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## **THE ROLE OF INNOVATIVE TECHNOLOGIES FOR IMPROVING ECONOMY OF HOTELS**

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**Abstract:** Today we: people of Millennium live in the digital world. World Wide Web known as Internet, new types of gadgets, devices, social media networks and other various technological successes combine our whole world. The hospitality industry is also embraced itself different types of innovations. The aim of this study is to define latest technologies and innovations as well as finding out the preferable ones for Bukhara hotels.

**Keywords:** hospitality industry, service quality, innovations, technologies, gadgets.

We as a whole realize that the hospitality business is frequently characterized as the sectorized arrangement of advancement and generation! Innovation has assumed a significant job in accomplishing financial development by gathering monetary methods for buyers to travel. The growth and commitment of air travel as a method for moving sightseers to various areas is a significant commitment of innovation to the inn business. People cannot always understand it but they are certainly becoming addicted to their smart phones that are always with themselves. Smart phones determine people's behavior and the way they communicate in every aspect of their lives: whether it is in private or in working life.

Now our goal is to express the process where it is obviously seen how the Internet technologies and new innovative applications performing an impact to our life and how they have made changes in hospitality business, more accurately in hotel industry. Not only the technologies of the 21<sup>st</sup> century but also the creativity of human beings is unlimited and endless, and thanks to the digital achievements an accelerated and robust world have been facilitated. Nowadays a crucial element of the achieve-

ment in the hospitality sphere is regarded as being up to date while following the latest trends and innovative technologies of hotel industry. Innovation raises attention, helps positioning, brand recognition and differentiation.

The hospitality industry is one of the driving force of the world economy. The extended adoption of the latest and new technologies in hospitality industry over the recent years has essentially reorganized the way in which services are provided and received. The highly competitive environment of the hospitality industry drives the search for new methods and resources, elements of productive implementation. One of the core trends in this sphere is the progress and operation of a variety of innovations and new ways that can serve as a powerful incentive for the evolution of the hotel industry. All kinds of Innovations are essential for both the possibility and competitiveness of hotel enterprises. The systematic and ubiquitous use of innovations ensures the growth of enterprise performance.

Today's hotels use different types of innovative technologies and new applications. Till recent times social media network defined as the favorable way of advertisement, promotion and marketing. Without doubt, critically important innovations in the hospitality business are OTA's and GDS's that changed systems of booking and reservation.

According to Schumpeter, companies can introduce the innovation process in five areas. These are the following:

- generation of new or improved product
- introduction of new production processes
- development of new sales markets
- development of new supply markets
- reorganization or restructuring of the company

There is a wide range of factors affecting the application and development of innovation, for example, consistent industry problems, specific mentality of consumers, cultural and national quirks of the customers enjoying hotel services, etc. (Pine & Gilmore,1999).

It will be more interesting if we remind of the latest gadgets in hotels beginning from various keys to furniture of every accommodation. Tablets on each room, electronic conditioning system, online concierge, accelerated Wi-fi, easy check-ins & check-outs, improved in-room hardware, applications for comparing hotels' prices, the sharing economy,

etc. We can continue presenting the names, however it will not be steady and will be upgraded day by day.

And now after learning about the world's last trends of innovations on hotels, I want to express some suggestions to the hotels of our country. It is obviously seen that we cannot afford all the latest tech applications, but there are some of them that will undoubtedly raise improvement of tourism.

The most common innovation in today's hotels is motion-sensor electronics used for air conditioning and lighting systems. They will definitely be useful for remaining electricity and also to diminish financial expenses that leads to revenue increase. Moreover, individual accessibility for air conditioning helps guests to set the temperature they want not only for rooms, but also for bathrooms. Also this technique is used for setting the lights.

Furthermore, one the most critically essential aspect is a well-designed and better worked hotel website and other applications of hotels. What we can do about this technical feature? First of all, we should pay more attention to ICT employees and better facilitate hotel websites: information about hotels, feedback, photos& videos, Booking systems, hotel amenities, rooms and suites, etc. Secondly, we have to create smartphone apps for guests, the most convenient approach, in my opinion. This app will be used as map, data storage, announcer about sales and hotel connected news. Thirdly, we can organize tablets for guestrooms, including list of services, Food and Beverage, hotel contacts and settings for room lights and conditioning system. And then, one of the most important part combines itself having an electronic key for entering room. We can generate key cards, room entering access on hotel's mobile apps or special devices used instead of keys.

