

UDC 338.48

THE ROLE OF INNOVATION IN THE DEVELOPMENT OF TOURISM**YANA POTOYALO****Polotsk State University, Belarus**

In market economy the priority of any state development should be directed to an innovative way. Today, within the framework of globalization, global integration, and favorable geographical position, it is necessary to pay more attention to the service sector, namely tourism, in the Republic of Belarus.

After the first 9 months of 2016 in Belarus the growth rate of exports of travel services to Ukrainians and Russians has surpassed the figures dated from 2015. The number of visitors' in-moves from China, Turkey, Israel, India, has increased since the beginning of the year. There are more tourists who exercised their right to visa-free travel (to Bialowieza Forest and the Augustow Canal). Among all the regions in terms of growth of tourism services the leaders are following: Grodno (121%) and Vitebsk (101.8%) regions [1].

One of the factors that will greatly increase marketability of the areas is new forms, methods and proposals, i.e. innovation.

Tourism is one of the most important branches of service, and it requires advanced techniques and customer service mechanisms. However, not all the organizations apply innovations in practice. After all, any innovation is characterized by high level of uncertainty and risk, the complexity of predicting outcomes. Though, the correct approach to the creation and implementation of innovations could bring considerable revenue and benefits. Innovations in the tourism industry are mainly aimed at creating a new tourist product, new approaches to marketing activity, as well as to the application of new management methods with the use of IT-technologies. The process of adaptation of any innovations is able to improve the marketability of tourist organizations and the industry as a whole. Creation of new types and development of promising types of tourism increase growth of consumer interest at the tourism market [2].

Tourism is an interdisciplinary field of economy, covering not only accommodation facilities, but also transport, communications, power industry, entertainment and more. The value of tourism to the economies of various countries is primarily connected with the benefits that it brings due to successful development. First of all, this is a creation of new jobs in hotels and other accommodation facilities, food industry, transport and related service industries. The multiplicative effect of tourism is its impact on the development of related industries. In addition, tourism has an economic impact on the local (regional) economy, stimulating export of local products [3, P. 155].

The factors affected the development of the innovation in tourism, together with the factors that determine the degree of its development and trends in innovative development are presented in Table 1.1.

Thus, the table analysis shows that there are many factors that determine the innovative development in the field of tourism, and it is also necessary to note the variety of directions in this field.

The tourism industry contributes to the creation of conditions for sustainable economic growth, improving the quality of living of the population, guaranteeing balance of socio-economic development of regions and countries, human capital growth by both increasing available offers for new tourist products and services and growth of employment and incomes [5].

One of success attributes for the tourist organizations is the increase in market share. Studies show that neither advertising nor active products promoting could provide a steady market share growth and innovations in all areas of tourism activities. Innovative processes take place in international and national tourist management systems; new technologies development (e-commerce, the creation of virtual tourist firms); marketing forms, creating tourism products [2].

The above mentioned factors require capacity building on the basis of tourism innovation to the work of enterprises. It is therefore necessary to introduce such a concept as "an innovative tourism potential" and to formulate its definition.

Innovative tourism potential is a system of promising areas, the factors that build up the so-called tourist potential (infrastructure, technologies, new methods and forms, the use of which contributes to the expansion of the scope of consideration, an increase in competitiveness, development of services and commercialization).

In turn, the innovative component is part of the tourist potential. Factors that characterize the ability of the tourism industry to promote the development of national and regional economy are called the tourist potential.

At the same time the tourism potential is a part of the investment potential of any region and a country in general. Characteristics of tourism potential are presented in Figures 1.1, which define its essence thoroughly [6, p. 1].

Economics

Table 1. – Factors and directions in the innovations in tourism

| Factors affecting the development of innovation in tourism | Factors determining the degree of innovation development of tourism | Destinations in the innovative development of tourism and recreation |
|---|---|---|
| – Economic and technological (the absence of the necessary means of financing; the weakness of the material base, outdated technology); | – Market conditions and market competition (on the domestic and foreign markets); | – Development of the hotel network and complex maintenance that would have an international standard of comfort and their individual characteristics depending on the region of their location; |
| – Political and legal (political situation, legal entity); | – Environment (the level of development of science and technology, improvement of the legislative and legal framework, political and economic stability); | – Implementation in the field of tourism services of modern technology and development of existing projects; |
| – Management (excessive centralization, coordination of interests of project participants); | – Personnel (scientists, professionals, entrepreneurs, managers, politicians, civil servants); | – The introduction into the sphere of tourism of new resources, improvement and improvement of management and marketing; |
| – Social and cultural (fear of the new, uncertain) [4, p 5]. | – Resources (natural, industrial, financial, scientific, technical, technological, infrastructure). [2] | – Development of new advertising strategies, which would be attracted to recreation and tourism, and most of our foreign citizens [4, p 6]. |

Source: own design based on the study of literature.

Thus, the tourism potential is the assembly of:

- organizations that provide tourism services;
- administrative and legislative acts regulating tourism activities;
- geography (weather conditions);
- historical and cultural potential;
- the quality and variety of services;
- information potential;
- ecological situation;
- innovation (the level of innovation development, innovation activity of business entities);
- personnel;
- infrastructure [6 p. 1].

