

INNOVATIVE TECHNOLOGIES IN TOURISM IN UKRAINE

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Innovative technologies in tourism is one of the key success factors for enterprises in this field, which is carried out at the highest level by the company's management. Its purpose is 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.

It is believed that management, like tourism, are relatively young phenomena in the professional sphere of the realization of the abilities and application of human labor. However, the practice of management and travel is quite old.

It should be noted that most of the development of modern cultural and educational tourism belongs to competent, professionally trained managers, and finally yet importantly, tourism specialists should be good psychologists. Such well-trained specialists can deal with various innovations and innovations in business. The new quality of growth, called development, is a consequence of the innovative nature of entrepreneurship in various fields.

Innovations in tourism are versatile organizational and managerial innovations in targeted changes made at different levels of the tourism industry. This includes legal support for tourism projects, the ability to organize new types of tourism activities, the creation of radically new tourism products and goods for travel, information and advertising support for tourist demand, including modern technology. The main efforts to develop innovation in tourism are aimed at increasing the competitiveness of enterprises, at significantly improving tourism services.

The main and most popular types of tourism are:

- Cultural or sightseeing tourism, which includes a visit to historical, cultural or geographical attractions. Cultural tourism can be divided into sightseeing, museum and scientific.
- Recreational and therapeutic tourism – refers to trips to the centers of sea, mountain recreation or to places with ecologically clean and beautiful nature to relax and restore spiritual and physical strength, or stay in a spa, balneological and other centers in order to undergo a therapeutic and healing course.
- Religious tourism – based on the religious needs of people of various faiths. Religious tourism can be called the oldest species, because its roots go

back to time immemorial. It has two main types: pilgrimage tourism and religious tourism of excursion and cognitive orientation.

Innovative types of tourism can be divided into the following categories:

- 1) business (corporate or business tourism);
- 2) educational (educational) tourism;
- 3) event tourism;
- 4) ecotourism;
- 5) agritourism;
- 6) active and extreme tourism;
- 7) exotic or adventure tourism;
- 8) new types of cultural excursion tourism;
- 9) hobby tourism;
- 10) shopping tourism;
- 11) timeshare;
- 12) combined tours.

Despite the rapid development of information technology, telecommunications and electronic commerce, most tourism organizations only in the mid-1990s. They began to use the Internet in their activities.

The Internet allows tourism organizations to access large groups of consumers without large costs in order to transfer specific information about the products offered and about the organization of their sales; reliably disseminate complete and detailed information about their activities; quickly and efficiently accept customer requests and book necessary services; reduce the cost of production and distribution of printed materials; accelerate and simplify interaction with partners in the market.

Traditionally, tourism service providers (hotels, restaurants, transport companies, museums, etc.) interacted with clients through intermediaries: tour operators, travel agents, hotel chains, computerized reservation networks. Today, virtual intermediaries have appeared – websites of hotels, airlines, travel agencies. This allows the tourist directly, without the participation of travel agencies, to receive information and order services in any combination of manufacturers and intermediaries.

Thus, tourism innovations are aimed at creating a new product 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.