

## Economic Importance of Innovative Technologies for Improving Hotel Services

Istamkhuja Olimovich Davronov

*PhD student, Bukhara State University*

*Bukhara, Uzbekistan*

*e-mail: istam9229@gmail.com , i.o.davronov@buxdu.uz*

### Abstract

*This article focuses on the economic importance of innovative technologies for improving hotel services. Nowadays we cannot imagine hospitality business without technologies. This article also analyzes how to achieve the goals in competitive market after pandemic periods Today we: people of decade live in the advanced world. Internet known as the Internet, new kinds of devices, gadgets, web-based media networks and other different innovative victories join our entire world. The hospitality business is additionally accepted various sorts of innovations. Each hotel organization has a standard arrangement of technologies for performing continuous tasks and visitors. However, their quality doesn't offer an upper hand. Accordingly, the management of each significant inn is attempting to discover new innovative advancements for their ventures. On the off chance that a couple of years' prior such technological innovations were related with potential changes in activity without meddling with PC innovation, presently the cycle is without the most recent advancements in the field of informatics. Numerous items show up available, for instance, as mechanized administration frameworks that permit workers to help and make it more productive. For this reason, this study is to characterize the most recent advances and developments just as discovering the best ones for hospitality business*

**Keywords:** *hospitality industry, service quality, innovations, technologies, gadgets, innovative services, hotel products, economy*

### 1. Introduction

It is clearly that the hospitality business is habitually portrayed as the sector of course of action of headway and age! Innovation has expected a huge occupation in achieving monetary improvement by get-together financial techniques for purchasers to travel. The development and responsibility of air travel as a technique for moving tourists to different regions is a huge responsibility of innovation to the hotel business. Many people can't generally get it however they are surely getting dependent on the smart tools that are consistently with them. Smart tools determine individuals' conduct and the manner in which they convey in each part of their lives: regardless of whether it is in private or in working life.

Presently we will likely communicate the cycle where it is clearly perceived how the Internet advances and new innovative applications playing out an effect on our lives and how they have made changes in the hospitality business, all the more precisely in the hotel business. The innovations of the 21st century as well as the imagination of people is limitless and perpetual, and gratitude to computerized accomplishments a sped up and vigorous world have been worked with. These days a critical component of the accomplishment in the hospitality circle is viewed as being cutting-edge while following the most recent patterns and inventive innovations of the in business. Innovation raises consideration, helps situating, brand acknowledgment and separation.

Fundamental support is the accomplishment of upper hand and typically less admittance to all market members. When in doubt, such technologies permit the hotel to reduce the expense of the product, increment deals income, accomplish and give exclusive expectations of a service, a significant and undeniable help on the lookout for these sorts of services. This is the establishment of hotel business service; they are not a wellspring of upper hands.

Generally speaking, they are broadly known, effectively open and utilized by far most of hotel around the destinations. For instance, their consistent improvement is an interaction of limiting numbers that limit the probability that numbers will work; Improve the speed and nature of service to restaurant servers and others, and the sky is the limit from there. It can keep up or even become the hotel's cutthroat potential.

## **2. Literature Review**

As per Otterbacher and Gnoth (2005) there are a few benefits to the utilization of innovation. 'With regards to business and hospitality, the significant advantage of effective innovation is to be or turn out to be, more cutthroat.' (Otterbacher, 2008, p. 340) Each item or service carries on with a daily existence cycle: from birth, it goes through a few phases, ultimately passes on, and is supplanted by more current and better items or services. Each item or service decreases once. This is the motivation behind why organizations need to foster new items and services. (Otterbacher, 2008)

The following benefit to be considered is intensity. Innovation assists with keeping the arrangement of the help and item aggressive and 'in this way accomplish a drawn out upper hands.' 'The less quantifiable advantages of fruitful services incorporate upgrade of a business' standing and expanded unwaveringness of existing clients.' (Otterbacher, 2008, p. 340)

