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UDC 330.341.1:338.48

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ESSENCE OF INNOVATIVE POLICY OF RECREATION-TOURISM SPHERE DEVELOPMENT

Urgency of the research. The need to improve the terminology of the recreation and tourism sector is due to the emergence of new forms of business organization and the emergence of innovative institutions that significantly affect the processes of socio-economic development.

Target setting. There is a scientific problem with the disclosure of the content of innovation in tourism, the innovation policy in the recreation-tourism sector, the definition of the innovation policy components, the mechanisms for its formation and implementation.

Actual scientific researches and issues analysis. The literature reflects the evolution of the concept of "innovation in tourism." There are typologies and examples of such innovations. The examples of application of the latest innovative technologies at the Ukrainian tourism market are analyzed and presented.

Uninvestigated parts of general matters defining. The accumulated theoretical material requires the synthesis and development of methodological recommendations for the formation and implementation of innovation policy in the recreational and tourist sector of Ukraine. There is not a single standardized definition of innovation and innovation policy in tourism in the scientific community.

The research objective. To reveal the meaning of the definitions: "Innovations in tourism", "Innovation policy in the recreation-tourism sphere". To generalize existing typologies of innovations in tourism. Identify the main factors hampering the implementation of information technology in the recreation-tourism sector of Ukraine. To reveal the main directions of information support of the innovation policy realization process in the recreation-tourism sphere.

The statement of basic materials. The article presents the existing definitions of the terms "innovation in tourism", "innovation policy in tourism". The author's interpretation of these terms is given. The existing classification of innovations in tourism is generalized. Examples of such innovations are given. The most common information technologies offered for use in tourism are presented. These factors restrain the effective implementation of information technology in tourism.

Conclusions. The effectiveness of state innovation policy can be estimated by the impact on the pace of entrepreneurship, the level of harmonization of innovation policy in society and stimulation of scientific development.

Keywords: innovations in tourism; innovative tourism policy; typology of innovations; information technologies in tourism.

УДК 330.341.1:338.48

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СУТНІСТЬ ІННОВАЦІЙНОЇ ПОЛІТИКИ РОЗВИТКУ РЕКРЕАЦІЙНО-ТУРИСТИЧНОЇ СФЕРИ

Актуальність теми дослідження. Необхідність удосконалення термінологічного апарату рекреаційно-туристичної сфери обумовлена виникненням нових форм організації бізнесу та появою інноваційних інституцій, які суттєво впливають на процеси соціально-економічного розвитку.

Постановка проблеми. Постає наукова проблема щодо розкриття змісту інновації в туризмі, інноваційної політики в рекреаційно-туристичній сфері, визначення складових інноваційної політики, механізмів її формування та реалізації.

Аналіз останніх досліджень і публікацій. Фахова література відображає еволюцію поняття «інновації в туризмі». Існують типології та приклади таких інновацій. Проаналізовано та наведено приклади застосування новітніх інноваційних технологій на туристичному ринку України.

Виділення недосліджених частин загальної проблеми. Нагромаджений теоретичний матеріал потребує узагальнення та розробки методичних рекомендацій щодо формування та реалізації інноваційної політики в рекреаційно-туристичній сфері України. У науковому середовищі не склалося єдиного стандартизованого визначення поняття інновацій та інноваційної політики в туризмі.

Постановка завдання. Розкрити зміст дефініцій: «інновації в туризмі», «інноваційна політика в рекреаційно-туристичній сфері». Узагальнити існуючі типології інновацій в туризмі. Визначити основні фактори, які стримують впровадження інформаційних технологій в рекреаційно-туристичній сфері України. Розкрити основні напрями інформаційної підтримки процесу реалізації інноваційної політики в рекреаційно-туристичній сфері.

Викладення основного матеріалу. У статті подані існуючі визначення термінів «інновації в туризмі», «інноваційна політика в туризмі». Подане авторське тлумачення цих термінів. Узагальнено існуючі класифікації інновацій в туризмі. Наведені приклади таких інновацій. Подані найбільш поширені інформаційні технології, які пропонуються для використання в туризмі. Перелічені фактори, які стримують ефективно впровадження інформаційних технологій в туризмі.

