

INNOVATION-ORIENTED TOURIST ENTERPRISE: CONCEPTUAL MODEL AND PLACE IN INNOVATION SPACE

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DOI: 10.32342/2074-5362-2020-2-29-6

Key words: innovation-oriented tourist enterprise, conceptual model, innovation space, tourist market, innovation activity.

The article forms a conceptual model of authenticity of an innovation-oriented tourist enterprise and defines its place in the innovation space.

The role of tourism in the development of the national economy is determined. It is established that traditional approaches to the development of the tourism industry become ineffective in conditions of fierce competition. Given the desire of enterprises in the tourism industry of Ukraine to innovate changes in activities to ensure competitiveness to maximize consumer engagement, we should focus on one of the ways to achieve the set goals - focus on innovation, which becomes possible within the innovation space. The innovation space becomes a prerequisite for the effective functioning of both the economy as a whole and each business entity in particular.

The dynamics of the number of subjects of tourist activity in 2018-2019 and the amount of income from the provision of tourist services are analyzed.

Innovation-oriented tourism enterprise is considered as an enterprise whose main purpose is to bring new ideas, developments, innovations in tourism goods or services to the end consumer and achieve commercial success by directing the efforts of innovation potential to innovate.

The specific characteristics of the innovation space, within which the innovation-oriented tourist enterprise operates, are highlighted, which, in turn, are considered as forecasts of its activity. It is established that the activity of the innovation-oriented tourist enterprise is influenced by the factors of the innovation space, namely: stabilizers ensure the stabilization of the innovation state; destabilizers have a negative impact on innovation; indicators allow to recognize other characteristics of the innovative orientation of the enterprise; catalysts help to accelerate innovation processes; analyzers provide the results of innovation analysis.

It is proved that innovative entrepreneurship is a condition for the development of an innovative economy. The company provides access to the innovation impulse (new needs, new requirements, new standards) in the innovation market, in which due to the innovative activities of economic entities, the innovation impulse is transformed into an innovative impetus (innovative solutions, materialized innovative idea). In this chain, the innovation-oriented travel company provides innovation and investment activities, resulting in an innovative tourism product, forming an innovative brand that the company promotes in the tourism market.

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Одержано 7.09.2020.