

Chapter 5. Innovative approach to information technologies in tourism

5.1. The role of information technologies in the development of tourism

Innovations and innovative activity are traditionally presented as a direction of scientific and technological progress (its high-tech component) and as a process associated with implementing the results of scientific research and development into practice. The sphere of innovation is comprehensive, it covers not only 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 new or improved product, technological processes, new services and new approaches to social satisfaction needs.

Tourism is constantly developing, despite various political, economic and social obstacles. In many cases, the tourism business is the initiator and an experimenter in the development and implementation of modern advanced technologies, constantly changes the forms and methods of offering and providing services, discovers and develops new ones opportunities.

Innovation is the final result of innovative activity, in the form of a new or improved product or technological process, which is endowed with qualitative advantages in use and design, production, sales, is used in practical activities and has a social advantage [81].

Today, the relevance of innovations is justified by many factors. Main among them are:

- 1) the need for restructuring and repurposing of enterprises according to market requirements;
- 2) outdated fleet of machines and technological equipment;
- 3) quite frequent and sharp changes in the demand for goods;
- 4) competition.

Regarding the last factor, the American one is well-known specialist in the field of competition Michael Porter in a monograph "International Competition" noted that innovations and changes play the main role in competition. Therefore, innovation is considered as the most important factor in the growth of the competitiveness of an enterprise, firm, company and, ultimately, the country.

Innovation (innovation) (English) - formed from two words - Latin "novation" (novelty, innovation) and the English prefix "in" - "in", "introduction". Literally translated - introducing a new one, recovery.

Let's consider the interpretation of the term "innovation". The term and concept of "innovation" as a new economic category was introduced by the Austrian scientist Joseph Schumpeter (1883–1950). At work "Theory of Economic Development" (1911). he first considered the issue of the impact of innovations on development and gave a definition innovation process. At the same time, he had under innovation meaning a change in order to introduce and use new ones types of consumer goods, new production, transport means, markets and forms of organization in industry. According to J. Schumpeter, innovation is the main source of profit, and it is the result of the introduction of innovations: without development there is no profit, without profit there is no development [85].

In the world economic literature, "innovation" is interpreted as the transformation of potential scientific and technical progress into real, which is embodied in new products and technologies.

In the Oxford explanatory dictionary, the concept of "innovation" is explained as follows: "Any new approach to design, production or sale of goods, as a result which the innovator or his company gains an advantage over competitors" [91].

F. Nixon believes that innovation is a set of technical, production and commercial measures that lead to appearance on the market of new and improved industrial processes and equipment.

B. Twiss wrote in 1989 that innovation is a process of acquisition an intellectual product (invention, information, know-how) of economic content, with the help of achieving a positive result when sold on the market [85].

B. Santo believes that innovation is such a social, technical and economic process that, through the practical use of ideas and inventions, leads to the creation of better according to the properties of products, technologies, and if it is focused on economic benefit, profit, the appearance of innovation on the market can lead to additional income [96].

Kulagin A.S. defines innovation as: "Innovation is new or improved products (goods, work, service), method (technology) of its production or application, innovation or improvement in the field of organization and (or) economy of production and (or) sale of products, which provides economic benefit and creates the conditions for such benefit or improves them" [85].

Gottfried Haberland, a German specialist, believes that innovation covers scientific and technical, technological, economic and organizational changes that occur in the process of creation. Its main characteristics are: quality novelty of products, production methods and technologies in comparison with previous ones, pace of implementation, dynamics of the innovation cycle, economic efficiency, social consequences.

Organization of economic cooperation and development (OECD) defines the concept of innovation as follows: innovation – this new application of scientific and technical knowledge, which leads to market success [100].

Statistics Canada is looking at innovation as the transformation of an idea into a new or improved product or workflow that is in demand in the market.

American experts hold a similar point of view on the issue of defining innovations. Innovation is everything the system by which an idea or invention is first transformed into a commercial reality. This is the successful introduction of a product or service to the market or economy.

Fedulova L.I. in the textbook "Innovative Economy" gives the following definition: innovation is the final result of the activity of implementing a new or improved product, that is implemented on the market, of a new or improved technological process that is used in practice activity

Vasylenko O.V. writes that innovations are newly created and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of a production, administrative, commercial or other nature, which significantly improve the structure and quality of production and (or) the social sphere [85].

There are three points in the given definitions that require specification. First, some authors use the term "innovation", understand the result of the creative process in the form of a new product (technique), technology, method, and some - the process of introducing new products, elements, approaches, principles instead of active. Accordingly, two types of innovation are distinguished: product and process.

Product innovation covers the introduction of new or improved products.

Process innovation is the process of mastering a new or significant improved products, production organization, production management. The release of such products is impossible when using existing equipment or used production methods.

Secondly, an ambiguous answer to the question of what exactly should be considered an innovation? Should the innovation be "absolutely" new, unique, the first in human history? Or an innovator is also the one, for example, who was the first in his field of activity to introduce an innovation long known in other fields? Isn't the one who discovered and implemented an innovator something completely new for himself, but already known for a long time others?

And, finally, what exactly can be considered an innovation for a particular enterprise? It is believed that for definition innovation can be a reference point, for example, a sudden change productivity, product quality, the appearance of a new product and etc. At the same time, the speed of change is crucial. A sharp jump instead of progressive advancement is what distinguishes innovation. Note that it is not always about the process of creating, for example, new equipment or technology innovative.

All existing definitions can be classified into five main approaches:

- 1) object;
- 2) procedural;
- 3) object-utilitarian;

4) process-utilitarian;

5) procedural and financial.

The essence of the object approach is that the innovation comes as an object - the result of scientific and technical progress: new technique, technology. Basic innovations are distinguished, which implement major inventions and become the basis of formation new generations and areas of technology; improving innovations that usually implement small and medium-sized inventions and mainly in the phases of dissemination and stable development of the scientific and technical cycle; pseudo-innovations aimed at partial improvement of outdated generations of technology and technologies.

The introduction of a new product is defined as basic product innovation, if it is about a product, is possible the field of application of which, as well as functional characteristics, properties, constructive or used materials and components significantly differentiate it from products that were previously produced. Such innovations are aimed at development of new generations of machines and materials and are based on fundamentally new technologies or a combination of existing ones technologies in their new application [103].

Improving innovations affect an existing product, the quality or cost characteristics of which were significantly improved due to the use of more effective components and materials, a partial change of one or a number of technical subsystems.

It is necessary to distinguish between innovations and insignificant modifications of products and technological processes (so-called pseudo-innovations), under by which are meant aesthetic (in color, decor, etc.), a as well as minor technical or external changes in the product that leave unchanged its constructive implementation and that do not have a sufficiently noticeable effect on the parameters, properties, cost of any product and the materials and components included in it; expansion of the product range for due to mastering the production of products that were not previously produced at this innovative enterprise (IP), but already known on the market in order to meet the current demand and increase the income of private enterprises [97].

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In the framework of the process approach, innovation is understood as a complex process, which includes the development, introduction into production, and commercialization of new consumer values of goods, equipment, technology, and organizational forms.

The object-utilitarian approach to the definition of the term "innovation" is characterized by two main points.

First, how innovation is understood as an object - a new consumption of value, based on the achievements of science and technology.

Secondly, the emphasis is on the utility side of the innovation (utility) – the ability to satisfy common needs with a great beneficial effect.

In contrast to the object-utilitarian process-utilitarian approach to the definition of the term "innovation" consists in that in this case innovation is presented as a complex process of creation, distribution and use of a new practical tool.

In the framework of the process-financial approach, innovation is understood as the process of investing in innovations, investing funds in the development of new equipment, technology, scientific research.

Thus, the concept of "innovation" extends to a new product or service, a method of their production, news in organizational, financial, research and other fields areas, any improvement that provides savings costs or creates conditions for such savings, and is also useful for society.

Innovation has the following main features:

- 1) scientific and technical innovation;
- 2) the ability of innovation to materialize into new technically advanced types of industrial products, means and objects labor, technology and organization of production;
- 3) the ability to commercialize the innovation itself and (or) the results of its implementation. The result of scientific and technical activity (innovation) turns into an innovation from the moment market use. Many innovations may not be suitable for implementation on the market and therefore not have any commercial appeal; such innovations are not possible considered as innovations.

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An important stage in the study of innovations is their classification according to a number of certain characteristics. The world of innovation is very diverse. Their complex nature and multifaceted use require the development of a classifier of innovations, which will make it possible not only to realize their role in development humanity, and above all:

1. To evaluate the direction and effectiveness of the innovation process.
2. Determine the prospects of future innovations.
3. To identify problematic connections between different types of innovations.
4. Choose management methods that are adequate to the specifics of each innovation process, which result from the predominant type of innovation forming these processes.
5. Create economic mechanisms and organizational forms management of innovative activity depending on the type innovations.
6. Determine the methods and forms of implementation and promotion of the innovative product and innovative technology depending on it from different types of innovation.
7. To optimize organizational forms of innovative activity and innovative infrastructure, economic relations in the innovative sphere.
8. Create incentives for the activation of innovative processes in industries, regions and enterprises.

The innovation typology also makes it possible to distinguish between new introductions and pseudo-innovations. In addition, the classification of innovations according to basic features and other characteristics used when making management decisions regarding investment of innovations.

The complex nature of innovations, their versatility and The variety of areas and methods of use makes it possible to develop their classification.

The number of classification features depends on criteria used for typology of innovations. As a result, the same innovation can be attributed to of several types.

Therefore, a scientifically based classification should answer the following questions:

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1. What is the purpose of innovation?
2. What is the form of implementation of the innovation?
3. Where can the innovation be applied?

These three points create a system of classification marks. They contain the following features:

- target;
- external;
- structural (production, social sphere, management).

The target sign gives an answer to the question of what is the goal of innovation: solving current tasks or future ones. Urgent the need for innovation is determined by the existence of a management crisis and the need to eliminate this crisis at the expense of innovation.

A strategic need is a need for innovations in the future. The purpose of such a strategy is to increase the competitiveness of the enterprise.

The main feature of innovation classification is, as a rule, the novelty of the innovation, its essence, as well as the impact on the economic and social processes. According to the sign of novelty, innovations are divided into new for the industry in the world (world novelty), new for branches in the country, new for the enterprise (group of enterprises).

The first are innovations of absolute novelty, which have not been seen before known and which, in case of significant spread, become radical innovations. Absolute novelty is recorded in the absence of analogues of this innovation on the market.

The novelty of innovations is evaluated by technological parameters, as well as from market positions. Zh.Zh. Lamben calls such innovations are technologically dominant innovations that change the physical properties of the product (flotation glass) or use new components (steel cord in a car tire), a new material (polyurethane foam), create fundamentally new products, new products (composite materials, high-definition televisions image) or new complex systems (high-speed train). That is, according to technological parameters, innovations are divided into product innovations (when new materials are used, semi-finished products, goods are

assembled and received with fundamentally new functions) and process (when new production technologies, new methods of production organization are used) [98].

New for the industry or enterprise are innovations with partial novelty of one or more elements of what is already known of the product due to a change in the functions and characteristics of the existing product or process.

J. van Dijk classifies innovations according to their industry characteristics purpose: innovations in existing industries; innovations that create new industries; innovations arising in infrastructure sectors: transport, communication, education, social sphere, etc.

Bazhal Y. proposes to classify innovations according to the following characteristics [100]:

1. By type – product, technological, raw material, organizational, sales and infrastructure.
2. According to the novelty of the place of implementation - new industry (new industry), existing industry (existing production).
3. By innovative function - basic, improving and pseudo-innovations.

The following types of innovations can also be distinguished.

According to V.G. Medinsky, it is not necessary to classify innovations according to the following characteristics [83]:

- degree of impact on changes;
- level of development and distribution;
- degree of novelty and depth of changes;
- scale of innovative processes;
- scope of implementation and distribution;
- role in the reproductive process;
- content, as well as scope of application;
- directionality of action.

The given classifications indicate that the processes of new introductions are comprehensive and different in nature. So forms the organization of innovations, the

scale and means of impact on the economy, and the methods of assessing their effectiveness should also be diverse.

Such a classifier makes it possible to group innovations by certain features depending on the needs of the bank user data.

Among the large number of approaches to the classification of innovations, the classification of A. Prigozhin and the authors should be noted "Modular program".

A. Prigozhin divides all innovations into the following groups:

1. According to the features of its implementation: single and diffuse, completed and unfinished, successful and unsuccessful.

Single items are one-time innovations that cannot be judged for their uniqueness and purpose. In diffuse innovations, the main effect is their mass, because they are unprofitable in single versions.

Completed and unfinished, successful and unsuccessful - these are those cases at the stage of development, when the innovation turns out to be wrong due to errors or changes in the environment.

2. By type – material and technical, scientific and technical (technique, technology, industrial materials), social (economic, organizational and managerial, legal, pedagogical).

3. By place in the production process – raw materials, supplies and products, as priority innovations.

4. By succession – substituting, canceling, reversible, openers and reintroductions [81, c. 8].

Substitutes - provide for the complete displacement of obsolete ones means (for example, process control automation firing in cement production).