Moreover, we can equip a hotel room with the following modern furniture:

- an Apple 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 dispersion of the arrangement of data advancements in the travel industry and neighborliness will expand the proficiency, quality and adaptability with which travel administrations are provided. It has just prompted the age of new administrations, for example, online leaflets and intuitive videotext. Innovation has the best effect on the advertising and dissemination of movement however leaves moderately immaculate the human-serious regions of visitor have relations and provider shopper connections. Data advancements applied to the travel industry framework will build the effectiveness and nature of administrations gave and prompts new blends of the travel industry administrations. This couldn't be accomplished without changing the show human high touch substance of movement. It is the deliberate utilization of the arrangement of data advances by all travel industry providers, together with its significant effect on the movement business, which makes the establishment for another travel industry best practice and an all-out arrangement of riches creation.

Data and correspondence innovation can be utilized for operational purposes, yet additionally for strategic and vital administration. This engages the travel industry and friendliness ventures to convey legitimately and all the more productively with forthcoming clients and providers just as to accomplish upper hand.

The Internet isn't seriously delicate to the financial cycles. In any case, it is viewed as that the travel industry or inn deals from the Internet will be abundantly influenced by monetary changes in those nations, from which the clients are reserving or holding the item. These incorporate changes in monetary development, loan fees, expansion or cash variances that can kill the travel industry association's cost preferred position and can have an unfriendly effect on the edges.

Statistic changes and changes in clients' frames of mind towards new innovation and Internet, specifically, will directly affect Internet and the travel industry and friendliness businesses deferentially. These days clients are ending up progressively talented and progressed in the utilization of innovation. The social framework measurement must incorporate the bigger social and political procedures through which the interests of the distinctive social gatherings associate with each other and with the innovation.

In regard of the travel industry suppliers, the Internet gives a foundation to the worldwide conveyance and cheap conveyance of the travel industry related sight and sound data. It likewise engages the buyer however the arrangement of customized items which meet their individual needs, so crossing over any barrier between the purchaser and goal/supply in an adaptable and intuitive way. The Internet enables associations to skirt portions of the worth chain. An increasingly fruitful system is go into joint endeavors or extend a provider's site to offer contenders' items.

The Internet as a channel of conveyance has turned out to be one of the best channels utilized by purchasers to research travel choices, look at costs and reserve a spot for carrier tickets, lodgings and vehicle rental. Subsequently, the arrangement of online travel administrations is the absolute best business-to-shopper fragment on the Internet

The competitive condition of Internet and its effect on the travel industry and accommodation enterprises is generally perceived as being mind boggling, dynamic, and profoundly fragmented. Progressively inn networks are contending straightforwardly with each other in similar areas. This is an eminent change for an industry dependent on explicit areas to constrain the risk of rivalry. All real inn networks are at present entering the Internet market of offers and correspondences. As associations are reliant on their surroundings for assets, they will endeavor to deal with their reliance by creating and looking after techniques. Inn gatherings are being compelled to pursue different parts by actualizing promoting methodologies, frequently dependent on item separation, development in new markets, high incentive for cash, or rising brands. Such procedures are planned and actualized inside the setting of ecological vulnerability and require a comprehension of industry structure and natural change.

The two clients and business can profit by advances in correspondence, reservations and visitor administrations frameworks. Innovation's most noteworthy effect can be seen on front desk where property the executives has stimulated throughout the years, the speed of administration, decreased work cost, improved exactness and modernized look and stream of hall. Purpose of offer one of the most significant method for rapid exchanges makes installment to the trader in return for products or administrations. Under the neighborliness business, the travel industry

providers like British Airways have begun applying internet business tasks in this manner enabling their clients to straightforwardly get to the reservations frameworks. The methodology and utilization of portable innovations have additionally affected the neighborliness business. It is presently workable for clients to see and pick different travel and the travel industry choices by surfing the web through their phones

All above mentioned statements and innovations are done as suggestion for our hoteliers. Launching expressed technologies for a hotel will gradually effect the increase of both tourism and visitors flow. And definitely it will improve service quality of our hotels.

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