

## **INNOVATIVE TECHNOLOGIES IN THE TOURISM INDUSTRY, TIME REQUIREMENTS**

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The competitiveness of the tourism industry depends on the ability of tourism firms to timely develop and implement new high-quality tourism products. The tourism industry is characterized by high turbulence and rapid changes, so innovative management trends and the development of tourism business cannot be dispensed with, in particular, new products of the tourism industry.

A high degree of competition provides the user of tourist and excursion services with new, innovative types and forms of excursions, modern technologies in excursion activities. These are the requirements of the 21st century [1], which provide tourists with new innovative quality services, and the tourism industry pushes for the development of innovations in the field of tourism services.

From the research of innovative issues related to the problems of forming strategies for the development of the domestic tourism industry based on the scientific works of domestic and foreign scientists, we found out the classification features of innovations and single out five of them: 1) marketing innovations – opening of new geographical locations [2], segments of the tourist market; 2) innovations in the organization - use of IT technology in management structures and order of organization of activities of travel firms, increase in professional requirements; 3) product innovations – development of new excursion routes, improvement of the most popular ones that are in demand among customers; 4) resource innovations – the development and organization of non-traditional display objects [3], a new tourism event.

The attractiveness of the offered tourist product, the image of the tourist industry depends on the success of the producer's commercial activity in the service market, his innovative activity. Its growth will be driven by innovations that will meet consumer demand [4].

It is not desirable to focus on one thing in innovative activity, the comprehensive development of the strategy and development plans of a tourism firm will depend on the completeness of developments, both new in terms of subject matter and form [5], and classic, already proven services, with the improvement of methodological techniques and technologies of their implementation.

Innovations in tourism are a reaction to changes taking place in the life of society (demand, informativeness and awareness of the consumer of services, expansion of resources of the tourism industry, etc). Changes in the demand and needs of users of the tourism industry gave impetus to the organization and implementation of such forms as virtual themed tours, quest tours, extreme game tours (event installations), costume tours, museum tours, etc.

We divide innovations in the organization of tourist activities into two areas: 1) new forms and methods of conducting tourist events; 2) use of IT technology, including robotization of certain services. Changes are dictated by the demands of time, innovative technologies allow to improve the quality of services, rational use of available resources. There is no doubt that the introduction of innovations expands the possibilities of the tourism industry and creates conditions for increasing the competitiveness of the tourism product.

Therefore, the time factor increases the speed of transformations, dictates the need to find innovative forms and methods of building dynamic capabilities, recognize competitive challenges and respond to them in a timely manner, update and reap benefits, raising the tourism industry to a qualitatively new level.

## References

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