Cancellations - exclude the performance of some operation and not replace it with a new one (for example, cancellation of some form reporting).

Reversible - when after some use the novelty its unsuitability or inconsistency with new ones is revealed conditions that force a return to its predecessor. Breakthroughs are fundamental discoveries that don't have comparative functional predecessors (for example, radio, television).

Retro-introduction – when already current stages of technology development become relevant again (for example, use wind forces, etc.).

5. According to innovative potential and degree of novelty - radical or basic (fundamentally new technologies, types products); combinatorial (using different combinations constructive connection of elements, for example, creating typical nodes that are suitable for different machines); modified (improving).

6. According to the features of the innovation process - intra-organizational, inter-organizational. In the first case the developer of the innovation is an enterprise or organization, where the innovation is used; in the second - all these roles distributed among specialized organizations: research institutes, design bureaus, laboratory, enterprise.

7. By coverage of the expected market share - local, systemic, strategic.

According to A. Prigozhin, the given typology makes it possible to more accurately identify each innovation, to evaluate the ratio of different types of innovations in different spheres of social life, to identify the dynamics and trends of changes of these ratios in different periods of development and obtain a kind of diagnosis of the innovative state of the economy, which can be the basis of further innovative planning development.

In the research institute of system studies an extended classification of innovations was developed taking into account the field of enterprise activity. According to this sign the following innovations are distinguished: technological; economic; trade; social; in the field of management.

The classification of innovations makes it possible to specify directions of the innovation process, comprehensively evaluate its effectiveness, to form economic mechanisms and organizational forms of management of innovative activities, to determine the means of implementing innovations on the market, to carry out attachment to the type of innovation process, a certain innovation strategy [81].

Please note that international data collection regulations are in force about innovations, as already mentioned, apply only to technological innovation, i.e. covers new products and processes, as well as their significant technological improvements.

They are based on the recommendations adopted in Oslo. In 1992, the "Oslo Guidelines" were adopted by the countries of Northern Europe with the assistance of the Industrial Development Fund as a guide to collecting data on technological innovation, as an OECD study of twenty projects on issues of innovative activities, carried out in 1990, proved significant disagreements in the purpose, methods, definitions of basic concepts innovative activity. According to the recommendations of national experts, the "Oslo Guide" gives the following classification of innovations:

1) innovations aimed at creating new types of products. The composition of such products is determined according to the degree of technological improvements: fundamentally new products (radical product innovations); perfected products (improving), products created with the use of significantly improved production methods;

2) innovations aimed at creating new processes. This is a change in the production technology of a certain type of production, a change in management and organization methods production [97].

Therefore, in order to successfully manage innovation processes, we need to carefully study innovations and their classification.

The term "information technology" arose in the latter decades of the 20th century. The main feature of information technologies is that in them both the subject and the product of work are information, and the tools of work are computing tools technology and communication. Moreover, today information has become considered as a very real production resource along with other material resources. Twenty years ago information technology and tourism seemed incompatible partners Today, these two concepts are so closely related that even a new type of tourism has appeared - "alternative tourism" or "electronic tourism" [77].

In general, analyzing the role and significance of information technologies for the modern stage of the development of society, it is possible to draw fully justified conclusions that this role is strategically important, and the importance of these technologies will grow rapidly in the near future. That's it today, technologies have a decisive role in the field of technological development of the state. Arguments for these

conclusions have a number of unique informational properties of technologies (operability, accessibility) that promote them to a priority place in relation to production and social technologies. Among the distinctive properties of information technologies that are of strategic importance for development of society seems appropriate to highlight the following are the most important.

First, information technologies allow to activate and effectively use information resources society, which today is the most important strategic factor in its development. Experience shows that the activation of dissemination and effective use of information resources (scientific knowledge, discoveries, inventions, technologies, best practices) allow to obtain a significant economy of other types of resources: raw materials, energy, materials and equipment, human resources, social time.

Secondly, information technologies make it possible to optimize and in many cases to automate information processes, which in recent years occupy an increasing place in life activities of society. It is common knowledge that development civilization is taking place in the direction of the formation of an information society, in which the objects and results of work the majority of the employed population are no longer material values, and mainly information and scientific knowledge.

Currently, in most developed countries, a large part of the employed population in their activities to one degree or another connected with the processes of preparation, storage, processing and transfer of information and therefore forced to learn practically use relevant information processes technologies.

It should be said that information technologies play a uniquely important role in ensuring information interaction between people, as well as in the systems of preparation and dissemination of mass information. These means are quickly assimilated the culture of society, because they not only create great conveniences, but also remove many industrial, social and everyday problems caused by the processes of globalization and integration of the world community, expansion domestic and international, economic and cultural connections, population migration and its increasingly dynamic moving around the planet. In addition, it can be said that information technologies are already changing traditional means communication

(telephone, telegraph, radio and television). Electronic telecommunications systems, e-mail, facsimile transmission of information and other types of communication are increasingly widely used [80].

The worldwide computer network is developing so much so rapidly that the number of its subscribers and the amount of information resources practically doubles every year. It is obvious that the tourist business is not left out. Only in 2016, thousands of independent sections appeared on the Internet travel agencies, hotels, airlines, dozens of systems for booking tourist services. The network cannot be viewed as a competitor in business because the World Wide Web provides invaluable informational assistance and adds to the traditional ones a new channel for the implementation of tourist services - electronic.

Already half of all income generated through the Internet falls under the travel and tourism industry. 62% of users contacting the network are looking for tariffs hotels and airlines, as well as availability information free places Advantages of the Global Network: firstly, audience coverage. It allows 35,000 customers to visit the most popular tourism server www.TravelWeb.com.au, which presents more than 17,000 hotels; secondly, relatively low overhead costs and efforts made by sellers and buyers. The cost of booking through Internet averages \$1.7, while through global reservation system - \$3.5, the third convenience - 24 hours a day network access for private users. These advantages The Internet, as well as the possibility of updating information in a matter of minutes, is also used by travel companies, for whom the World Wide Web opens up significant advertising opportunities and sales of tourist products online, as well as sales promotion.

Information technologies today have three main ones components: software, hardware and organizational and methodical (Fig. 1) [84].

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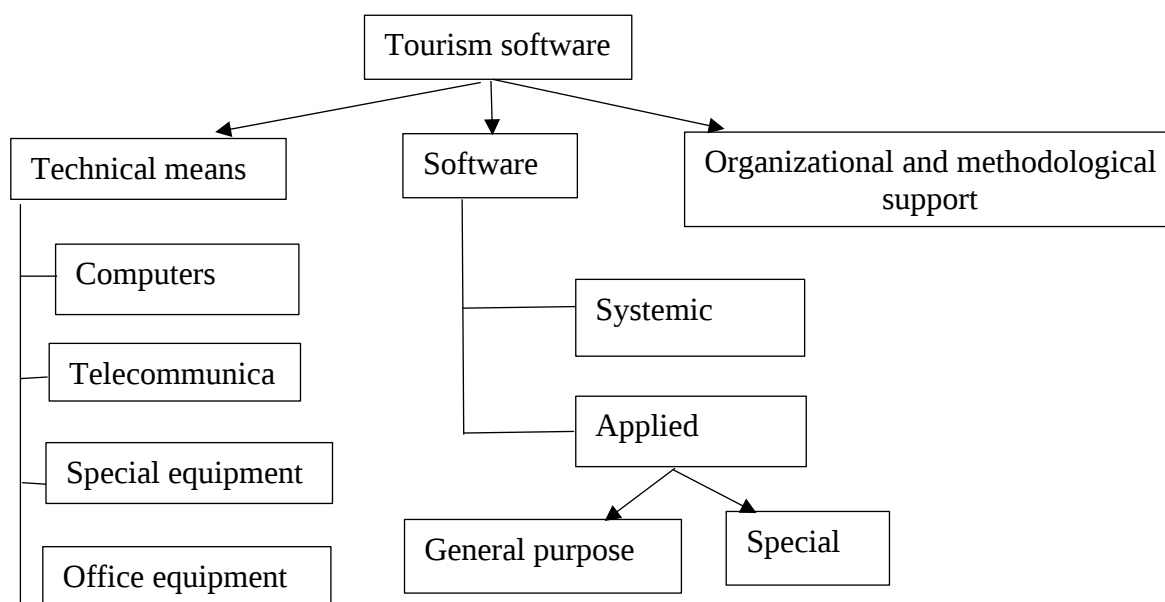


Fig. 1. Generalized structure of software in tourism

**Source: created by the author based on [89]*

The software part is: operating system and application software (AS).

The operating system (OS) provides input and output information, functioning of application programs, access to data on various media, work with networks, as well as a number other various functions necessary for functioning system as a whole.

Application software is what the end user uses in their work, usually this all kinds of editors, spreadsheets, management systems databases (DBMS).

Software is divided into client and server for more effective use of computing and information resources, computer networks were invented, the main task of which is the exchange of data between separate computers, it allows many users to work together with the same information and to gain access to distributed information resources.

To ensure the fastest access to information and its fast processing, dedicated network servers are used. Usually these are the most powerful electronic ones computing machines (PCs) that can provide fulfilling requests from many users for information or its processing. Servers are divided into two main types: file servers and application servers (technology "client-server"). In addition, there is a huge number of

them of different types according to their functional purpose, but we are only interested in the two above. When working with a file server, clients only get compatible access to information, and its processing is performed independently. If you are using an application server, the main work with calculation and processing of information is carried out by the server.

Server software is primarily a reliable OS, for example, MS Windows NT, Novell NetWare, IBM OS/2 LANServer, Unix, etc., as well as server DBMS, for example, MySQL Server or Oracle. A huge number of independent software manufacturers in the world develop their solutions based on these systems for application in the field of hotel complex management. In Ukraine such companies are: "Intellect-Service", "Galaktika" and others.

The client software is designed to ensure the user's work, therefore special attention is paid to convenience, simplicity of the interface, and it takes into account the lowest qualification of the user in the computer field. Customers with the help of this software get the opportunity in a simple and understandable way address your requests to the system without thinking about how the execution will be carried out. The hardware part is selected based on the software requirements and considerations of storage reliability information, as well as growth and scale. The main ones components are: personal computers (PC), servers, network communication equipment (cable, hubs, switches, routers, etc.). When choosing equipment, you can contact well-known manufacturers, for example: Hewlett Packard, IBM, Packard Bell, Compaq, and you can go to little-known ones, which are the majority of Ukrainian manufacturers. Of course, the first option is more expensive, but more reliable. The most practical solution may be the purchase of the most critical nodes of the system, servers and communication equipment from well-known manufacturers, and for personal use computers - the choice of the most famous Ukrainian manufacturer, especially, as practice shows, a PC of a well-known company are practically not amenable to modernization [77, c. 2].

Corresponding organizational and methodological support is of great importance in the work of IC (information systems) for the homogeneity of the system architecture,

the compatibility of the software, the hardware part, and the activity of the personnel, which allows effectively manage the entire system, carry out its diagnostics, quickly eliminate malfunctions. Therefore, the ideal option is the comprehensive supply of equipment and software for the developed project.

The successful operation of any firm in the tourist business market is practically impossible without use modern information technologies. The specifics of the technology the development and implementation of a tourist product requires such systems, which in the shortest possible time would provide information on the availability of vehicles, the possibility of accommodation for tourists, would ensure quick reservation and booking places, as well as the automation of solving auxiliary tasks in the provision of tourist services (parallel processing of such documents as tickets, invoices and travel guides, provision of calculation and reference information and etc.). This is possible if modern computer processing and transmission technologies are widely used in tourism information.

Active actions of Ukrainian business contribute to the transition of the country's economy to an innovative path of development, in particular, regarding the implementation of science and technology achievements in technology and management organization, including in the social sphere, industries that provide services to the population.

This also applies to the tourism business as part of the socio-economic system of society, although in some countries tourism is included in the production sphere. When resources are transformed by human labor, a product is created, which is production in its various forms. Thus, airlines use aircraft, fuel, computerized ticket reservation systems and provide their passengers with the ability to quickly move from one country to another. Tourist companies provide familiarization with cultural values and natural landscapes, accommodate and feed people, give them the opportunity to rest and restore their strength - all this is also production. Depending on the type of production, production can be classified as material, information and service production. The provision of services involves taking into account the needs of a specific consumer. Thus, the development of the tourist business is possible only if

new ideas are introduced, the processes of production of goods and services are improved, and their assortment is expanded.

The content and essence of the economic discourse around the conceptual apparatus of tourism innovation outlines the construction of common concepts that explain the evolution of scientific knowledge.

The word "innovation" comes from the Latin "innovare", which means "to use something new". There are many definitions of the term "innovation", which certainly indicates the complexity and multifacetedness of this scientific category. Thus, J. Schumpeter defined innovation "as a new scientific and organizational combination of production factors, motivated by an entrepreneurial spirit" [87].

According to P. Drucker, innovation should be considered and applied as an opportunity, the result of which is the creation of a new or improved product or service [88]. In the understanding of Y. Yakovets, "innovation is the introduction of new elements (types, methods) into various types of human activity that increase the effectiveness of this activity." Innovations are also considered as "creative ideas that increase the quality and productivity of services".