Висновки. Ефективність державної інноваційної політики можливо оцінити впливом на темпи підприємництва, рівнем узгодження інноваційної політики в суспільстві та стимулюванням наукових розробок.

Ключові слова: інновації в туризмі; інноваційна політика в туризмі; типологія інновацій; інформаційні технології в туризмі.

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DOI: 10.25140/2410-9576-2018-3(15)-59-67

Urgency of the research. Transformational processes taking place in the national economy of Ukraine require a theoretical understanding of the essence, content, conditions, factors, mechanisms, formation and implementation methods of innovative development policy of the recreation-tourism sphere development, focusing on market economy. The essence of innovation development of recreation-tourism field as a term, which means substantial (constant and determinative) object quality, can be disclosed through the analysis of the terminology apparatus.

Target setting. Implementation of the branch concept of innovative development is possible on the basis of the formation of an innovative policy for the development of recreation-tourism field. It aims to intensify transformation processes, to promote the introduction of innovations at a level that will ensure the competitiveness of domestic goods and tourism services in the world and domestic markets. Here the scientific problem with the disclosure of the content of innovation in tourism, the innovation policy in the recreation-tourism field, the definition of the components of innovation policy, the mechanisms for its formation and implementation arise.

Actual scientific researches and issues analysis. The literature includes research on the evolution of the "innovation" concept. The peculiarities of filling this term in Ukrainian science are revealed, deficiencies of the legislatively fixed terminology are defined [21].

Existing classifications of innovation are based on J. Schumpeter's work and are divided into the introduction of new products, the use of new raw materials, the attraction of new technologies, changes in the production organization, the emergence of new markets. However, the requirements of international organizations for the analysis of innovation activities are not taken into account [19].

The generalization of the accumulated theoretical and methodological foundations of research on innovative development in the recreation-tourism field has allowed conducting an overview of existing trends in the formation of scientific schools, to identify features of the analysis of innovations in tourism [4].

It has been substantiated that globalization processes, in particular, the internationalization of real estate markets and tourist transportation, the expansion of hotel franchise, and the informatization of the implementation of tourist products [18], are significantly influenced by the development and implementation of national innovation policy in the recreation-tourism field.

The examples of application of the latest innovative technologies and the tourist market of Ukraine have been analyzed, in particular - the expansion of mobile Internet access opportunities for tourists, the creation of mobile tourism applications, the tourist information filling in social networks, the availability of digital regional and city travel guides [9].

Uninvestigated parts of general matters defining. Despite the large number of studies and publications, there is no single standardized definition of the concept of innovation in tourism. It is caused by the diversity of scientific concepts that study innovations. The main set of concepts is: "innovation process", "innovation system", "innovation result", "innovation tool", "innovation infrastructure", "innovation policy". The diversity of the functional purpose of innovation and the lack of content unification necessitates a thorough study of theoretical and methodological foundations of the formation of innovation policy and the standardization of the basic terminology.

The research objective. To summarize the accumulated theoretical research in the field of recreation-tourism innovations in order to improve the totality of scientific interpretations, in particular to provide the definition of innovations and innovation policy in tourism. To generalize existing typologies of innovations in tourism. To identify the main factors hampering the implementation of information technologies in the recreation-tourism field in Ukraine. To reveal the main directions of informational support for the implementation of innovation policy in the recreation-tourism field.

The statement of basic materials. National economies are formed under the influence of new knowledge, innovations and access to investment markets. The role of government is to create an innovative environment, to secure civilized market relations in the field of intellectual property, to concentrate financial resources on priority areas of socio-economic development and to create organizational and legal preconditions for innovation entrepreneurship.

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In the literature, there are various methodical techniques for identifying innovations in the recreation-tourism field (Table 1). The presented interpretations of innovations in tourism provide for their further structuring, which is based on the typology method use. Using the proposed typing of innovations in the recreation-tourism field, a comprehensive analysis of innovative processes can be carried out and the directions of innovation policy realization in the field of recreation can be substantiated.

