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**DEVELOPING INNOVATIVE WAYS TO INCREASE THE  
COMPETITIVENESS OF THE DIGITAL ECONOMY IN THE TOURISM  
INDUSTRY IN THE COUNTRY**

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**ABSTRACT:** This article analyzes the existing opportunities in the development of innovative technologies in the field of tourism. In particular, the level of use of Internet communications by potential consumers was studied, and recommendations for the introduction of digital communications were developed based on the results of research.

**Key words:** economy, domestic and foreign tourism digital economy, competitiveness, innovation, investment, strategy.

**РАЗРАБОТКА ИННОВАЦИОННЫХ ПУТЕЙ ПОВЫШЕНИЯ  
КОНКУРЕНТОСПОСОБНОСТИ ЦИФРОВОЙ ЭКОНОМИКИ В  
ТУРИСТИЧЕСКОЙ ОТРАСЛИ В СТРАНЕ**

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**АННОТАЦИЯ:** В данной статье анализируются существующие возможности развития инновационных технологий в сфере туризма. В частности, был изучен уровень использования интернет-коммуникаций потенциальными потребителями, а по результатам исследований разработаны рекомендации по внедрению цифровых коммуникаций.

**Ключевые слова:** экономика, цифровая экономика внутреннего и внешнего туризма, конкурентоспособность, инновации, инвестиции, стратегия.

**INTRODUCTION.** In the context of the coronavirus pandemic, the development of the digital economy as an important factor in mitigating the negative effects of the global crisis requires increasing attention to pressing issues such as increasing the competitiveness of the tourism sector, which suffers the most.

As the President of the Republic of Uzbekistan Shavkat Mirziyoyev said in his Address to the Oliy Majlis, “In 2021, we will continue consistent reforms to develop tourism. Special attention will be paid to the development of pilgrimage tourism and domestic tourism. The budget will also allocate 1 trillion soums to improve land, water and road infrastructure around tourist facilities.

Innovative competitiveness serves as a general indicator that characterizes the innovative activity of the tourism industry. Because “innovation” and “competition” are closely related. For example, Michael Porter described innovation as a means of shaping competitive forces [2], while Robert Dole described innovation as a tool for global competition [3]. Innovative aspects of competition theory were developed by Joseph Schumpeter, who described competition as a “creative distortion” of the struggle between the old and the new, a competition between the old and the new with innovation, and related to the innovation process and entrepreneurial functions. The terms "effective competition" and "effective monopoly" are included in the scientific exchange.

The innovative concept of competition has gained a new impetus in the 21<sup>st</sup> century thanks to the “blue ocean strategy” model developed by W.Chan Kim and R.Moborn. The authors argue that companies now compete in completely new market segments and even free markets (“blue ocean”) instead of competing in traditional sales markets with limited growth rates and low profits (“red ocean”), it is advisable to focus on creation through the introduction of innovations [].

## **LITERATURE REVIEW.**

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## **RESEARCH METHODOLOGY.**

The methodology of the article analyzes the importance and role of strategic development and increasing the competitiveness of the tourism sector in accelerating the competitiveness of the economy in the service sector, ranging from the analysis of sources that are becoming scientific and increasingly popular science.

## **ANALYSIS AND RESULTS.**

"Innovative competitiveness" means "the ability to gain a competitive advantage through innovative activities" [4]. In other words, innovation competitiveness is the use of the existing innovation potential of the service sector and the level of development of the innovation system in this area. Innovative

competitiveness also means that businesses have a competitive advantage in innovation by creating and providing innovative types of services.

The main feature of competition in the service sector and its sharp difference from industry and agriculture is that competition occurs simultaneously at several interconnected levels, including macro-, meso-, micro-. and requires consideration and analysis on a mono-level basis.

Only if competition at these levels can provide an advantage, the synergistic effect of competitiveness in the provision of services will be manifested, and new structural features of the industry will be formed. It is recommended to allocate 7-M levels of innovative competitiveness in the service sector. We think they could be:

1. Innovative competitiveness at the mega-level (international prestige of new tourist services);
2. Innovative competitiveness at the macro level (national prestige of new tourism services);
3. Innovative competitiveness at the meta-level (industry and industry-wide prestige of new tourism services);
4. Innovative competitiveness at the meso level (regional and regional prestige of new tourist services);
5. Innovative competitiveness at the micro level (the prestige of new tourism services among similar enterprises);
6. Innovative competitiveness at the mini-level (the prestige of new tourist services in the eyes of families);
7. Mono-level innovative competitiveness (the prestige of new tourist services in terms of individual and group consumers).