In recent decades, the question of determining the mechanism of implementation of innovative activity in the service sector, its effectiveness and assessment of connections with other sectors of the economy has arisen. However, the researchers point out that there is not enough information about the innovative profiles of various sectors of the service sector. Experts no longer consider the tourism business non-innovative, as it actively uses technical innovations introduced in other industries. However, questions about whether tourism business enterprises create innovations on their own, and what is considered an innovation in tourism, remain debatable. Innovation in the service sector can be defined as a new concept of service, new channels of communication with customers and distribution systems, and technological solutions, which most often jointly change the offer of services on the market, renew the functions of the firm and require structurally new organizational, technological and human capabilities of the firm.

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Economic science confidently attributes only trends in e-tourism (development of electronic offer of tourist services, advertising, other marketing communications, sales via the Internet) to innovative trends in the production of tourist products. Some studies are based on the study of innovative changes in the tourism business on the example of the tourism market of a certain country, they include surveys of tourism product manufacturers, and analysis of the implementation of innovations at specific enterprises of the tourism business. Also, proving the innovativeness of the sector is carried out on the examples of various "case-study" (case-studies).

The transition from the economy of supply to the economy of demand creates a special environment for innovative development in tourism. According to the results of the research of the World Economic Forum (World Economic Forum), in 2016 p. Ukraine ranked 85th among 139 countries in terms of competitiveness in the world tourism market (in 2015, it was 77th among 133 countries). In order to increase the effectiveness of the use of the country's tourism potential, it is necessary to strengthen it with innovations at the level of tourism market entities and related industries.

World practice proves that income from tourism, subject to effective use of recreational potential, can become the main source of filling the budget, and at the destination level - to increase the level of employment of the population and ensure the growth of its income.

Innovative changes in the tourism business occur under the influence of transformational processes in the world economy, the desire of a specific business structure to meet the needs of the market, as well as changes as a "reverse reaction" that reflects the result of previous activities. The implementation of innovations in tourism is influenced by both local factors, especially the solvency of the country's population, which is an indicator of the economic situation and social situation of the population, and national legislation, as well as international factors - intergovernmental and international agreements on cooperation.

Innovation in tourism is a complex process that involves users of tourist services, organizations that provide them, local self-government bodies and other market subjects. Accordingly, the motives and reasons for the emergence of innovations in the

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tourism business in each country are different. However, any country is characterized by common factors that encourage innovative changes, namely:

- the growing needs of the population to familiarize themselves with the way of life in other regions and to acquire new knowledge;
- saturation of demand in many classic and traditional travel directions (destinations);
- the need to restrain the departure of its citizens to areas similar in terms of recreational conditions to the regions of their country (nature, culture, climate);
- a harmonious combination of attractive recreation and travel conditions to fully satisfy the needs of the most demanding tourists;
- the danger of losing the quota of the inbound tourism market;
- intensifying competition and increasing supply of standardized global products;
- technological revolution and expansion of services in the economy.

At the same time, the above-mentioned factors can also be considered as challenges that prevent the introduction of innovative changes in the tourism business and increase entrepreneurial risk. Thus, increased competition creates prerequisites for the work of market operators in the illegal market plane; marketing actions to stimulate sales can cause the effect of habituation among consumers, the desire to optimize business costs stimulates the involvement of seasonal workers with low qualifications; the information environment creates opportunities for independent planning of recreation by each tourist according to his requests. And also one of the determining factors is the stability over time of recreational conditions in places of rest, which may lose their resource potential due to extraordinary uncontrollable events (natural or man-made disasters).

Based on the provisions of the General Agreement on Trade in Services (GATS), the tourism business develops innovative activities in three directions: 1. Implementation of innovations (organizational innovations) related to the development of the enterprise and tourism business in management systems and structures, including reorganization, consolidation, absorption of competing subjects on the basis of the

latest equipment and modern technologies, personnel policy (updating and replacement of personnel, system of professional development, retraining and stimulation of employees), rational economic and financial activity (implementation of modern forms of accounting and reporting, which ensure the stability and development of the enterprise).

2. Marketing innovations that make it possible to cover the needs of target consumers or to attract customers who are not covered at this time.

3. Periodic innovations (product innovations) aimed at changing the consumer properties of the tourist product, its positioning on the market and creating a competitive advantage.

The above-mentioned directions determine the peculiarities of the implementation of innovations in tourism: continuity in time of processes of production and consumption of services, intensive use of information and information technologies (IT), improvement of quality and human resources, organizational factors. Thus, the directions of innovative changes will most likely correspond to these features, and in order to achieve a competitive advantage, enterprises need to comprehensively assess their opportunities for their practical implementation. We fully share the opinion of A. Hyalager, who believes that "the innovativeness of the tourism business depends on the related sectors of the economy, so it is more likely to grow under the conditions of their successful activity."

In innovative activity, the tourism business is based on the basis of acquired knowledge. The Austrian scientist K. Weirmer defines the tourist product as an experience and believes that introducing new ideas and creating new directions of tourism should only be done after evaluating the old tools and work methods.

Innovation in tourism "presupposes the development of an original approach, new ways of using existing resources while simultaneously searching for new ones" [82]. The typification of innovations makes it possible to determine the directions and nature of innovative changes in the tourism business. An effective classification of innovations in the field of tourism was adapted by A. Hyalager from the concept of

"transilience" developed by Harvard Business School professors U. Abernathy and K. Clark.

Regular and niche innovations should preserve and consolidate the company's existing competencies on the market, while revolutionary and architectural innovations determine the need to break existing competencies and create new connections. This typification outlines innovative guidelines that are the basis of the company's strategy in the tourism business.

Taking into account the close connection (according to the concept of marketing: "relationship - partnership") between the tourism business and tourists, it is necessary to classify innovations from the point of view of their perception by customers. H. Foxall, R. Goldsmith, S. Brown distinguish innovations as repositioning of products at the stage of maturity, innovations as stable brands and products that the consumer considers new, original or unfamiliar, innovations as old products for the consumer, but new for the enterprise and ordinary technological innovations [90].

Empirical studies of the innovative model of behavior in the field of hospitality, which is an integral part of the tourist business, conducted by scientists from Denmark and Spain [91], make it possible to determine the following types of innovations:

- innovations in management (management innovation): aimed at improving the quality of management, information and communication technologies, improving the organizational structure;
- innovations in external communications (innovation in external communications): reflect the great importance of information in the process of creating and providing intangible services, aimed at establishing effective relations with intermediaries, suppliers, state authorities;
- innovations in the field of service (service scope innovation): is the core that forms consumer value from the provision of hospitality services;
- back-office innovation: determine the introduction of new technological means.

The typification of innovations according to the "Oslo Guide", which divides innovations into technological and non-technological ones, can be considered adapted

for the tourism business. Technological innovations include all improvements in the operational (technological) process of providing services or the tourist product itself, non-technological include marketing and organizational innovations. Innovations according to the "Oslo Guide" are product, process, marketing and organizational [92].

However, in our opinion, the classification of innovations in the tourism business, developed by Russian scientists [83], most fully reflects the current trends observed in the tourism market.

These types of innovations satisfy the need for new knowledge, new experience, which is characteristic of modern tourists who seek self-affirmation through travel and tourism.

The impact of incremental innovation and radical innovation on systemic changes in tourism should also be taken into account. Incremental innovation involves the implementation of minor technological changes that are based on existing knowledge and resources within a certain company.

Radical innovations require new knowledge and/or resources and involve more technological advances. Other scientists [93] propose to define incremental innovations as the introduction of additional characteristics of existing attributes, and radical innovations as the creation of a new attribute. Scientists note that additional innovations are successfully implemented in the tourism business, which can be a consequence or an impetus for radical ones; additional and radical innovations strengthen the competitive position of the tourism business enterprise due to the synergetic effect [94]. For a tourism product that is in the growth or maturity stage, incremental innovation is a better strategy because it does not require the investment of excessive resources. However, at the stage of implementation or decline, it is mandatory to carry out radical innovations to create a sustainable market advantage [83]. If the company plans to gain a foothold in the tourism market, then the process of innovative changes should become the basis of a competitive strategy, and the selection of tools and methods of its implementation should be determined taking into account the study of the factors of the operating environment.

5.2. Use of information technologies in tourist activities

The tourism industry is so multifaceted that it demands application of a wide variety of information technologies, starting from the development of specialized software tools that ensure the automation of the work of a separate travel firm or hotel, before using the Global one computer network (Fig. 2) [79, c. 5].

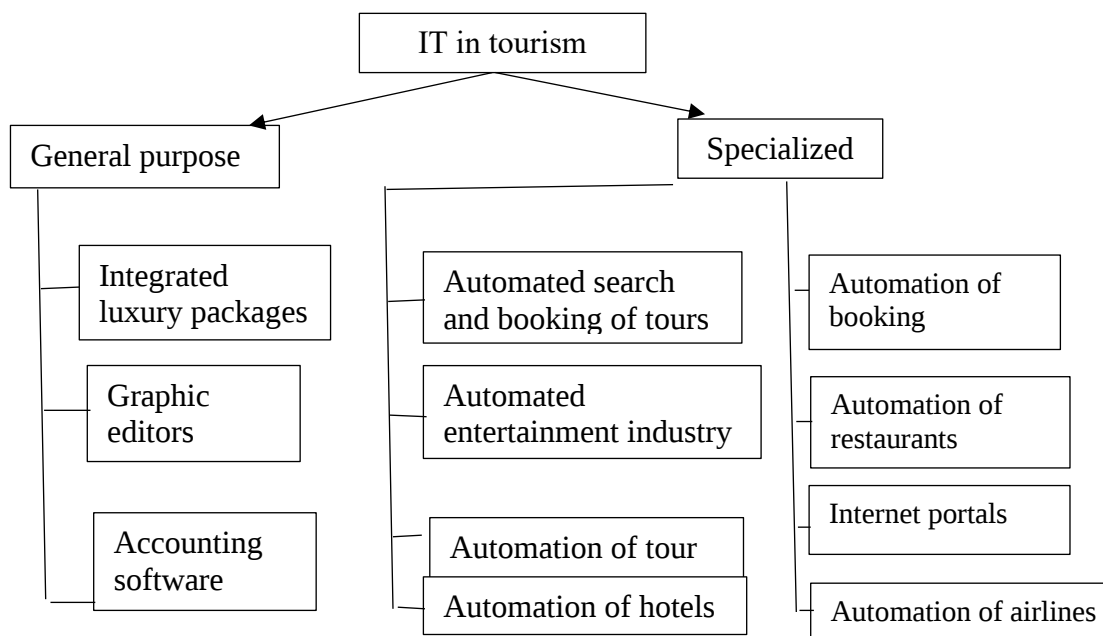


Fig. 2. Types of IT in tourism

**Source: created by the author based on [79].*

Let's take a closer look at information technologies in the tourism sector.

Reservation systems. As you know, a tourist product is a complex of various services provided to a traveler, and a tourist company is a seller, which is only one from links in the organization of the tour. The speed of information, operational communication between them acquire primary importance, therefore, information technologies occupy an important place in tourism. Airline reservation systems began to appear in the late 1950s. In the 1990s, widespread implementation began of electronic technologies in the hotel industry, a little later - in tourism companies. The scale of modern computer reservation systems (CSR) is evidenced by statistics: in the offices of travel agencies and airlines, which operate around the clock use the services of these systems, installed close 600 thousand terminals. In connection with the growth

of the scope of application of GDS, they received a new name - global distribution systems (GDS).

Computer reservation systems are actively used by regional travel agencies. Without them, it is impossible to imagine the day-to-day planning and management of operations. It should be noted that, in general, CSBs affect the whole tourist industry. So about 90% of travel agencies The USA and the UK are connected to the GRS, as the reservation systems provide not only air services, but also hotel stays, car rentals, cruises, information about location, exchange rates, weather reports conditions, bus and rail connections. Such dose systems allow you to reserve all the main segments of the tour - from seats in hotels and flights to theater tickets and insurance policies

In fact, they constitute a general information system that offers the most important distribution networks for the whole tourist trade. With a single modem connection to servers with the appropriate database, travel agencies get access to information on cost, quality, time arrivals and departures for various tourist services from their suppliers. Moreover, tourist agencies can contact these databases to to complete and confirm your order.

The functioning and efficiency of these systems require that travel service providers acquire at least a minimum level of technology (e.g. PC skills and use of network resources in travel agencies) to access such systems and to be represented on them.

The largest CSOs in the international tourism market are the Amadeus, Galileo, and Worldspan systems [91].

Medium companies will be more satisfied with the standard version, which is installed in the office and includes, in addition to software, special computers and printers for printing tickets, software. Large companies that have their own local computer networks install a client-server system. Through the gateway and the local network server, the agencies communicate with the central Amadeus server. Such thus, every enterprise terminal has access to the system reservation Moreover, the fee for connecting to Amadeus of each subsequent workplace is rather insignificant [94].

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Worldspan is considered the youngest KSB, but the roots systems go very deep. To date, the system Worldspan allows you to reserve airline tickets in 487 airlines worldwide, rent a car in 45 you companies (providing services in approximately 15854 points of the world), book a room in one of 35,000 hotels.

