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# The Concept of Innovation Activity in Tourism and Its Significance

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**Abstract:** The need for innovations in tourism and importance of innovation activity is the focus of this study, which is a natural and urgent process of development for competitiveness and sustainability of tourism. At the present stage of development of the global market, accompanied by a growing competition of destinations, innovation has become the engine of economic growth, improvement of the quality of service and diversification of tourism products. The objective of the study is to determine how modern innovation-based approaches should be used as tools for developing new services with modern management processes providing considerable sustainable socio-economic effects on the regional economy. The research method is the comparative analysis, systematization of existing scientific literature, and an assessment of current trends in tourism innovation. Emphasis is placed on digital transformation and use of emerging technologies, as well as on modern tourism infrastructure. Besides, the impact of innovation management on enhancing organizational effectiveness and minimizing operational risks in tourism agencies is also discussed in the study. The results show that innovative activity influences not only economic results (increased revenue, number of jobs created, and enhanced resource utilization) but also reinforces the social importance of touristic activity at the service level, manifesting as increased safety, accessibility, and consumer happiness. The melt of the innovative analysis reveals the essential needs of product tourism creation in competitive environment, marketing destinations in the atmosphere of the global consumer market, and adoption to constantly changing consumer preferences and external marketing environment variables. The research ends with a final thought that in order for innovative development of the tourism sector to succeed, tourism sectors need to implement well-integrated, scientifically grounded and efficient management process, along with investment, technological modernization and balanced policies at the national and regional levels. Such measures are necessary for sustainable tourism development and will contribute to long-term competitive advantages.

**Keywords:** Multiplicative Efficiency, Indirect and Direct Impact, Types of Tourism, Supply and Demand in Tourism, Tax Policy, Innovation Activity, Tourist Services

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## 1. Introduction

The context of rapid globalization and technological transformation has made negative impact on most of the traditional sectors but at the same time; tourism is one of the highly dynamic and competitive sector of world economy. Around the those nations are battling to win a majority of the worldwide tourism showcasing where contribution is as an expanding element of focused advancement is advancement. In the context of the systemic global changes, including in the field of travel, of the growing demands of tourists

and the gradual saturation of the market, the introduction and development of new types of tourism has become a strategic priority for our country. These innovations will not only help achieve diversity in tourism products, but also a mechanism to help fortify the international image and branding of national tourism [1][2].

No feature is more representative of the tourism industry than its very high multiplicative effect, that is the growth of the tourism enables income growth much beyond its own frontier. The tourism multiplier indicates the “•size of the indirect impact coefficient of tourism on the related sectors” whereby through tourism expenditures either directly or indirectly, revenues will grow in the transports, accommodation, catering, trade, cultural and a whole range of other service sectors. As a matter of fact, the tourism industry indirectly creates development in more than 32 other economic sectors (World Tourism Organization). This wide-ranging impact demonstrates the strategic importance of tourism not only as an independent economic sector but also as a key enabler for national economic growth, jobs, and improved regional infrastructure [3][4].

With such a broad economic impact, tourism development is of huge importance for the global economy and for the national economy of our country too. Tourism plays a maximally elaborated mechanism of sustainable development, international capital and economic structure diversification, especially for developing economies [5]. But today's tourism climate is affected by a number of inter-related factors that are both economic and political, ranging from increasing competition between countries on a global scale, geopolitical conflict, the volatility of many economies, and technological disruption. Under these circumstances, forces tourism organizations to go through rapid adaptation to external changes in addition to pursuing alternative models, management methods, and product solutions [6].

In addition, tourists are changing their preferences, expectations and behavioral patterns at a pace never seen before. Today, the modern-day tourist wants a unique tour tailored for them, culture authenticity, eco-friendly experiences and tech-assisted convenience [7]. Traditional tourism products are thus not enough to satisfy the changing requirements of the marketplace. Thus, tourism enterprises need to change by creating new products and unusual routes, introducing digital platforms, and improving service quality and security. It is of fundamental importance and it is no longer a luxury item, from a strategic point of view, aimed only at short-term success [8].

In this case, tourism innovation goes beyond the release of new technologies or services. It includes a transition of managerial practices, a reconfiguration of business systems as well as the use of logic to planning as well as decision-making on tactical issues. Innovations create competitiveness advantages, sustainable tourism development, citizen satisfaction, and destination promotion in the domestic and foreign markets, Fillip, Ivana Šprajc, Alenka Glavan, Jerneja Trojnar. This is why tourism transforms through innovation and this is the key to economic resilience, leading in the globalization game and therefore acting sustainably for national development [9]. Thus, the understanding of the essence of innovation activity in tourism and its' analysis ensures that this is an up to date and meaningful research priority which can orientate future policies and strategic activities in this sphere [10].

