

Factors Obstacles to the Development of Innovation Activities in the Tourism Sector

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ABSTRACT

This article examines the role of the tourism industry in the development of the country's economy, factors impeding its development, as well as problems associated with sources of financing for this activity. Despite the fact that today tourism has become one of the most promising areas, there are many problems that both legal entities and individuals face. The article provides proposals, the implementation of which would help solve existing problems.

KEYWORDS: *tourism, financing, lending, subject of tourism activities, own funds, cash, borrowed funds, investments, accumulation of funds.*

Maintaining. Currently, an important condition for the dynamic development of the economic sector is the accelerated introduction of modern innovative technologies, that is, successful activity is impossible without innovation. All spheres of state and public life of the country are rapidly emerging and require close support of ongoing reforms based on modern innovative ideas, developments and technologies that ensure a rapid and high-quality leap for the country into the ranks of the leaders of world civilization.

The development of the economy of Uzbekistan is certainly associated with the development of the tourism industry, which is a social and priority area, the innovative development of which affects the economy of both the state and the global economy. Today, more than 10 percent of the world's gross product is provided by the tourism industry, and about 75-80 percent is generated by the service sector.

Degree of knowledge. Issues related to the financial and socio-economic aspects of tourism play an important role in the development of the country's economy. The financing system as an economic sector has been reviewed and analyzed in the works of many domestic and foreign economists, including: I. Balabanov, A. T. Bykov, A. Yu. Aleksandrova, G. A. Karpov, E. V. Egorov, N.I. Filatova, I. Schumpeter, K. Marx, I. Fischer and others.

However, it should be noted that scientists have not yet sufficiently studied all the financial aspects of the development and functioning of representatives of the tourism sector, thus, there is a need for further development of the theory and practice of financial support for the tourism sector.

Main part. Innovative development is becoming an effective market tool for managing modern economic and social systems. The current stage of development of a market economy indicates the emergence of the need to reorient activities, that is, the transition to an innovative type of development. The goal is to increase competitiveness in both domestic and foreign markets.

Tourism is one of the priority areas for the development of the economy and culture of the republic. Uzbekistan is a bright and inspired country of the East. The presence in the Republic of ancient

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sights, mosques, mausoleums, madrassas, as well as many untouched corners of nature, treatment centers, and many resources allow the development of many types of tourism.

World-famous historical monuments, modern cities, the unique nature of Uzbekistan, unique national cuisine, as well as the unsurpassed hospitality of our people attract travel lovers. Thanks to this, the country may have a breakthrough in receiving foreign exchange earnings from tourism activities and replenishing the country's budgets. In other words, the tourism industry produces a tourism product that is in demand both in the foreign and domestic markets.

The main task of the tourism industry is to create a high-quality and sought-after tourism product.

Innovative activities in the tourism sector are formed at the level of organizations of various processes: that is, the production of goods, the provision of quality services, skills, qualifications and professionalism of personnel, adequacy of financing, preferential taxation, etc. all this is an integral part of the activity, without which innovative development is impossible.

The process of improving innovation activities is not possible without the involvement of tourist resources such as the cultural attractions of the city, the city landscape, entertainment facilities and recreation areas. Due to the absence of a tax on tourism resources, they are relatively cheap, which contributes to the high profitability of the tourism business.

It follows that the Republic of Uzbekistan creates favorable conditions for attracting innovative investments in the tourism sector, based on targeted policies within the framework of a program of action strategies.

Our Republic has enormous resource potential for the development of the sphere. The capabilities of our country are evidenced, first of all, by the presence of over 7.4 thousand objects of tangible cultural heritage of different eras and civilizations, including the historical centers of Samarkand, Bukhara, Khiva and Shakhrisabz included in the UNESCO World Heritage List. The country is rich in 11 national natural parks, state reserves, 37 theaters, 106 museums, 187 recreation and cultural parks, as well as many other tourism sites.

All tourists strive to get as many services as possible, to make purchases at their own discretion, and they spend significantly more on entertainment and shopping every day than in everyday life. In fact, spending money freely is relaxation and pleasure for many people.

Currently, the state pays great attention to the tourism sector; in January of this year, important regulatory acts for the tourism sector were adopted: Decree of the President of the Republic of Uzbekistan No. UP-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" as well as the Presidential Decree Republic of Uzbekistan No. PP-4095 "On measures for the accelerated development of the tourism industry." These regulations define the main strategic directions for the development of the tourism sector. In particular, the Decree of the President of the Republic of Uzbekistan No. UP-5611 approved the Concept for the development of the tourism sector until 2025 with the annual adoption of a plan of specific activities for the implementation of the Concept.

The conducted research indicates that despite the adoption of a number of regulations, as practice shows in the country today, there are a number of problems that are an obstacle to the development of the tourism sector. Such as:

- low efficiency of using the financial potential of the territory and state property;
- high share of the shadow economy and opacity of financial flows from market developed countries;
- lack of a mechanism for attracting innovative investments, especially during a period when there is an increase in inflation and refinancing rates;

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- lack and unprofessional provision of quality tourist services in hotels, transport services, services at catering facilities, etc.;
- small number of countries with a simplified visa regime;
- lack of hotel complexes, as well as hotels with international class of service;
- underdevelopment of infrastructure;
- underdevelopment and poor condition of sanitary and hygienic networks;
- low level and quality of service sector;
- underdevelopment and poor service of operators, as well as the lack of a mobile network and Internet outside the city;
- lack of a marketing company engaged in studying this area of tourism;
- lack of established interaction between the state and private business;
- lack of development (improvement) of modern hospitality infrastructure with the involvement of international networks;
- lack of development of state regulation and support for the activities of organizations in the field of tourism;
- lack of an industry management system that meets modern requirements in this area;
- insufficiently developed material and technical base;
- lack of professionally qualified personnel in the tourism sector.