Galileo is one of the leading GPS systems in the world. This system represents is a serious competitor to both Amadeus and Worldspan, as Galileo's position in the world is very strong. Reservation system Galileo is one of the most advanced reservation systems in terms of technology. Galileo was one of the first provided agencies with a Windows version of the reservation system. The Premier program allows agencies to fully automate their customer service work. For example, news client databases, create your own screen forms and menu, save the most repeated requests, etc.

It remains to add that the above reservation systems differ from each other only:

- the completeness and promptness of the issued information;
- the set of services and the number of owners of various types of resources that have an agreement with a specific GRS, and the level of access to their databases;
- the convenience of forming booking requests, the friendliness of the software used in the GRS and installed on a personal computer tourist enterprise;
- the reliability of equipment and means of communication between the company and the data processing center of the GRS;
- the amount of payment for the use of information on servants and the order of its formation.

Document flow automation systems. Under the office programs are now understood as Excel tables, adjusted for entering applications and placing payment marks, as well as complex systems that allow automation and optimize business processes of tourism enterprises.

The following levels of automation can be distinguished:

- office equipment (telephony, faxes, copiers);
- computers with standard software such as Microsoft Office;

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- special software (so-called BackOffice, connection of BackOffice programs with global ones reservation systems);
- having their own online stores.

Microsoft software products are used for the automation of not only large but also small companies.

It is the family of software products that unites the most the world's most popular applications in a single environment, ideal for work with a wide variety of information: Microsoft Word, Microsoft Excel, Microsoft Access. Features of Microsoft Office is:

- an integrated family of powerful intelligent applications that ensure maximum work productivity and quick achievement of good results;
- a tool for effective organization of everyday work, which has a built-in e-mail, a list of contacts, a schedule of meetings and events;
- a multifaceted tool for collective work with documents and information analysis;
- a powerful base for convenient construction of original solutions, oriented to the needs of a specific enterprise.

Today, professional office programs claim to full automation of business processes of travel agencies. Acquisition programs of this level is not reduced to a simple purchase of a computer system - it is, first of all, serious work on the implementation of new, advanced technology. What does it give the tourist enterprise? First of all, it turns out to be a huge volume information that is available to all or many as before owned by one or two of the most advanced managers [93].

The entire history of communication with the client is stored in the database. Any user of the system can give a comprehensive answers to the client's questions. With the help of a complex automation system, you can adjust the strategy sales The system will help the tour operator optimally fill (download) charters and hotels.

Travel agency management packages. Development of specialized software tools for automation intra-company tourism activities abroad began around the 1970s. For example, such a system as DPAS automates calculation procedures and is suitable for small agencies. A significant event was the implementation Thomson Automatic

Banking system and connection to it agents by Thomson Holiday in 1988. This system was connected to the reservation system of the Thomson repair and maintenance company and automatically created invoices for travel agents for all agreements. Although it took some time for its implementation in agencies, this was the first step to EFTPOS (Electric Fund Transfer at Point of Sale). The system spread widely in the next few years and was of great importance for speeding up the circulation of money in agencies.

Development of specialized software products for tourism and hotel business are currently engaged in several domestic companies: "Arima-Soft" ("TurWin" programs, "Charter", "OVIR"), "Samo-Soft" ("Samo-Tour" program), "Megatech" company ("Master-Tour" software complex), "Tourist Technologies" (program of complex automation "Tourist Office"), "Intour-Soft" (program "Travel Agent-2000"), "ANT-Group" ("ANT-Group" system), "Rek-Soft" (complex "Barsum", "Reconline") and others. There are several computer systems on the software market for these products, which allow to automate the internal activities of the technical firm. As a rule, these systems allow driving reference databases for customers, partners, hotels, transport, embassies, as well as keeping records of tours and payments, receiving orders and working with clients, drafting documents, etc. Almost all software complexes ensure the formation of accounting reports and often import-export of data into specialized accounting programs such as 1C and others.

The successful operation of a travel agency is possible only when the connection "tour operator - travel agency" and leaving the GRS. Unfortunately, only a few systems for example, "Travel Agent-2010", provide remote booking of tours. The program complex "Samo-Tour" as well allows you to create and send booking requests tours and hotels with automatic notification of bookings. Along with the automation of internal functions travel agencies provide remote booking of tourist services with the specially developed "Continent-ANT" system. She allows the tour operator to work in real time with a network of travel agencies and book a tour package as a whole, including air transportation, services, hotels. Many software products can be

conditionally divided into tour operator, travel agency, universal (calculated both for agents, tour operators, and ticket sellers) [83, c. 18].

Tour operating information systems acquire everything more popular, since at the moment capital and Information Technology. Universal apps coming soon will be more common, as they involve the possibility of providing various services. It is important to be able to independently model and finalize the operating system, which contributes to the individualization of the travel agency.

Multimedia technologies in tourism [92]. Multimedia technologies have found rapid application in the industry tourism. The main feature of a multimedia computer is the presence of additional devices, such as CD-ROM drives, sound card, speakers, etc. For today day most computers are multimedia and specified devices are included in the standard package. Multimedia technology makes it possible to work with sound and video files, which opens up new areas of use computer technology in the field of tourism, in particular development virtual tours and trips.

Virtual tours and trips are presentations that allow viewers to see the main objects of interest to them. (museums, sights) before actually visiting them. They can to be arbitrarily moving panoramas of objects of any size (exhibits of museums and art galleries, hotel premises, city streets and buildings, alleys, bird's-eye views flight, etc.). Panoramas are connected to each other simulated longitudinal movements in such a way that it is created the illusion of real movement along and inside the object with the possibility of stopping to look at the most interesting places. Look, the dacha can arbitrarily change directions of movement, use image zoom function, move forward and back, right and left. There is a possibility of voicing the presentation, embedding explanatory inscriptions, integration into a virtual tour of geographic maps and room plans.

One of the most common areas of use multimedia technologies in the field of tourism is a creation and the use of encyclopedic, reference and advertising discs.

To date, a large number of information and reference materials about museums and various tourist destinations have been developed. Since 1998, the company "Adaptive Technologies" has been producing CD guides "Hotels of the World": "All

of Spain", "All of Switzerland", "All of Cyprus" and others. The "Albis" company has been producing advertising since 1999 electronic directory "Tourist Firms".

Many enterprises in the field of tourism, most often museums, travel agencies and hotels create their own CDs containing reference and advertising information.

Usually, multimedia catalogs do not contain information, that change frequently, such as pricing and feature data. There are significantly fewer CD guides than there are for specialized Internet servers. Yet CD guides are popular for a number of reasons:

- they are the most convenient means of obtaining information, if the user does not have access to the Internet;
- CDs allow you to get reference information often much faster than searching for similar data in networks;
- with one CD-disk, as a network resource in the local area networks, can be used simultaneously by several users-managers of travel agencies;
- CDs are easily transferred from one computer to another and are convenient to use as presentations, as well as at other advertising events;
- CDs represent an ideal advertising and informational material sent to partners and to customers

Internet technologies in tourism management. The Internet in the tourist business is used in several directions. One of them is the use of virtual space for promotion of their services on the market. Advertising in The Internet is gaining more and more popularity. Large tour operators and small travel agencies actively use web pages and their own servers. Information about distant countries, exotic travel and prices for travel services easily found through any search engine. However, this the variety of choices is mostly deceptive. Many pages are of little interest to the user and, at best, contain a list of proposed countries and office telephone numbers. The Internet attracts travel agencies not only as advertising means, but also as a unique means of organizing the interaction of branches and agencies. Large tour operators who have to deal with it every day maintain contact with hundreds of travel agencies in different countries, have already realized the advantage of the Internet. In the World Wide Web you can find virtual offices of almost everyone leading tour operators.

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Each fully functional site is a system of automated information technologies (AIIT) designed for use by both a network visitor and an employee tourist enterprise.

Creating SAIT requires a lot of effort and time. The main ones SAIT subsystems are:

- technical infrastructure of computer and network equipment with system software;
- DBMS;
- software to support functional SAIT properties;
- informational and linguistic support.

The listed elements are interdependent and are created in parallel in the process of SAIT implementation.

Businesses in the tourism industry, especially airlines and hotels, very quickly managed to appreciate the advantages of marketing and selling their product via the Internet.

The Internet provides them with the perfect means to sell a product far beyond their own countries because of its value services on the global and local markets is the same.

If the budgets of traditional marketing operations become directly proportional to the geographical coverage (for due to the increase in the cost of printing and distribution), then for Internet geographical factors do not matter: cost its services do not depend on where and how many people visited web pages.

Internet technologies provide such opportunities to tourists enterprises:

- to convey information and the product offer to a large number of people around the world for a relatively small amount the price;
- to provide information of a higher quality than traditional ones printed sources;
- to provide consumers with an easier and simpler way product reservation.

Internet systems provide another new opportunity marketing - product promotion by e-mail to consumers. Such systems remember and store in memory a large volume of information about the past customer applications, on the basis of which it is possible to determine the best directions for promoting the product, taking into

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account demographic factors, interests, and the best means of placement etc. Customer information may be collected from various sources: telephone conversations, the Internet, information kiosks, tourist departments and stored in a single database. Web pages created on the Internet enable consumers to move from planning to planning quickly and easily travel to its reservation [92].

Creating an effective website is only the first step in using the Internet. It is very important to ensure its promotion through traditional and electronic channels, and then organize targeted advertising campaigns using aggressive marketing technologies "pushing".

A participant in the tourist market is a portal (specialized SAIT with large databases of specific topics). It is supported by an organization that operates on the Internet. The portal is the gateway to online technology for hundreds of thousands or even millions of users.

Portals control information processes and flows data. Any tourist enterprise that wants to operate in the network must establish a partnership with the portal. From the point of view of the owners of tourist portals, companies provide valuable information that supports the interest of users, so portals are interested in cooperation with those companies that can offer high-quality product.

It is worrying that the development of the market can lead to the "living" on the Internet of only a few portals that have enough users to guarantee the success of commerce for those partners. Perhaps over time the portals will become one channel of mass sales of tourist services.

Consumers can visit partner websites, direct communication channels and, if desired, make reservations online or by phone. If it is not possible to book the product in real time through intermediaries, the direct purchase of the product becomes promising at large suppliers as many companies have started implement information blocks in their traditional reservation systems.

Cooperation with such portals as "MSN Expedia" is beneficial to tourism businesses because portals eligible through or participation in the Expedia Associate

program "MSN Expedia Travel Network" needs to be integrated into the site conditions to the partner.

Nowadays, professional office programs claim to full automation of business processes of travel firms. Unfortunately, the use of a wide range of economically viable computer programs available to many travel companies, is limited by insufficient training of qualified personnel, lack of initiative of managers. At the same time, information technological progress is ahead of the expectations of travel firms in the long-term adequacy of the implemented ACS. If they were like that before firms changed technological equipment, on average, every 5–8 years, but today the cycle has shortened to 3–4 years.

It should be noted that the fact of installing a modern system in itself does not mean unconditionally receiving returns from expenses incurred. The effectiveness of automation is determined by a whole set of coordinated actions regarding the review of established methods and work order, retraining personnel, development and implementation of the company's information technology strategy. Therefore, first of all, leaders travel companies have to realize that for the wider the use of computer technologies in the future, it is necessary to raise the level of qualifications of employees already today. This will lead to an increase in the quality of service customers, will allow managers to organize a tour faster and more accurately, provide a diversified range of tourist services, improve the level of development of marketing planning, increase the competitiveness of services in today's market.

5.3. Research on the use of internet resources by Ukrainian tourist enterprises

In the activity of Ukrainian tourist enterprises specialized software found wide application products. The most common are: "Master-tour", "SA MO-Tour", "SAMO-tour agent", "TurWin", "Parus-Turagenstvo". Each of these software products has its advantages and disadvantages and can be implemented on most enterprises in the field of tourism. However, the existence of systems exclusively for them does not ensure the existence of company managers confidence in undeniable efficiency and profitability

his enterprise. Increasing the efficiency of customer service processes, higher quality satisfaction for the needs of each individual tourist is possible only under the conditions active use of Internet resources.

In Ukraine, the areas of tourism business are not fully developed. This is confirmed by the growth in the volume of out-of-town fees tourism by 53.1% and a reduction in the entrance fee by 8.3%. One of the reasons for the decrease in the volume of the latter is the insufficient awareness of the domestic tourist product, the complexity of its information support, which is connected with the inability of the subjects of tourism activity to monitor and maintain a large information base [90].

