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The role of innovations in the development of tourism

Tourism activity is a strategically important and priority branch of the national economy, which gives it huge opportunities for the development of innovations.

Innovations are innovations in various spheres of human activity, including in the social sphere, that is, in enterprises that provide services to the population [2].

On the one hand, innovative processes have their own, specific features, on the other hand, they are subject to the general patterns of economic development. This also applies to tourism.

Tourism business is related to various forms and methods of organizing recreation, travel, and cultural leisure. Its development is possible only taking into account the introduction of new ideas, improvement of the production processes of goods and services, expansion of their assortment.

Since various innovations are introduced in tourism every day, the study of innovation processes and the reasons for the emergence of innovations has a practical scientific interest.

Tourism business is an activity, the result of which is a set of various goods and services (transportation, accommodation, food, entertainment, etc.) that are provided to temporary visitors.

Tourism develops dynamically and is the initiator of the introduction of various innovations, it constantly changes the forms and methods of offering and providing services, and develops new opportunities.

In the tourism business, the beginning of the innovation cycle occurs from the moment of the formation of the idea of opening a new direction of travel, the formation of a new tourist product or making changes to the existing one, the introduction of new technologies or communications. The target direction of the product is formed, analyzed, determined with an orientation to a specific consumer, its approximate content.

After creating and developing the idea of the future product, the possibilities of implementing it in practice are analyzed, there is a search and selection of suppliers and partners, planning of basic and additional services, transportation, medical insurance, etc.

Next, an experiment is carried out, product testing: presentation, trial sales, demand and competitiveness assessment. All this is a period of creating innovation.

The next stage of the innovation cycle in tourism is a set of activities aimed at promoting the tourist product and introducing it to the market, implementation and commercialization (advertisements, direct marketing, sales promotion, etc.). At this stage, a sales management system is created, which includes employee incentives.

The innovation cycle in tourism ends when other subjects of this market begin to actively use this innovation in their activities.

In innovative activity, this business is based on the foundation of accumulated knowledge. The economic situation in the state, the social condition of the population, national legislation, intergovernmental and international agreements significantly influence the implementation of innovations here.

The motives and reasons for the emergence of innovations in tourism in each state are different. However, several characteristic features can be distinguished: growing needs of the population in tourist services; saturation of many basic travel directions; danger of losing the market quota in inbound tourism; increased competition, increased supply of standardized global products; the need to restrain the departure of the population to areas that are similar in terms of conditions to the regions of one's own country (nature, culture, climate), etc. [3-5].

One of the main methods of attracting consumers and increasing tourism income is to offer the consumer a new product. In the tourism industry, this product can be a new route or a place of rest. At the same time, almost every agency has a fear of being the first to use innovations, to improve the mechanism of working with the client.

Because innovation carries a certain level of risk. Consider, for example, such an effective and profitable innovation as booking tours through an online service, it saves time, and also speeds up the processing of the application and confirmation of the selected tour.

Not all customers like this service, not everyone uses it, but nevertheless the industry is being automated. Periodically, the tour operator introduces new innovations, because in order to interest the consumer, it is necessary to attract his attention. Innovation plays an important role in attracting tourists.

Various factors influence the development of innovative activities of tourist enterprises: economic and technological - insufficient funds for financing, weak material and technical base, outdated technology, etc.; political and legal - instability in politics, restrictions in legislation, etc.; organizational and managerial - focus on short-term payback, dominance of vertical information flows, etc.; socio-psychological and cultural - resistance to the new, fear of uncertainty [1].

These factors are influenced by the state of the external and internal environment, so their analysis during the organization of innovative activities at the tourist enterprise should be carried out constantly. The development of innovative activities, both in the tourism business and in other spheres and branches of business, contributes to the growth of economic efficiency.

Therefore, innovations in tourism activities are systemic measures that have a qualitative novelty that lead to positive changes in this field. The innovation process receives its recognition, on the one hand, through the tourist market and the degree of consumer satisfaction, and on the other hand, through the adoption of joint decisions by tourism enterprises and management bodies of different levels.

The development of society is possible only under the condition of constant renewal in various spheres of life. The main tool of this renewal is innovation.

An innovative project in the field of tourism, which is actively implemented, can be called agrarian tourism, which involves the use of agricultural, natural, cultural-historical and other resources of the countryside for the formation of a tourist product that is relevant for the consumer.

Another one of the current areas of innovative tourist activity is event tourism. It involves visiting the area at a specific time when a significant, extraordinary, bright event is taking place (Eurovision, festivals, fairs, etc.).

So, innovations in tourism make it possible to solve a number of tasks today. They are connected both with the growth of the level of satisfaction of the cultural needs of the population of our country, and with the formation of conditions for the development of innovative forms of small business, with the involvement of young people in innovative activities, etc.

Literature:

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Роль ефективності молочного скотарства в продовольчому забезпеченні країни

Молочне скотарство у складі сільського господарства посідає особливе місце та значною мірою визначає економічну ефективність сільськогосподарського виробництва та продовольче забезпечення національного господарства. Тривалий диспаритет цін на промислові та сільськогосподарські товари, зниження рівня забезпеченості кормами та неповне дотримання технологічних процесів у молочному скотарстві, а також монополізм переробної промисловості та інші фактори зумовили кризові явища в галузі.

Стан та динаміка розвитку молочного скотарства веде до деградації галузі, робить нашу країну залежною від імпорту продукції тваринництва та формує продовольчу небезпеку. Тому варто розробити програму стабілізації та відновлення економічного зростання молочного скотарства, створити необхідні організаційні, економічні та технологічні передумови для відродження та подальшого розвитку галузі та впровадження інтенсивних

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