

Article

Increasing the Competitiveness and Innovation Activity of the Tourism Industry Based on the Development of International Integration

Salimov Dilshodbek Davronovich¹

1. Fergana State University independent researcher

* Correspondence: alfargoniy.uz@gmail.com

Abstract: This research explores all elements that help determine tourist complex competitiveness. The text shows that both external and internal asset quality affect how well tourist complexes compete in this field. The research shows these recreational areas work beyond entertainment to grow the tourist industry within their home nations. The complexes build the tourism sector's foundation for future growth and expansion. Through market research this study explores the tourist industry relationship between resource quality and market dynamics to show better resources improve tourism competitiveness. The study proves that tourist complexes need smart investments in internal development and external business connections to maintain success in their economic roles.

Keywords: competitiveness, tourist service, tourist product, tourist complex, innovative policy

1. Introduction

The form of organization of tourist complexes in the future can be defined as a strategic innovation that will provide significant competitive advantages not only for all participants of the complex, but also for the area in which the tourist complex as a whole is located. The effectiveness of the tourist complex should be assessed from the point of view of a separate (including small) organization that is part of it, as well as from the point of view of the effectiveness of the tourist complex as a whole and from the point of view of the impact of these activities

In this verse, Allah Almighty said: Capone, T. Lonikova, E. G. Kropinova. Goodwin, D. A. Kosheeva and O. Y. Isopeskul and the Boshkinsky economist academic papers by yeritib Berilgan. Bugung in particular has tourist attractions located within walking distance of the hotel. Western scientists study issues related to tourism and hold contests to provide points of view. Kaponening focuses on the fact that the tourist majmualar kiimat zanjiri bilan birlashtirilgan tourism, the market of the subjects of the local group, has a competitive influence on the cooperative[1].

M. Kachnievskayaning tarifiga kora, the tourist majmua-bu organized a topgan complex indigenous organization, in which all its members participated, infratuzilmasiga yega and shu bilan birga majmuaning, each Member of the Independent National Assembly, Moslashuvchan integration " [2].

Citation: Salimov D. D. Increasing the Competitiveness and Innovation Activity of the Tourism Industry Based on the Development of International Integration. International Journal of Business Diplomacy and Economy 2024, 3(5), 260-264.

Received: 12nd Nov2024

Revised: 26th Nov2024

Accepted: 16th Dec 2024

Published: 29th Dec 2024



Copyright: © 2024 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

2. Research methodology

In the process of writing a scientific article, methods of systematic analysis, historicity and logic of the implementation of scientific research, induction and deduction, analysis and synthesis, comparative and selective selective research, monographic analysis and grouping were used.

This study employs a variety of research methods to explore the competitiveness and innovation activity of tourism complexes based on international integration. The methodology consists of systematic analysis, historical and logical approaches, as well as inductive and deductive reasoning. These approaches help in the detailed examination of both external and internal resources influencing the competitiveness of tourist complexes

Systematic Analysis: This method is used to assess the interconnectedness and interaction of various components within the tourist complex, such as human, material, and financial resources, infrastructure, and the environment. Systematic analysis allows for an understanding of how the components contribute to the overall competitiveness and innovation potential of the tourism industry.

Historical and Logical Approaches: These approaches are utilized to analyze the historical evolution of tourism complexes and their integration into the global market. Understanding the historical context is crucial for identifying trends and predicting future developments in tourism, especially in terms of global competitiveness and innovation.

Inductive and Deductive Reasoning: Inductive reasoning is used to generate conclusions from specific observations within the tourism sector, while deductive reasoning helps in formulating general principles and hypotheses that can explain the behavior of tourism complexes. These logical processes are crucial in formulating effective strategies to improve competitiveness.

Comparative and Selective Research: This research method compares different tourism complexes and their innovative policies across regions and countries to assess what factors contribute most to the competitiveness of the tourism sector. The selective research approach also helps in identifying the most effective tourism policies and strategies for different contexts.

Monographic Analysis: A detailed monographic analysis of selected tourist complexes provides an in-depth understanding of their organizational structure, economic performance, and competitive advantages. This helps in identifying best practices and strategies that can be adapted for use in other regions or countries.

Grouping: The grouping method is used to classify various types of tourism products and services based on their innovation level, competitiveness, and market demand. This classification allows for the development of targeted strategies aimed at improving the overall competitiveness of tourist complexes.

