain forms the structure of the innovation process.

Results and discussion

The development of classification schemes of innovations begins with the identification of classification symbols. The classification mark represents the main feature of this group of innovations, which distinguishes it from others. The classification of innovations allows:

The whole set of innovations can be divided into two classes: process innovations and product innovations.

Process innovations include any improvement in the technological method of production of goods (services) that reduces the average cost per unit of product at a given cost of resources.

Product innovations include the commercialized results of scientific and technical activities that lead to the creation of new products in the market of goods (services).

For the purposes of public policy, it is expedient to divide innovations at the macro level into basic innovations, improving innovations and fake innovations.

Basic innovations include innovations aimed at creating and mastering a new generation of machinery and materials, completely new techniques and technologies that will lead to significant, structural changes in manufacturing industries and industries.

Improving innovations serve to disseminate and improve the techniques and technologies of the developed generation, to create new models of machines and materials, to improve the performance of goods (services) and their production technologies.

Fake innovations are activities that partially improve outdated equipment (technology) that are ineffective or negative side for society [2].

And the benefits of using innovation will increase the activity of the enterprise. This profit was called static profit by Y. Shumpeter (1883-1950). At the same time, economic efficiency is not able to bring production to a new level. The new level is about innovation, which is costly.

Innovation forms a new type of competition. This happens when you have a new product, a new technology, a whole new innovation, an advantage.

The innovator begins to interfere with the survival of other businesses. This is because an innovative competitor can jump ahead of others and become a monopolist in their field. Shumpeter called it a "creative disorder." [3].

The process of innovation in the enterprise takes place in the following stages:

Step 1. Systematize the ideas that emerge: At this stage, new ideas are put into practice and opportunities are identified. It is natural that there are several alternatives. The most optimal option is selected from them. The new product will be identified in line with the company's image and development strategy. In this way, the patent for the future product is determined.

Step 2. The need to select identified ideas and develop new product ideas. Here are some things to keep in mind:

- collection of information on technological changes in the market;
- Gather information about the firm's potential in terms of production and development;
- setting the level and criteria of risk.

Step 3. Analyze the cost-effectiveness of a new product, develop marketing programs: Marketing is an area that helps to create a new product. Here are the things to look for when selecting yours:

- Technical development of the product when the idea turns into a concrete project;
- Determining the technical and economic characteristics of the product, assessing its consumer properties and quality;
- assessment of sales volume and potential (hidden) market demand;
- Determining the cost (investment) in the creation and development of a new product;
- Availability of resources required for the production of new products: machinery and technological facilities, raw materials, personnel, financial resources;
- terms of production of a new product and its entry into the market;
- Evaluation and analysis of profitability of new products, development of marketing programs for products.

Step 4. Create a new product: It can be seen that there are 3 steps to create a new product. This shows how difficult it is to innovate in an enterprise.

Step 5. Market testing:

- Transfer to a limited market for three months on price and other commercial environments (discounts, loans, etc.);
- selection of optimal distribution (sales) channels;
- choice of methods and means of advertising;
- organization of maintenance.

Step 6. Decide on the introduction of a new product based on the marketing program for the sale of the product (mass, multiple copies): The main tasks at this stage are:

- Commercial justification of innovation: sales volume, product profitability, level of demand and satisfaction, sales methods and channels;
- Experience in the sale of goods: market popularity, and the reputation of the company, a stable relationship with buyers and consumers;
- Production capacity of the enterprise: use of available capacity, availability of resources and qualified personnel;
- financial opportunities: total investment in mass production and trade, financial resources, expected results (profit or loss) during the reporting period;
- compliance with normative indicators - standards and state norms;
- patent protection of innovations.

If the above steps are done carefully, any enterprise will enter the market vigorously when it introduces innovation and begin to reap maximum benefits. An environment can arise in which it is natural to have a monopoly position [3].

The main factors of slowing down and accelerating innovation processes. The innovation process is a constantly changing combination of different types of creative work, combined with the organization and management, with the sole purpose of obtaining

innovations with a set of functions. Thus, the main factors in its dynamics should be considered first of all: the elements of labor, its motivation, resource availability, organization and management, competition, environmental conditions. In addition to this set of objective factors, a group of subjective factors also apply: strategy, policy, risk, and so on.

Depending on the objectives of the analysis and the main classification criteria, the sum of all factors can be divided into: external and internal factors, main and complementary factors, objective and subjective factors, market factors and non-market factors, macroeconomic and microeconomic factors and so on.

The set of factors of innovation activity also includes factors that slow down the innovation process. These are called "innovation barriers." Analyzing them allows us to identify five main negative factors:

- 1) technical factors;
- 2) classification factors;
- 3) socially based factors;
- 4) regulatory factors;
- 5) economic factors.

Naturally, any innovation process is influenced by the whole system of positive and negative factors. Assessing their impact and selecting the conditions to achieve the greatest success and reduce the risk that may occur is the task of all levels of government, an integral part of the development and implementation of innovative policies of the state, region and firm [2].

Increased attention to innovation and innovation management is required by the life of today's society, because the emergence of innovative processes in new products and new technologies is the basis of its socio-economic development.

The innovation process consists of the preparation and implementation of innovative changes and consists of interconnected stages that form a single whole. The process that results from this change is innovation. Diffusion is the key to the innovation process - the timely dissemination of innovations that have already been mastered and used in new environments and applications. The innovation process is cyclical, which should be taken into account in the development of compact systems of organization and management of the economy [4].

