

INNOVATIVE TECHNOLOGISTS AS A TOOL FOR INNOVATIVE DEVELOPMENT OF THE TOURISM INDUSTRY

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The article proves that at the beginning of the XXI century, tourism remains the most dynamic field, and innovation activity in this field is an integral part of ensuring the growing demand for travel leisure time.

It is shown that the phenomenal success of tourism is due to the fact that it is based on the satisfaction of the constant aspirations of mankind to know the world around us. This knowledge through tourism has become possible due to the increase in many countries living standards of the population, the development of transport, information and other technologies, globalization in general. There is a shift in consumption patterns - for many, tourism is no longer a luxury, but a natural necessity.

World practice has proved that the processes of development of modern society can be most effectively realized only in the conditions of formation and constant development of the market of innovative goods and services, because it is through its functioning that it is possible to determine and satisfy socioeconomic needs as much as possible, the necessary level of technical and technological equipment of productive forces, education and information culture of the population, as well as trends in the world economy. The tourist industry of Ukraine should not be left to the side of these issues, because it has an important economic and social significance for our state.

That is why, despite the considerable amount of scientists' scientific developments concerning the introduction of innovations in the tourism sector, there is a need for a further comprehensive study of the peculiarities of the use of innovative technologies in tourism, since they provide an effective development of the tourism industry in modern conditions. This is exactly the purpose of this study.

It is shown that the current stage of development of the world community is characterized by widespread introduction of new technologies, processes of informatization and automation, rapid penetration of information and telecommunication streams into all spheres of social development and their transformation into corresponding factors of economic growth.

That is why the article substantiates the necessity of transition of the tourism industry of Ukraine to the innovative type of development in the conditions of the formation of a post-industrial society. The distribution of the countries of the world according to the transition from the life support model to the model of the free time diversity is given.

The essence of innovative technologies in tourism and their importance as an instrument of innovative development of tourism sphere are determined. The modern innovative technologies introduced in the tourism industry both in the world and in Ukraine are characterized and their importance from the standpoint of solving urgent problems in the tourism industry is determined. The main directions of the use of innovative information technologies in the tourism sphere in accordance with the world tendencies are determined and their essence is characterized. The examples of modern innovative technologies in the field of tourism are presented and the feasibility of their introduction is proved. The five main technological trends, which will bring the tourism and hotel industry to a new level, are described. A detailed analysis of three technological trends - automation, authenticity and blockade, which, according to experts, will have the greatest impact on the tourism industry:

– automation: This is not a new idea, but the successes in the field of artificial intelligence and machine learning create the basis for qualitative changes in customer service in the digital environment. The awareness and cognitive capabilities of machines open up the boundless opportunities for companies to completely rethink when and what to sell, what staff is required and how to manage a business, how to predict and exceed consumer expectations;

– authenticity: Under current conditions, trust is in short supply, so authenticity and unique service are more valuable than ever. At the same time, businesses increasingly have to use technology and digitize solutions to interact with customers at the right scale;

– blockchain: information noise around the instability of cryptographic courses distract attention from the value of the technology of blockchain, which lies at its foundation. The real potential of this innovation is that it allows secure transactions that do not require additional verification. In the tourism industry, the prospects of the blockchain technology are particularly promising: for example, it can provide an opportunity to travel around the world without a passport and purse.

It is proved that the innovative development of tourism will contribute to the creation of new jobs and additional revenues to the budget, which will solve the issues of both increasing the well-being of the population and life in the country as a whole.

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