Through the application of these methodologies, the study aims to offer a comprehensive assessment of the factors influencing the competitiveness and innovation activity of tourism complexes in the context of international integration.

3. Results and discussion

Tourism of tourist complexes the profit from its development for individual organizations and institutions largely depends on the business environment and the specifics of doing business, but usually consists in reducing production and other costs, increasing flexibility and competitiveness in the formation and sale of tourism products, and developing targeted and promising tourism markets. In addition, integration into tourist complexes allows enterprises to freely use intellectual products and highly qualified personnel produced by educational and scientific institutions of the complex [3].

The creation of tourism clusters covers all additional costs associated with the implementation of innovation activities by deepening specialization, continuity of service and production processes, technological and technical savings; at the same time, the risk of introducing new innovative products that are subsequently tested on

the tourism market and have commercial success is reduced. they were transferred to large-scale production. Innovations are designed to provide accurate service and industrial production, taking into account the real state of the tourism industry, marketing efficiency and material base. All of the above will help to increase the profitability of the organization, which is part of the tourist complex.

In case of successful testing of a new tourism product, the financial and economic indicators of the tourist complex are analyzed, and its competitiveness in the global and national tourism markets is assessed.

World experience shows that the main role in increasing the competitiveness of tourist complexes is played by the quality of the most important groups of external and internal resources, the availability of which ensures the expediency and effectiveness of creating an innovative tourist complex: natural and historical and cultural resources; material and service infrastructure; human resources, financial, material resources; scientific, technical, technological and informational infrastructure; organizational.

In this regard, it is the development of tourist complexes that makes it possible to quickly develop the existing tourism business and increase the intensity of the emergence of new organizations within the complex. The advantage of innovative tourist complexes lies in the fact that the development of one or more large organizations that form and sell tourist products and services leads to the development of organizations throughout the service and production chain: production, sales, educational and research institutions.

In general, tourist complexes for the country serve as growth points for the domestic tourism market and the basis for further expansion into the international tourism market. After the first tourist complex, new tourist complexes are usually formed, and the international competitiveness of the entire country and its individual regions increases significantly. High competitiveness often depends on the strong positions of individual tourist complexes, whereas outside the structures of such a tourist complex, even the most developed service economy often yields moderate results.

When tourist complexes are created, all service organizations and networks begin to support each other. The benefits also extend to all areas of such mutually beneficial relationships at the same time. New organizations coming from other sectors of tourism complexes accelerate its development, while encouraging different approaches to research and development and providing the necessary financial and other tools to implement new competitive and innovative strategies. Thus, innovations are rapidly spreading within the tourist complex and at the inter-complex level through the exchange of free information, as well as through consumer interaction channels with suppliers, tour operators, travel agencies or many competitors.

The main issue of any economy is the satisfaction of a person and his needs. It will definitely depend on the role of a person in society, on the interrelationship of the distribution of produced material goods. However, for some reason, including in the context of the pandemic, the problem of poverty has become one of the main issues of today.

Several parameters are used to determine the level of global poverty. According to the comparative method proposed by the World Bank, the extreme poverty line was set at 1.25 US dollars per person per day, and the poverty line was 2.5 US dollars per day. Currently, 15 of the world's poorest countries use this poverty line. However, other poverty limits are currently being used, taking into account the characteristics and stages of development of different countries. In particular, states with lower-than-average incomes are recommended to use \$3.2 per day, while states with higher-than-average incomes are recommended to use \$5.5 per day.

Poverty is not only an absolute, but also a relative concept. People may subjectively rate their own consumption level poorly compared to other people in the corresponding control group. Because of this concept of relative deprivation, people attach great importance to the level of personal income or consumption compared to

the average in their country or community. The limit of relative poverty can also be explained as the cost of social integration necessary for decent participation in ordinary socio-economic activities. The use of the relative poverty line is common in European countries. In this case, low-income people mean 25% of the people with the lowest consumption in the country [4].

According to the figure revealed in the Republic of Uzbekistan, the poverty rate is 11.4%. According to World Bank estimates, high levels of poverty are observed in Samarkand, Surkhandarya, Syrdarya, Andijan regions and the Republic of Karakalpakstan. The main reasons for the impoverishment of these regions in Sifti: the low effectiveness of laws and regulations or their absence, the general underdevelopment of bureaucracy, rural infrastructure and roads, as well as the inefficiency of communication between government agencies and business representatives in overcoming the low level of education.