As Otterbacher (2008) said there were some trying qualities of development for instance 'developing social and legislative requirements, scaling down, rebuilding, innovative change and changing client requests'. In light of these highlights, neighborliness organizations don't bear to depend on past triumphs. This is definitely the motivation behind why they are constructing new administrations, and can work in an inventive climate. (Otterbacher, 2008)

Cooper and Edgett (1999) contend that development is getting more 'passionate'. It was contended that accommodation associations have two options: either recharge effectively, or come up short. (Otterbacher, 2008)

For accommodation associations, the quandary isn't just that the organization's long-or transient achievement is basic, yet additionally that 'the disappointment pace of new items and administrations is high.' (Otterbacher, 2008, p. 341) Cooper (2001) has analyzed the disappointment pace of item development. This rate was somewhere in the range of 25% and 45%. (The specific rate relies upon the business.) Griffin's (1997) research showed that the normal achievement pace of another assistance project was 58%. That outcome called attention to that four out of ten new administrations fizzle on the lookout. 'The high disappointment pace of developments brings about sat around idly, cash and HR.' (Otterbacher, 2008, p. 341)

Aside from the high disappointment rate, development has different weaknesses for instance it is costly and unsafe. Not just private ventures are dangerous in development the board, yet the huge and fruitful organizations as well. It isn't outlandish that these fruitful associations additionally come up short with the presentation of new administrations. It occurs in the cordiality area too, for instance with eatery's new menus where some fizzled. It is significant that organizations focus on the disappointments, on the grounds that these don't involve just significant expenses and squandered assets, yet can even annihilate the picture of the organization too. (Gyurácz-Németh, P., Friedrich, N., and Clarke, A. 2013)

## **3. Methodology**

The research used strategies like experimental perception, benchmarking, peer audit and overview. This research was pointed toward improving technologies through innovations giving hotels stable activity lasting through the year, notwithstanding the slow time of year The hospitality business is one of the main impetus of the world economy. The all-inclusive selection of the most recent and new advancements in the accommodation business over late

years has basically rearranged the manner by which services are given and gotten. The profoundly aggressive climate of the accommodation business drives the quest for new strategies and assets, components of useful execution. One of the center patterns in this circle is the innovation and activity of an assortment of developments and new ways that can fill in as an incredible motivating force for the innovation of the lodging business. A wide range of Innovations are fundamental for both the chance and intensity of lodging ventures. The efficient and omnipresent utilization of innovations guarantees the development of big business execution. Driving innovations, they can change the situation of powers in the serious battle of enterprises. The main advances at the phase of its presentation, generally speaking, property, viatos - a solitary part on the lookout. Effective driving innovations can recover the market and lead it to the heads of its transporter, regardless of whether it has not been previously. It is hence significant that inn chiefs don't miss the rise of new driving innovations on the lookout.

The hotel lodging is progressively turning into a transitory spot for visitors to remain and open up admittance to a universe of quick moving correspondence, energizing diversion and a significant degree of administration. Probably the most recent advancement in the improvement of the inn business is the "Organization Hotel" of TENOR frameworks - which permits visitors to visit and build the expense viability of their work. The lodging in the TENOR frameworks network gives a special foundation to the transmission of sound, information, video pictures dependent on inn guidelines and gives a generally excellent establishment to organize arrangements that permit scales and usefulness

