

## **INNOVATIONS IN TOURISM**

According to the statistics of the World Tourism Organization, tourism accounts for 10 % of gross national product, 7 % of total investment, 5 % of all tax revenues. At the present stage of development of tourist activity the formation and effective implementation of the system of innovation management is essential. Despite the difficult economic situation of most tourism enterprises, in modern conditions there is a tendency to increase their innovation activity, especially in the field of technological innovation.

In today's competitive environment in the market of tourist services, the long-term success of the company is inextricably linked with its ability to continuously innovate [1].

The development of modern tourism largely depends on the development and implementation of innovative technologies aimed at improving customer service and expanding service tourism opportunities.

In a market economy, all tourism organizations are aware of the need to develop new goods and services which will be different than the goods and services of competitors, and the associated benefits. It is the timely entry of a new product into the market that can attract new customers and ensure the growth of the main performance indicators of economic activity of the enterprise.

Successful tourism innovators prove with their experience that today the creation and implementation of a new one is a condition for survival in the fiercest competition between travel agencies [3].

A deep understanding of the essence of innovation allows to use new methods of tourism, new technologies to serve travelers and ahead of competitors.

The main directions of innovative activity of tourism organizations are:

- using of new equipment and technologies in the provision of traditional services;
- introduction of new services with new properties;
- using of new tourist resources that have not been used before;
- changes in the organization of production and consumption of traditional tourist services;
- identification and use of new markets for tourist services and goods.

The specifics of innovation in tourism is determined by:

- 1) using of advanced information technologies in the provision of traditional transport, hotel and other services;
- 2) filling with new properties of traditional services and introduction of new services;
- 3) development of new tourist resources;

4) using of modern forms of organizational and managerial activities in the field of production and consumption of traditional tourism services;

5) identification and use of new markets for tourist services and goods [5].

The Ukrainian tourism business has the following characteristics:

– intensification of competition;

– need to restrain the departure of citizens of Ukraine to places of rest, similar in terms to domestic regions;

– harmonious combination of attractive conditions of rest and travels for full satisfaction of needs of the most exacting tourists;

– transition from a supply economy to a demand economy.

Today, these technologies are mainly computerized, globalized and the transition to electronics. E-business opens up great opportunities for development for any enterprise. This is a new form of market relations based on the use of the latest telecommunications technologies and the Internet. This trading system is acceptable for both the buyer and the seller. But the main thing is that tourism has an important advantage over other sectors of e-commerce – its consumer receives the goods directly at the place of its production, in the tourist center [2].

Today in the tourism industry are widely used innovative technologies – electronic booking programs and tours. The appearance of a new program of this type allowed not only to reduce the cost of communication, but also gave the opportunity to work to all participants in the tourism market as a single office.

For example, the most popular programs in the world are Galileo, Amadeus, Saber, Worldspan and many others. Amadeus is the leading transaction processor for the global tourism and airline industry.

It is advisable to identify the following types of innovative technologies in the field of tourism:

– in the field of novelty: new for the industry, new for the country, new for the world, new for the company;

– by content: organizational and managerial, informational, technological, technical;

– by cause of occurrence: reactive and strategic;

– by potential: radical and modifying [4].

Based on the classification of innovations proposed by J. Schumpeter, we can give such a classification of innovations in tourism by object of application.

1. Introduction of new products and products with new properties. Development of a new tour, a new excursion route, a new direction of travel (for example, tours to Antarctica). Offer new services (for example, wellness services in hotels).

2. Use of new raw materials. Development of non-traditional objects of display (for example, industrial and dig-tourism (stalking), military tourism). Construction of new infrastructure facilities (for example, for extreme sports). Market offer of a new event (for example, a festival).

3. Use of new equipment, technological processes. Electronic hotel reservation systems, electronic ticketing systems, integrated hotel infrastructure management

systems, Internet advertising, e-commerce (on the Internet), for example, the creation of virtual tour agencies.

4.Changes in the organization of production and its logistics. Development of integrated hotel chains, using of hotel management systems under contract, using of computer client databases, CRM-Systems.

5.The emergence of new markets. Access to new geographic markets; development of special tours and services for certain groups of consumers (for example, people with disabilities), etc.

Innovative technologies in the tourism industry are a requirement of the time, which allows not only to improve the quality of services, but also to rationally use all available resources for both tourists and tourism business owners. With the development of scientific and technological progress, innovative technologies in the tourism industry will develop, which allow to open new opportunities for innovators and make tourism accessible to different categories of the population.

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