The innovative development of tourism sector of our country is the subject of research of a number of economists. In particular the works by Q. Kh. D.R., Abdurakhmonov, I.S., Tukhliyev, M.Q., Pardayev, M.T., Alimova, B.Sh. These questions are covered at length by, for example, Safarov, S. A. Abdukhamidov, etc.

## 2. Methodology

This paper is built upon a wide methodological framework intended to analyze innovation activity in tourism and determine its socio-economic importance in relation to contemporary developments in tourism. This methodology integrates qualitative and

quantitative research methods, enabling a multidimensional and systematic analysis of the phenomenon. A mixed-method research design was approached in order to provide a comprehensive overview of innovation processes in tourism. This qualitative sector include theoretical exploration, conceptual clarification, and analysis of existing educational debates on innovation in tourism industry. The quantitative section acts as an empirical basis for assessing trends, indicators and effects from innovative activities in tourism firms and from national tourism development. The study employs different sources of data to achieve this goal. The theoretical bases and the global trends identified in this study were gained from a review of the scientific publications, textbooks, proceedings of conference papers and UNWTO reports. National statistical data, government strategies and sectoral development programs were analysed in order to estimate the current state of innovation in the country's tourism industry. The second gives an overview of innovative tourism development both globally and in Korea, comparing international experiences with national practices to find similarities, differences, and opportunities for improvement. Practical views on innovation challenges and opportunities of the tourism specialists, managers, academics, and policymakers were obtained by integrating insights from professionals with diverse backgrounds who have practical experiences in the tourism industry. A range of analytical tools were used to assess the data collected: systematic analysis for the structural elements of innovation activity in tourism; SWOT analysis to strengths, weaknesses, opportunities and threats of innovative development of the tourism sector; factor analysis to identify internal and external factors affecting innovation activity; comparative analysis to compare global innovative practice and national indicators; descriptive statistical analysis to identify tourism development, digital economy growth and innovation activity trends. Triangulation, combining diverse data sources & methods, ensured findings were valid and credible. In addition some national and international datasets were subjected to cross-checking to remove inconsistencies and enhance reliability. We obtained all data from publicly available and academically credible sources. If used, expert views were collected voluntarily and confidentially [11].

### 3. Results and Discussion

It Besides, the economic efficiency of using innovations in the tourism sphere is accompanied by social relevance, which can be observed from two points of view. On the one hand, innovations contribute to better working conditions inside a particular tourism organization (organizational innovations), better use of intellectual and material resources (technological innovations), commercialization (product innovations), etc. For Uzbekistan the necessity for changing the vector for an innovative tourism industry development model is conditioned by low rates of tourism growth and, consequently, a low level of such values as international indicators of tourism development. Here are some examples of reasons that could fulfill this criterion:

- The unpredictability of budget and tax policies;
- Absence of a comprehensive regulatory and legal infrastructure for tourism;
- Gap of high-price low-quality service content;
- Insufficient development of tourism infrastructure;
- Insufficient effort of the state in building a positive image of the national tourism product and increasing its competitiveness in domestic and international markets;

However, there are also issues in identifying the economic function of tourism in our country, as there is no reliable statistical data gathering system so far. In addition, the identification of tourism as a strategically planned and a priority direction provides large incentives for innovative activity development in this field. Of course innovation is one of the elements that enable the competitiveness of all sectors of the economy, including

tourism. The competitiveness of Uzbekistan national tourism product hence therefore this the most relevant issue [12].

Innovations are a way of using and using the results of scientific and technical activities. Tourism is a complex, intersectoral socio-economic system that provides extensive room for innovation seen from this angle. Tourism not only innovates by creating new products or services, but also by adopting innovations that have been developed in other sectors. For instance, the availability of information technology has been extensively adopted by establishments such as accommodation, travel, and transport. Planning a tourism product, handling tourists and booking air and railway tickets these processes are gradually reaching the new qualitative level with the advent of modern information technologies [13]. However, there are a few different factors that affect the innovative growth of tourism:

- The degree of development of scientific and technological base, economic and political stability, modern legal framework etc.;
- Supply of adequate material, financial and other resources.
- The stage of advancement of tourism infrastructure;
- The conditions of the tourism market, as well as the extent and form of competition;
- The presence of highly competent specialists in all spheres of tourism.