The creation of innovative projects plays an important role in increasing the innovative competitiveness of the tourism industry. The creation and implementation of an innovative project consists of three stages:

1) pre-investment stage: identification of investment opportunities for the project; select the latter based on the analysis of its alternatives; feasibility study; project research support, etc.

2) investment stage: coordination; conclusion of contracts; development of design documentation; identification of project manager; staff training; launch preparations.

3) stage of operation: commissioning; bringing the project to full capacity: the use of existing capacity and the cost of upgrading fixed assets [5].

Innovative projects are divided into the following types according to the scope of the problem to be solved [6]:

❖ mono-projects - usually designed to solve a single task, carried out in a timely manner, within certain financial resources and coordinated by the project manager.

❖ multi-projects are in the form of a program of action involving dozens of mono-projects, aimed at achieving a complex innovative goal, associated with the creation of a large scientific and technical complex, and the need for a coordinating unit.

❖ megaprojects are multi-purpose complex programs that combine hundreds of interconnected mono-projects and several multi-projects to achieve a single goal and require management by a centralized funding and coordination center.

The criteria for determining the success of innovative projects are: financial success; radical innovation; patent purity; protected by license; innovation priorities; the competitiveness of the innovations it introduces [7].

Thus, innovative competitiveness, on the one hand, reflects the level of innovative development of the tourism industry in practice, on the other hand, it serves as a measure of the efficiency of the industry.

As the President of the Republic of Uzbekistan Sh.M.Mirziyoyev noted in his Address to the Oliy Majlis, “The unique nature of our country, national

reserves, there is a great potential for the development of tourism in mountainous areas. In particular, the development of medical tourism, pilgrimage tourism and ecotourism will give a great impetus to the development of not only the economy but also the social sphere. On this basis, by 2025, the number of foreign tourists visiting our country should reach 7 million, and the annual income from tourism exports should reach \$ 2 billion.”

Today, tourism occupies a leading position in a number of priority areas of socio-economic development of our country. First of all, it contributes to the employment of economically active population and the creation of new and additional jobs. Second, it serves to increase the welfare of the people. Third, it contributes to the development of many interconnected sectors of economic activity and infrastructure. Fourth, it plays an important role in shaping the spiritual foundations of enlightenment and civil society.

The formation of tourist clusters in the regions of the country will pave the way for the opening of new travel agencies, further intensification of existing ones and the production of modern tourism products on the basis of full use of tourist and recreational resources.

One of the most important issues today is the innovative development of the service sector and the growth of employment. This is due to the fact that the industry employs a number of factors to meet tourists, provide services, create vacancies, increase the inflow of foreign currency, and generate revenue for the tourism industry. The proper use of local tourism resources will have a positive impact on the economic recovery of the region, and ultimately on the replenishment of local and state budgets through the payment of various taxes.

The Decree of the President of the Republic of Uzbekistan No. PD-5611 dated January 5, 2019 “On additional measures for the accelerated development of tourism in the Republic of Uzbekistan” is a logical continuation of the policy pursued by the state in the field of tourism. And it will create a favorable economic, administrative and legal environment for the rapid development of

tourism, the introduction of the most effective order, expanding the economic potential and income base of the regions, creating new jobs, increasing the flow of tourists to our country, as well as aimed at active and comprehensive promotion of national tourism products in the world market.

### **CONCLUSIONS AND SUGGESTIONS.**

1. In order to achieve economic efficiency, it is necessary to clearly define the goals of the tourism industry, as well as the means and ways to achieve it. Producing high-quality and competitive services at the lowest cost will ensure maximum profitability, prevent crises, and is a key task of any tourism industry.

2. The need to analyze the trends and laws of the service and increase its competitiveness based on the principles of strategic management is assessed. Since sustainability consists of the effectiveness of tourism activities, the realization of competitive potential, and competitiveness - the effective use of services in the tourism industry and the identification of opportunities for competitive services, it is important to take into account the combination of these concepts. allows you to form an optimal strategy to increase competitiveness.

3. Improving the economic efficiency of tourism enterprises is one of the most important directions today. The demand of the population for tourism is growing every year. To meet this demand, tourism enterprises need to use innovative technologies, make sufficient investments and improve the mechanisms for using new effective methods.

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