Table 1

Interpretations of "Innovation in Tourism"

a qualitatively new way of producing a tourist product, its realization or creative effect on the tourism market, which is aimed at attracting a tourist, satisfying his needs and simultaneously bringing income to a tourism organization [4, p. 61].
the system measures that lead to positive changes, which are ensured by the stable functioning and development of this activity field in the region [3, p. 113, 18, p. 155].
the innovations that are accompanied by the restoration of the tourists' spiritual and physical forces, fundamentally new changes in the tourist product, increasing the efficiency of the tourism industry components functioning, increasing the efficiency of the processes of formation, positioning and consumption of tourist goods and services, progressive changes in factors of production [5, p. 68].
a development, a creation of new routes, projects using the achievements of science, technologies and best practices in the fields of management, marketing, implementation of which will increase the level of employment, the level of its incomes, accelerate the growth of socio-economic development and enhance the tourist image of the country and regions [11, p. 135].
is aimed at creating a new or changing existing product, developing new markets for the introduction of new information and telecommunication technologies and other types of innovations [2, p. 70].
is planned, purposeful, inevitable, guided, practical changes and innovations at the organizational level [12, p. 136].

Tab. 2 shows the typology of innovations by different researchers and gives examples of innovations in tourism. The most widespread ones were product, technological, organizational and marketing innovations. But as a result of innovation analysis, there are difficulties in attributing innovations to a certain type. Therefore, it is possible to propose the definition of *innovations in tourism as a new concept of service, new communication channels with the consumer, updates of the distribution system and technological solutions that change the supply of services in the market, update the functions of producers and use structurally other organizational and technological opportunities.*

Examples of innovations in the recreation-tourism field include actions aimed at updating the tourist product, developing new markets, implementing information technologies, improving the quality of providing recreation-tourism services, establishing strategic alliances for business, activating public-private partnerships in the field, introducing modern organizational and managerial forms of specialized enterprises activity.

Table 2

Typization of innovations in the recreation-tourism field

Types of innovation by Schumpeter [20]	Types of innovations by V. I. Chernikova [19, p. 91]	Types of innovations by O. B. Zhikhov [6, p. 23-24]	Types of innovations according to the "Recommendations for the collection and analysis of data on innovations" [13, p. 57-59]	Types of innovations according to TIM [8, p. 81]	Examples
1	2	3	4	5	6
Development and implementation of new or improved products	<i>Product innovation.</i> Implementing new or improved existing tourism product on the tourism market	<i>Product innovations.</i> Production of new or improved goods or services.	<i>Product.</i> Includes implementation of goods or services that are new or have significantly		<i>Development of new tours, routes</i> according to changes in recreational needs of the population and the structure of recrea-

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			improved quality and usage patterns.		tional time; Offer of new services (SPA-services, wine tours, cruises);
Use of new raw materials	<i>Resource innovations.</i> Use of a new kind of tourist resources for organization of rest, development of new services	<i>Technical (technological) innovations.</i>		<i>Technological</i>	<i>Mastering non-traditional objects</i> <i>Construction of new infrastructure objects</i> <i>Proposal of new event, biosocial resource</i>
Use of new technology and processes	<i>Technical and technological innovation.</i> Use of new or improved technologies for customer service, promotion and service delivery.		<i>Process.</i> Provides for implementation of a new or significantly improved production or delivery method of the product.		<i>Electronic reservation systems in hotels;</i> <i>Electronic ticket sales systems;</i> <i>Integrated hotel management systems;</i> <i>Internet advertising;</i> <i>E-commerce</i>
Changes in the organization of production and its logistical support	<i>Organizational innovation.</i> Implementation of more effective administrative structures and improvement of economic activity of enterprises, creation of new professions, positions and development of professional requirements for them.	<i>Organizational innovations.</i>	<i>Organizational.</i> They relate to the implementation of new organizational methods. May relate to changes in the practice of economic activity, organization of workplaces or external relations of the enterprise.	<i>Organizational (structural)</i>	<i>Development of integrated hotel chains;</i> <i>Use of contract management systems;</i> <i>Use of electronic customer bases;</i> <i>Creation of tourist clusters;</i> <i>Creation of free economic zones of tourist destination;</i> <i>Seasonal tourism management</i>
		<i>Economical innovations.</i>			
		<i>Political innovations.</i>			
		<i>Social innovations.</i>			
		<i>Legal innovations.</i>			
The emergence of new markets	<i>Marketing innovations.</i> It is planned to allocate new segments of the market, servicing new customer groups. Segregation of markets according to geographical, socio-demographic, and behavioral characteristics.		<i>Marketing innovations.</i> It is planned to allocate new segments of the market, servicing new customer groups. Segregation of markets according to geographical, socio-demographic, and behavioral characteristics.	<i>Marketing innovations.</i>	<i>Focus on new market segments;</i> <i>Serving new customer groups;</i> <i>Introduction of new tourist brands and slogans;</i> <i>Application of loyalty programs for hotel clients</i>