Now, according to the large tourist portal "Holiday" (www.otpusk.com), sites have many travel companies of Ukraine. But few can boast of real success on this path so far. The reasons are as follows. Among the objective reasons: not very wide distribution of the Internet in Ukraine (the number of web connections in 15–20 times less than in the USA), low-quality communication lines, insufficient development of the electronic payment system, lack of legal guarantees, low level of user trust in virtual travel companies, reluctance to disclose personal information and credit card number or etc. In addition, a distinctive feature of the Ukrainian tourist Internet is that a significant majority of sites do not work in online mode, i.e. not in real display mode information about seat availability and immediate confirmation booking, and in the off-line mode, when applications received from the site by e-mail are processed manually by the manager. This does not stimulate the agent network of operators before switching to Internet booking. The failure of many tourist resources of the network lies in the lack of a competent marketing policy for the development of one's own site. For it is not enough for travel agencies to raise the rating of their web resource just to place announcements on the leading search engines servers, we still need support with banner advertising, sending the site newsletter by e-mail to interested organizations, providing feedback.

Low attendance and bookings on tourist sites often caused by the unprofessionalism of the travel agencies themselves. Internet specialists note the unreasonably cumbersome design of tourist sites of Ukrainian companies, which

complicates communication between the user and the resource. Irregular update information on the page, characteristic of many tourist resources, also does not contribute to the growth of attendance.

Conditionally, all sites of Ukrainian travel agencies can be divided into three groups.

The first and most numerous group are information resources that represent, at best, complete electronic variants of operator catalogs, and which support when booking applications in offline mode. Research tourist Internet resources show that on average only 17% of Ukrainian tourism firms have their own website. This indicates the imperfection of the information mechanism exchange of business entities in the field of tourism and its external environment using the Internet.

An example of the most successful Internet project for creating one's own sites in Ukraine was the site of a travel agency "Shop of Hot Tickets" (www.smgp.com.ua). Successful company name, stylish design, skillful promotion in the network allowed this site and company to become one of the leaders of the Ukrainian tourism business. This is one of the first examples when a travel agency made a bet on the Internet in its business and achieved success. It has also recently become widely distributed acquired a variety of sites on which there is a generalized information about the establishment and development of the tourism industry in Ukraine and the world, about enterprises that offer tourism services (tourist companies, accommodation facilities, transport organizations, etc.). The most important among Internet portals have these sites.

The second small group is the most popular sites Ukrainian tour operators that have the function of booking tours. Conventionally, these Internet resources are divided into two categories. The first category includes sites that allow you to book tours in the European direction. Including note the web pages of "Incomartour 93" (www.incomartour.kiev.ua), "Nataly Voyage-Service" (www.natalyvoyage.com.ua), "Feerie" (www.feerie.com.ua), "Akkord-Tour" (www.akkord-tour.com.ua), "Artex'94" (www.artex.com.ua). To the second category you can include sites that allow you to book tours in in the eastern direction and a significant majority of them. Among them are the web resources of the following companies: "Turtess"

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(www.turtess.com.ua), "Pegas Touristik" (www.pegast.com.ua), "Teztour" (www.teztour.com), "Idriska-tour" (www.idriska-tour.com), "Anextour" (www.anextour.com).

If we analyze the main sections ("about us", "contact", "description of countries", "our tours") of these sites, it can be noted that

that 90% of them are the same for all tour operators. Let's note the most interesting in terms of design and content Internet projects, which

offered by tour operators: "Pegas Touristik", "Turtess", "Feeriy".

A study of tourist Internet resources of Ukraine revealed that a significant majority of travel agencies (about 80%)

used in their activities to book services

namely the sites of the most popular Ukrainian tour operators, among which the most popular are those that allow you to book tours in the eastern direction.

A very small third group includes companies that use GRS or partners of large foreign mega-operators that use Internet systems on their sites reservations, which are built on proprietary software provision, - API at Amadeus, Travel Select, Trip Manager at Worldspan, HML Select in Galileo. Such full-fledged systems reservations can be found on the websites of the companies "Destination of" (www.dotw.com), "Saga" (www.saga.ua), "Slass-tour" (www.class-tour.com) and others. Amadeus was the first and, long time, the only one from the GRS that came to Ukraine in the early 90s years. Its representative offices operate in Kyiv and other regional and district centers of Ukraine. It is no coincidence that this company leads the Ukrainian market by a margin in terms of the number of connected travel agencies. Currently working in Ukraine about 1,500 Amadeus terminals. Also in Ukrainian Fidelio entered the market. Her interests in Ukraine are represented by HRS (Hotel AND Restaurant Systems), which is not only that implements Fidelio software products, but also provides technical support for these systems, conducts user training. HRS has a "Hotline" where you can get clarification and advice 24 hours a day.

It is appropriate to note the problems in the process of wide spread of global computer reservation systems in Ukraine. First, the lack of financial resources to pay

for connection to the HRS and installation of the necessary Software. Secondly, the low level of training of information technology managers. Third, lack of informing travel firms about the need to implement global computer systems reservation.

So, despite the large number of different informational tourist sites and portals, none of them is perfect, although it contains a rather large volume of information. Among the main disadvantages can be identified:

- duplication of information from other sites, especially news tourism;
- obsolescence of data and tour offers;
- limited possibility to choose from existing offers;
- a significant load of advertising links, banners, etc spam;
- some sites are incompletely developed and do not contain any information on certain sections, etc.

Despite this, the presence of most of the listed sites is possible due to the existence of well-established relationships between various entities of the tourism market, which provide information about their services and products, the possibility of ordering and booking them. You can be negative note the fact that most regions of Ukraine, in including the Zaporizhzhia region, which has significant tourist and resource potential, does not use enough resources Internet to offer its services, compared to others regions that have their own specialized information portals (Transcarpathian, Rivne, Odesa and other regions).

In the field of implementation of information technologies and automation of management of hotels and restaurants Ukraine lags behind the leading developed countries of the world. Currently, there are about a dozen developments from various manufacturers on the domestic market, most of them are foreign. At the same time there are huge prospects for the development of the Ukrainian product, as there are more than ten high quality modern systems automation of hotel and restaurant management, at why some of them are not adaptations of foreign systems, but original developments of Ukrainian companies and therefore the most adapted to the conditions of Ukraine. Such systems include: "Bread-Salt", "Hotel", "ASTOR: "Restaurant 4.0

Prof.", "1C-Pa rus", "Parus-Restaurant 7", "Magia", "Strykh-M: "Restaurant", "B52 Restaurant", "SmartTouch", "ProHotel", "SuperHotel".

Service automation capabilities have been acquired comprehensive in nature and cover all processes of hotel operation and relations with guests. As in the whole world, and in Ukraine, the use of modern AITs becomes a means of competition for hotels. The most famous companies that offer comprehensive hotel IT automation software are: "Inter Hotel", "Lodging Touch Libica", "Intellect Service" (Best Pro) "UCS-UKR", "Galaxy", "CITEK". These companies offer their software product and service.

Implementation of computer management systems in Ukraine hotels (Property Management System/PMS) based on western technologies began with the appearance of high-class hotels, many of which operate according to corporate rules, that dictate "loyalty" to one or another system [79, c. 16, c. 19].

To date, hospitality enterprises use several programs for hotel enterprises: "Fidelio", systems of the "golden four" of the GRS, "SAHARA", "Lodging Touch", "Horse 21", which are also characteristic of world hotels, as well as "Sinemex-Hotel", "Ining-Hotel", "Edelweiss". The correlation between the number of hotel projects of different brands implemented in Ukraine is presented in Figure 3.

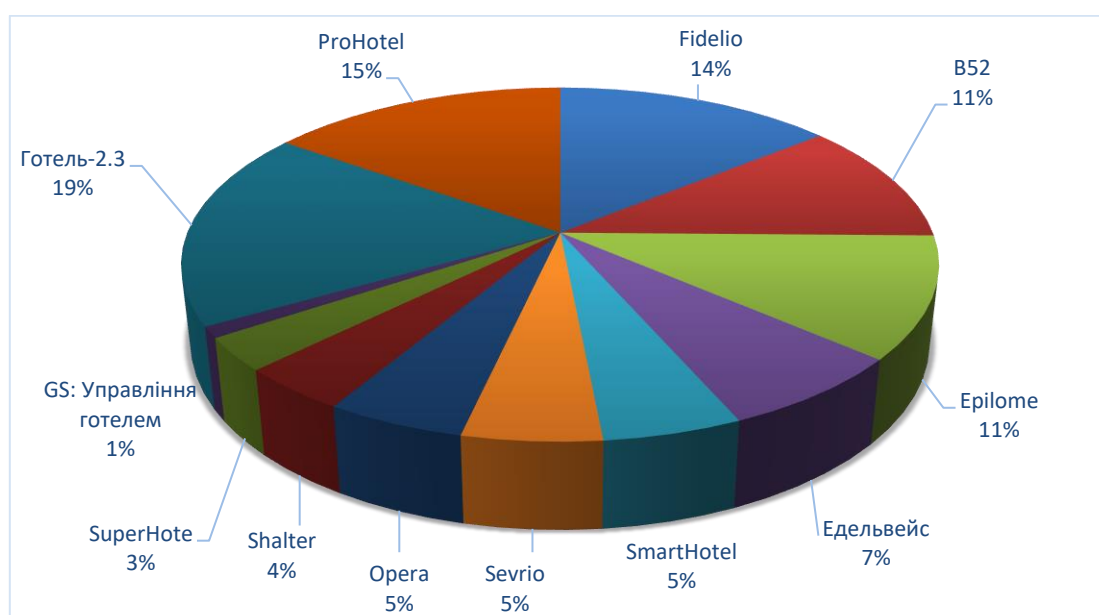


Fig. 3. The most popular hotel automation systems in Ukraine

**Source: created by the author based on [84]*

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Among Ukrainian hotels and other means of accommodation such systems are actively used, as a rule, by new private hotels, hotels that meet all the requirements and quality standards of European service and are aimed at foreign clients. They are forced to use the reservation and payment systems used by foreigners. Rest participants of this market, including consumers of travel services this scheme of work is used quite lazily. Therefore, there are several reasons.

The cause of mistrust and fear. Many companies of the tourist market distrust the operation of such systems, giving preference to "live" communication between managers of agencies and hotels, as well as Internet communication tools. There is a reluctance to work with such systems due to the fact that their operation seems difficult, as well as due to the need for long-term training, etc.

Underdeveloped modern payment systems. Here, first for that's all, it needs to be said about the limited use of credit cards, electronic payment systems, and remote systems banking. On the one hand, this is due to the fact that banking the sector of Ukraine is just being formed, which, in turn, is responsible for the cost of their services and their range. This especially applies to the use of remote control systems for spa operations. On the other hand, the problem, again, mainly lies in distrust of such payment systems due to the existing opinion regarding the insufficient provision of their functioning.

The number of Ukrainian accommodation facilities and tourist services represented in the system is quite small. This situation is created primarily under the influence of the factors listed above, as well as due to the rather high cost of ownership and maintenance of such systems. Moreover, they usually used with various automated systems management, which is also not a cheap acquisition.

In addition to the obvious advantages provided by the use of information technologies in the hotel business, there are many problems caused by the requirements for the conditions exploitation and competent use, as well as the underdevelopment of the Ukrainian information technology market. As for the legal protection of modern information technologies and programs, in Ukraine this issue is taking shape quite

painfully. Yes, Ukrainian law upholds the copyright of any product, including IT, however clear the legislative framework still practically does not exist today.

Protection of intellectual property rights remains a problem for Ukraine. The state has great potential in the field of high technologies. But some companies just don't want to invest money in it because they reasonably believe that their copyrights will be violated and their intellectual property stolen.

Experience in many places shows that those countries that have adopted effective laws on intellectual property and are ready to fight unlicensed products Domestic enterprises, facing problems in ensuring the competitiveness of tourist services, they still inefficiently use produced by foreign countries tourist companies use tools of modern information technologies.

In the developed countries of the world at the same time, complementing one another, there are changes in information technologies and tourism business, in contrast to Ukraine, where such transformations are characterized by a lack of coherence. In connection with this, the process of IT implementation in the activities of subjects Management of tourism in our country is faced with a number of main problems [91].

Weak communications. Most sites of tourist companies are used as information and advertising a channel that provides up-to-date information that is constant is updated but the conducted studies show that only a small part of tourist companies of Ukraine have own site In others, it is absent at all or from the moment creation has not been updated and contains outdated information.

In addition, the websites of travel companies have a relatively limited amount of information and are of the same type. Insufficient level of training of information technology managers and low information literacy. The main problem when installing software at domestic tourist enterprises, in addition technical issues, there is insufficient qualification of personnel. The majority of workers in the tourism industry have humanitarian education, which causes certain difficulties in working with computer and the Internet. Employee training or Hiring professionals requires additional financial resources funds Not all tourist companies of Ukraine can afford to keep IT specialists on staff.

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Most of the Ukrainian travel companies give incomplete, inaccurate and outdated information to customers on their sites regarding the location of the hotel or boarding house (very often there is no information about the location of objects and their distance from the sea), about the cost of services.

Significant deficiencies in the booking and reservation system hotel rooms. The system of room reservation, when a tourist rents a room in a hotel (four-, three- or five-star - as specified in the price), but does not know the name of this hotel until arrival. Such a system is called differently by different operators: Roulette, Tez-Express, etc. Many operators prefer such a system because it allows a lot save the budget for the trip and live in a nice place hotels, but most often the result does not live up to expectations a tourist.

Absence of a state electronic security system subjects of tourist activity with operational information about demand, supply, prices, tariffs, etc.