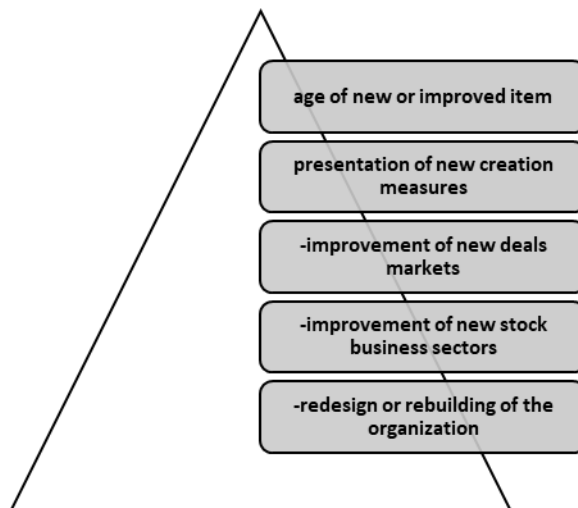
## 4. Results and Discussion

### 4.1. Results

The present hotels utilize various sorts of inventive technologies and new applications. Till late occasions online media network characterized as a positive method of commercial, advancement and showcasing. Definitely, fundamentally significant developments in the accommodation business are OTA's and GDS's that changed frameworks of booking and reservation.

These days' organizations can present the innovation interaction in five zones. These are the accompanying:

#### Layout-1. The innovation interaction



There is a wide scope of components influencing the application and improvement of development, for instance, steady industry issues, explicit mindset of shoppers, social and public peculiarities of the clients appreciating lodging administrations, and so on

It will be really intriguing on the off chance that we help to remember the most recent contraptions in inns starting from different keys to the furniture of each convenience. Tablets on each room, electronic molding framework, online attendant, sped up Wi-fi, simple registration and registration, improved in-room equipment, applications at looking at inns' costs, the sharing economy, and so on We can keep introducing the names, anyway it won't be consistent and will be overhauled step by step.

Also, presently subsequent to finding out about the world's keep going patterns of advancements on inns, I need to communicate a few ideas to the inns of our country. It is clearly seen that we can't bear the cost of all the most recent tech applications, yet there are some of them that will without a doubt raise improvement of the travel industry.

The most widely recognized development in the present inns is movement sensor gadgets utilized for cooling and lighting frameworks. They will valuable for outstanding power and furthermore to lessen monetary costs that lead to the income increment. In addition, singular availability for cooling assists visitors with setting the temperature they need for rooms as well as for restrooms. Additionally, this strategy is utilized for setting the lights

Besides, one the most basically fundamental viewpoint is an all around planned and better worked inn site and different utilizations of hotels. What we can do about this specialized component? As a matter of first importance, we should focus closer on ICT workers and better work with hotel sites: data about lodgings, criticism, photos& recordings, Booking frameworks, hotel conveniences, rooms and suites, and so forth Furthermore, we need to make cell phone applications for blasts, the most advantageous methodology, as I would see it. This application will be utilized as guide, information stockpiling, broadcaster about deals and inn associated news. Thirdly, we can put together tablets for guestrooms, including rundown of administrations, Food and Beverage, lodging contacts and settings for room lights and molding framework. And afterward, quite possibly the main part consolidates itself having an electronic key for going into room. We can create key cards, room entering access on inn's portable applications or exceptional gadgets utilized rather than keys.

Moreover, hotels can reequip a hotel room with the next modern furniture:

- an Smart TV
- flat-screen televisions embedded in bathroom mirrors
- shower walls with an instant frosting options
- fold-up beds
- techno walls
- 3D image projections for meeting areas
- Amenities for audio streaming, etc.

The scattering of the game plan of information progressions in the movement business and neighborliness will grow the capability, quality and versatility with which travel organizations are given. It has quite recently incited the period of new organizations, for instance, online flyers and natural videotext. Innovation has the best impact on the promoting and spread of development anyway leaves respectably perfect the human-genuine districts of guest have relations and supplier customer associations. Information progressions applied to the movement business structure will fabricate the adequacy and nature of organizations gave and prompts new mixes of the movement business organizations. This couldn't be refined without changing the show human high touch substance of development. It is the conscious usage of the course of action of information propels by all hotel industry suppliers, along with its critical impact on the development business, which makes the foundation for another movement industry best practice and a hard and fast plan of wealth creation.

Information and correspondence advancement can be used for operational purposes, yet moreover for key and essential organization. This draws in the movement business and

kind disposition dares to pass on really and even more gainfully with approaching customers and suppliers similarly as to achieve advantage.