Effective innovative entrepreneurship in the recreation-tourism field and hotel and restaurant business of Ukraine is complicated by the general technological imperfection of the country and the dependence of the national economy on the market of intellectual products of other countries. Changing the situation is possible on condition of renewal of independent scientific and technological develop-

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ment, stimulation of innovative activity, financing of innovative projects. The way to implement such changes is to develop and implement a national innovation policy in the recreation-tourism field.

It has been considered that in the interpretation of the innovation policy of the recreation-tourism field, the main directions, tools and methods of its realization have been determined (Tab. 3). The difference between these interpretations is the direction of innovation policy: the introduction of innovations in scientific and technological activities, structural rebuilding of the economy, stimulating the exchange between science and economics, and so on.

Table 3

Definition of innovation policy

Definition
State Innovation Policy is a system of purposeful measures of state authorities in order to provide innovative structural rebuilding of the economy. This is a set of principles and mutually supporting economic, legal, organizational and social methods of planning, stimulating, regulating and controlling innovation processes in the scientific, technical and industrial fields [7].
Under innovation policy it is necessary to understand a set of principles and measures for planning, developing, stimulating, regulating and controlling the processes of innovation in the scientific, technical and industrial fields [15, p. 86].
"... state innovation policy is a complex of measures for the development of the national innovation system, an instrument for realizing an innovative model of economic development and sustainable development of the country, as well as an integral part of the overall policy of the state, which should be systematically compared with the innovation policy of technologically developed countries, creating a national art of innovation management" [14, p. 37].
"The state innovation policy in Ukraine is a set of legal, political, economic, social, informational, educational, organizational and other measures implemented by the state authorities of Ukraine and local self-government bodies for the realization of goals and principles in the field of innovation development" [12, p. 150]. "Innovative policy of the state includes a system of measures to stimulate, manage, plan and control innovation in the field of science, technology and production" [10, p. 148].
Innovation policy is one of the components of the state policy, which carries out a number of measures aimed at the development of innovations, including the provision of interconnection throughout the cycle of an innovative product creation and implementation. The EU's innovative policy includes classical research support, stimulating the exchange of science and economy, as well as the formation of framework conditions favorable to innovations [1, p. 85-86].
"... innovative regional development policy, which, on the one hand, is interpreted precisely as the legislative, economic, legal, scientific and technical, productive, administrative, financial, and other measures aimed at creating an innovative climate in the region, on the other hand, as a policy directly implemented by the regions to achieve goals and objectives of the region's development on the basis of its innovative potential" [6, p. 36].
"Innovation policy has been formed as a blend of scientific, technical and industrial policy. It takes as axiom that the knowledge in all forms plays a decisive role in economic progress, and innovations are a complex and system phenomenon. System approaches to innovation focus the policy primarily on the interactions of social institutions and interactive processes that act in the creation of knowledge, its dissemination and application. The term "national innovation system" has been introduced precisely to describe this set of institutions and knowledge flows. Such a theoretical panorama influences the choice of questions asked in the field of innovative surveys, and implies the need for, for example, the exhaustive coverage of all kinds of interconnections and sources of knowledge [17]."

The implementation of innovation policy involves attracting investments, which are necessary for the development of industry infrastructure, information and marketing support for transformations. In this context, one can talk about the state innovation and investment policy in the field of tourism, which is defined as a set of strategies, measures and tools that provide an inflow of investments in the development of tourism infrastructure and the introduction of the latest technologies in the field of providing recreation-tourism services, with the aim of increasing their quality, implementation of projects that will enhance the competitiveness of the national tourist product and the effectiveness of the use of tourism potential of the country and individual destinations [17, p. 99].

