

# Theoretical Basics Of Implementation Of Innovations In The Service Area

D.Norkulova<sup>1</sup>, Suyunov Rahimjon G<sup>2</sup>

<sup>1</sup>*Doctor of Science, Associate Professor, Head of the Chair of Tourism of Samarkand Institute of Economics and Service.*

<sup>2</sup>*Assistant of the Department of "Tourism", Samarkand Institute of Economics and Service. Uzbekistan. Samarkand.*

*Email: <sup>2</sup>[suyunov2020@mail.ru](mailto:suyunov2020@mail.ru)*

***Abstract - This article describes the concept of innovation by various scientists, the essence of innovation, its theoretical and methodological basis, the importance of innovation in economic and social spheres, the role and types of innovation in new technological processes for all sectors and industries, the effectiveness of innovation in services. the author's newly given definition of the concept of innovation is reflected.***

***Keywords - Innovation, Innovation Definitions, Innovation Processes, Economic and Social Areas, Innovative Technologies, Types of Innovation, FaceID, Robot Bartender, Smart Whatch, Smart Slippers, ALIXA Voice Consultant, Travelbox, Efficiency.***

## 1. INTRODUCTION

The first economist to use the concept of "innovation" as an economic category was the economist Joseph Aloiz Schumpeter (J.A. Schumpeter), who believed that entrepreneurship is the main driver of development and is the search for new ways of combining factors of production. The area of content innovation is comprehensive: it includes changes in products, processes, marketing, organization. From Schumpeter's point of view, innovation is not an improvement, but a significant change in the function of production, consisting of a new combination of means of production.

It should be noted that Schumpeter was primarily interested in the impact of the acceleration of innovation on the management process, and saw this as the introduction of a new function into an existing finished product, resulting in higher-than-average profits. In his view, the introduction of innovations means, first of all, not an increase in existing factors of production, but in most cases a focus on new conditions of use of existing factors.

Although the scientific literature gives many different definitions of the term "innovation" and offers a multifaceted classification of processes associated with this phenomenon, there is no common approach to the study and classification of this field.

Many scientists believe that innovation is the end result of the creation and development of a completely new or modified tool (innovation) that meets certain social needs and has a number of (economic, scientific, technical, social, environmental) effects.

"Innovation" is more of a term in economics and social sciences than technology. It (innovation) does not necessarily have to be technical and material in general (for example, the introduction of the process of selling goods on credit has changed the whole field of trade).

In addition to Schumpeter, a number of Western economists (E. Mansfield, R. Foster, B. Twiss, M. E. Porter) have given similar definitions to the concept of "innovation". While Schumpeter is the founder of a new direction - the theory of dynamics of economic growth, the basic principles of this direction were developed by N. Kondratev in the framework of the theory of long waves.

This research covers the essence of innovation, its theoretical and methodological foundations, the role of innovation in the economic and social spheres, as well as the implementation of innovations in the area of tourism.

## **2. LITERATURE REVIEW**

The following scholars have considered theoretical basics of implementation of innovations in the service area in their research: Kondratyev N.D. [1], Schumpeter J. [2], Twiss B. [3], Nixon F. [5], Santo B. [6], N. Monchev [8], Morozov Y.P. [10], P.N. Zavlina, A.K. Kazantseva, L.I. Mindeli [11], Fatkhutdinov R.A. [13], E.V. Golysheva, N.V. Ivonina, I.S. Tukhliev, A.P. Temirkhodzhaev [14], O.E. Ernazarov [16].

## **3. RESEARCH METHODOLOGY**

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

## **4. ANALYSIS AND RESULTS**

J. Schumpeter recognized innovation as a set of factors of production arising from entrepreneurial activity. According to Shumpeter, innovation is a factor that radically changes a particular business activity. In our opinion, a product or idea that has undergone a qualitatively modified quality and the ability to create a certain additional convenience can also be an innovation. As an example, if we link innovation to the hotel industry, we can assume that electronic locks will replace key locks. We believe that the above-mentioned innovation is widely used for security purposes in all countries where the tourism industry is developed and developing.

B. Twiss defined innovation as an activity of an idea or organization that has an economic meaning. If we pay attention to this definition, we can conclude that innovation is only an economic concept. In our opinion, innovation is not only an economic concept, but also a social, political and similar areas. We can take social innovation as an example of a new idea or product that helps solve a problem of the population.