The most essential among them is the fact that, besides availability, the effective innovative potential of a socio-economic system, to a larger extent, is determined, rather than by the amount of resources ready to be spent on innovations, but by their quality, structure, balance and rational consumption. By enhancing these indicators, one can mitigate the potential of resources without raising the quantity of resources consumed [14]. According to the study, orientation of innovative activity in the tourism branch is characterized by the following:

- The launching of new tourist routes, the development of new tourism and restaurant goods, new hotel services, etc.;
- Utilization of new tools and technologies;
- Utilization of new tourism resources;
- The introduction of new technologies for organizing business processes;
- The introduction of new destinations and new markets etc.
- Every sector of the economy has its own specificity, and the tourism-sector is not an exception as well. This is because of the unique characteristics of tourist services and the nature of their demand and supply. Russian researcher V. A. Kvartalnov differs seven special characteristics of a tourism product:

Understanding the nature of tourism services, just like any other service, they cannot be kept in stock. Thus, travel agency managers have to sell tourism products in a very limited period of time, which makes them to always look for the new markets and new ways of a tourism product promotion. In many destinations, the demand for tourism services varies with season. In the off-season, you also have to create certain demand through extra offers, pricing policies, diversification of supply, etc. We believe that defining similar characteristics of tourist services should take into account the seasonality and the effects of external factors such as political, economic, environmental, etc. Intangible: Services (tourism services in particular) Since consumers can assess the quality of a service just after consuming it, then the image and reputation of a tourism company becomes a critical determinant of consumer purchasing decision. Tourist services are not only recognized differently at the time of sale and at the time of consumption. Typically, consumers buy tourism products days, weeks or even months ahead of the delivery of the service. This is where printed advertisements and the presence of detailed and accurate information about the destination are influential at the level of sales. Tourism services are

also linked to certain places like airports, hotel, excursion site etc. The need to travel some distance and leave their usual place of residence in order to get tourism services. In the tourism market, consumers and producers of tourism services are spatially dispersed; this may make advertising campaigns, which can cover a large area, particularly valuable for producers. There are other features that urge tourism service providers and travel agencies to repeatedly seeking for broad-based rationale of enticing customers. This is what makes tourism innovative in essence: the pace of evolution of the tourism sector is indirectly proportional to how many types of innovations are included in the development of the sector. Not only the specific features of tourist services determine the uniqueness of innovative activity in the tourism sector, but also the specific features of their consumer and producer [15].

What makes producers of a tourism service unique is that over time they supplement and rely on each other. This means that National, Regional or Local level tourism cannot be develop without an appropriate system to coordinate its various and diverse participants in the services transport sector related to tourism. Specific characteristics of consumers of tourism services, including the dependence of the demand on the level of income, education, advertising, price payables and a multitude of other internal and external factors. Satisfaction with service delivery is subjective with the ensuing challenges being driven, both internally as well as externally. The tourism activity is, by its very nature an activity of constant research for new means and new ways of doing the activity it is a meaning innovation. In order to introduce new ideas and innovations, it is necessary to create a flexible and multi-level management system that meets the requirements of a modern market. National and regional management systems in the tourism sphere, in our opinion, should be formed, with due regard to the principles of innovative activity. You can draw on the following principles as a base:

- Systematic approach. A consistent application of innovative development encompasses all elements of the tourism system over a long time, determined by both endogenous and exogenous factors.
- Safety. Have innovations in tourism keep and ensure sate of service level and environmental protection.
- Relevance. The innovations should be made according to the requirements of tourists and the appropriate general level of development of society.
- Scientific basis. We can not develop this innovation without the knowledge and methods available at the scientific level.

#### 4. Conclusion

At the level of a tourism enterprise, the primary innovation management processes könnten should be managed by instruments of innovation management. The quality of management of the innovation activities of the company has a great influence on the performance of the organization, reduces the share of ineffective projects and helps to minimize risks. In addition to research methods for studying the marketing and obtaining information and innovative methods for promoting products and services, innovations aimed at improving the quality and safety of tourism services are especially important among marketing innovations for tourism organizations Therefore, the modernization of the tourism industry in our state is impossible without the development and introduction of innovations not only in production processes of services and products in tourism, but also in the management system at all levels of the economy. The identified features of innovative activity in the tourism sector need to be reflected in the system of measures used as a tool for building a new innovative development path, which will ensure the successful completion of this transition. Within the framework of an innovative model of tourism development, the following are the primary goals behind this shift: Marketing our destination to the world and domestically; Fostering the establishment of SMEs in all

tourism-related sectors; The introduction of new projects of the tourism industry, as well as the attraction of investments for the construction and reconstruction of facilities of the tourism infrastructure; Accessibility in transport and the quality of transport services render use of transport more intensively.

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