

INNOVATIVE FACTORS IN SERVICE QUALITY MANAGEMENT IN TOURIST COMPLEXES

Homidov Kakhkhorali[1]*
[1]Fergana State University, Doctor of philosophy in economics
*ORCID: https://orcid.org/0000-0002-5768-6010
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Abstract: This article examines in detail the innovative factors that support the effective use of regional tourism resource potential to accelerate the development of tourist complexes.

Keywords: innovation, region, potential, tourist complex, innovative development, tourism cluster.

Introduction

In the context of globalization, the development of countries and regions, as well as individual industries and sectors, is a priority for increasing the competitiveness of the national economy. Sectoral and planning principles remain central to the organization of the economy. At the same time, innovative organizational and economic mechanisms and arrangements that actively and comprehensively influence national or regional development within the national system of economic reproduction are becoming increasingly relevant for strengthening the innovative activity of economic entities and their capacity to adopt innovations. In tourism development, the approach based on establishing tourist complexes meets these requirements. Moreover, a system of mechanisms for the flexible financing of various measures to establish and develop tourist complexes has already emerged at the national and regional levels.

Nevertheless, the experience of a number of industries and individual enterprises demonstrates that initiatives to establish tourist complexes face considerable difficulties in practice. In the tourism sector, developing such complexes requires substantial projects and appropriate theoretical and methodological approaches. Above all, this concerns the need for regional authorities, heads of tourism enterprises, and company executives to consider all external and internal conditions and factors that shape contemporary clustering trends when planning and establishing these structures.

Literature Review

The Russian economist Yu. V. Gromyko uses a scenario approach to identify the factors driving cluster development in the economy. This approach distinguishes technical implementation, organizational and production, marketing, investment, human resource, and organizational and institutional scenarios in cluster formation. These scenarios are considered below through the author's interpretation and in relation to tourism [1].

Discussing tourist complexes, N. A. Pelevina describes such a complex as a large, independent, intersectoral production and service complex that extends beyond the conventional vertical structure and encompasses a horizontal space involving different sectors. A tourist complex can be regarded as a set of interconnected branches and production activities within the tourism economy, united by the functional purpose of using the tourism resources and infra-

ORCID: Kakhkhorali: https://orcid.org/0000-0002-5768-6010

structure available in a country and its individual regions rationally to meet the needs of consumers of tourism products and services [2].

A. M. Vetitnev and A. S. Kuskov note that an approach also exists that equates medical tourism with rehabilitation and wellness tourism with recreational tourism. They argue that this approach is difficult to accept because medical tourism cannot be restricted to rehabilitation alone. They also consider the use of the term “recreational tourism” methodologically inap propriate, since tourism itself forms part of recreation [3].

Supporting the position of these researchers, M. N. Pokolodnaya also indicates that, in the conventional meanings of “recreation” and “tourism,” the term “recreational tourism” is tautological [4].

A. M. Vetitnev, A. V. Dzyubina, and A. A. Torgasheva emphasize that “medical and wellness tourism” is a broader concept than “medical tourism” and “wellness tourism” and includes them as subcategories [5].

Research Methodology

The article considers indicators for assessing service quality management in tourist complexes in relation to the exponential changes that tourism services have undergone over the past several years.

Analysis and Discussion of Results

To identify the innovative nature of tourist complex development and highlight the relevant factors, it is necessary to distinguish the principal types of innovation used in the tourism business.

1. Product innovation

Product innovation involves developing and subsequently introducing a new tourism product that constitutes an innovative market offering unavailable from competitors within the region or from competing organizations in other regions and countries. Product innovation is one of the most common development options for tourist complexes during their initial stage. In this case, innovation lies primarily in the market novelty of the tour offered, rather than in the use of innovative developments and technologies to create the tourism product.

2. Process innovation

Process innovation involves improving tourism service delivery through the introduction and subsequent use of new equipment and technologies and the automation of tourism organizations' operations. Process innovations are often combined with product innovations, increas ing the attractiveness and effectiveness of bringing tourism products and services to market. A classic example is the use of modern automated reservation systems by tour operators and travel agencies.

3. Management innovation

Management innovation involves establishing an innovative system of management bodies and methods both across the tourism sector and within individual tourism organizations. Such innovations commonly include:

a) internal corporate governance systems and standards;

b) new forms of intercorporate relations;

c) the introduction of self-governance arrangements;

ORCID: Kakhkhorali: https://orcid.org/0000-0002-5768-6010

d) the development of new approaches and methods for organizing a tourism company's operations;

e) the development of a tourism company through a combination of business development and marketing strategies;

f) the adoption of appropriate professional requirements for tourism sector employees.

4. Customer oriented innovation

Customer oriented innovation involves selecting business organization methods aimed at meeting customer needs, building customer loyalty, improving the tourism organization's image among consumers, developing new communication channels between consumers and tourism organizations, and providing personalized tourism services. Large tourism organizations create electronic customer databases to offer discounts and personalized tourism services.

5. Marketing innovation

Marketing innovation involves developing a set of marketing strategies used by a tourism organization, including:

a) working with the principal elements of the market, namely demand and supply;

b) establishing specialized systems and sales channels;

c) actively developing and promoting new tourism products;

d) developing an appropriate pricing strategy and tactics that use a range of discounts and incentives for contracting partners and regular customers.

6. Logistics innovation

Logistics innovation focuses on adopting new strategic decisions concerning tourist transfers, distribution, and movement. Such innovations include developing fundamentally new arrangements for moving tourists through complex air transport hubs using connecting flights linked by integrated information systems in tourism organizations and tourism centers. Recent innovative trends concern information and intelligent logistics, particularly the movement of information flows in virtual space.

7. Institutional innovation

Institutional innovation focuses on establishing the system and regulatory rules for state and other forms of regulation of the tourism sector and related industries. Such innovations emerge through three types of interaction:

a) public–private partnership as the most appropriate and effective option;

b) symbiotic interaction among public administration, entrepreneurs, representatives of education and research, and the local community;

c) adversarial and confrontational interaction arising from divergent interests between entrepreneurs and public authorities.

8. Resource innovation

Resource innovation concerns the use of various resources, including natural, historical and cultural, infrastructural, financial, material, human, and managerial resources. These resources support the subsequent development and promotion of new tourism products and services, the planning, establishment, and development of specialized tourism and recreation areas, and the protection of tourism resources.

ORCID: Kakhkhorali: https://orcid.org/0000-0002-5768-6010

9. Organizational and economic innovation

Organizational and economic innovation aims to create new territorial and extraterritorial forms of organizing and conducting tourism business within specialized tourism locations. Such innovations enable competitive advantages to be achieved through the introduction of innovation, concentration, specialization, and the coordination and cooperation of service provision and tourism production. Consequently, tourism cluster projects are inherently innovative because they represent organizational, economic, and managerial innovations.

Conclusions and Recommendations

Focusing specifically on the innovative component of tourist complex development within the tourism sector, five principal factors can be identified:

1) The availability of specialized infrastructure, including educational institutions and organizations engaged in tourism research and development.

2) An established entrepreneurial mindset, particularly openness to innovative activity and the adoption of innovations.

3) The nature of tourism products and services developed and sold in the market, and the share of the innovative component in their production and composition.

4) Geographical location, including its social, geopolitical, infrastructural, transport, and economic dimensions.

5) The overall level of development of innovation oriented industries and sectors in the country and region, and its relationship to tourism activities. [The final item is incomplete in the source text.]

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ORCID: Kakhkhorali: https://orcid.org/0000-0002-5768-6010