As an example, we think that the FaceID device, one of today's innovations in the hotel industry, can be cited as a social innovation. This device is a very useful product in saving the time of consumers, ie representatives of the social sphere. The FaceID device is a very convenient technique to use instead of a reception at a hotel, and it takes only 3 minutes for each customer to book a room, which we believe can save guests time and reduce hotel costs.

This technology is being tested in two Marriott hotels in China - Hangzhou Marriott Hotel Qianjiangand and Sanya Marriott Hotel Dadonghai, with prospects for global use in hotels in networks around the world at the moment. This is because Marriott International is using face recognition technology in the hotel industry.



Figure 1. FaceID innovative technology

The terminal then checks the information with the backup number and issues a key card to enter the room.

F. Nixon defines innovation as the creation of new or improved technological processes or equipment in a market. This definition of innovation illuminates its essence. In addition to this definition, it can be said that innovation can be in the form of an idea or thought. That is, if the starting point of innovation is the idea, we can see the idea itself as an innovative product. As an example, we think that the use of a new, innovative method of personnel management, which is used in the field of hotel management, is an innovation in the form of an idea.

B. Santo described innovation as the process of transforming ideas and inventions into new quality products and technologies to generate additional revenue. As we mentioned in B.Twiss's definition of innovation above, the goal of innovation is not just profit. In other words, a product or an idea that allows you to solve a problem in a particular field easily, quickly and in an unusual way can be called an innovation. For example, the Robotic Barman started working at the Hard Rock Hotel & Casino Bliloxe in Mississippi (USA). The Robotic Barman has two arms that make up 120 drinks per hour. In his memory are billions of combinations of cocktails, 140 different ingredients. All of her movements are modeled on the movements of Marco Pellet, a famous Italian dancer and choreographer of the New York Theater Ballet. You can order a drink to the robot using a special program on tablets offered by the hotel. The display shows all orders, as well as added ingredients and real-time infographics. Robotic Barman was developed by Italian technical firm Mark Shark and in the near future the company plans to distribute other innovative solutions among other hotels and restaurants.

N. Monchev is a chain of serial operations that goes through a stage of scientific development and ends in the field of industrial production. Based on Monchev's idea, we believe that innovation occurs in the form of an idea, and that the life cycle of innovation is over only when it is absorbed into human life activities. The sequence of introducing innovations in hotels is carried out in 3 stages: Stage 1 is the period of idea formation, as mentioned above, Stage 2 is the development of the idea into innovation, and Stage 3 is the transformation of this innovation into innovation, ie in the "in" suffix or in a particular field. we assume that it includes a period that gives the meaning of input. For example, an innovative technique in the hotel industry or a functional change in technology can be applied in another industry. Based on the above considerations, we can say that innovation gives the concept of innovation only after it is introduced into a particular field. We can see this in the smartwatches used in the hotel industry the idea of the 1st stage smartwatch emerges, the 2nd stage develops this watch and in the 3rd stage this smartwatch is used in the hotel industry itself. In this case, we think that this product can be called an innovation introduced in the hotel industry. An example is the smartwatch created by Samsung and ALICE for the hotel industry. Smartwatches are a great way to not only track incoming sms or calls and alerts, but also increase work efficiency. will be the first hotel chain to use to inform staff about.

It is a more comfortable, quiet and functional system than the usual valkie-talkie, and is convenient for most hotel staff and guests.



Figure 2. Smart Whatch innovation

How does this affect hotel guests? All participants are assured of minimal third-party intervention and fast, quality assurance of services.

The scope of application of "smart watches" is not limited to luggage delivery service. There are many use options: the room will consist of ordering food to order from the customer or the administrator.

Y.P. Morozov described innovation as follows: "Innovation is the useful application of innovations in the form of new technologies, types of products, production, financial,



commercial or other organizational, technical and socio-economic solutions." In addition to the above, it can be said that the impact of innovations on the service sector is also high.

In this area, the delivery of services and products to consumers faster, easier and as high quality as possible is of great importance in a competitive environment. We believe that the impact of innovation is one of the most important factors in the high level of implementation of these requirements. For example, you can get an e-menu innovation that can be applied in the catering department of hotels or catering establishments.

The e-menu is an electronic view of menus used in restaurants, creating additional convenience. It will contain a recipe for all the dishes available in the restaurant and a photo of the finished dish. We believe that the e-menu will not only help reduce restaurant costs, but also serve as an attractive and interesting advertisement for young consumers.

