SECTION 15. TOURISM AND HOTEL AND RESTAURANT BUSINESS

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15.1 Innovative development is an important component of ensuring the state economic security

The world economy is increasingly acquiring features of innovation, associated with the development, implementation and use of innovations (innovations), as well as with the restructuring of the organizational and economic mechanism of management. In these conditions, taking into account the fact that the main contradiction in the field of innovative development of the country's economy at all levels is that Ukraine, on the one hand, has a fairly high innovation potential, and on the other hand, imperfect management mechanisms and the structure of the economy, which in general do not able to implement [639]. Such negative trends are significantly intensified in modern conditions, the conditions of the full-scale invasion of russia into Ukraine, which led to large human casualties, mass displacement of the population, significant damage to infrastructure and a significant negative impact on economic activity (as a result, real GDP decreased sharply, inflation increased significantly, trade was seriously disrupted, and the budget deficit grew to an unprecedented level, according to IMF forecasts, Ukraine's GDP will decrease by approximately 35 % for the year, inflation will reach 30% by the end of 2022) [639].

Overcoming negative phenomena under modern realities is, among other things, possible under the condition of intensification of innovative activity of all elements of the economic system, development and implementation of adequate measures in this context to increase the level of innovative development of the economy as a defective component of ensuring the economic security of the state.

Innovations and innovative activities represent the direction of scientific and technical progress (its high-tech component) and are also considered as a process related to the implementation of the results of scientific research and development into practice. The field of innovation is comprehensive, it not only covers the practical use of scientific and technical developments and inventions, but also includes changes in the product, processes, marketing, organization. Innovation acts as a clear factor of change, as a result of activity embodied in a new or improved product, technological processes, new services and new approaches to meeting social needs [641].

According to the Methodological recommendations for calculating the level of economic security of Ukraine, approved by the Ministry of Economic Development and Trade of Ukraine, dated 29.10.2013 № 1277 [642] economic security is the state of the national economy that allows maintaining resistance to internal and external threats, ensuring high competitiveness in the global economic environment and characterizes the ability of the national economy for sustainable and balanced growth. The components of economic security are: production, demographic, energy, foreign economic, investment and innovation, macroeconomic, food, social, financial security.

When considering economic security, each phenomenon should be studied as a certain system of its constituent elements, as a unity of interconnected and interacting subjects, processes, and relations. Objects of economic security are the state, regions, enterprises, institutions of higher education, etc. At the same time, the state is both the object and the main subject of national and economic security. Objects of economic security are the state, regions, enterprises, institutions of higher education, etc. At the same time, the state is both the object and the main subject of national and economic security. From the point of view of the economic security of higher education institutions, the subject is higher education institutions, which can be objects of economic security at the same time. In general, higher education institutions as elements of the system depend not only on trends in economic development, the growth of which occurs at the state level and are caused by the influence of external factors, but also on the implementation of the directions of state economic policy in the field of higher education [643].

Belousova I. A. interprets the concept of economic security of the country as a complex multifactorial category that characterizes the ability of the national economy to expand self-reproduction with the aim of balanced satisfaction of the needs of the state's population at a certain level, prevention and elimination of threats, as well as the negative consequences of their influence [644].

Also, Belousova I. A. in the same work [644] with reference to [645] notes that from the point of view of today’s scientific apparatus, the definition of the economic security of the state as a national complex of measures and mechanisms for countering internal and external threats can be considered the most balanced, the use of which makes it possible to achieve and maintain stable development of the state's economy.

However, in modern literature, definitions of the concepts "national security" and "economic security of the state" are found as identical. Yes, Tkach V. O. [643] notes that national security is the result of the implementation of the strategy of economically secure development of the state, therefore the terms "national security" and "economic security of the state" are defined as identical. And he explains the identity as follows: "first, the basis of national economic security is a stable and developed economy; secondly, only the level of economic security of the state indicates the degree of its economic independence and independence; thirdly, the national economy cannot be considered active in the conditions of a decline in production, lack of economic growth in certain industries, bankruptcy of enterprises, etc., and all of the above is the sphere of economic security."

According to one of the definitions, the economic security of the enterprise is "ensuring the most effective use of the resources of the business entity to prevent threats and create conditions for the stable functioning of all its elements" [646, p. 309].

In modern literature, there is no single approach to determining the economic security of higher education institutions. Most often, it is considered from the standpoint of resource and protective approaches – as a state of higher education in which available resources are sufficient to prevent, weaken or protect against threats to higher education. The main concepts are threats to the activity of higher education institutions and the sufficiency of resources to prevent their implementation, which stabilizes the activity of higher education institutions as a system and gives it a certain stability [647-652].

Stetsiv I. S. [653] provides such a definition of the economic security of universities. The economic security of a higher education institution is the state of its economy that allows it to remain resistant to internal and external threats and guarantees stable functioning and dynamic development.

Thus, when assessing the economic security of the system of higher education (as well as the economic security of the state), the identification of threats and the development of measures to overcome them become important.

