



IMPROVEMENT OF INNOVATIVE MECHANISMS IN THE MANAGEMENT OF TOURIST ENTERPRISES

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Abstract. This in the article tourist enterprises activity in management innovative mechanisms improvement theoretical-practical basics and their competitiveness in progress strategic importance illuminated . Digital transformation , artificial intellect technologies , CRM systems , services diversification , marketing innovations and " green " sustainable technologies tourist enterprises management to the system complex impact doer factors as based on is given . In the study innovative management world experience with Uzbekistan in the conditions practical status comparative analysis made is a tourist attraction enterprises to develop impact provider external and internal factors scientific in terms of was evaluated . Also , " Ferg'ana " valley tourist " and " Silk Road Destinations " local tourist enterprises in the example of innovative management efficiency indicators , digitization level and service quality between dependency practical analyses through based on given . Received results modern innovative mechanisms implementation to grow tourist enterprises competitiveness increase , customers to the need fast answer giving , operational efficiency reinforcement , service quality and tourist product diversification in improvement important factor that it is confirms . Research in the end In Uzbekistan innovative management mechanisms deepening , in tourism digital the ecosystem formation , employees innovative competence increase and stable tourism principles wide current to grow according to clear offer and recommendations working released .

Keywords. Tourist enterprises , innovation management , digital transformation , artificial intelligence , CRM system , services diversification , marketing innovation , sustainable tourism , ecosystem , competitiveness , Uzbekistan tourism , management strategy .

Entrance. Tourist enterprises Activities in the 21st century very wide on a scale development find the world economy of life inseparable to the part around Today 's demand as modern in tourism only service show not , maybe product and service quality , information technologies current to , and innovative approaches current Tourist in enterprises main competitiveness increasing factor ; as management in the system innovation and improvement , tourist service types expansion that is diversification , information exchange , and the most important in marketing processes modern innovations support . In particular , our country world tourism in the market **innovative activity to manage improvement mechanisms reform to do through own instead further reinforcement for the field is trying to develop.**

Tourism in the industry innovations when you say , service to show new forms, information from technologies use , customers needs in advance forecasting , digital services integration , local to culture based creative offers and others This process is understood,

especially in the tourist industry . of enterprises competitiveness determinant important factor as manifestation is ¹happening

Last in years Uzbekistan In the Republic tourism of the field fast at a pace developing directly state of the policy priority from directions one as confession Tourism is being of the economy important network as to see it competitive and innovative development to the model justification today's global market In particular, **the tourist demand enterprises in the activity innovative management mechanisms improvement** issue in the country modern management to their experiences based without wide on a scale research is being done²

Literature analysis .

Tourist enterprises in the activity innovative management place and importance last global scientific community by wide discussion World experience this shows that innovative management mechanisms tourism network competitiveness, operational efficiency, service quality and customers to the need flexibility increasing main from factors is one .

Buhalis (2019) the concept of "smart tourism ecosystems". scientific into circulation enter yes , tourist enterprises digital technologies , IoT, data integration and online services through each other connected innovative management to the environment has to be the necessity emphasizes . His to the mind according to , digital to infrastructure has enterprises traditional management to systems 30–40% higher than service to the efficiency achieves .³

UNWTO (2023) in the report innovative transformation whole tourism to the network systematic the impact In particular, digital visas, online booking, electronic payment systems and big data analytics tourist services consumers behavior fundamentally changing, in enterprises management flexibility increased .⁴

Central Asia held scientific research is also innovative management strong the impact confirms . Zufarova (2024) Uzbekistan tourism in enterprises innovative marketing, diversification strategies and digital services current to be brand identification and service quality indicators improved record It will. Its to the mind according to, digital services current done in enterprises customers return The level has increased by 20–25% .⁵

Uzbekistan in the example of take visited research this shows that tourism in the field state policy , visas simplification , electronic platforms wide current to be and regions according to innovative projects tourist enterprises innovative management mechanisms to develop noticeable impact shown (Saidov, 2022).⁶

Above scientific sources analysis this means :

- innovative management tourist of enterprises competitiveness increase main strategic factor ;

¹ OECD Tourism Trends and Policies 2022. – Paris: OECD Publishing, 2022. – P. 57

² Khudoyberganov A. Tourism management Fundamentals . – Tashkent: Economics , 2021. – P. 34.

³ Buhalis , D. (2019). *Smart tourism ecosystems and digital transformation* . Journal of Tourism Futures.

⁴ UNWTO. (2023). *Tourism Digital Transformation Report* . Madrid: United Nations World Tourism Organization.

⁵ Zufarova , N. (2024). *Innovative marketing and digital tools in Uzbekistan tourism* . Tashkent: Tourism Research Institute.

⁶ Saidov, U. (2022). *Innovative reforms in Uzbekistan's tourism sector* . Journal of Central Asian Economics.

