

FINANCIAL TOOLS TO STIMULATE INNOVATION IN TOURISM ENTERPRISES

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Abstract. Innovation has become a key driver of competitiveness and sustainable development in the tourism sector, requiring adequate financial mechanisms to support modernization, digitalization, and service diversification. This paper examines financial tools that stimulate innovation in tourism enterprises and evaluates their role in enhancing operational efficiency and market performance. The study analyzes traditional and alternative financing instruments, including bank lending, state subsidies, tax incentives, venture capital, public-private partnerships, and grant programs. Special attention is given to their effectiveness in promoting technological upgrades, digital platforms, green tourism initiatives, and customer-oriented innovations. The findings indicate that a combination of public support measures and private investment significantly accelerates innovative activity and reduces financial risks for enterprises. The paper concludes with policy recommendations aimed at improving access to finance and creating a favorable institutional environment to foster sustainable innovation in tourism enterprises.

Keywords: international tourist arrivals, tourism enterprises, digital transformation, smart tourism technologies, service personalization.

1. Introduction

It can be seen that the need to develop theoretical and methodological foundations in the study of the financial mechanism for regulating innovative activities in tourism enterprises, to improve and develop the system of financial mechanisms for regulating innovative activities of tourism enterprises, predetermined the relevance, theoretical and practical significance of this dissertation work, its goals and objectives.

At the current stage of socio-economic development in Uzbekistan, attention is paid to creating a single information source using financial mechanisms to stimulate the development of tourism, establishing mutually beneficial relations between state agencies and market entities, training employees of tourism enterprises, setting requirements for service personnel, introducing international management standards, and sustainably increasing the quality and competitiveness of tourism services through economic and tax incentives. These tools are the most important market mechanisms for managing the development of the tourist complex of the region and serve as the basis for developing a concept for the development of tourism enterprises in the regions. This demonstrates the importance of studying the financial mechanisms for regulating the innovative activities of tourism enterprises in Uzbekistan and determines the relevance of the topic of scientific research aimed at solving the above-mentioned problems and tasks.

2. Literature review

In the theoretical aspects of innovative activity in tourism enterprises, and in the theoretical and methodological analysis of the problems of improving the general regulation of innovative activity in enterprises, foreign economists such as Anishik V.M., Agarkov A.P., Gareev R.R., Kokurin I.D., Druker P.F., Ilenkova S.D., Myasnikov M.V., Zavlin N.P., Porter M., Santo B., Tvis B., Fatkhutdinov R.A., Hamilton A., Schumpeter Y., Yashin S.N., made a great contribution. The scientific works of these scientists studied the economic content of the concept of innovative activity in tourism enterprises, types and methods of regulating innovative activity, as well as scientific and methodological works on many other general economic issues.

General aspects of issues related to financial mechanisms for regulating the innovative activities of tourism enterprises are covered in the works of Uzbek scientists and economists

M.R. Boltabayev, I.S. Tukhliyev, M.Q. Pardayev, J.R. Zaynalov, S.S. Aliyeva, B.Sh. Safarov, L.B. Navruz-zoda, A.A. Eshtayev and others. The theoretical foundations of the problems related to improving the financial mechanisms for regulating the innovative activities of enterprises in general, and tourism enterprises in particular, have not been sufficiently developed, and comprehensive scientific studies devoted to the priority areas of their implementation have not yet appeared in the special literature. This, in turn, served as the basis for choosing the topic of this scientific research, which is devoted to the issues of ensuring the financial mechanism of the strategy for innovative development of tourism entities.

3. Analysis and results

Financial instruments to stimulate the innovative activity of economic entities should operate within the framework of investment processes, their trends, forms, sectoral and territorial characteristics, or any investment process based on cash flows or financing should be carried out using financial instruments and be determined primarily by the level of efficiency of their use.

Innovation is one of the ways to increase the level of sustainable development of tourism. Sustainable innovative development is associated with the creation of conditions that allow improving the qualitative and quantitative indicators of the tourism sector. Yu.Yu. Shves in his scientific research believes that these conditions should be based on the competitive advantages of tourism in the country, which dynamically change under the influence of market trends, external and internal factors, adjusting the tree of goals in achieving the goals set within the acceptable limits of growth.

O.V. Chabanyuk conducted research on some aspects of the main directions of innovation. He explained this issue as follows, that is, it can be agreed that the main directions of innovation in the tourism sector are as follows.

