

# **DIRECTIONS OF IMPLEMENTATION OF INNOVATIONS IN THE DEVELOPMENT OF TOURISM ACTIVITIES**

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At the present stage of development of international economic relations, all spheres of the world economy (including the global market of tourist services) have been covered by globalization processes that have important consequences. There is an increase in the level of integration of tourism industries and individual enterprises of different countries, on the one hand, and an aggravation of competition between countries for the distribution of tourist flows, on the other. The shares of tourist products in both the structure of gross domestic product (primarily developed countries) and the structure of consumption are growing significantly. In turn, the formation of diversified needs and consumer demand leads to the creation of innovative tourist products.

It is worth noting that innovations in tourism are largely determined by the specifics of this industry, which cannot function independently, but depends on many related industries and interrelated areas of activity, namely: hotel and restaurant management, transport, entertainment infrastructure, specialized marketing companies, informative and technical support, etc. Thus, radical innovative changes in tourism in the late XX century and early XXI century. They occurred under the influence of the intensive development of new information technologies, which made it possible to introduce electronic commerce in the tourism sector according to a simplified scheme and, consequently, more effectively promote tourist products to the market, influence not only the sales volumes of certain tourist products, but also provide new opportunities to have complete up-to-date information about a certain destination, place of residence, transportation conditions, etc.

However, the specifics of innovations in tourism activities also depend on macrofactors (such as political and economic stability in the country, the level of income of the population, the legislative framework, intergovernmental and international agreements, etc.) and mesofactors (in particular, the availability of natural and recreational resources, favorable environmental conditions, etc.). After all, each subject of tourism business operates in a specific market environment, characterized by a certain system of relations and its features [1, p. 30]. These objective and subjective operating conditions are rapidly changing, which requires constant monitoring with subsequent analysis / evaluation of the mega-, macro-, meso-, micro – and internal environment of the tourism enterprise, as well as the tourism industry as a whole.

The main factors contributing to the creation, development and introduction of innovations in the activities of tourist enterprises, scientists and practitioners consider the following:

- growing interest and needs of the population in obtaining new knowledge and impressions from traveling, getting acquainted with the culture of peoples and historical places of other countries;
- increased competition, an increase in offers of standardized tourist products and a richness of classic and traditional destinations, which encourages tourists to search for new places;
- the need to restrain the departure of their own citizens abroad and reorient them to domestic destinations that are similar in conditions (nature, culture, climate), as well as create a domestic competitive tourist product;
- the need to develop inbound tourism as a promising innovative factor of an individual territory and the country as a whole;

- creation of individualized forms of tourist consumption and the need to create conditions to meet the needs of individual tourists;
- transition from the supply economy to the demand economy, from the product economy to the impression economy, and so on.

Tourism today is a dynamic industry. New markets in tourism industry are constantly being developed. The regulatory framework is being improved the introduction of updated information technologies and modern forms of organizational and managerial activities, the use of virtual tourist and excursion services, etc. [2, p. 204]. Therefore, the competitiveness of tourist enterprises largely depends on the introduction of innovations at any level of the business environment-enterprises, destinations or the state.

Taking into account the above, it is necessary to study the external factors of innovation introduction in the activities of tourist enterprises, determine the types and components of innovations in tourism, as well as generalize and systematize them. Thus, the mega-environment of tourism is a driving force in the process of introducing innovations at Ukrainian enterprises, modernizing and actively developing their international tourism activities. In other words, as a necessary attribute of market relations in the process of economic globalization, megafactors largely orient tourism entities of all these levels to successful and promising work. In addition, the market model of the economy determines the need to introduce innovative and improved organizational and economic mechanisms for the development of international tourism, which is associated with the intensification of this industry, increased competition in the world market, the development of new organizational forms of international tourism, increased capital mobility, expanding the boundaries of markets and business contacts, and so on.

At the macro level, the presence or absence of appropriate economic-organizational, technological-informational, socio-cultural and infrastructure conditions also affects the pace of development of tourism activities, and therefore requires constant updating and innovative influence to ensure sustainable development, stability and competitiveness of tourism [3, p. 67]. In particular, the use of innovative systems of economic regulation makes it possible to stabilize such economic factors as the level of inflation, the exchange rate, the state of the market of goods and services, stimulates the development of investment and innovation activities, increasing the level of income of the population, as well as the accumulation of capital for their own needs, including for travel.

