

DOES THE TOURIST INDUSTRY NEED INNOVATION

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The founder of the theory of innovation is usually considered with the Austrian scientist Josef Schumpeter, who is first introduced into science the terms “innovation” and “innovation process” in the early twentieth century. He defined the concept of “innovation” as a scientific category that is constantly evolving, as a change in technology and management, new combinations of equipment and technology, the use of resources, the creation of new products. The scientist believed that innovation is a historical phenomenon that causes an irreversible change in the production of goods. If instead of changing the magnitude of the factors, we change the function of production, we will have innovation [4, p. 13].

The works of domestic and foreign scientists indicate the existence of different approaches to determining the nature and content of innovations. Quite often they are considered as a certain result of purposeful activity – in the form of material products, technologies, methodologies, etc. This interpretation of innovations is enshrined in the Law of Ukraine “On Innovation”, Article 1 of which states: “innovations – newly created (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of production, administrative, commercial or other nature that significantly improves the structure and quality of production and (or) social sphere” [3].

Often, along with the term “innovation” can be found such a concept as “innovation”, “innovation”. It should be noted that the term innovation comes from the Latin “innovation” – renewal, change [1, p. 406]. Opinions of scholars on the interpretation of these concepts are divided: some consider them synonymous, others – different concepts.

Based on the views of domestic and foreign scientists, we can conclude that the concepts of “innovation” and “innovation” are synonymous and should not be separated into separate categories.

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

Innovations in tourism are a comprehensive organizational and managerial innovation that consists of targeted changes that are made at different levels of the

tourism industry. These include: legal support of tourist projects, organization of new types of tourist activities, creation of completely new tourist products and goods for travel, information and advertising support of tourist demand, which includes modern technologies.

Significant efforts in the development of innovations in the tourism sector are aimed at increasing the competitiveness of tourism businesses and improving tourism services. The non-competitiveness of the country's tourism industry is due to the obsolescence of material and technical base, insufficient development of infrastructure and qualified personnel, the orientation of tour operators on outbound tourism; environmental problems. World experience shows that the widespread use of innovations can lead to the creation of competitive tourism goods and services in national and international markets. Innovations in tourism include innovations characterized by the restoration of physical and spiritual strength of the consumer; qualitative changes in the tourist product; development of tourist infrastructure, processes of formation and positioning of tourist goods and services; changes in factors of production [2].

Modern tourism largely depends on the development and implementation of something new, namely to improve customer service and expand tourism opportunities. Therefore, successful tourism innovators prove by their experience that the creation and implementation of innovations is the key to survival in the competition for tourists in today's conditions.

References

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