- introduction of new tourist routes, release of new tourist and restaurant products, provision of new hotel services;

- application of new techniques and technologies;

- use of new tourism resources;

- application of new methods and ways of organizing the business process;

- opening of new directions and new trade markets, etc.

N.A. Chirsky and T.A. Khvagina indicate that at the present stage, tourism specialists should identify several main classification features of innovations in tourism, namely:

- origin of the idea (demand of potential tourists, new scientific and technical discoveries);

- form of innovation (changes in tourist products, tourist services, hotel infrastructure);

- scale of distribution (area, periphery, region, country, continent, world system);

- capital intensity (large, medium, insignificant).

According to him, when developing a unified innovation policy in the region, tourism innovations can be classified according to their economic, social, and environmental impact; according to the conditions of their implementation - real and potential; according to the time of implementation - short, medium, and long-term; according to the level of innovation - it is important to consider them as completely new, improved. In our opinion, the real effectiveness of innovative activities is manifested in the conditions of its operation, that is, it is not enough to simply produce a tourist product or service, it is necessary to actively and constantly develop innovation. It is in these conditions that innovation will give the desired results.

As noted above, innovative activity is a criterion for the innovative potential of an enterprise, on the basis of which goals are formed to assess the potential quality, capabilities and readiness of the enterprise to implement innovative changes in accordance with its needs, interests and goals. They focus on various aspects of regional tourism innovation. Based on the results of our research, we have drawn the following conclusions regarding regional criteria, paying attention to some aspects of the provision of innovative tourism products. According to it, the criteria for

innovative activity in the tourism sector include intensity, initiative and situational awareness. Therefore, if intensification is associated with quantitative and qualitatively increasing innovative changes at the level of a region or enterprise in the tourism sector, then initiative is considered as an impetus for innovation.

An innovation initiative can be raised by both state and local authorities, as well as by managers of tourist enterprises, local communities.

Uzbekistan's innovative activities should be aimed at increasing the country's tourist attractiveness by introducing new types of tourism and improving existing ones, creating conditions for the development of tourist infrastructure and new tourist centers. It is necessary to develop domestic and inbound tourism, conduct an effective marketing policy to improve the quality of accommodation and services in accordance with international requirements, introduce new information technologies, and create a single information resource for tourist zones in a modern format in different languages.

In turn, in relation to the tourism system, such components of the organizational system as innovation and investment are distinguished by their own characteristics. If investment, by definition, is an investment in capital not only for the reproduction of fixed assets, but also in current assets, financial instruments, and intangible assets, the use of which serves as the basis for innovation, then innovation is the process of introducing innovations in production, organizational, financial, scientific and technical, educational and other areas of activity, as well as any improvement that ensures or creates conditions for cost savings. The concept of a contract is fundamental in defining a financial instrument. The definition of a financial instrument refers only to contracts that lead to a change in financial assets, liabilities, or capital. The range of financial instruments used to achieve territorial development goals is very wide, therefore it includes all types of grants, interest rate discounts, loan benefits, tax incentives. Financial instruments are used to stimulate economic development in problem areas. The exact reasons for introducing certain benefits will become clearer when considering their intended purposes and their practical application.

Financial instruments are understood in domestic and foreign theory and practice as an investment, a means of acquiring and distributing capital (share value), a means of payment and a means of credit (or, in general, financial assets or liabilities). A financial instrument is any contract that simultaneously gives rise to a financial asset in one entity and a financial liability or equity instrument in another.

Based on the above definition, there are two types of characteristics that allow us to group one or another operation related to financial instruments: first, the operation must be based on financial assets and liabilities; second, the operation must be in the form of a contract. In particular, reserves, tangible and intangible assets, deferred expenses, advances received, etc. are not included in the definition of financial assets, therefore, although their ownership can potentially lead to cash flows, the right to receive certain financial assets in the future does not arise. As for the second characteristic, for example, relations with the state regarding tax debts cannot be considered as financial instruments, since these relations are not contractual in nature. Before giving a classification of financial instruments, we note that the above definition of an instrument can be interpreted very broadly through the concept of a contract. This is easy to see on the example of one of the most common contracts in the economy - a purchase and sale agreement.

Bearing in mind that financial instruments, by definition, are the essence of contracts, the following classification can be made (Figure 1).

The financial mechanism of innovative activity creates financial conditions for the creation of free funds that can be used to finance innovative activities. To implement innovative projects,

tourism enterprises must have a set of financial instruments and levers that allow them to attract not only their own resources, but also additional financial resources from external sources.