There are a number of factors that hinder the development of innovation in this area, which we will consider below in the form of a diagram: (Fig. 1)

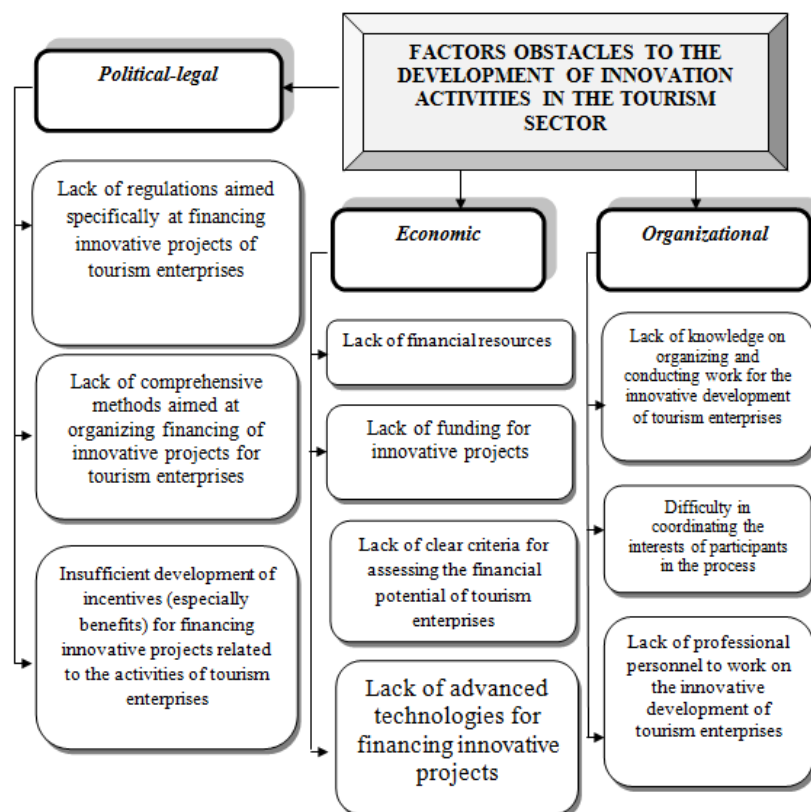


Fig. 1. Factors hindering the development of innovative activities in the tourism sector¹

¹ Составлена автором

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Solving these problems based on the development of state regulation and support for the activities of the tourism sector will make it possible to most effectively use the country's existing tourism potential.

The conducted research indicates that in order to solve existing issues, the main task is to finance the activities of the tourism sector.

Statistical data from the State Committee for Tourism of the Republic of Uzbekistan indicate that the number of small enterprises carrying out tourism activities in the country is growing day by day. (see fig3)

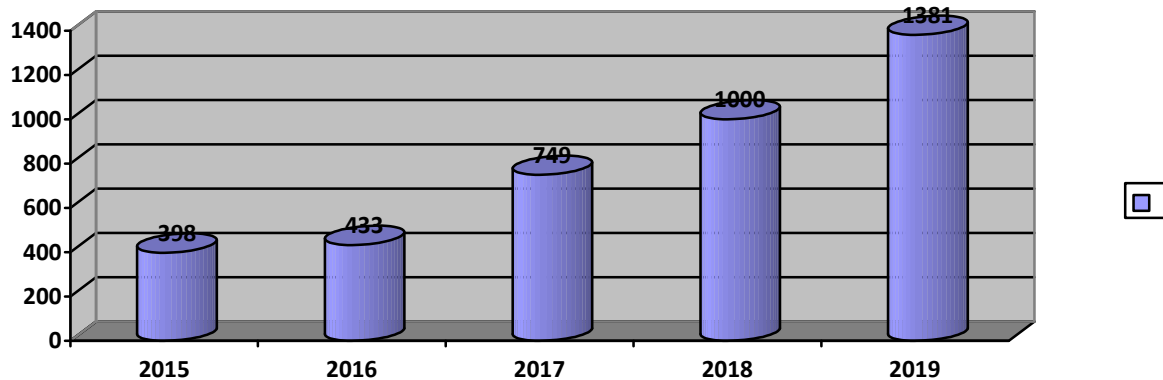


Fig. 3. Number of small enterprises engaged in tourism activities for 2015-2019 (number)

As the analysis shows, as of October 1, 2019, 1,381 travel companies are successfully operating in the country. Statistics on the export of tourism services since the beginning of 2017 amounted to more than 694 million US dollars, these figures by the end of 2017 increased to 1,557 million dollars.[10] In 2018 it increased to \$1 billion 4 million. Exports of tourism services in 2019 amounted to \$854.5 million. Compared to the same period last year (\$666.8 million), exports of tourism services increased by 28 percent.

We know that small tourism enterprises now occupy a significant place in the state's economy; the formation of small tourism enterprises contributes not only to additional funds for budget revenues, but also creates additional jobs.

Conclusion. Small tourism enterprises do not require large start-up investments to provide quality services to tourists, contribute to the formation of a competitive environment and establish market equilibrium. Financing this area is one of the most important obstacles faced by tourism entities. Today, the development of the tourism industry is considered one of the most important areas. In this regard, issues related to the financing of the tourism sector are of utmost importance and require further in-depth research.

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