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THE ROLE OF INNOVATION IN TOURISM INDUSTRY DEVELOPMENT

Karine Petrosian, student

Radul Makoviei, Senior lecturer

O. M. Beketov National University of Urban Economy in Kharkiv

How can we define the term «tourism»?

Tourism is the business of providing services such as accommodation, entertainment, transport, promotion and management.

Tourism is one of the most important service industries. This industry requires modern methods for customer service. Innovations in the tourism industry are mainly set one's sights on the formation of a new tourist product. The introduction of innovations will improve the competitiveness of tourism organizations and the industry as a whole. Creation of innovations in tourism will increase the growth of consumer demand in the market of tourist services. For developing of the tourism industry should be created new tourist routes, products, services.

Tourism industry should use the attainment of science, IT-technologies, the introduction of which will increase the employment of the population, increase the socio-economic development and tourist attractiveness of the country and regions. For obtaining innovations in tourism industry should occur changes in other industries such as economics, IT-technology. For example, to deny the old habit of booking a tour by fax and switch to an on-line booking system that allows you to receive instant confirmation of the tour.

The following categories that determine the degree of innovative development of tourism:

- market competition;
- the level of development of science, political and economic stability;
- personnel;
- resources (natural, industrial, financial, scientific and technical, technological, infrastructure) [1].

To build an effective innovation development methodology, it is necessary to evaluate the whole range of indicators related to the service sector, taking into account the historical and local conditions for the development of a particular

tourist destination, conduct a comprehensive analysis of the state of tourism resources, and classify innovations in tourism [2].

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DECEIT VERIFICATION IN BUSINESS COMMUNICATION

Viktoriya Petruk, student

Natalya Naumova, Associate Professor, Research Advisor
Zaporizhzhia National University

Lies have no nationality, over time it has become internationally. Not all lies are harmless - in most cases even a small lie in business communication between people can create big problems. Building a good dealing on deception is very problematic, so managers need to know how to recognize a partner's lie. Before blaming a person for lying, it is necessary to know how he behaves in a normal situation. Then closely monitor his facial expression, movements and character of speech. Liars can betray: frequent pauses in conversation, use of repetitions, asymmetry of facial muscles, rapid change of emotions, active use of gestures. The following methods which will be describing are the most effective according to experts in business communication.

Firstly, it is worth mentioning the dry throat. If a conversation without strong emotions and suddenly notice that interlocutor begins to swallow spit and lick his lips on the next specific and direct question. This may indicate that it is a lie. When a person lies, he may have fear. If the fear is intense enough, there will be an adrenaline rush, at which a person's throat will dry up. It is important to understand that this is only the body's reaction to the emotion of fear, which in certain conditions can be a sign of lies. However context is important. For example: it is clear that if a subordinate is afraid of his boss, then such signs may appear, even when he is telling the truth.

Secondly, disconnect is to be pointed out. During conversation it is noticed that the person has disconnect reaction to specific question: interlocutor closed his eyes for half a second. It is important not to confuse it with a banal blinking of the eyes. If there is uncertainty, translate the topic, ask other neutral questions. And then go back to the topic. If the reaction continues, it is likely that it is lying. Thus, a person tries to close eyes disconnect on a hot issue.

Thirdly, a sharp change in the position of the head. If a person suddenly moves his head when asking him a direct question, he may be lying about something. In such cases, the head leans back or lifts up, leans forward or leans to the side. This often happens right before a person has to answer a question.