Summarizing the existing definitions, one can make the following definition: *state innovation policy of recreation-tourism development is a complex of measures for the establishment of a national inno-*

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vation system in the field of organization of relaxation, leisure, streamlining of tourists, an instrument for realization of an innovative model of economic development and sustainable development of the country, as well as a component part of the general policy of the state, which should be systematically compared with the innovation policy of the most attractive countries for tourists, create national innovation management model. Such an identification of innovation policy in the recreation-tourist field connects its implementation with the introduction of industry innovation system. A compulsory element of such a definition is the comparison of directions, mechanisms of implementation and realization with models of innovation policies of the most successful tourist countries of the world. The need for comparison is due to the rapid informatization of society, the emergence of new methods for promoting the tourism product, the dissemination of experience of public-private partnership, etc.

The complex of measures aimed at the development of innovations in the recreation-tourism field should include the provision of interconnection throughout the cycle of creation and implementation of an innovative product. Based on the experience of the EU, innovation policy includes classical research support, stimulation of exchange between science and economics, as well as the formation of framework conditions for favorable innovations.

The main condition for the implementation of Ukraine's innovative development model is the technological capabilities and the necessary infrastructure. The tool for creating these conditions should be innovative programs – complex of interrelated resources, timetables and implementing measures that ensure effective solution of important scientific and technological (in the priority directions of development of national innovation policy) tasks.

Among the innovations that can be offered to enhance the development of recreational and tourist activities is the formation and implementation of regional strategies for recreation-tourism use of nature, creating new forms of the natural environment use, improving the quality of recreation services, creating a favorable image of the region, introducing the state regulation of scenario forecasting, creating projects of tourist infrastructure development, activating a cross-border cooperation, developing the network forms of conducting tourism, hotel and restaurant business, the information processes promoting tourism product.

In the recreation-tourism field it is proposed to use a significant amount of modern information technologies. The directions of their use are not limited to the objectives of promoting a tourism product in the services markets. The most commonly used information technologies are global computer reservation systems, integrated communication networks, multimedia systems, smart cards, information management systems, which are aimed at increasing the demand for recreation services and the development of tourism infrastructure, which contributes to the development of hospitality in the countries around the world. The examples of the tools for representing the market offer for recreation-tourism services can be websites of tourist enterprises, electronic travel agencies, and virtual museums tours.

A significant amount of tourist products sales comes from e-commerce, in particular computer reservation systems CRS (Computer reservation system). This enables to improve the quality of customer service by reducing the time for the sales process, reducing the role of the human factor, increasing the number of services offered, optimizing the downloading of airliners, implementing flexible pricing strategies, etc. As a result, the number of travelers who do not use the services of tour operators, but take care of the organization of their rest themselves, increase. The most popular are reservation of air tickets, hotel rooms, cars, tours sale. Global reservation systems such as Amadeus, Galileo, Saber, Worldspan allow you to choose a rest period, a hotel, a mean of travel, the meals, and the additional services.

The effective implementation of information technologies in the recreation-tourism field of Ukraine is constrained by the low level of information and communication infrastructure development, the lack or non-inconsistency of the tourism profile databases in some regions, the limited information and promotional offer in the national and international markets, the imperfection of the mechanism for information exchange between subjects of tourism and hotel-restaurant business with the external environment through the virtual network, the insignificant level of development of virtual tourist enterprises,

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the absence of a state electronic system for providing tourism and hotel and restaurant business with information on demand, supply, prices, tariffs.

Conclusions. The effectiveness of state innovation policy can be evaluated in three ways. First, it is the impact on the pace and direction of innovation entrepreneurship in tourism, recreational activities and hotel and restaurant business. Second, it is the level of agreement reached between the subjects of the recreational-tourism business, the innovation sphere and authorities. Third, it is the stimulation of scientific development and its systematic introduction in recreation-tourism practice.

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Received for publication 03.05.2018

Бібліографічний опис для цитування :

Chepurda, L. M. The satisfaction of innovative policy of development of recreational and tourist sphere communities / L. M. Chepurda, G. M. Chepurda, I. V. Bezugliy // Науковий вісник Полісся. – 2018 – № 3 (15). – С. 59-67.

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