

Innovative Tourism and New Ways to Improve Tourism with Digital Methods

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Abstract: Tourism already has admitted one of the attractive way to make an industry in terms of money with the help saving information about different countries but nowadays this trend should be improved through digital media and innovative ways.

Key points: digital media, tourism industry, COVID19, huge efforts, visitors, innovative methods, adverts, GDP.

Introduction

Undoubtedly, the meaning of tourism has appeared for years and it becomes new day to day, since some downs of tourism during the COVID19 this trend has never decreased. So it leads which should be improved thank to tourism many country like Aruba, Maldives, British virgin Islands and country's nations are engaging with employment and make earn. Thanks to tourism, such kind of country can totally rely on visitors as a financial independence. Nowadays, tourism are given huge opportunities to make progress and even takes its place in GDP in terms of industry. With the help of digital platforms the tourism adverts can reach far islands as well as we should investigate some possible innovative ways to increase. Such as , adverting tourism and monuments, landscapes with aid of digital equipments like showing alive monuments in front of visitors it actually attracted tourists .New innovative ways can show the highest achievement of number of visitors.In today's world, digital media and innovative methods might put huge effort in tourism and in turn it effects whole world countries.The country most reliant on tourism is Aruba with the contribution to GDP sitting at 27.64%, and the contribution to employment being 29.91%, accounting on average 28.77% of the local economy. Like most of the top-rated countries, tourism is so popular in Aruba due to its climate, with clear, sunny skies pretty much all year round.

The second country that relies heavily on tourism is the British Virgin Islands with a contribution to GDP of 32.96% and a contribution to employment of 24.03% accounting on average for 28.49% of the local economy.

The Maldives ranks in third place, with a contribution to GDP of 38.92% and a contribution to employment of 15.74% averaging at 27.33% of the local economy.

The research also revealed the countries with the highest tourism GDP:

Questions of developing and implementing of innovations in tourism and the factors of immunity of tourism organizations to word new vision are considered. Specific features of the national market of tourist service which could be favorable for innovative activity, and also questions of efficiency of creating new tourist products and formation of innovative strategy of the enterprise of the tourist's industry are analyzed. The study of scientific works published on the problem of tourism development, methodological developments and practical recommendations confirms that the issues of development and implementation of innovations in tourism have not been sufficiently studied, which negatively affects the development of tourism. Therefore, the solution of this problem in tourism is currently of particular relevance.

To date, there are five groups of factors of immunity of tourist organizations to innovations: excessive centralization of management can give rise to a dependent mood in the economy, suppress interest in innovations; undeveloped competition contributes to the replication of the traditional volume and quality of services; the same type of organizational "face" of the tourism industry with a predominance of large organizations will exacerbate the problem of innovation; shortcomings in the organizational culture of the company (lack or underdevelopment of values associated with innovation) affect not only the degree of development of innovative activity, but also its quality(1).

So according to some investigates face of tourism must have been changed into recently released modern face. As well as GIS plays an important role in tourism when seech goes about new innovative ways.

According to data from GIS, GIS is main system that can be found one resourceful system that is suposed to give exact data. And this system must be improved because this system might unify all countries into one website and in turn it leads different countries collect under one room. During using GIS, we need to understand that this site that require no special parols in order to get and it means everyone has an opportunity to attech and use whole service of GIS. The big comparison is just effects and everyone who got system can feel free and place and guide do not matter(2).

Digitalisation is transforming the way companies do business. European tour operators and other travel businesses rely on a range of digital processes to be efficient and competitive and look for suppliers with good levels of digitalisation. The COVID-19 pandemic has accelerated the need for digital business practices as travellers demand digital communications, online sales and contactless solutions. To attract the European tour operator market, you should embed digital processes within your operations where you can, so your business has a competitive advantage. Digitalisation is defined as the use of digital technologies to manage and grow a business, which as well as selling goods and services online, includes the gathering and interpreting of big data which can help develop new activities or change existing activities. Post-COVID, embedding digitalisation will help tourism businesses to be more agile and resilient moving forward.

The rapid pace of innovations in IT over the past decade, often referred to as the Digital Revolution, has completely changed the way businesses operate. Tourism was one of the first sectors to embrace digitalisation by selling flights and hotel rooms online. The rise of OTAs (online travel agents) is one of the most dramatic examples of the digital transformation of distribution channels in the tourism sector(3). According to digitalasion is not only connected with tourism but it appears all fields. But it should be connected with innovatin and innovative ways.