However, under the influence of global integration processes, the orientation of our state's foreign policy on cooperation and partnership relations with the countries of the European Community, Ukraine is still becoming more recognized as one of the European tourist centers. This imposes certain requirements on the level of service, including the convenience of purchasing tourist services.

Thus, it can be argued that despite restraining factors, the introduction of information technologies, Ukraine has great prospects, and the development of IT will take place simultaneously with the integration of the national tourism sector into the European and global economy tourism industry.

5.4. Advantages of creating your own travel company website

Tour operators and travel agents use the potential website by booking tickets, selecting tours for customers and using your website as an electronic business card. You are using the advantages of Internet technologies, tourist the company, confidently and successfully works today, laying the foundation of tomorrow's prosperity.

Table 1

Targeted queries in the search engine

Request	Number exact requests for August 2020 of the year in Yandex	Number of requests with this word for August 2020 of the year in Yandex
Tourism	1909	6426
Individual tourism	493	-
Beach tourism	307	-
Excursion tourism	1374	4234
Cruises	349	-
Bus tours	127	-
Medical tourism	735	2860
Ski tours	124	-
Holidays	243	-
Exotic vacation	408	-
Exotic tours to China	105	1018
Beach vacation in Vietnam	1047	2518
Beach vacation in Indonesia	154	-
Beach vacation in China	3667	10903
Beach vacation in Malaysia	1042	-
Beach vacation in Ukraine	388	-
Beach vacation in Thailand	318	-
Beach vacation in Singapore	102	-
Beach vacation in Fiji	139	268
Beach vacation in the Philippines	924	5154
Beach vacation in South Korea	306	-
Business tours to China	199	-

**Source: created by the author based on [88]*

A travel agency receives a number of advantages when creating a website, namely:

- significant cost savings compared to printed ones editions of catalogs;
- reducing the time it takes to inform customers about new vouchers;

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- reduction of costs for establishing branches and representative offices, information about vouchers can be presented in different languages and monetary units of measurement;

- receipt of orders and invoicing for completed operations in electronic form, as well as carrying out online payments;

- reduction of financial and time costs for trial marketing of product prototypes;

- due to the global nature of the Internet, the travel agency gets the opportunity to work on international markets with minimal costs expenses;

- reduction of costs for maintaining a large office;

- availability of a database of clients and orders updated in real time;

- simplification and automation of managers' work.

According to Yandex statistics, with the word "individual" in the last month there were one hundred and fifty-three thousand requests in Yandex, and the exact request "Individual tour" for a month responds to twenty-two thousand requests.

To find out the number of target audience in search engines the following targeted queries were allocated to the systems, with a search engine with a demand of at least one hundred requests per month. Table 1 shows the number of requests in Yandex for August 2020 (demand in other search engines make up no more than one third from demand in Yandex).

All with the above words and phrases in Yandex in August 2020 there were more than thirty-seven thousands of requests.

Banner advertising of tourist products firm Image (media or banner) advertising of goods on the Internet always justifies itself when the product is unfamiliar or unfamiliar to network users. However, CTR (click throughrate - the ratio of the number of clicks on the banner to the number of its impressions, measured as a percentage) of banner advertising, as as a rule, it does not exceed one percent (with a successful and professionally designed banner with an attractive but non-binding storyboard/picture).

The most effective placement of banners is on thematic ones sites of the network that match as accurately as possible topics of the advertised product. Only in this way optimization of advertising costs is ensured, in this case case minimization of

accidental clicks and unnecessary impressions to those users who are not interested in the product which advertise

For a travel agency, the largest target audience of the network is found on business-related resources.

It can be assumed that targeted traffic can be provided from sports resources, but this is not the case. The most popular sports resources on the network are quite densely occupied advertising of competitions, and their target visitors enter mainly to find out the results of the matches, get acquainted with the state of the tournament tables, team compositions and others That is, this is not the visitor who is interested in searching for the tool, advice or product he needs. Such a visitor most likely, he will be on sites whose topics are related to medicine in one way or another.

Thematic advertisers, statistics of visits to the sites are given according to Rambler statistics.

1. Advertising on TuristUA.com. The TuristUA.com site has almost two with half a thousand visitors on the main weekday pages and almost three thousand visitors on a weekday the entire site (on weekends, visitors to this site at two times less).

Prices for advertising on TuristUA.com (all prices are given in hryvnias for one month, including VAT):

- informative article on the TuristUA.com website - UAH 800;
- text advertising block (fifty characters) on the main page TuristUA.com site page – UAH 3,300;
- a 420x130 banner on the main page of the TuristUA.com website – 5700 hryvnias (placed in the center of the page above "New articles").

The banner with the size of 468x60 pixels is placed at the top of the market. Banners 166x100 are placed on the right and left on page Accordingly, the first position means that the banner is located at the top of the right (left) column, the second position means that the banner is at the foot of it, etc.

The minimum term for placing banner ads on this resource is one calendar month.

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2. Advertising on www.061.ua. The site www.061.ua has up to eight hundred visitors to the main page on a weekday until one and a half thousands of visitors on a weekday throughout the site (at the end of the day, there are two times less visitors on this site).

Banner advertising on the site costs from five hundred hryvnias to one thousand two hundred hryvnias per week without VAT, depending on the size of the banner and its location on the site pages. WITH taking into account the places of placement, the cost of advertising on this resource will cost from five thousand hryvnias (including VAT).

3. Advertising on www.turportal.com.ua. Website www.turportal.com.ua has up to seven hundred visitors on a weekday pages and up to four thousand visitors on a weekday throughout the site (on weekends, visitors to this site in one and a half times less).

Considering accommodation services in just one week and without overlapping shows, we have advertising expenses on this site for a week equal to six thousand hryvnias (with VAT). This resource offers a fairly wide range of services for at least one thousand hryvnias per package (including contextual advertising and payment for clicks), so it is advisable to highlight additional one thousand two hundred hryvnias (including VAT) for additional advertising on this resource.

4. Advertising on www.otpusk.com. The site www.otpusk.com has to two thousand visitors on a weekday to the main page and up to two and a half visitors on a weekday on the entire site (on weekends, visitors on this site are at one and a half times less). According to Rax.ru statistics, the site has more than three unique visitors per day.

The budget of the project of promoting the tourist product "Gamalya" on the Internet. Paid contextual advertising. Placement of paid contextual advertising through the Yandex auction.Direct.

Estimated budget for contextual advertising in Yandex. promoblocks. Prices in hryvnias for placement in Yandex problocks in issuing search results by request: total

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five places, the first four - guaranteed impressions, the fifth - dynamic impressions in the general queue per minute, at the price of five UAH per click.

The price of a click is more than twenty hryvnias is unprofitable from the point of view of total costs for all traffic from contextual promotional blocks - the maximum traffic you can get on the topic of interest - one thousand two hundred events per week. At an average price of twelve hryvnias per click (it is possible to compete for the first places, but without spending too much) per week for paid contextual advertising on Yandex, no more than two thousand hryvnias should be spent.

The minimum price per click on Begun.ru is three hryvnias (twice less than the price of a Yandex. Direct click) and this broker also offers a paid auction scheme and the placement of thematic advertising. On average, it is advisable to spend no more than a thousand hryvnias per week on Biguna.

Begun.ru's audience coverage is quite wide - among its platforms are well-known and visited portals (mail.ru, izvestia.ru and others, including medical resources), while the placement of advertising turns out to be quite profitable - the payment goes for clicks, and the breadth of audience coverage justifies all your spending.

Up to the amount of UAH 2,000. plus UAH 1000 (Yandex.Direct + Begun) it is necessary to add a budget for a specialist who composes and places contextual ads, and also follows the most worthy (with a good ratio of the number of clicks / quantity impressions) by placing advertisements according to the players' positions on Yandex.Direct and Begun auctions.

Promotion script development. Creative: answers to questions, meaningful part of banners (competition/lottery, etc., media methods of attracting the network user to the advertised product), development of the path through the user's site that came with media advertising, necessary programming - 4500 UAH.

Final analysis of project profitability. Analysis of visits to the site by visitors who came to the site in context advertising and media, preparation of a report on promotions - UAH 1,500.

The total cost of the promotion: lower limit: UAH 22,560, upper and optimal limit: UAH 35,980.

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Practical recommendations for a travel agency website:

- low ranking in search engines - for attraction for a larger number of customers, it is advisable to conduct additional measures to promote the site on the Internet. Namely, get the services of an seo company as soon as possible;

- outdated site design - taking into account the level of a travel agency it is necessary to carry out a global modernization of the site, for creating a more modern and presentable look.

Change the fonts used on the site:

- the color scheme on some pages does not follow the general design of the site at all;

- vague form of search on the site - if the client wants finding a specific tour or other information can cause difficulties. Therefore, it is necessary to change the search form;

- the navigation system is not clear enough - for example, clicking on "Airline tickets" leads to a page where the user can get information about various booking options, which does not quite correspond to the name.

Online tourism nevertheless becomes one with itself popular markets, almost 65% of purchases are made via the Internet. In two or three years, those companies that are ignored today will not be competitive on the market Internet technologies.

The use of information technologies in tourism is connected with the use of the global Internet; local computer networks; applied automation programs for the formation, promotion and implementation of tourism product; local automation of the tourist office.

The future of tourism is based on applied tourism office automation systems that can ensure independence of work, a high degree of information protection, on-line exchange of information with various participants of the tourism market, integration into booking and reservation systems, and also to the global Internet.

Today, tourism has become an established phenomenon in the everyday life of almost a third of the world's population. In many countries and regions, tourism is the main source profits It is simply impossible to imagine the tourism industry without

innovative technologies. After all, these are exactly the measures that have quality novelty, and lead to positive changes, ensure sustainable functioning and development of the industry in the regions.

Innovations in the field of tourism are responsible not only for the development of the industry to which they are applied, nowadays it is even impossible to imagine the operation of a tourist enterprise without using advanced technologies. They are directed to create a new or change an existing product, to improve transport, hotel and other services, development of new markets, introduction of advanced information and telecommunication technologies and modern forms organizational and managerial activities. After all, they are innovative technologies in tourism do not "stand still". This industry is characterized by dynamic rates of development, introduction new technologies and standards that should always be addressed attention.

Innovations in tourism should be considered as systemic measures, which have qualitative novelty, which lead to positive ones shifts that ensure sustainable functioning and development of the industry in the region. Innovations mean the profitable use of innovations in the form of new technologies, types of products and services, organizational, technical and socio-economic solutions of production, financial, commercial, administrative or other nature.

The information technology revolution has changed the nature and methods of doing business. Using the possibilities of technical exchange today makes it easier and faster to create and sell packages of services to consumers, solve problems financial and operational management, marketing planning, increase competitiveness and the number of taxes.

The restaurant industry, as a branch of activity, contributes to the satisfaction of one of the basic human needs - food. These human needs are not limitless, the scope of their satisfaction clearly defined by physiological norms. From the right one normal development largely depends on nutrition of the human body, physical condition, work capacity, resistance to infectious diseases, etc. Therefore, the task restaurant business is to put nutrition on a scientific basis, improve its structure and ensure its rationality.

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Today, many restaurateurs are actively looking for new lines of business development through its diversification. Growing competition and a high level of rental rates on premises, especially in large cities, change the usual development strategy for companies. The cost part of the business is increasing, so the steps of companies are becoming more rational: they no longer seek to capture any place in center, as it was done before for the purpose of advertising, and calculate the economic efficiency of each step.

The experience of prosperous companies in countries with a developed market economy and domestic enterprises in the field of public catering suggests that the basis of economic stability and successful operation of enterprises is the study of the factors that determine demand and the formation of the most optimal offer of services and assortment of products. In this case, we are talking about the problems of finding the most effective methods of management both of a separate catering enterprise or their network, and in a regional one scale.

At the same time, it became obvious that the country was reorienting from industrial production to the service sector, and catering brings a lot of money to the budget, becoming an important part of the economy. In this regard the field of public catering is one of the most attractive objects, and the study of the restaurant business market as a basis for decision-making by food enterprises, for the development of measures to improve their efficiency activity

Rapid development of information technologies and computers have spread to almost every field of activity, including service industries, accounting, banking, and retail, and also the hotel business. Modern technology is becoming more and more available and becomes cheaper in the use of conventional means of automating human labor, and with the increase in the cost of labor employees in hotels may have opportunities for savings significant New technologies accelerate related processes with activities in hotels - when responding to guests, bureau agents travel agencies and tour operators who make inquiries about the availability of rooms, when making a reservation, when contacting reservation with guest registration, guest charges and final settlement of accounts.

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The possibilities of using Internet resources are shown in a tourist enterprise. The Internet allows tourism organizations to gain access without much cost to larger groups of consumers in order to transfer specific information about the offered products and their organization of sales, to reliably distribute complete and detailed information about their activities, to quickly and effectively adopt customer applications and make reservations for the necessary services, reduce the costs of production and distribution of printed products, speed up and simplify interaction with partners in the market.