The Internet isn't truly sensitive to the monetary cycles. Regardless, it is seen as that the movement business or hotel bargains from the Internet will be bounteously affected by money related changes in those countries, from which the customers are saving or holding the thing. These consolidate changes in financial turn of events, credit expenses, development or money differences that can slaughter the movement business affiliation's expense favored position and can unfriendly affect the edges.

Measurement changes and changes in customers' outlooks towards new development and Internet, explicitly, will straightforwardly influence Internet and the movement business and neighborliness organizations respectfully. Nowadays' customers are winding up logically gifted and advanced in the usage of development. The social structure estimation should join the greater social and political methods through which the interests of the particular parties partner with one another and with the development.

#### **4.2. Discussions**

The definitions referenced above are not basically from service examines. Sundbo (1997) manages innovation in the assistance area. He recognized development and learning. He imagined that innovation isn't just an activity, which is deliberately re-made yet in addition a factor, that is recognized by a more prominent leap in turnover or benefit. (Martínez-Ros and Orfila – Sintés, 2009)

Poon (1990, 1993) investigated technological innovation and its consequences for the travel industry. Quite possibly the main inquiries concerning the point is the way mechanical innovation can help develop little adaptable the travel industry organizations. A few analysts have recommended that little vacationer organizations are more averse to recharge than other little firms in different areas. (Mattson and Sundbo and Fussing–Jensen, 2005) One of the creators in their examination presumed that development likewise shows up in the travel industry in different structures. Consequently, the strategy for grouping ought to be applied on account of managing various types of advancement. (Gyurácz-Németh and Raffay and Kovács, 2010)

The genuine condition of the Internet and its effect on the hotel industry and accommodation adventures are all around obvious as being great, dynamic, and altogether partitioned. Consistently inn networks are battling unmistakably with each other in tantamount domains. This is an acclaimed change for an industry dependent upon unequivocal regions to oblige the risk of dispute. All certified inn networks are at present entering the Internet market of offers and correspondences. As affiliations are reliant upon their natural components for assets, they will attempt to deal with their reliance by making and really focusing on procedures. Inn get-togethers are being obliged to seek after different parts by finishing propelling methods of reasoning, a significant part of the time subject to thing separation, progression in new business areas, high rousing power for cash, or rising brands. Such frameworks are orchestrated and finished inside the setting of ecological shortcoming and require a comprehension of industry plan and regular change.

In respect of the movement business providers, the Internet gives an establishment to the overall transport and modest transport of the movement business related sight and sound information. It moreover connects with the purchaser anyway the game plan of altered things which meet their individual requirements, so getting over any hindrance between the buyer and objective/supply in a versatile and instinctive way. The Internet empowers relationship to skirt segments of the value chain. An inexorably productive framework is go into joint undertakings or stretch out a supplier's site to offer competitors' things.

The Internet as a channel of movement has ended up being probably the best channel used by buyers to explore travel decisions, take a gander at expenses and save a spot for transporter tickets, lodgings and vehicle rental. Hence, the course of action of online travel organizations is the most awesome business-to-customer part on the Internet

## **5. Conclusion**

The customers and business can benefit from propels in correspondence, reservations and guest organizations structures. Innovation's most important impact can be seen on the front work area where property the leaders has animated consistently, the speed of organization, diminished work cost, improved precision and modernized look and stream of the corridor. Motivation behind offer perhaps the main technique for fast trades makes portion to the merchant as a trade-off for items or organizations. Under the neighborliness business, the movement business suppliers like British Airways have started applying web business errands thusly empowering their customers to directly get to the reservations systems. The approach and usage of convenient advancements have also influenced the neighborliness business. It is as of now functional for customers to see and pick distinctive travel and travel industry decisions by riding the web through their telephones

All previously mentioned explanations and developments are done as an idea for our hoteliers. Dispatching communicated innovations for a lodging will step by step influence the increment of both the travel industry and guests stream. Also, unquestionably, it will improve the assistance nature of hotels.