Innovation's impact is two-fold: it propels tourism beyond conventional boundaries while aligning with the imperatives of sustainability. Technological breakthroughs, coupled with novel business models, have redefined the travel journey – enhancing customer experiences, streamlining operations, and fostering global connectivity. Moreover, this transformation is not limited to the economic sphere; it resonates deeply with environmental and societal aspirations. Sustainable practices driven by innovative solutions propel us towards responsible tourism, preserving the cultural and ecological tapestry of destinations while concurrently fueling economic growth. In essence, innovation isn't just a driver of progress; it's the cornerstone upon which a balanced and prosperous tourism industry forges ahead(4). Innovations and technology can break all boundries

and thanks to them whole world may unite under terms of innovative tourism. There are some possible incomes:

Travel Apps

Travel Apps that help tourists easily navigate new areas, such as Citymapper. Through the use of big data, Citymapper shows users travel updates in real time, displaying the fastest and safest routes.

Flight Price Comparison.

The use of Big Data to scan the cheapest flight prices for comparison sites and apps, like Skyscanner and Kayak. Big data allows these sites to continuously update. These save users time and money by instantly showing best prices available. They also offer the option to set up email alerts.

Travel Chatbots

Another example of technological innovations in Tourism is chatbots. Chatbots are online chat facilities programmed to replicate a human advisor, allowing the user to converse with them like they would a human. Travel chatbots are becoming increasingly popular in the Tourism industry. They enable customers to seek help and ask questions about their bookings on travel sites and apps. 'Lola' (standing for longitude and latitude) designed by Kayak's Co-founder Paul English is a great example of a travel chatbot.

VR and AR

Virtual Reality (VR) in the form of immersive travel films to allow people to 'try before they buy'. This means holiday shoppers can experience different locations through VR technology before booking. An example of this includes TUI's trial of Augmented Reality in some of their holiday package experiences in Mallorca, where users can visually learn about historical facts and stories. They also equipped multiple TUI stores with VR goggles for potential holiday buyers to experience different locations before booking. These are some pretty big examples of technological innovations in Tourism, but not everyone who is eligible for R&D Tax Credits is undertaking projects of this scale. If your business is conducting activity or research to overcome sector challenges or uncertainties, you are likely to be eligible. So don't miss out on this fantastic opportunity to receive a financial boost, join the 85,900 businesses who have already claimed.(7) Looking into examples more detailed: almost every single areas of tourism seems to connected with innovative digital media. Two specific innovative tourism business ideas that look likely to be especially popular in 2023 are "forest bathing" and "digital detoxing." Forest bathing, or Shinrin-yoku, originated in Japan. It involves becoming immersed in nature to enhance physical, mental, and emotional well-being. It can be as simple as going for a long walk through a forest, or sitting by a lake and taking in the sights, sounds, and smells of the natural surroundings. Research has shown that forest bathing can reduce stress and anxiety, improve mood, and even boost the immune system and reduce blood pressure and heart rate. After the last few years we've all been through, it's no wonder it's proving popular with travelers. In a similar vein, many people want to unplug and undertake a "digital detox" where you never need to ask for the Wi-Fi password because there is no Wi-Fi. They could be seeking respite from "doom scrolling" through social media and news feeds on their digital devices, or they just want a break from the glowing screens so prevalent in their day-to-day. Trips that encourage travelers to leave their devices at home will be popular, whether to wellness retreats that ban or discourage digital devices or an out-of-the-way destination that makes electronic communication extremely difficult(9). Above given recently taken information about innovative tourism, Japanese method can show us clear incomes which were launched already.

Conclusion

According to, the current issue in tourism is the analysis of existing information systems, the study of widespread areas of application of information technology and the development of recommendations to improve the competitiveness of tourism services based on the use of

information systems(5). So using current technology will actually release brand new methods to improve tourism. Such Uzbekistan is already engaged with updating data and putting new efforts to tourism such as discoring new maps to geographic locations and releasing information with new ways.

In order to find out, which are the origins of innovation processes, it is necessary to look into two fundamental subjects that are inherent to innovation, which are learning and interaction. Both are closely related. The first appears to be an intrinsic condition of individuals. Moreover, it can also be identified in organizations. Thus, learning allows individuals as well as organizations to develop. However, learning and development is not possible without taking the environment into account. Hence, it is necessary that interactions take place between individuals, groups of individuals, organizations, etc. Furthermore, the concept of interaction implies the transfer of knowledge, which is the basis for innovations. This simplified description delivers, however, some important aspects of innovation that can be found throughout the different studies. Thus, some authors may refer to learning organizations, while others can use the terms innovative organizations for the same purpose. Concepts like knowledge transfer and social interaction within individuals are closely related as well. It is thus important to be acquainted with these similarities between concepts, since they are fundamental aspects of the processes of innovation. Another characteristic of the research carried out on the field of innovation is its multidisciplinary nature. Researchers from economic disciplines have been traditionally concerned with innovation determinants and its economic results. Recently, however, scholars have considered the social aspects of innovation as well. As a result, numerous contributions on innovation as a social process have been made. For instance, Asheim and Isaksen (2003) point out that innovation is a sociological process based on interactive learning. Furthermore, multiple approaches such as sociological, economical, managerial or organizational have been lately combined in order to understand better innovation dynamics(8). Innovative tourism can engage whole tourism system and can be a reason to unique countries.

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