Taking into account the general approaches to the term "economic security of higher education institutions", when evaluating it as well as the economic security of the state, attention should be paid to identifying threats and developing measures to overcome them.

At the same time, it is considered appropriate to take into account the existing close connection of higher education institutions, which train specialists who can be competitive on the foreign and domestic labor markets and are the basis of the nation's intellectual potential, with the economic development of the state and its level of competitiveness. In this context, it is advisable to consider the economic security of higher education institutions in the system, taking into account its dependence on national security, economic security of the state, region, enterprises, etc.

Institutions of higher education are not only an important institution of society, but also act as leaders of innovation and centers of knowledge. Institutions of higher education operate in conditions of risk and uncertainty, in this context, the interpretation of the concept of "economic security of the higher education system" is determined by the influence of the external environment, which is constantly changing, which determines the expediency of its consideration precisely in the context of its negative impact. Also, higher education institutions have many common characteristics with enterprises, as a result of which the prism of perception of the objective reality of the functioning of higher education institutions is optimized, taking into account their relationship with business entities and their important role in ensuring the economic development of Ukraine [654].

In the most general sense, security is a state of protection from anything and can be used to protect an individual, as well as society and the state as a whole. When considering security as a category, it is advisable to also take into account possible resources of various types, the presence of which in sufficient volume will allow to achieve a state in which the appropriate level of security will be ensured in order to be able to counter external and internal threats (the need for resources to ensure security is highlighted to one degree or another in scientific literature, when it comes to the need to achieve a state of protection, but in the definitions of the authors, this is not highlighted separately). Taking into account the above, it is considered expedient to consider the economic security of the higher education institutions system in the context of its management as a process that is carried out taking into account innovative development, the influence of external and internal environmental factors, and a functional-purpose approach in order to increase the level of its economic security [654].

Given that, in general, strategy represents long-term management "rules of the game" [655], and innovation strategy, in particular, involves combining the goals of technical strategy and investment strategy and is aimed at the implementation of new technologies and types of products, none of the management tasks cannot be implemented without the development of an innovative development strategy adequate to the external conditions and involves, among other things, the management's awareness of the absence of an alternative to an innovative type of development, taking into account a number of peculiarities of Ukraine's development, such as: the consequences of the full-scale invasion of russia into Ukraine and the significant damage caused to the economy as a result of the aggressor's actions.

The development of innovative development strategies is based on solving a complex of tasks [656], the main ones of which include the following:

- formulation of strategic goals;
- assessment of possibilities and resources of all elements of the system for their implementation; analysis of trends in all spheres and at all levels of management;
- determination of innovative strategies with a choice of alternatives;
- preparation of detailed operational plans, programs, projects and budgets;
- evaluation of the activity of all elements of the system on the basis of certain criteria, taking into account the established goals and objectives. Taking into account

the possibilities of solving the specified tasks, the following are among the possible stages of development and implementation of an innovative development strategy [657]:

1. Strategic analysis of the operating environment of the system elements, in particular, the determination of the innovative position in the competitive environment, the study of the innovative potential and the possibilities of its growth.

2. Formation of innovative goals oriented to the long-term perspective.

3. Evaluation of alternatives and the choice of a certain innovative strategy:

- the state of innovative development of the national economy (in particular, determination of priority areas of innovative activity at the general state level and monitoring of the legal field);

- the possibility of the organization entering the international market with an innovative product;

- the structure of the industry in which the organization functions, the possibility of attracting and using the necessary resources (both material and intellectual);

- risks (assessment of real and potential risks associated with innovative activity of a specific type, the possibility of their reduction and avoidance).

4. Implementation and current adjustment of the innovation strategy. This algorithm is a general scheme for the development of an innovation strategy, which must be adapted to the peculiarities of the organization's activities, the level of its innovation potential and the possibilities of technological development.

Implementation of the above requires constant monitoring of the level of achievement of the planned goals and evaluation of the effectiveness of the adopted strategic decisions, taking into account the influence of limiting factors on the innovation strategy, such as:

- existing resistance to changes in the field of development of new types of products and implementation of STP achievements;

- insufficient level of awareness of management about innovative developments of competitors;

- the presence of psychological barriers in the perception of technological innovations;

- unfair competition from other manufacturers, etc.

There is no single, successful model of innovation strategy, its choice depends on a large number of factors, in particular, the market position of economic entities, the dynamics of its changes, their production and technical potential, the products or services that are produced, the state of the economy, etc. [658].

In general, strategic innovation management is focused on achieving future results directly through the innovation process (research stage, introduction of innovations into production use, introduction of a new product into the market environment) [659].

In general, effective management of innovative activities should be considered as ensuring the fulfillment of set strategic goals and tasks, using resources, intelligence, ideas, motives of behavior of other people, which is the most important factor that affects effective social, economic and technological innovations, which determines its feasibility consideration in the management system of innovative activity in the context of the strategic development of the state to ensure the level of its economic security [660-664] in the conditions of recovery of the economy of Ukraine in the post-war period.