The use of computers allows firms to create internal reporting systems capable of providing information support for decision-making. In the computer customer data, amounts received from each are stored the client, the amount of expenses, all the necessary information from the tour. Essential the element on which the reliable functioning of the entire operational system of the travel agency will depend is informational a center that will ensure unification of supply processes, consumption and production, turning them into a single highly efficient system. This will allow in conditions of rapid change needs and wishes of customers on the market of tourist services, promptly and flexibly adapt the operating system (movement of labor, information, material and financial flows) to individual needs of different customer segments. Also this will provide an opportunity to minimize production costs services and will significantly reduce service time and delivery of goods, speed up the process of receiving information by various services and increase the level of service. Summarizing, we can confidently say - every day brings new and even more optimistic predictions about the role of innovative technologies in tourism. Effective automated information and technology management is this a key link in increasing economic efficiency and improving the quality of services. Therefore, for quick and error-free control, full analysis of the existing situation, speed and completeness of customer service is inevitable and the use of innovative technologies becomes indispensable. Automation of various processes is achieved through the integration of various information technologies, the purpose of which is to increase the efficiency and productivity of travel agency employees, and provides huge potential opportunities for increasing the efficiency of travel agency management.

5.5. The image of the tourist enterprise

An important role in the communication process is given to the creation of a positive image of a tourist enterprise and (or) a separate product. In a broad sense, "image" means the concept of "image". However, there is still a specific method that is "made up" and introduced into the mass consciousness as a result of "image-building" (according to American terminology in translation from English - creating an image, forming an image) to achieve certain goals.

Image is a purposefully created image of a tourist enterprise and (or) product among target audiences. Image is a tool, first of all, of propaganda and advertising. A positive image increases competitiveness in the market; attracts consumers and partners, accelerates sales and increases their volume, facilitates access to resources (financial, informational, human, material) and conducting commercial operations.

To understand the essence of the image, it is necessary to understand a number of the following terms:

- vision is a presentation of the tourist enterprise about the surrounding reality - real or future;
- corporate mission - socially significant status, socially important role of the enterprise, strategic tool, identifying the target market;
- corporate individuality is the values, judgments and norms of behavior that are shared in the company;

The formation of the image consists in ensuring the agreement of the real advantages of the firm / product (for example, the quality of tourist services) and the advantages brought by specialists (such as the image of the firm, product), taking into account the criteria, norms and preferences of consumers, as well as the state of similar services of other manufacturers.

Thus, the tourist enterprise should strive to ensure that its image in the minds of target audiences corresponds as much as possible to the image constructed by specialists. A number of consequences follow from this general position, which can be called the principles of forming a positive image of the company.

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An image is created for quite a long time, its creation requires great efforts and funds. Therefore, when creating an image, the tourism firm must continue to make efforts to maintain this image. Achieving this goal creates a favorable basis for building customer preferences.

Corporate style is a combination of color, graphic, verbal, acoustic elements that are used to identify the product, tourist services of this company and allow to distinguish the company's products from the total mass of similar products of its competitors.

The main functions of corporate style are to provide its owner with the following advantages:

- helps the consumer quickly and accurately find the product of the company that has already won his favor;
- allows the company to introduce its new products to the market with the lowest costs;
- increases the effectiveness of the company's advertising activity;
- reduces the costs of forming communications as a result of increasing the effectiveness of advertising;
- ensures the achievement of the necessary unity of goals and other means of marketing communications of the firm;
- contributes to the strengthening of the corporate image.

In general, corporate style is one of the main means of forming a favorable image of the company, the image of its brand.

A trade mark (TM) is a registered pictorial, verbal, three-dimensional, sound designation or their combination that identifies the goods or services of the owner of the trademark from all others.

Other used names of the trademark: service mark, trademark, trademark, from the English trade mark. In practice, the concept of a trademark is often confused with a brand (trade mark), which is not entirely correct, because the concept of a brand is broader, since it additionally includes: the product or service itself with all its characteristics, as well as a set of characteristics, expectations, associations perceived

by the user and attributed to the product (product image, brand-image). Usually, only a very well-known trademark that has proven itself in the market is called a brand.

The following main types of trademarks are distinguished:

- verbal, which can be registered both in standard writing and in original graphic design (logo);
- pictorial, representing an original drawing, company emblem;
- three-dimensional (three-dimensional);
- combined, which is a combination of the above types.

Verbal and pictorial trademarks, as well as their combinations, became the most widely used. The most widespread are verbal ones, which account for up to 80% of all trademarks in the world. However, pictorial signs are easier to perceive and easy to recognize.

Today, most companies working in the field of tourism are difficult to distinguish from each other. The analysis of the existing names of tourist companies allows us to say that the majority of company names contain such components as "tour", "turi", "travel", "Travel", "Intour", "voyage", etc. Moreover, most similar names are unprotectable.

The advertising function of a trademark consists in the fact that it becomes an object of advertising, that is, it is used on signs, souvenirs, printed publications, decoration of exhibition and service premises, etc.

Here are a number of recommendations regarding the use of trademarks in advertising, documentation, publications, etc.:

- the trademark should always be highlighted. To do this, it must be written either in quotation marks, or in capital letters (for example, "Treviv" or TRAVEL, but never simply: Travel), or in italics, bold, original (handwritten) drawing, etc.;
- one should follow a single method of selection and demand such selection from journalists and publishers of advertising and other texts;
- if the trademark is registered in several designs (for example, stylized and ordinary), then in advertising, prefer to use the stylized designation as expressive, figurative, memorable.

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- the trademark does not change. The change provokes to approach the trademark not as an individual, special designation, but as a generic name;

- the trademark should not be used in advertising in such a way that it means something other than what it directly means.

The function of guaranteeing the quality of a trademark is to ensure a close relationship between the trademark and the quality of services of a tourist enterprise. As soon as this connection is broken, the sign turns into a tool that pushes consumers away from the tourist products offered by the firm.

The individual function of a trademark is to identify a tourist product and company on the market. The protective function of a trademark is that it is verified by a certificate (registered), protected by the state and has the property of being the exclusive property of the owner, who also has the right to prohibit the use of the registered trademark by other persons. *

Many enterprises do not understand the difference between the registration of an organization and the registration of a trademark, which sometimes leads to very unpleasant consequences.

The performance of all these functions increases the competitiveness of products / firms and facilitates their positioning on the market. Thus, 60% of buyers associate trademarks with high quality of goods, 30% with high quality and popularity of the company, and 10% do not pay attention to trademarks at all.

Logo (brand font inscription) - an original drawing or abbreviated name of a company, a group of products of a given company or one specific product. As a rule, the logo consists of 4-7 letters. In the tourism business, logos are used only in relation to the producer of tourist services, that is, in relation to the firm itself.

Brand block is a traditional, often used combination of several elements of corporate style. For example, a pictorial trademark (brand emblem) and a logo. Sometimes the block includes a company slogan (slogan).

Slogan - corporate slogan - from the Gaelic sluaghgairm (sluagh - enemy, gairm - call, battle cry during war), is a constantly used corporate original motto, appeal, title,

aphorism. The main requirements for a slogan are its brevity and the promise of meeting the needs of consumers. Some slogans are registered as trademarks.

One of the components of the overall image of the company is the corporate color (colors), which makes the elements of the corporate style more attractive, better remembered, allowing to make a strong emotional impact. As an example of the use of corporate colors, the restaurant chain "McDonald's" (red and yellow) can be mentioned.

A brand set of fonts can contribute to the formation of a corporate style, emphasizing various features of the brand's image.

The following constants can also act as branded elements:

- company logos that have not received legal protection and are not trademarks;
- original signatures and icons - abstract graphic symbols (for example, indicating the placement of services in the office of a tourist enterprise);
- certain internal company standards. For McDonald's restaurants, for example, this is the speed of service, the cleanliness of the halls, the impeccable courtesy of the staff, etc.;
- publication format. A certain original format can be applied to all printed products, which helps to better recognize information and advertising materials.

Special attention has been paid to the formation of corporate style (FC) in recent decades. Sometimes the term "branding" is used to denote this concept.

Branding is a technology for creating and promoting branded (branded) tourist services, an activity to form a long-term advantage of a tourist service, based on increased influence on a selected segment of consumers.

Currently, there is no consensus on when it is necessary to develop one's own corporate style - immediately, as soon as the company is formed, or in the process of accumulating a sufficient amount of funds and establishing stable areas of activity.

Having just started its activity, the company is not able to cover the full extent of such a phenomenon as corporate style. However, starting to operate on the market without certain attributes of corporate style, the company will miss the necessary time, delaying the formation of the image of the company in the consumer.

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When forming a corporate style, it is first necessary to create a certain image, and then to develop the components of the corporate style, to make certain carriers of it. As a carrier of the corporate style of a tourist enterprise, the following elements can act: administrative elements, advertising, TV and radio advertising, printed and outdoor advertising, advertising souvenirs, documents, exhibition stands, etc.

The process of creating brands and managing them consists of a number of stages presented in fig. 4.

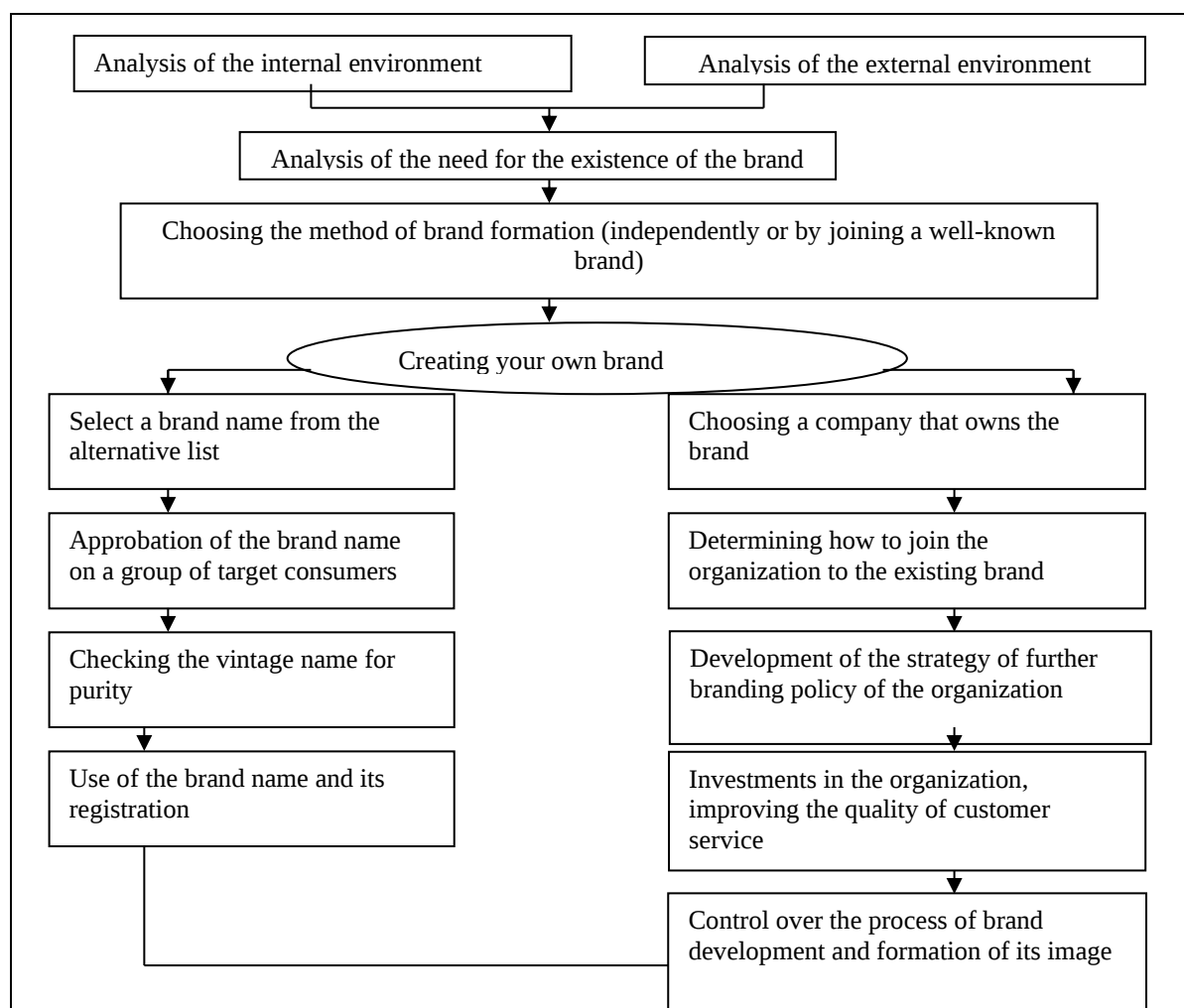


Fig. 4. Brand management process in organizations of the tourism industry

The primary task facing the company is to resolve the question of the feasibility of creating a brand, because despite the advantages of having a brand in the organization, its creation requires significant costs, which leads to an increase in the price of the organization's services.

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At the stage of choosing a method of forming a trademark, it is necessary to decide whether it will be the creation of your own brand or the use of an already existing one. In the event that a tourist enterprise decides to create a trademark on its own, the main task facing the management is to choose from an alternative list of the most prioritized names, check it for memorability, recognizability, expressiveness, consumer loyalty to it etc. It is also necessary to make sure that the selected brand name is not registered by another company. If it is "pure", it is necessary to protect your name from competitors by registering a trademark.