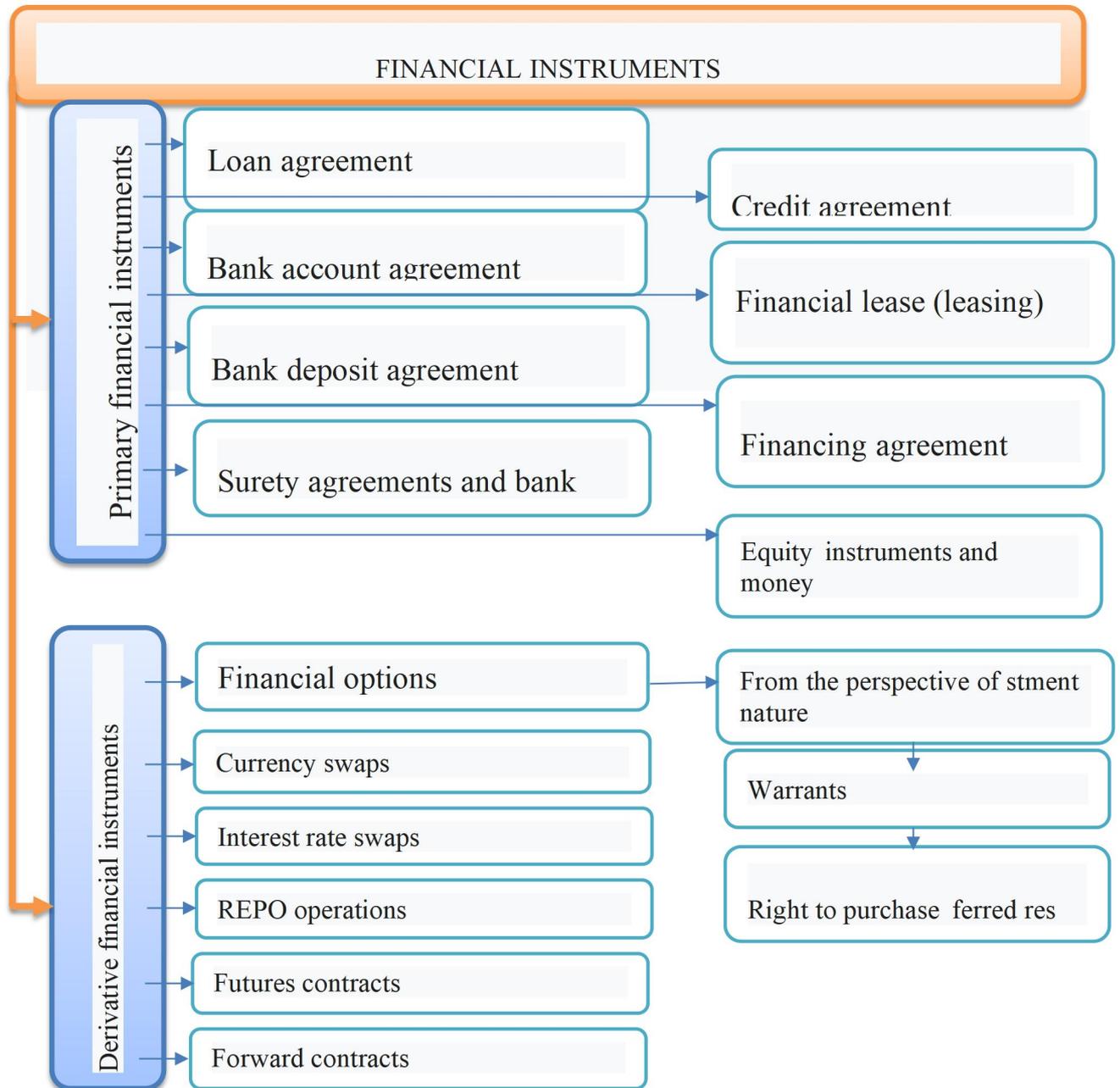


Figure 1. Classification of financial instruments

The most important financial instrument for the development of innovations is the attraction of funds from foreign investors, and the taxation system should help attract foreign investment for the implementation of innovative projects, the introduction of new technologies, and the production of innovative tourism products.