The hotel's front desk and billing department. The hotel's reception area is often referred to as the "heart" of the establishment. Guests will be more in touch with the hotel as a result of this service and will request services and information during their stay. The reception service's main job is to greet guests and take care of the appropriate procedures in their rooms. As a result, the guest will have the most positive impression of the hotel. The administrator bears primary responsibility for the reception service in this regard. This means that the reception should be located near the hotel's main entrance; in other words, if the hotel lobby is large, the interior's dynamic nature should be oriented to the reception for a destination. At the same time, as previously indicated, the number of services in hotels of various types and capacities may be less or larger. It's also possible that their functions are dissimilar. Large hotels, for example, are self-contained service units and booking services. Accommodation and customer service are handled by designated receptionists, or administrators, in small and medium-sized hotels [11].

Let's take a closer look at the elements of the innovation management mechanism.

1. Forecasting innovation in the enterprise - finding the most probable and promising ways of development in the technical field. Innovation forecasting allows you to look to the future and see the most likely changes in the field of machinery and technology used, as well as the product being manufactured, and how this will affect the competitiveness of the enterprise. Innovation forecasting involves the implementation of three main stages:

designation of the object of prediction;
selection of prediction method (e.g. extrapolation method, expert evaluation methods, modeling methods, etc.);
self-development of a prediction and its probability assessment.

2. Innovation planning implies the implementation of the following principles:

priority - the plan should include the most important and promising areas of innovation in the forecasting process, and their implementation will bring significant economic and social benefits to the enterprise not only in the short term, but also in the medium and long term;

Continuity of planning - the development of short, medium and long-term plans for innovative development based on objective laws and consistency;

complete planning is the planning of all stages of the "science-production" cycle: ITTKI, technological preparation of production, production of a new product and its life cycle (but this principle applies to large corporations with significant domestic investment);

Integration of planning - the innovative plan is closely related to the plan of economic and social development of the enterprise, production program, investment plan, personnel policy, financial plan;

economic feasibility and resource availability - the inclusion in the plan only of cost-effective measures with resources, ie the business plan of enterprise innovation.

3. Situation analysis - the collection of information about the state of the external and direct factors of the external environment, as well as the state of affairs within the enterprise. The collected information is then classified and analyzed by managers at different levels. The real values of the controlled innovation measures are compared with those planned (based on structured forecasts). This allows you to identify problems that need to be addressed immediately.

4. Identifying the need for innovation - its identification and correct expression allows you to develop a set of measures to increase the efficiency of the enterprise in meeting the need for innovation. It is important to keep in mind that the need for innovation is inextricably linked not only to the consumer market, but also to the manufacturing market (the company's internal need to increase profits through innovation). Determining the need for innovation is not only a matter for the company's innovation department, but also for the marketing department.

5. Determining the criteria for selecting innovation alternatives - is the selection of criteria for comparing innovation alternatives and selecting the most optimal (for example, the cost of innovation, the life cycle of innovation, the return on such use, etc.).

6. Development of alternatives are all possible options and modifications of innovations, as well as alternative ways of developing and implementing them. The manager can choose the most appropriate one from the point of view of the specifics of the enterprise, the goals set and the situation in the external environment.

7. Selecting the most appropriate alternative is a comparison of the advantages and disadvantages of each alternative, as well as an analysis of the probability of their use. It is advisable to have a set of assessment standards and criteria for comparison. Often the outcome of the competition is a compromise option that includes the qualities of several alternatives. In the current changing external environment in which enterprises operate, it is advisable to take into account the level of risk (for example, choose the option that allows to implement innovations with a high probability of success, rather than the most profitable option).

8. The development and agreement of management decisions on the introduction of innovations is aimed at cooperation of the innovation department with other departments and management staff of the enterprise. The unique aspect of innovation management is that the innovations are developed by qualified professionals, but the decision-making and approval of the implementation plan is done by the managers. Accordingly, a group process of management decision-making has been introduced in enterprises focused on innovative development. It allows the team to find inconsistencies at different levels of management and resolve them quickly and efficiently.

9. Management of the implementation of innovative management decisions begins with the identification of works and resources, executors and deadlines. A program for implementing innovative management decisions will then be developed and implemented by the departments in accordance with the goal tree.

10. Monitoring and evaluation of results. When implementing innovative programs, managers at different levels are responsible for overseeing the implementation of management decisions. Management assistance or the assistance of qualified professionals will be provided as needed, and any errors will be corrected. Thus, the last element of the innovation management mechanism is inversely related to the previous elements.

Innovation is a specific object of management that requires large investments, qualified scientific and technical personnel, comprehensive marketing activities. Thus, a systematic approach is needed to manage the introduction of innovations, which determines the interaction and interdependence between departments of the enterprise, and characterizes the direct and feedback in the management structure [5].

The broad expansion of the level of service in the hotel sector is one of the most essential components in developing a free civil society and a prosperous living in our country.

Our country currently has a lot of potential for tourism development. The standard of service provided to tourists visiting established tourist destinations is also improving.

The number of visitors to our country is increasing rapidly in comparison to past years. This necessitated a significant reform of the tourism industry. This is because the period has necessitated the improvement of hotel quality to suit the basic needs of guests.

Most of the country's existing hotels have been renovated, and contemporary management methods have been implemented. 3-4-5 is the current version of 3-4-5.

This raises foreign exchange profits for the state budget while also creating jobs.

We all know that the hotel business, which is the foundation of our country's tourism, has been significantly growing in recent years.

Furthermore, the more high-quality hotels there are, the more jobs there are and, as a result, the tourism industry grows. The state of development of the hotel industry in the capital is depicted in the graphic below [11].

Conclusion

The innovation process is a dynamic mix of diverse sorts of creative activity, as well as organization and administration, with the primary goal of producing functional inventions. Thus, the elements of labor, their motivation, resource availability, organization and management, competition, and environmental circumstances should be addressed first and foremost in its dynamics. A number of subjective factors, in addition to this set of objective criteria, apply: strategy, policy, risk, and so on.

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