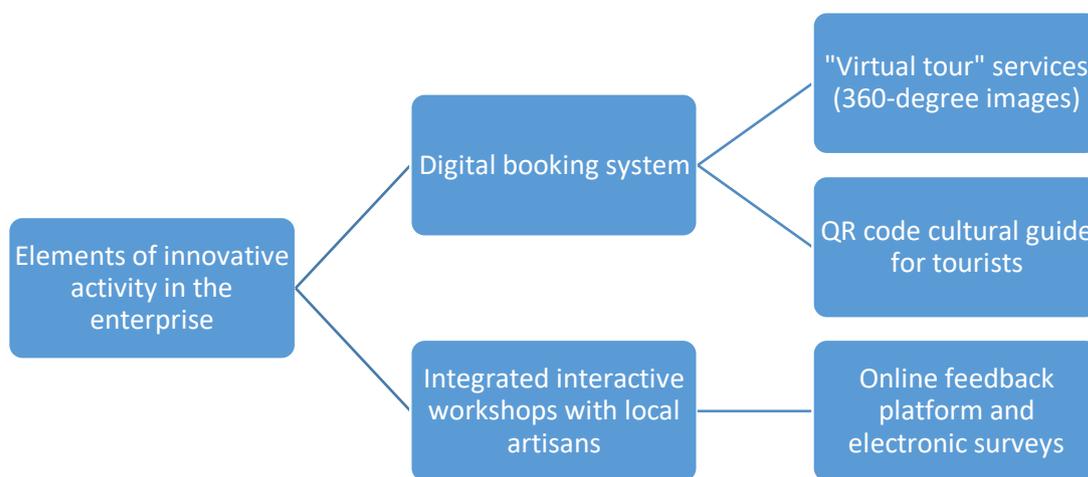
- digital technologies and AI service quality , processes optimization and customers need forecast opportunity gives ;
- Uzbekistan tourism sector innovative transformation process all in stages active is developing ;
- scientific in literature innovative management success enterprise internal capacity , employees competence , digital infrastructure and state support with closely dependency shown .

Research methodology

This in research tourist enterprises activity in management innovative mechanisms improvement scientific-theoretical the basics determination, practical status assessment and improvement according to scientific based offers working to go out aimed at complex methodological approach applied , statistical analysis , enterprise internal processes diagnostic analysis , innovation indicators , operational efficiency, social factors, diagnostics, analytics methods through seeing exited

Analysis and results discussion

" Fergana " valley tourist " tourist in the enterprise innovative activity to manage improvement mechanisms analysis in the process this of the enterprise main efficiency the result is exactly the same innovation approach and management result as manifestation that it was to see possible . " Ferg'ana " valley " sayyoh " LLC was established in 2018 found is, is now Fergana valley Kokand city, Rishton, Margilan , Fergana and Andijan territories cover received tourist in directions activity runs the enterprise in the activity cultural inheritance objects, national handicraft, gastronomic tourism and tourists for prepared seasonal routes main service directions organization will be. End of 2023 to the state According to the company , 42 people the employee work with provided and year 6,800 people during more than to the tourist service showed ⁷.



1.

Table 21. **" Fergana " valley tourist of the enterprise innovative activity elements⁸**

⁷ " Fergana " valley tourist " LLC annual report . – Fergana , 2024. – P. 3–4 .

⁸ Digital services according to questionnaire results . – Fergana province Tourism department , 2023. - B. 6.



However , this marketing in the enterprise , customer with work such as there is mechanisms more external services with limited be, **personnel, logistics, decision acceptance to do processes, financial optimality such as management internal system** still complete not innovated .

Indicator (2022-2023	2022	2023
Tourists number	4 200	6,800
Online reservations share	32%	46%
Guide services adjective (questionnaire) based on)	73% satisfied	81% higher
Mobile app users	1 100	1,650

Statistics based on situation analysis⁹

Tourism and hotel economy in the activity again one concept there is this of the enterprise innovative development from the basics one This is definitely a global marketing innovation. Usually global marketing innovations When it comes to the last in periods this innovation tourism marketing inseparable part as social networks occupied . Statistic, questionnaire and held research results this showing middle old 35% of tourists are young 40% of the generation is own travel motivation social on the networks designated their eyes result through If this processes numbers with to put it bluntly, social on the networks exactly travel video messages with **74 billion times** more than seen, and this on the subject posts number of 600 million increase this the field further developing Of course, this is evidence. numbers through which we can use the internet in tourism and his/her opportunities this industry marketing further in lifting separately importance profession to reach our vision possible .

Actually when receiving of innovations important from directions one whole volume on the surface wide in scope tourist product and services **diversification to do** It is a process. around remaining sea tall trips or cultural leisure for historical to places on excursions further additional as , innovative in processes new images appearance is happening

⁹ Author development





Conclusion and offers

Conclusion instead of in other words , **tourism in the field innovative activity to manage improvement** is **digital opportunities** complete to work to plant , **new service and products** creation , **modern marketing** with the client run to grow and **scientific approach based on management system** updated requires going .

1.Tourist in enterprises digital technologies (online reservation systems, virtual guides, mobile applications) wide current to be

2.Innovative marketing approaches application through internal and external tourists flow increase

3.Regional in tourism ecological to stability attention looking at it , " green" tourism " concept wide spread

4.Employees innovative to activity preparation and again education system on the road to put

5.Public-private partnership based on new tourist projects done increase encouragement

So dissertation results this confirms that innovative approaches tourism in the field not only economic efficiency increases, maybe of the region social positive for development impact shows .

General in meaning when studied, digitization tourism of enterprises management strategy fundamentally is changing . Digital technologies current to be as a result companies **expenses reduction , customers base expansion and service quality increase** as much as possible has They were close . Uzbekistan in the future too tourism in the industry digital innovations wider implementation to – for example , **mobile applications through tour packages sales , virtual tours offer to do** – tourist enterprises competitiveness in increasing solution doer importance profession will reach..

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