Attracting investments in the organization of the tourism industry is due to the fact that tourism is still a very free place where all the conditions for conducting a profitable business are created. World experience shows that investments in the tourism industry have a very high

profitability, where investments pay off in about five years and subsequently bring a stable profit of about 20% per year in foreign currency. Investments in tourism include investments not only in the field of tourist enterprises and the hotel business, which is the most popular area of investment activity in the industry, but also in various services related to the recreation sector. This is an investment in food facilities with national or local cuisine, trading enterprises selling various goods, souvenirs and other memorabilia, as well as an unlimited range of services provided to tourists, therefore this type of business is worthy of attention from the point of view of profitable investments.

The portfolio investment policy of tourism enterprises, as a rule, is associated with the expansion of the scope of their activities or with the processes of business diversification, which is a technology for the simultaneous development of several separate types of economic activity in order to change the strategic directions of the business and expand the range of products manufactured or services provided. Diversification through the sale of securities is actively used to reduce commercial risks in the event of a crisis, mitigate negative changes in sales of services, increase cash flow and the overall stability of the business activities of a tourism enterprise. Diversification in the tourism sector is often carried out through a conglomerate strategy, when the range of services can be expanded by producing services that are technologically unrelated to those produced and subsequently sold in new markets.

It should be noted that such a result will have a positive impact not only on the direct increase in the volume of all financial resources of economic entities concentrating capital, but also on the sustainable strengthening of the value indicators of the assets of these organizations in the financial market, since unincorporated firms, with a lack of financial resources to achieve their own mobilization, are forced to attract debt capital, carrying out the most risky credit operations against existing assets. In recent years, tax relations in the tourism sector have included elements of a tax mechanism that encourages the development of tourist and recreational special economic zones and tourist clusters. Tax incentives in tourism are provided in the form of tax incentives, reduced tax rates relative to basic taxes and fees, which constitute a significant tax burden for tourism firms.

As you know, our country has been closed to foreign and domestic tourists since March 16, 2020. As a result, more than 1.5 thousand tour operators and 1.2 thousand hotels have ceased their activities. Together with guides, national crafts, shrines and sanatoriums, catering, transport, etc., this has seriously affected the income of more than 250 thousand people. In Uzbekistan, due to the pandemic, we can see the extension of financial benefits and preferences granted until the end of 2020 until the end of 2021 to support the tourism sector, discounts on transport and hotel services for the population, and the mass organization of domestic tourism. We can see the composition of financial resources allocated from the extra-budgetary tourism support fund under the State Committee for Tourism Development of the Republic of Uzbekistan during the pandemic in Table 1.

As can be seen from the table, we can see that at the republic level, only in Andijan, Samarkand, Khorezm regions and Tashkent city, 858 million soums of loans were allocated for the type of tour operator activity, and 6,142.4 million soums of targeted interest-free loans were allocated for placement facilities at the republic level.

Table 1

Information on the targeted interest-free loan allocated from the Extra-budgetary Tourism Support Fund under the State Committee for Tourism Development of the Republic of Uzbekistan in July-September 2020

	The name of the regions	Allocated loan amount (million soums)	Number of employees
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		Placeme nt tools*	Turopr eator type of activity	Total	(maintained through allocated loan)
.	Republic of Karakalpakstan	321,5	-	321,5	70
.	Andijan region	-	15,3	15,3	8
.	Bukhara region	916,7	-	916,7	192
.	Jizzakh region	15,6	-	15,6	10
.	Namangan region	389,6	-	389,6	73
.	Navoi region	255,8	-	255,8	31
.	Samarkand region	466,5	265,9	732,4	189
.	Surkhandarya region	94,8	-	94,8	9
.	Kashkadarya region	64,7	-	64,7	14
0.	Fergana region	128,3	-	128,3	20
1.	Khorezm region	557,8	186,8	744,6	172
2.	Tashkent region	286,6	-	286,6	58
3.	Tashkent city	2644,5	390	3034,5	1175
	TOTAL:	6142,4	858	7000,4	2021

As a new financial instrument, we can consider crowdfunding, which literally means public financing (from the English "crowd" - public, "funding" - financing). In particular, in creating the conceptual foundations of innovative financing and crowdfunding, it is appropriate to cite the scientific works of foreign authors J. Blag, P. Kavitsa, R. Kleverlaan, N. Veron, G. Wolf, B. Zhang, R. Rau, M. Gray and others.