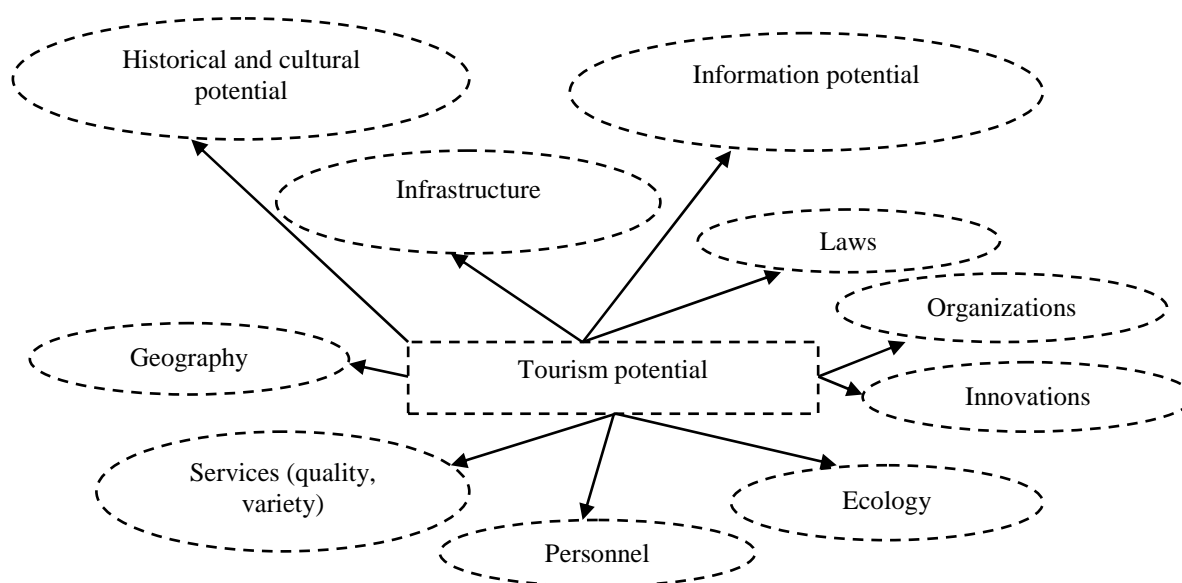


Fig. 1. Components of tourism potential

The tourism potential of the region is usually evaluated as a part of calculation of the overall rating of investment attractiveness of the region, using a variety of methods of expert estimates. Promising areas and directions of development might be identified on the basis of these factors. At the same time, we believe that tourism potential could not be developed without innovation. So, tourism potential must be harmoniously connected with the innovation strategy of its development at either regional or at national level in the whole.

It is required innovation management system that meets the requirements of industry and market for formation of innovative strategy and further implementation of innovative ideas in the field of tourism (automation, software development, development of new types of tourism and new tourist routes, the novelty of the services in the field of hospitality, etc.). The effectiveness of creating a new tourist product, the pace of its development are determined by innovative activity in the production of a new product that satisfies any need for a completely new one, or allows to expand the market for consumers. Innovative activity is manifested by means of the process of innovation and is essential for economic growth and improved quality of living. It depends on many factors of economic and scientific-technical potential, state innovation policy and resources, spiritual state of society. At the level of innovative activity of the tourism industry depends on the choice of strategy and quality of management of tourism enterprises, flexible manufacturing systems and technologies, degree of utilization of resources, both internal and external [7].

Thus, the development of tourism at the present stage is impossible without innovation. Innovation is the driving force of economic and social development. System of a number of factors, presented in Figures 1.1, form a tourist potential, development of each of the factors and potential as a whole will depend on the level of innovation activity of each of them, which will form an innovative tourism potential.

REFERENCES

1. Гродненская и Витебская области лидируют по темпам роста туристических услуг – Минспорт [Электронный ресурс] – Режим доступа: <https://news.mail.ru/society/28069685/?frommail=1>. – Дата доступа: 03.01.2017.
2. Новиков, В.С. Инновации в туризме : учеб. пособие / В.С. Новиков. – М. : Академия, 2007.
3. Потояло, Я.В. Значение туризма на современном этапе для развития Полоцкого регион / Я.В. Потояло // Управління розвитком соціально-економічних систем: глобалізація, підприємництво, сталі економічне зростання : праці Шістнадцятої Міжнародної наукової конференції студентів та молодих учених / ред. кол. І.В. Хаджинов (голова) [та ін.]. – Вінниця : ДонНУ імені Василя Стуса, 2016. – Т. 2. – С. 155–156 с.
4. Хустнудинова, Ю.З. Инновации в туристическом бизнесе. [Электронный ресурс] / Ю.З. Хустнудинова. – Режим доступа: <https://www.scienceforum.ru/2016/pdf/24249.pdf>. – Дата доступа: 03.01.2017.
5. Роль инноваций в развитии туризма [Электронный ресурс] – Режим доступа: http://tourlib.net/statti_tourism/maklashyna2.htm. – Дата доступа: 03.01.2017.
6. Потояло, Я.В. Метод оценки туристического потенциала региона на примере г. Полоцка [Электронный ресурс] / Я.В. Потояло // Электронный сб. трудов молодых специалистов Полоц. гос. ун-та. Сер. Образование и педагогика. – Вып. 13 (83). – С. 338–342.
7. Инновационное развитие индустрии туризма [Электронный ресурс] – Режим доступа: http://tourlib.net/statti_tourism/maklashyna4.htm. – Дата доступа: 03.01.2017.