THE ROLE OF INNOVATIONS IN COMPETITIVENESS OF HOTEL INDUSTRY

Annotation: The increasing competitiveness in the Uzbekistan tourism market encourages tourism operators to invest more in promotion, resources, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important to be in touch with the latest technological trends including and have the knowledge required to effectively respond to the challenges of global competition as choices for innovations.

Key words: innovation, hotel industry, global competition, Neobar and E-Tray, AElement, Hotel ONAIR.

Tourism is one of dynamically developing segment in international services. As a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products and food.

Modern tourism is a complex socio-economic system, an integral element of which is a highly profitable diversified industrial complex, called the tourist industry. The international hotel business is a special segment of the hotel industry, which is characterized by a high degree of internationalization of capital, the international nature of its operations, since the hotel system views the whole world as its line of business. Thus, the international hotel business plays an important role in solving the problems of integrating the country's economy into the world economy and attracting investments into the real sector. At the same time, the industry is adapting to international standards.

At the moment, the world is undergoing a global economic process of dividing into massive blocks, such as European Union (EU). Synergy, which
arises between all the participating countries, has a beneficial effect on their development. As industrial, commercial and tourist ties develop within the EU, the need for hotel services is steadily increasing. Given the current trends in the development of international trade and tourism, it is easy to predict in which direction international hotel corporations will develop.

According to the UNWTO “Tourism - Panorama 2020”, an increase in the number of arriving tourists in the world between 2000 and 2020 is more than doubled. UNWTO predicts that by 2030 the number of international tourist arrivals in the world will be 1.7–1.9 billion. The basis of the tourist accommodation market in the world is hotel and similar enterprises - up to 70% of the market.

Innovation is defined as production of new ideas to create a sustainable customer value, and adoption of these ideas in new products, new processes and managerial procedures, by Nasution and Mavondo. Innovation concerns the processes of implementation of creations, relying mainly on organizational communication and power; creativity remains exclusive to the relation established between the creator and his product, the “trying to do better”, connected to cognitive and emotional processes. Prove to the owner, that one or another innovative solution will provide more income in the future - a challenge. For this reason, most of all hoteliers pay attention to make most positive and creative innovations in hotel industry.

According to Otterbacher M.& Gnoth J., there are several advantages to the use of innovation. In the context of business and hospitality, the major benefit of successful innovation is to be or become, more competitive. Each product or service goes through a life cycle: from birth, it goes through several stages, eventually dies, and is replaced by newer and better products or services. Every product or service declines once. This is the reason why companies have to develop new products and services.
The next advantage to be considered is competitiveness. Innovation helps to keep the portfolio of the service and product competitive and thereby achieve a long-term competitive advantages.

‘The less quantifiable benefits of successful innovations include enhancement of a business’s reputation and increased loyalty of existing customers.’ As Otterbacher M. said, there were some challenging characteristics of innovation for example ‘growing social and governmental constraints, downsizing, restructuring, technological change and changing customer demands’. Because of these features, hospitality companies do not afford to rely on past successes. This is precisely the reason why they are building new services, and are able to work in an innovative environment.

In addition to this, customers may have different demands and expectations, depending on various factors. Customers compare the alternative establishments, which can offer the tourist product they have demanded within the same destinations, in the light of previous experiences, current expectations, features of the services provided, and the costs incurred. In this evaluation process, the customer will consider the features of the services presented in establishments, the way of service rendering and of course the costs incurred; and eventually will prefer the establishment which he/she believes that is offering the most value.

Below are examples of innovations that are being used and can be used in the hospitality industry in Uzbekistan.

The "Hotel ONAIR" app, offers guests the opportunity to interact with the hotel before, during and after their stay. Hotel ONAIR is a cloud-based, TV-everywhere platform through which guests can get the best of hotel offers, as well as local attractions and opportunities. Ordering your room, guests can use the following services through the OnAir Hotel: Before arrival- Guest can view all available services in the hotel’s digital catalog ... During your stay- Control
of all functions: TV in the room, indoor climate control ... • After checking out, be aware of future special offers and hotel events.

Neobar and E-Tray by Bartech, fitted with energy efficient compressors using an eco-friendly refrigerant and equipped with detection capabilities, Neobar can maximize efficiency of minibar operation and optimize guest service. This advancement in in-room retailing allows the hotel to sell any non-refrigerated product, automatically sending fees to the guest folio via an interface with the hotel property management system (PMS).

Folklore and Fashion Show: National costumes of people living in Uzbekistan are very similar to all characteristics of the East and unique features that are not found in the clothes of other countries.

Over time, national dresses have changed dramatically, but one of the most modern options successfully preserves the ancient traditions and historical ties of the East, its roots go back to ancient times. The trousers were wide, straight cut, from top to bottom. Women's clothing: bathrobes, dresses, "parandja" - also wide cut.

The Uzbek people are different from other nationalities with their national songs, songs and dances. We can observe the history and culture of the nation in the variety of genres of oral folklore. Therefore, all of them are recognized as the spiritual wealth of Uzbekistan. Uzbek dance is a unique work of art. His movements correspond to textual and melodramatic tones, and light steps and soft movements are not indifferent to those around him.

Shashmakom - the maqom family, which is central to the musical heritage of the Uzbek and Karakalpak peoples; a set of classic melodies and songs interwoven with instruments such as curtains, tones, shapes, forms, styles. The roads of Shashmakom Ashula attracted the attention of a philosopher, patron of the arts, religious people, as well as folk quarters of Uzbek and Persian poets Rudakiy, Dzhomi, Lutfi, Navoi, Bobur, Fizuli, Hafiz, Amiri, Nodira, Zebuniso, Ogai and others. Bukhara’s shashmakom consists of six maqom - Buzruk, Rost,
Navo, Dugoh, Segoh and Iraq, and today many works have been created for this unique work.

National Cuisine: Uzbek cuisine is notable for its colorful and high-calorie in the east. Some Uzbek dishes have a long history, and cooking also has a peculiar concept that has survived to this day. There are about a thousand dishes and recipes, the origin of which is associated with the preceding Turkic and Mongol invasions. In the north, they prefer pals, grilled meats and pastries.

In the south, they cook many kinds of delicious dishes from rice and vegetables, and also make excellent desserts. An important place in the local table is occupied by lamb, horse meat, beef, but they do not use any form of pork. Local soups are different with a lot of vegetables and peculiar cooking. Each region of Uzbekistan has and is renowned for its individual rut of making bread and national dishes - Pilaf.

In conclusion, we can say that technology improves comfort turn will increase customer loyalty and competitiveness in the region.

References