According to A.I. Prigogine, innovation is the birth of technology, technique, management, change, development in the stages of diffusion to another object. In addition to the above definition, we believe that the opportunities for innovation and regionalism should also be taken into account. When we introduce a particular innovation into the hotel industry, we believe that its ability to be used, that is, that the innovation does not have a perfect function, does not affect the price policy and does not contradict the rules, traditions and cultural views of the locals.

P.N. Zavlin, A.K. Kazantsev, L.E. Mindelians defined innovation as the application of the results of intellectual (scientific and technical) activity aimed at improving the process of activity or its results in one or another sphere of society. In our view, innovation in the hotel business should be highly efficient, able to solve a specific problem and create additional convenience. In addition, we believe that innovation in the hotel industry does not have to be profitable, it can also serve as an advertisement. For example, the Smart Slipper innovation introduced at the ProPILOT Park Ryokan Hotel in Japan may not bring a high level of convenience and profitability, but we believe that this innovation serves a marketing function.



Figure 3. Smart slippers innovation

According to R.A. Fatkhutdinov, innovation is the end result of the introduction of innovations in order to change the object of governance and achieve economic, social, environmental, scientific and technological or other benefits. In our opinion, this definition of innovation emphasizes generality. We believe that innovations in the hotel industry, in addition to the above quality indicators, should also reflect the qualities of unusualness and affordability.

I.S. Tukhliev described innovation as follows - (Innovation) - the final result of innovative activity, formed in the form of a new or improved product (product, service), introduced into the tourism industry, a new or improved technological process; a new approach to social services.

From a commercial point of view, innovation is an economic need that is realized through market needs. In this definition, the essence of innovation is covered in more detail and linked to the tourism industry. In addition to the above definition, we think that in order for a new idea to be formed as an innovation, it is necessary to pay attention to the factors of high efficiency, problem solving, convenience, time and duration. For example, ALIXA voice consultant, which is recognized as a high-level innovation in the hotel business.

This innovation has been tested in Amazon Marriott hotels. This is an innovation that gives the concept of smart thinking, and its functions are as follows: the service is based on "Eso smart speakers" installed in each room and designed directly for the specifics and needs of hotel buildings. This simplifies the hotel service processes and guests can get all the necessary information related to the hotel and booking services directly from the room. For example, the location of the nearest fitness center allows you to order food in the room or clean the room, as well as contact the concierge or reception.





Figure 4-5. ALIXA voice consultant innovation

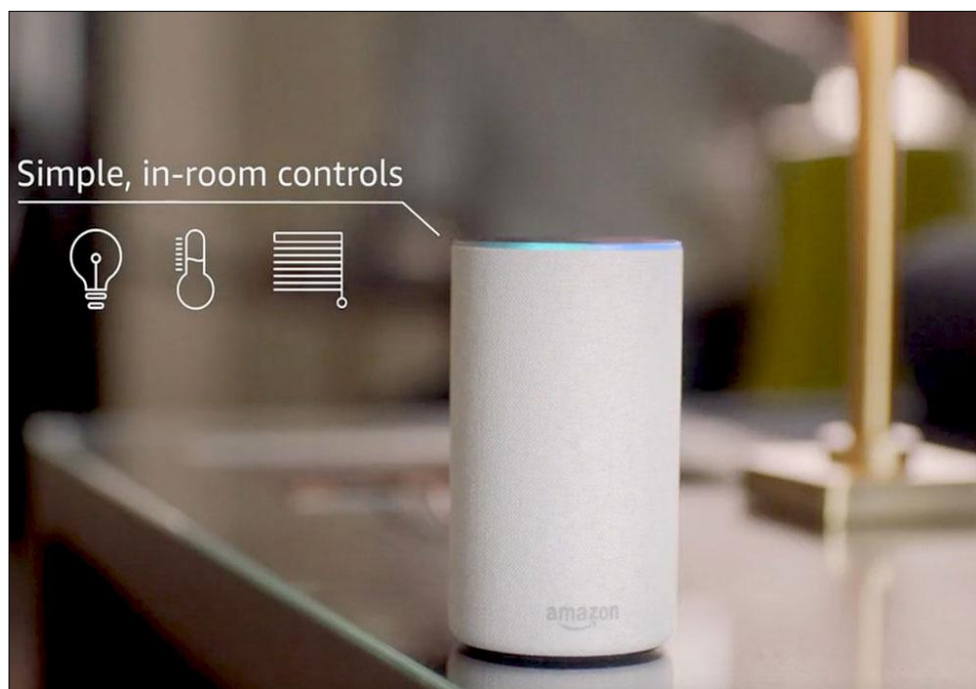


Figure 6. ALIXA voice consultant innovation



If necessary, the system can be adjusted to control “smart” equipment in hotel rooms: adjust the air temperature and room lighting, raise and lower the curtains, play music and control the TV.