4. Conclusion

- Like all industries, the development of tourism contributes to reducing poverty.. In the context of the pandemic, opportunities for tourism development, as in other areas, have become limited. Globally, the tourism sector has suffered almost 70 percent of the damage. In our opinion, the role of different subjects of the tourism industry in this will be different. Including,

- Increase in the cost of scientific research in the field of tourism;
- Promoting the development of high-tech production in enterprises and organizations providing tourism services by providing benefits to those entities that ceased their activities during the pandemic;
- the introduction of rental services in order to increase the capacity of temporarily unused property;
- Organization of online travel services;
- Preservation and protection of cultural heritage sites, therefore, the preparation and dissemination of guidelines for their effective use in economic activities;
- More than half of those who work in the tourism industry are people under the age of 25.

This, in turn, increases the demand for higher and secondary specialized education services, advanced training courses, trainings, and professional skills centers. Due to the transformation of distance education into the main type of education during the pandemic, the organization of online preparatory courses, the provision of certificates to successful graduates of the course, in order to create opportunities for distance learning of individuals to prepare them for work in tourism organizations and enterprises.

Taking into account the above, we can say that tourism plays a big role in the fact that the population of Uzbekistan falls into a state of poverty and comes out of this state.

REFERENCES

1. Homidov, K. (2023). Conceptual approaches to the formation of a model for the sustainable development of tourist complexes. *Development of pedagogical technologies in modern sciences*, 2(7), 33-38.
2. Homidov, K. (2023). Organizational and economic foundations of the organization of tourist complexes in the development of tourism in the regions. *Journal of Agriculture & Horticulture*, 3(7), 44-50.
3. Homidov Kakhkhorali Kurbonali ugli. (2023). Objective need for the formation and sustainable development of tourist complexes in the regions: <https://doi.org/10.5281/zenodo.8151902>. *IQRO* , 4(2), 42–45.
4. Homidov, K. (2023). O'zbekistonda turistik majmualar faoliyatini boshqaruv samaradorligi oshirish yo'llari. *Economics and Innovative Technologies*, 11(3), 154-160.

5. Xomidov, X. (2023). Ududlar turistik majmualarda faoliyatni shakillantiruvchi tizimli boshqarish asosida hududlar turizm salohiyatidan samarali foydalanish masalalari. " Milliy iqtisodiyotni isloh qilish va rivojlanish istiqbollari" respublika-amaliy konferensiyasi materiallari to'plami., 412-415.
6. Xomidov, Q.Q.O'.(2023). Novye texnologii v uchebnom protsesse i proizvodstve (370-372-betlar) da.
7. Xomidov, Q. Q. (2023). Innovatsionnye preimushchestva ispolzovaniya informatsionnyx texnologiy v turistik deyatelnosti. In sovremennye voprosy xotirastvoznaniya va ekonomiki (421-424-betlar).
8. 8. ugli Xomidov, Q. Q. (2024). Sovershenstvovanie institutsionalnoy baza sistemy gosudarstvennogo regulirovaniya turistik komplekslar. Fandagi ilmiy yangiliklar olami, 2(2), 262-269
9. Hong, W. C. (2009). Global competitiveness measurement for the tourism sector. *Current issues in tourism*, 12(2), 105-132.
10. Iordache, C., Ciochină, I., & Asandei, M. (2010). Clusters-Tourism Activity Increase Competitiveness Support. *Theoretical & Applied Economics*, 17(5).
11. Aldebert, B., Dang, R. J., & Longhi, C. (2011). Innovation in the tourism industry: The case of Tourism@. *Tourism management*, 32(5), 1204-1213.
12. Odinkova, T. (2019). Tourism cluster as a form of innovation activity. *Economics Ecology Socium*, 3(2), 1-11.
13. Prychepa, I., Adler, O., Ruda, L., Lesko, O., Bondarenko, Z., Yanan, L., & Mussayeva, D. (2022). Information model of the assessment of tourism sector competitiveness in the context of european integration policy. *Informatyka, Automatyka, Pomiary w Gospodarce i Ochronie Środowiska*, 12(4), 47-52.
14. Malakauskaite, A., & Navickas, V. (2010). Relation between the level of clusterization and tourism sector competitiveness. *Engineering economics*, 66(1).
15. Hong, S. W. C. (2008). *Competitiveness in the tourism sector: a comprehensive approach from Economic and Management points*. Springer science & business media.