The priority area of innovation activity in the economy, which can have an unconditional positive impact on tourism, is the creation of an innovative business model that will ensure the economic security of the state and the balance of its development due to the correct selection of appropriate projects and taking into account the optimal conditions for their implementation by forecasting financial indicators. Modeling of the most important indicators of innovation and investment activity of the enterprise (as an element of this business model) contributes to the choice of priority management decisions and the implementation of tasks for managing the development of innovatively active tourist services in the market. This model will allow enterprises to deepen their specialization, distribute internal risks, increase the generation of innovations, and so on.

A stable political situation in the country is the key to the success of international relations with other states, and cooperation with international associations has a positive impact on the overall development of tourism activities [4, p. 782]. As a result, the latest methods of work are introduced, quantitative and qualitative indicators are improved, the geography of travel is expanded, new modern information technologies are used, and the formation of innovative infrastructure becomes more attractive for both domestic and foreign consumers.

Improving regulatory legal acts and mechanisms for their implementation will improve the investment attractiveness of tourist destinations for investors, contribute to the development of the infrastructure of the innovation process, information support for the development of small related businesses, and so on. Perhaps the most important factor influencing the attraction of investment, both foreign and domestic, is tax incentives.

The most common forms of tax incentives are the differentiation of tax rates depending on the socio-economic significance of the industry and its products, full or partial exemption of business entities from paying taxes, providing them with benefits, narrowing the tax base, providing tax holidays

and other forms of incentives [5, p. 249]. Scientific and technical developments and inventions are the use of new knowledge for the purpose of their practical application, and scientific and technical innovations are the materialization of new ideas and knowledge, inventions and scientific developments in the production process in order to implement them to meet the relevant needs of consumers.

A mandatory requirement for technical innovations is utility, simplified automated work for tourist enterprises, the possibility of production use and commercial implementation, improved or fundamentally new material and technical support. Socio-demographic innovations that determine the material and social status of the population, the level of education, the duration of vacation, professional employment, etc. Are also important factors that will influence the development of the tourism market in the future. The main goal of developing such innovations is to promote the improvement of the population, ensure an appropriate level of education and culture, encourage the search for new knowledge and impressions, form spiritual and moral values, and so on. Changing the age and social structure of the population requires innovative tourism programs and reorientation to a new segment of the target audience. This trend, caused by the general rate of population aging, contributes to the unification and differentiation of tastes and wishes of customers.

The geographical direction of innovative development involves the study of new destinations, which will allow expanding the range of tourist routes, looking for alternative new natural resources, promoting and implementing domestic tourist attractive places, etc. [6]. It is known that tourism as a branch of the economy is a constant and rather intensive user of natural resources. However, the tourism industry not only makes extensive use of natural resources, but also pollutes the environment. Therefore, further development of tourism is generally possible only on the way of its greening. Environmental issues should be integrated into the economic sphere of tourism activities, that is, it is necessary to develop such economic levers that will ensure the restoration of the state of destinations and ecological balance.

Thus, the introduction of innovative programs will improve the mechanism of environmental policy implementation at the state level, expand and strengthen the environmental monitoring system based on the existing network of observations of the state of environmental components and restore ecological balance [7, p. 92].

We have also systematized innovations at the meso level as those that are of key importance for the development and implementation of regional policy, including in the field of tourism. In turn, the implementation of this policy can turn tourism into a kind of lever for overcoming the uneven economic development of individual territories. The main means of implementing a long-term strategy of regional policy in the field of tourism is the creation of innovative regional programs for the tourism development of individual districts and regions and programs for the development of cluster systems. Together with the regional policy, it is necessary to carry out investment activities that should have a specific regional direction, that is, to stimulate revenues, capital investments in regional facilities, infrastructure, reconstruction and construction of modern tourist complexes, sanatoriums, hotels that must meet international requirements and standards, the creation of tourist centers, etc.

At the same time, the improved legislative framework of the regions should become a guarantor for foreign and domestic investors, support and coordinate the reliability of invested funds [8, p. 51]. Innovative activities of regional policy are also aimed at creating a favorable image of the regions in the field of providing recreational and tourist services, developing new tours that should take into account the ethno-cultural, geopolitical, and environmental factors of tourist regions. The meso level also includes coordination of the activities of tourist enterprises in regional markets, so relations with local authorities, established cooperation with partners and employees of branches play an important role in the development of destinations and the formation of high-quality innovative goods in general. Thus, cooperation with local authorities can significantly improve and simplify work with intermediaries (hotel and restaurant companies, transport organizations and leisure companies, etc.), which directly form a tourist package of services and influence the creation of domestic tourist routes and the development of the tourist region as a whole. A well-established scheme with branches and intermediaries, the creation of innovative work schemes makes it possible to widely cover the territory of consumers and implement tourist services more efficiently.