## **REFERENCES**

- Aripova, M. S. (2021). mportance of branding in hotel business. *Scientific progress*, 1(6), 1092-1097.
- Davronov, I. O., & Ismatillayeva, S. S. (2019). The role of innovative technologies for improving economy of hotels.
- Griffin, A.(1997). PDMA research on new product development practice: updating trends and benchmarking best practises, *Journal of Product Innovation Management*, 14(6), 429-458.
- Gyurác-Németh, P., Friedrich, N., & Clarke, A. (2013, June). Innovation in special hotels—as a key to success. In *Management knowledge and learning international Conference* (pp. 19-21).
- Gyurác-Németh,P. & Raffay,Á., & Kovács,Z.(2010). Az innováció forrásai a turizmusbanfókuszban a szállodaipar és a közlekedés, *Innováció,versenyképesség, KKV-K I.*, (pp.128- 142.)
- Kayumovich, K. O., Annamuradovna, F. S., Alimovich, F. E., Alisherovna, D. N., & Olimovich, D. I. (2020). Opportunity of digital marketing in tourism sphere. *International Journal of Psychosocial Rehabilitation*, 24(8).
- Martínez-Ros E. & Orfila-Sintes F.(2009). Innovation activity in the hotel industry. *Technovation*, 29(9), 632-641.
- Mattson,J.& Sundbo, J. & Fusing-Jensen,C (2005). Innovation Systems in Tourism: The Roles of Attractors and Scene-Takers, *Industry and Innovation*, 12(3), 357-381.
- Olimovich, D. I. (2015). Tourism potential of Uzbekistan. *Lucrările Seminarului Geografic" Dimitrie Cantemir"*, 40, 125-130.
- Olimovich, D. I. (2020). Role of investment in tourism development. *Academy*, (5 (56)).
- Olimovich, D. I. (2020). The impact of innovative technologies for improving economy of hotels. *Asian Journal of Multidimensional Research (AJMR)*, 9(5), 194-201.
- Olimovich, D. I., &Khudoynazarovich, S. A. (2020). The cost-effectiveness of improving the quality of hotel services. *Academy*, (4 (55)).
- Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
- OLIMOVICH, D. I., BAXTIYOROVICH, T. M., & CHORIEVICH, B. A. Description of Technological Processes in Restaurant Services. *JournalNX*, 6(05), 248-252.

- Olimovich, D. I., Kudratovna, F. S., & Sayfitdinovich, I. B. (2020). The importance of marketing analysis for predicting the prospects of restaurants in Bukhara hotels. *Economics*, (1 (44)).
- Olimovich, D. I., Samatovich, R. S., Farmanovna, E. A., Khabibulayevna, K. S., & Saymurodovich, N. Z. (2020). The economic impact of innovations in tourism and hospitality. *Journal of Critical Reviews*, 7(9), 258-262.
- Olimovich, D. I., Samatovich, R. S., Farmanovna, E. A., Khabibulayevna, K. S., & Saymurodovich, N. Z. (2020). The economic impact of innovations in tourism and hospitality. *Journal of Critical Reviews*, 7(9), 258-262.
- Ottenbacher, M. (2008). Innovation management, Handbook of hospitality operations and IT (ed. Peter Jones), Elsevier Ltd., Oxford. (pp. 340-366)
- Otterbacher, M & Gnoth, J. (2005). How to develop successful hospitality innovation, *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 205-222
- Samatovich, R. S. (2021). Importance of Marketing in Tourism and Hotel Industry. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(2), 79-84.
- Samatovich, R. S., Olimovich, D. I., & Jafarbekovna, K. N. (2020). Functional improvement of hotel staff as a key to develop the quality of services in bukhara hotels. *Proceeding of The ICECRS*, 6.
- Sharifovich, Y. K. (2021). Ways to Improve Information and Consulting Services in the Field of Tourism. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(2), 98-104.
- Sundbo, J., (1997). Management of innovation in services. *Service Industries Journal*, 17(3), 432–455.