Researchers Ye. Gerber, S. Volodin, G. Zhirnov, R. Kadyrova, A. Mikryukov, T. Reshetnikova, A. Serebrennikova, M. Sanin consider crowdfunding from the perspective of the impact of the financing tool on certain sectors of the economy in order to explain how it works.

However, only a few researchers, for example, V.A. Kuznesov, have made proposals for regulating crowdfunding, which shows that this issue has not been sufficiently studied from the legal side.

The principle of operation of crowdfunding is used in all types of this category, that is, a person who needs funds to implement his project registers on the appropriate site, provides all the necessary information, undergoes appropriate checks, fills out his profile on the site,

describes the exact cost of the project and waits for investors who are ready to invest in it. To attract any source of funds, including your own, you will have to pay a certain fee. This fee is called the cost of capital. It is the amount of money paid for the use of a volume of financial resources, expressed as a percentage of this volume.

For some sources, it is not difficult to determine the cost of capital (for example, the interest rate on a bank loan), for others it is very difficult to make such an estimate.

Crowdfunding is one of the leading tools for financing and supporting innovative businesses in post-industrial countries, especially in the consumer market. There are also micro-businesses where the crowdfunding fundraising platform acts as a channel for advertising and selling financial or handmade products. Crowdfunding is rightfully considered one of the most popular and high-quality tools for financing and effectively supporting innovative business processes.

The collective financing of an innovative business project provides the opportunity for collective use of resources, which is crowdsourcing, which involves the transfer of certain production functions to a circle of individuals (based on a public offer, without an employment contract). It is worth noting that crowdfunding and crowdsourcing involve attracting financial resources via the Internet, and crowd technologies are an interesting and effective tool for solving innovative business problems.

The technology of crowdfunding of innovative products involves the placement of an innovative project by a crowdfunder (individual or legal entity) with a description of the idea, financial calculations and video support on a specialized platform. The best way to raise funds for tourism enterprises at the initial stage of development is pre-order crowdfunding. It is assumed that future customers will purchase an innovative product before the start of production. This model is characterized by limited sources of financing, since in 98% of cases informal investors make prepayments for goods.

Analysis of successful crowdfunding projects using the pre-order model showed that many crowdfunders who received funds do not meet the project deadline due to errors at the prototyping stage or incorrect financial calculations of the innovative idea.

Therefore, it is advisable to provide the platform with the opportunity to collectively discuss practical issues of implementing innovative products, while supporting communication with all investors. It is also necessary to organize constant transparent monitoring of the implementation of projects and inform investors.

4. Conclusions

The crowdfunding technology of the fund provides for the purchase of shares of the company and the right to receive dividends, participation in shareholder meetings and capitalization. Funds under the royalty model allow crowdfunding to receive income as part of the proceeds (a fixed percentage). The advantage of this type of crowdfunding is that they provide an opportunity for companies that are not yet listed on the stock exchange to raise funds as a convenient tool to start or expand their business. The number of shares or shares that can be sold by an innovative project is calculated in relation to the total value of the share in the authorized capital or part of the profit at the disposal of the company. The disadvantage of capital and royalty crowdfunding technologies is that there is no mechanism for redistributing shares when investors buy profits or cheap parts of shares.

Crowdfunding financing is carried out using an online payment system, bank cards, and instant bank transfers. To manage the funds received for an innovative project, the crowdfunding platform creates an internal account. Information about the transfer of investments is reflected in the crowdfunding profile. The platform automatically notifies the moderator about the financial transaction and allows you to track the amount received, account number, and investor information. After the project announcement period expires, the funds are transferred to the crowdfunding fund, and if 100% or more of the announced amount is collected, it takes an

average of 30 days. If it is not possible to collect the necessary funds within the specified time, the project participants are notified and the collected investments are returned to the investors' accounts. For each successful project, the platform receives a commission of 5 to 15% for providing content (2-10%) and for collecting payment systems (3-5%). After the financing is completed, the crowdfunding platform maintains an active web page, where information about the implementation of the idea is subsequently published and investor feedback is provided. Depending on the crowdfunding model, the innovator offers the investor a financial benefit or a final innovative product after the idea is completed. For crowdfunding to work effectively in Uzbekistan, it is necessary to improve the legislative framework using the experience of foreign countries.

The universal model of financing innovative products proposed by economists using crowdfunding mechanisms allows attracting financial resources from informal and professional investors for the implementation of creative innovative projects, helps reduce transaction costs for investment management, ensures the implementation of innovative projects and their introduction to the Uzbek and international markets.

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