

INNOVATIVE DEVELOPMENT OF THE MARKET OF TOURIST SERVICES

Kolodyazhnaya I.V.

PhD in Economics, Associate Professor,
Donetsk National University of Economics and Trade
name after Mykhailo Tugan-Baranovsky

Borblik K.E.

PhD student,
Donetsk National University of Economics
and Trade named after Mykhailo Tugan-Baranovsky

The wide introduction of innovative products, services and technologies into the economic turnover should become a key factor for socio-economic development and improvement of the population life quality. Innovations in the market should contribute to the dynamism of the economy, ensuring the accelerated introduction of the latest science and technology in production achievements, more fully meet the population needs in various competitive products and services. A particularly important role will be played by innovations in the tourism industry.

The tourism industry is a dynamically developing sector of the world economy, which has a stimulating effect on key areas (transport, communications, construction, production of consumer goods, agriculture, etc.). Due to the significant multiplicative effect tourism also serves as a catalyst for social and economic development and contributes to the improvement of the population life quality.

A characteristic feature of the tourism market at the present stage is the concentration of production through the enlargement of individual production units and the concentration of a large number enterprises within the monopolistic association. An example of the production concentration in tourism is the emergence of hotel chains. The formation of hotel chains makes it possible to promote

high standards of service to the world market of hotel services, and also contributes to the support of hotel services for tourists.

Complex socio-economic and political situation, low income level, low level of Ukrainian tourism administrative structure make it necessary not only to restructure the socio-political and economic nature, but also to search for new, more efficient forms of work.

Innovative development of enterprises in the tourism industry is a complex process in which both citizens – consumers of services, as well as government bodies, as well as tourism firms and tourism industry enterprises, whose activities are regulated by regulatory and legal acts in the field of tourism and innovation.

In order to build an effective methodology for the tourism enterprises innovative development, it is necessary to assess the entire range of indicators related to the service sector and the tourism industry, to study the interrelationship of external and internal factors affecting the tourism enterprises development, to assess the state of the tourist infrastructure and, on the basis of a comprehensive analysis.

In general, tourism in Ukraine, when creating favorable factors of the internal and external environment, has all the necessary conditions for dynamic innovative development.