

## INNOVATIVE DIRECTIONS OF DEVELOPMENT OF MANAGEMENT AND TOURISM IN UKRAINE

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Marketing innovations make it possible to cover the needs of target consumers or attract customers not covered for a given period of time.

Innovation as a process or as a product can become one of the main articles of the enterprise's income, affecting profit growth.

The introduction of innovative management in the tourism sector is one of the main success factors for enterprises in this field, which is carried out, as a rule, at the highest level of management of a tourism company, the main purpose of which should be to determine the main areas of scientific, technical and industrial activity of the enterprise.

Innovative technologies determine the creation of the necessary conditions for the sustainable development of tourism enterprises, aimed at ensuring the competitiveness of tourism services at the level of international standards. Therefore, the development and implementation of an innovative tourism product, the use of information technology in its formation and services for tourists, the use of new information technologies in the development, promotion and sale of tours, the formation of knowledge about the latest mechanisms and methods for managing international and domestic tourism enterprises are key factors for success and competitiveness of domestic tourism enterprises.

The modern tourism industry is progressing rapidly. Its development contributes to the active economic growth of many countries of the world. However, the development of the tourism industry in a particular country is significantly influenced by global tourism trends. Today, tourism has become an independent sector of the economy. The development of the tourism industry contributes to increased budget revenues, the creation of new jobs, the development of infrastructure, the construction of new tourist facilities, the strengthening of the protection and reconstruction of existing historical and cultural monuments, and the protection of nature.

Particular attention is always paid to foreign tourism, and Ukraine is no exception. It is necessary to create a whole range of conditions for the development of this direction of tourism activity, since it is associated with a large flow of direct foreign investment in the country's economy. In addition, thanks to the development of foreign tourism and increased funding for this industry in the country, it is better and faster.

Innovations in tourism should be considered as systemic events that have high-quality novelty and lead to positive shifts that ensure the stable functioning

and development of the industry in the region. So, the idea of creating and implementing tourism projects, the next innovation and to provide financial support for this process.

Today, tourism is the most developed and one of the most dynamic sectors of the global economy. Tourism is precisely that sector of the economy that deserves more attention in Ukraine. This industry can provide a significant contribution to the country's economy in the form of new jobs, an increase in revenues from foreign economic activity and replenishment of the state budget through the payment of taxes.

The state should focus its efforts and available free resources on the development of high-tech sectors that are promising for the entire national economy, that is, such sectors, and actively contribute to the development of other sectors of the economy. And such an industry is tourism.

Innovations in the field of tourism sometimes arise completely unexpectedly and even unpredictably under the influence of events in society. Therefore, the study of innovative processes, the causes of innovations, the development of methods for their implementation is of significant and practical scientific interest. The role of the state in the development of innovations in the tourism sector is also important, and the development and implementation of state support mechanisms for these areas is relevant.

So, the innovative activity in the field of tourism and the manager is aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and modern forms of organizational and managerial activities.

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