So, the active development of tourism entrepreneurship depends on the implementation of adopted state programs for the development of Tourism and the availability of a legislative framework that encourages and supports mechanisms for financing and investing in the industry [9, p. 152]. In addition, for the successful development of tourism, it is necessary to ensure its rational planning and effective management at the level of direct factors, which include, in particular, suppliers, partners, government agencies, consumers, competitors who directly affect the operations of the enterprise.

The analysis of innovations in the microenvironment of tourist enterprises' activities began with the consideration of competition, which manifests itself in the features of interaction between tourist enterprises in the relevant market segments, characterizes the degree of development of market relations, since it is competition that is the driving force of market processes. The competitive environment forms criteria for the quality of a tourist product, determining the volume and conditions of sale, prices, advertising methods, sales promotion, and so on.

Competition in the tourist market can be considered both at the macro and micro levels. At the macro level, it is represented by the competition of states to attract the largest number of tourists, which will provide them with significant incomes [10, p. 189]. Therefore, the use of innovative management methods, the production of innovative goods, access to new sales markets, the use of new marketing methods and market strategies is a necessity, since it allows you to be differentiated from others, and therefore resist in competition.

So, the study of innovative methods of competitors allows you to assess the level of development of each subsystem and concentrate management efforts on the most priority area, use a full set of innovative strategic opportunities, determine priorities in development in accordance with the goals set, reflect the sequence of planning and management in order to effectively function in the market. The consumer of travel services is considered as a person who has his own goals and a scale of values, so the current market trend is focused specifically on the consumer as a potential customer who provides the company with profit. Predicting future tastes and preferences of customers is the first necessity for marketers. The information obtained allows you to analyze the needs and interests of a given product or service. So, marketing research allows us to identify some characteristic indicators that can be used to model the process of forming demand for tourist services.

So, the consumer's expectations are based on their own experience, recommendations from sellers, friends, and other information sources. Given that modern consumers have significant access to new knowledge and any information, are more educated and demanding, it is worth creating innovations that will meet the needs of the consumer, provide them with new experiences and provide an opportunity to get new experiences. It is also worth noting that innovations in tourism can cover both the full range of services that form a tourist product, and concentrate on one of its components. However, other components may remain unchanged. After all, a tourist enterprise is dependent on many related industries, so the quality of a tourist product is determined by the professionalism of all the partners involved, who also need to introduce innovations.

Innovations in tourist transport services involve the introduction of a new or improvement of an existing technology for transporting tourists. In the field of tourist transport services, it is also possible to distinguish technical and technological innovations that relate to technical and technological improvements in the process of transporting tourists. These may include innovations related to the modernization of vehicles and their maintenance systems, the introduction of fuel and energy – saving technologies in transport, and so on.

Innovations in transport process management may consist in improving the management structures of transport enterprises and organizations, their work and cooperation with travel companies. Innovations in the informatization of the transport process relate to the improvement of systems for collecting and processing road information, in particular, booking tickets in the online system, managing the transportation process in real time using navigation systems, which will reduce the number of traffic jams on the roads, etc. [11, p.632].

The hotel and restaurant industry also needs innovative activities aimed at constantly improving the quality of work, improving service, improving the conditions of stay of tourists, introducing innovative automated programs that allow you to instantly book a room, table online in a restaurant, and so on. Working with intermediaries requires a specific and well-established organizational work, as

this determines the company's image and retention of regular customers. The effectiveness of a tour operator's work with a travel agent is determined by the number of services sold, so the introduction of innovative offers is a fundamentally important tool for motivation and reliable cooperation. In particular, the loyalty system offers new services, professional trainings and seminars, participation in information tours, interest payment, bonus system, etc., and allows you to distribute your product to a wider range of intermediaries.

The growth of internal and external competition increases the importance of innovation and changes in organizations (enterprises, associations, etc.), the implementation of which in the form of new technologies and products (services) provides the necessary level of economic stability of business entities [12, p. 35]. The entry of travel agents into the association gives travel operators additional reasons to feel insured against poorly provided services and unreliability of the travel agent regarding cooperation.

The next important determinant of innovation activity is the internal environment of a tourist enterprise, which forms the conditions for its functioning. The need to improve its efficiency actualizes the need to solve problems related to the goals and structure, technology of providing services, personnel, finances, adaptation of a tourist enterprise to changes in the external environment, etc.

The development and use of the mechanism of interaction between the external and internal environment of the functioning of tourist enterprises is associated with the mobilization and effective use of tourist resources by building an effective management system, where the main functions are organization, planning, motivation and control. Achieving more effective performance requires the development of new models, methods and approaches.

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