

INNOVATIVE DEVELOPMENT OF THE TOURISM INDUSTRY

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Tourism innovations are versatile organizational and management innovations that consist in targeted changes made at different levels of the tourism industry. These include the legal support of tourism projects, the ability to organize new types of tourism activities, the creation of radically new tourism products and travel goods, information and advertising support for tourist demand, which includes modern technologies. The main efforts to develop innovations in tourism are aimed at increasing the competitiveness of enterprises, as well as at significant improvement of tourist services.

The innovation process is the gradual acceptance of innovations in tourism. Innovative processes in the tourism industry are usually defined by improving customer services and by investing in Information and communication technology (ICTs). Tourism companies cooperate with developing countries and their attractiveness on the international tourism market as well as with communication of the image concept. New technologies facilitate the availability of tourism services by offering customer-friendly services.

For example, in the field of restaurant tourism, restaurants are beginning to experiment with specialization, specifically to focus on style, introduce additional services, cooperate, organize shows and workshops, and actively engage the media, etc. The event tourism is growing in scale when one-time or large-scale international events are carried out on a periodic basis, namely: festivals, shows, artists' festivals, fairs, concerts, competitions, congresses, etc.

One of the most promising directions in the development of tourism and all related areas of activity is the creation of centers based on natural, historical and cultural monuments. Particularly interesting in this regard are the museums with monuments located in national parks, reserves and wildlife preserves. Open-air museums can include original and reconstructed archaeological, historical and ethnographic groups of objects. These include common dwellings, household and industrial buildings, sanctuaries and places of worship, shopping areas, fortifications, docks, etc.

The levers of state influence on the innovative activities of tourism organizations are the provision of tax incentives to innovatively active organizations, the implementation of special scientific and technical, tax and credit and financial policies. In addition, there are the creation of favorable conditions for attracting domestic and foreign investment in the tourism industry, the improvement of depreciation policy, the establishment of priority areas development of science.

Modern views on innovation in tourism based on changes in society, which is under the influence of globalization processes has transformed into a “consumer society” and becomes the customer of new services. The number of such customers is increasing each year. Therefore, people also need to constantly transform tourism enterprises. To ensure those innovation processes, it is expedient to apply the symbiosis of traditional and contemporary sections which includes: innovation focused on customer service; developing highly innovative tourism products; the introduction of specific innovative marketing policies; management of companies’ innovation; direction of their activities towards cooperation with other representatives of the tourism industry at the local, regional and state levels. Tourism enterprises are becoming on a large scale subject to the influence of environmental factors, and internal factors experience adaptation.

In a market economy, tourism organizations are all aware of the need to develop new products and services and the associated benefits. Determining the future profit gained from a new tourism product is the task of innovation management. Innovation management is a combination of various functions. The main tasks of innovation management are to study the state of the sphere of economic activity and economic systems implementing innovations; study of the very specifics of the innovation process. The forms of introduction of innovations can be different; experts subdivide them into evolutionary and radical. These include preserving and updating existing functions, regrouping the constituent parts of the system, changing the elements of the existing system.

As the result, the innovative development of the tourism industry is a complex process that involves both citizens, consumers of services and government authorities, as well as travel companies and enterprises of the tourism industry, whose activities are regulated by regulatory legal acts in the field of tourism and innovation. To build an effective methodology for the innovative development of tourism, it is necessary to assess the entire range of indicators related to the service sector, taking into account the historical and local conditions for the development of a particular tourist destination, to conduct a comprehensive analysis of the state of tourist resources, as well as to classify innovations in tourism.

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