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THE FEATURES OF INNOVATIONS IN TOURISM

The development of modern tourism largely depends on the development and implementation of innovative technologies aimed at improving customer service and expanding service tourism opportunities. Innovative management is needed to ensure the efficiency and profitability of this service sector.

The purpose of the article is to summarize the practical experience of using innovative technologies in the tourism business.

According to the aim the following **tasks** have been identified: to outline the specific features of innovation in tourism, consider and analyse the main directions of innovation activity in the tourism sector.

In a market economy, all tourist organizations are aware of the need to develop new products and services that are different from the goods and services of competitors and the associated benefits. It is the timely output of a new product on the market that can attract new customers, increase the company's income. Determining future profits from a new tourism product is the task of innovation management.

Innovative management is a combination of different functions (such as marketing, planning, organization, development, control). The main tasks of innovative management are the study of the state of the sphere of economic activity and business systems that innovate; the study of the specificity of the innovation process [1, p. 13].

Successful tourism innovators have proven their experience that the creation and introduction of a new one is a condition of survival in the most brutal competition between travel companies.

The specificity of innovation in tourism is determined by:

- 1) the use of advanced information technologies in the provision of traditional transport, hotel and other services;
- 2) filling of new properties of traditional services and the introduction of new services;
- 3) development of new tourist resources;
- 4) using modern forms of organizational and managerial activity in the sphere of production and consumption of traditional tourism services;
- 5) identification and use of new markets for tourist services and goods.

At the present stage, innovative processes have started to take place in the interstate and national tourism management systems; the time has come for the development and application of new technologies (e-commerce, the creation of virtual travel agencies); marketing forms and tourist products are being improved.

Innovation in tourism services is developing in several directions. The first direction is the production of new types of tourist product. Other areas are: the use of new tourist resources; changes in the organization of production and consumption

(application of advanced marketing and management principles); the discovery and use of new markets for products, as well as the use of new technology and technology. It is precisely in the latter direction that we would like to stop attention, because the use of new technologies brings a great effect to the enterprises of the tourism industry. To date, these technologies are mainly computerization, globalization and the transition to electronics [2, с. 43].

Based on the provisions of the General Agreement on Trade in Services (GATS), in the tourism sector, innovation activity is developing in three directions:

1. Introduction of innovations (organizational innovations) related to the development of a tourism enterprise, including reorganization, consolidation, absorption of competing subjects on the basis of state-of-the-art technology and advanced technologies; personnel policies (upgrading and replacing staffing, training system, retraining and employee incentives); rational economic and financial activities (introduction of modern forms of accounting and reporting, ensuring the stability of the position and development of the enterprise).

2. Marketing innovations that can cover the needs of target customers or involve customers not covered by this time period.

3. Periodic innovations (food innovations), aimed at changing the consumer properties of the tourism product, its positioning and give competitive advantages.

Innovation as a process or as a product can become one of the main articles of income of the enterprise, significantly affecting the increase in profits. It is widely known that the higher the potential of innovations, the higher the expected real profit.

Conclusions. The peculiarity of the development of innovation in tourism is the creation of a new or a change in the existing product, the improvement of transport, hotel and other services, the development of new markets, the introduction of advanced information and telecommunication technologies and modern forms of organizational and managerial activities.

The success of the operation of the enterprise in the field of tourism largely depends on innovation management. The practical application of innovations in the tourism sector will not only increase the competitiveness of the enterprise, but also

assess the feasibility of introducing new types of services. Practice shows that the most suitable option, at the present stage, is the use of information technology.

The investment of small investments in innovation gives a big economic effect in the form of profit, on the one hand, and the savings of the own fund, on the other. And the application of innovations in general gives a big leap for the development of a travel company.

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VARIOUS TYPES OF LEATHER FINISHES

When purchasing a leather suite, it is important to consider the different finishes that are available to you. The pros of buying leather are its extreme durability, strength and richness in color.

The manufacturers select leather of a quality standard. When leather is cut, special precautions are taken to minimise damage and waste. The leather is then assembled and all the pieces are again inspected for quality [2].