According to O.E. Ernazarov, innovation is the result of knowledge transformation (change) in a new economic product, which is implemented in the market as a process of implementing a new life cycle of the product, introduced into practice, bringing certain economic, social, managerial and other types of effects. This definition of innovation is well covered in terms of space and industry. If we compare the innovative activities of the tourism industry yesterday, today and tomorrow, we can see that there is a big difference between these periods. We think that a certain innovation should be able to solve a problem of a certain period and create convenience for that period. Innovation can be simple but it is very important to keep up with the times. As an example we can take this Travel Box as one of today’s innovations in the hotel industry. An interesting concept of a compact and in many ways unique hotel room has been developed by the Austrian design studio Juust. Travelbox is a compact hotel room that can be easily moved from one place to another.

At first glance, the Travelbox may seem like a small piece, but when you open it, you can find everything you need: a dining table with a bed, shelves for storing books, and even wooden chairs.



Figure 7. Travelbox innovation

It also has a bike that is ideal for small walks while traveling.





Figure 7. Travelbox innovation

The total weight of the “a box for travelers” is less than 60 pounds. This box is made of durable material that is resistant to potholes and even road.

The compact hotel room can be used in a limited area of nature and the city, even in an enclosed room.

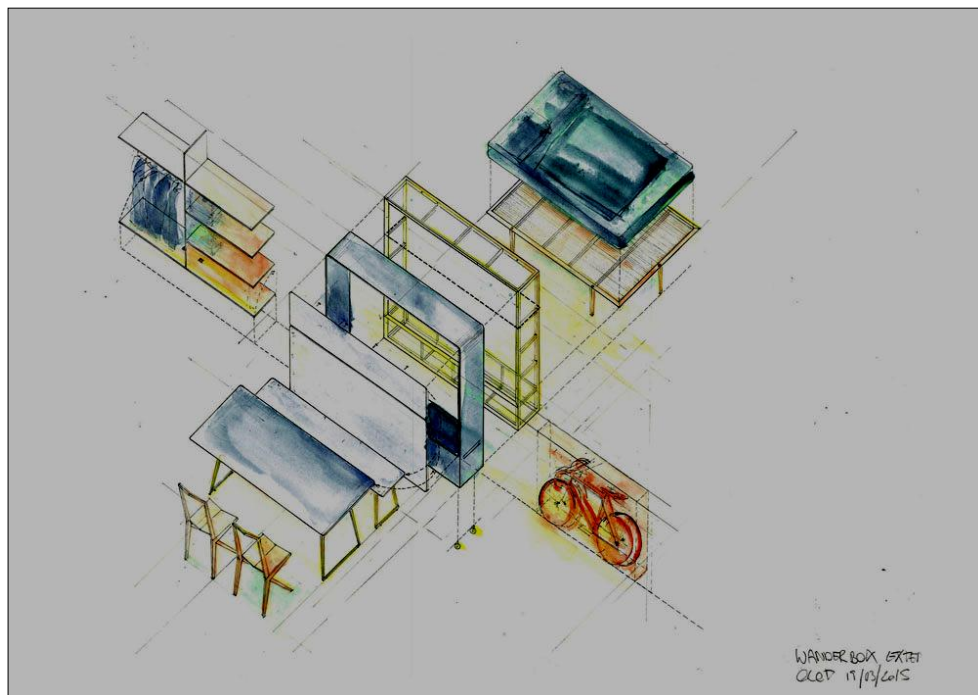


Figure 9. The structure of Travelbox innovation

Travelbox can be a great investment for travelers or a great solution for creating a mobile hotel chain.

## 5. CONCLUSION/RECOMMENDATIONS

Based on the above definitions of innovation, it can be said that “innovation is economic or social, new or improved, unusual, convenient, cost-effective, efficient, territorial, high availability, solution to a particular problem, time, duration and periodicity. a product or service that incorporates quality indicators”. Today, the widespread use of innovative technologies in tourism, hotel services and restaurant business is one of the factors that bring high economic efficiency in these areas. That is why we have defined innovation in terms of tourism and other areas.

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