Creating your own brand is a rather complicated, lengthy and expensive process that only large tourism enterprises can handle. Due to the fact that the tourism industry is mainly dominated by small companies, they are more inclined to use already existing well-known brands. A trademark is generally attached in one of the following ways:

- conclusion of the franchise agreement;
- signing a management contract;
- combination of franchising and management contract;
- acquisition of a patent (license) for the use of a trademark;
- conclusion of strategic marketing alliances.

When buying a trademark of a tourist enterprise, it is necessary to make a choice in favor of one or another brand, as well as to agree on the cost of the contract.

After choosing a brand name, the company develops a branding strategy, which may consist of the following:

- expansion of the product line implies that the brand name is extended to new products supplemented with new qualities within the same product category. In this case, services offered under a well-known brand have more opportunities for successful implementation;

- expansion of the boundaries of the trademark is the extension of the brand name to new goods from another category. This strategy has similar advantages to the previous one. The risk of implementing this strategy is that the new service may disappoint customers and harm the company's other services. In addition, the

weakening of the trademark may occur due to the fact that consumers will stop associating the brand with a certain product;

- multi-brands - this is the use of different brand names for goods of the same category in order to highlight different properties of the product or taking into account the specifics of consumer motivation. The disadvantage of this strategy is the distribution of the company's resources at once to several brands, each of which occupies a small market niche;

- introduction of new trademarks for new product categories. The main disadvantage of this strategy is large financial investments;

- combined trademarks are a combination of two or more well-known brand names. The essence of this strategy is that each of the brands attracts additional buyers to the product.

Each of the considered strategies has its advantages and disadvantages, however, currently, most tourism enterprises use the strategy of expanding the product line, which in turn is divided into:

- pulling down - supplementing the product line with tourist products at low prices;

- pulling up - supplementing the product line with tourist products at high prices;

- stretching the product line in two directions - supplementing the product line with tourist products at both low and high prices.

The creation of a strong competitive brand requires large investments in marketing activities, in improving the quality of customer service, in the material and technical base of the enterprise, as well as constant control over the development of the brand and the image of the tourist enterprise.

Currently, due to the low loyalty of buyers to one or another brand and the similarity of products offered under different brands, enterprises of the tourism industry increasingly understand the need to create a competitive brand that reflects the value, culture and individuality of the tourist services of one or another company.

5.6. Agro-tourism complexes of the Vinnytsia region in the context of the green European course: development vectors and perspectives

In the context of current events in Vinnytsia region, the situation of the tourism industry is extremely difficult. This applies to both domestic and foreign tourism. Starting from 2014, the military events in the east of the country, in 2019 the tourism of the country as well as the world was paralyzed by the Covid 2019 pandemic and today is a full-scale war in Ukraine. All this is an obstacle to the development of the tourism industry, but representatives of the tourism industry cite the examples of Israel, Montenegro, Romania, Georgia and other countries in which the revival and formation of this industry began either during military operations or after their end [90]. The current attention to Ukraine on the part of the whole world can also be used with benefit for the development of tourism, spreading information about our history and culture, and not only about military actions [90].

Tourism is not only one of the branches of service in the country, but also its image. Currently, Ukraine is in the epicenter of the world's attention. During the war, about 6 million citizens of our country emigrated from the country to different parts of Europe, many of them in the future will have the opportunity to demonstrate the hospitality of our land to the citizens of the countries that sheltered them. Emigrants have the opportunity to share information about our history, culture, and tourist routes of Ukraine. That is, even the tragic situation that has developed in our country can be used to create interest among foreign tourists. For this purpose, it is possible to propose the organization of Ukraine days in EU countries, for example, at embassies [90].

One of the priority areas in Vinnytsia region of domestic tourism development is "agrarian" or "rural, green" tourism. Since, some part of tourists, who are sometimes difficult to surprise with something, increasingly choose the countryside as a place for their vacation or weekend. In addition, at present, many urban residents have become immigrants in rural areas. It is here, staying in a rural house, that both immigrants and tourists have the opportunity to get acquainted with the rural way of life, culture, local

customs and traditions, try their hand by working in the field and, thus, fully participate in rural life [19 , p. 85].

During the last decade, this type of tourism was actively popularized in Ukraine, which led to the territorial expansion of agrotourism estates. According to research by the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine, there are about 1 million 250 homesteads (households) in Ukraine that can provide rural tourism services, while approximately 2,000 homesteads advertise their offers on Internet resources [89, p.9].

Motives for creating agro-tourism estates in rural areas are, first of all, obtaining additional income, and sometimes it is the main source of income for villagers. At the expense of the provision of accommodation and food services, the creation of animation and entertainment services for the leisure of tourists through familiarization with the lifestyle and culture of a particular rural area. Today, in addition to coziness, vacationers are looking for safe places to stay, which is exactly what agricultural estates are becoming. Therefore, agrarian (green) tourism has every opportunity to declare itself as a unique Ukrainian product of the international tourism business.

The restraining factors of the development of agrarian tourism are economic, namely the lack of funds to create proper living conditions for picky tourists who are used to comfortable conditions; legal - the legal insecurity of users of services of agricultural estates, the absence of a clear legislative framework, as well as infrastructural factors that provide for high-quality transport connections between rural and urban areas (Fig. 4).

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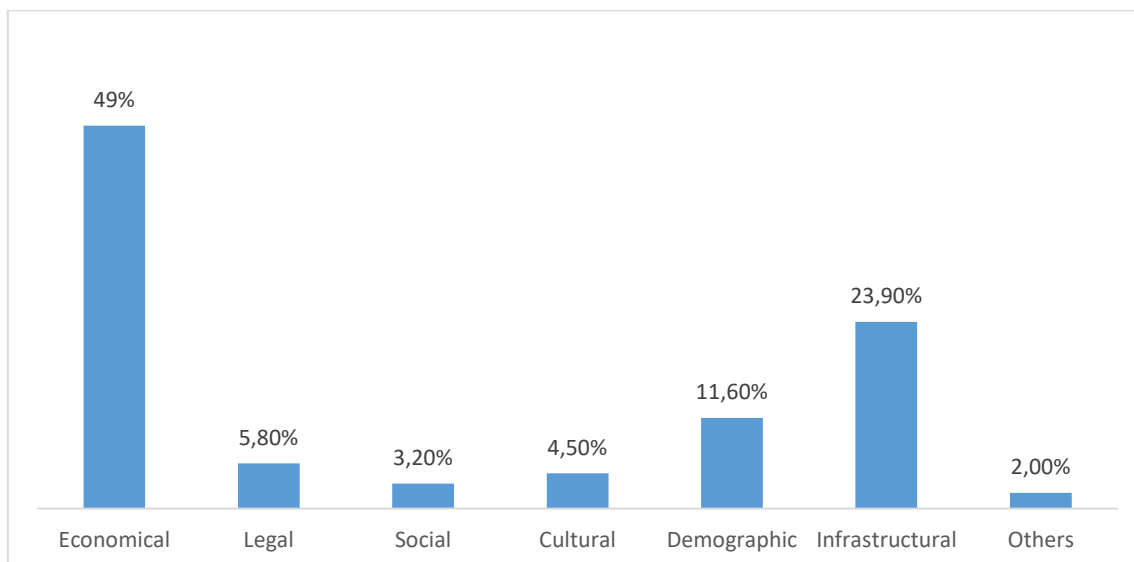


Fig. 4. Restraining factors for the development of agricultural estates in the Vinnytsia region

**Source: created by the author based on [96, p. 96].*

The largest number of visitors to agricultural estates is usually in the summer, more than 50%. During this period, the vacation season begins, during which the owners of rural estates have more offers for tourists to spend their leisure time (horseback riding, picking berries and mushrooms in the forest, fishing, beekeeping - participation in collecting honey, swimming in local rivers, lakes, ponds, etc.) . At the beginning of its existence, rural tourism was generally positioned as a summer recreation for the urban population. With the development of recreational complexes, the rental of private housing of peasants began to acquire a commercial character. Today, this is a legalized form of tourist services that needs recognition on the international tourist market.

The stay of tourists in agro-tourism complexes has a short-term and a long-term stay (Fig. 5).

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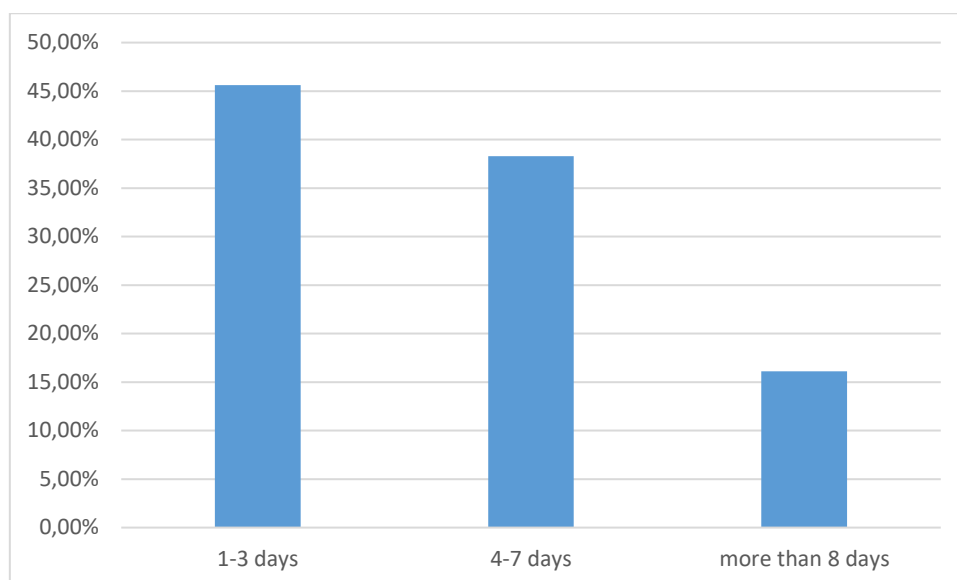


Fig. 5. Duration of stay of tourists in agro-tourism complexes per year on average, days

**Source: created by the author based on [96, p. 97]*

To meet the needs of tourists in housing, mainly the own houses of the villagers are used (more than 70%), as well as specialized buildings in the form of cottages, boarding houses and hotels with available catering establishments. As you can see, the private sector occupies a significant part in the structure of rural tourism services, therefore it requires legalization at the state level in order to popularize this type of tourism.

Today, most of the peasants' housing is categorized as agro-housing, this guarantees proper service and quality of services according to the category of housing, and the price policy of the agro-tourist housing is gradated depending on its category. Ukrainian tourist agro-resorts use 4 levels of categories, namely: basic, first, second and third. In addition, categorized houses use identification signs - logos, which depict a traditional Ukrainian homestead with the appropriate number of flowers (1, 2, 3 levels of the farmstead category). This is evidence of quality and ecological recreation in the countryside. In the basic category of agro-settlement, there is no flower on the logo. The use of logos made it possible to recognize rural tourism not only on the domestic tourist market, but also on the international one.

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The Union of Rural Green Tourism of Ukraine contributed to the implementation of the European experience of categorizing rural estates. The purpose of this program is to certify the environmental friendliness and safety of agro-tourism estates by providing them with a certificate for the quality of the services provided. Such measures contribute to popularizing rural green tourism and increasing its competitiveness at the European level. The availability of recreation, the hospitality of the owners of agricultural estates, the ecological nature of the environment, the peculiarities of gastronomy and authenticity made this type of tourism attractive for the urban population. This is confirmed by a social survey of vacationers, namely: satisfaction with everyday living conditions from 40% to 60%; food - within 50%; level of services provided - 60%.

The conducted researches of statistical data and various sociological surveys confirm the awareness of tourists about the variety of services of agro-tourism estates and their satisfaction with their quality. This provides a basis for asserting the value and prospects for the development of rural green tourism.

Therefore, in today's conditions, the development of agro-tourism services, even at the international level, is more relevant than ever. This direction is recognized as a priority in the national "Strategy for the development of tourism and resorts until 2026". In this case, attention should be focused on those European countries in which our emigrants are today, and informational and educational activities should be carried out there on the possibilities of recreation within the borders of Ukraine, in particular in agro-tourism estates in peacetime. Moreover, citizens of countries bordering Ukraine, such as Hungary, Poland, Slovakia, and Romania, already have some experience of staying in Ukrainian villages and getting to know local traditions. By implementing certain marketing tools, such as disseminating information in the form of holding events dedicated to Ukrainian traditions and culture, participating in fairs of neighboring countries, providing advertising booklets about Ukrainian agricultural estates, it is possible to create a positive image of rural tourism on the international market.

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The value of recreation in agro-tourism complexes in the post-war period may become the main one for domestic tourists. The main properties of rural green tourism: safe accommodation, ecological food, relative remoteness from mass gatherings of people, harmony with nature, peace and quiet are an advantage for individual and family recreation. In order to implement the development of rural estates, it is necessary to carry out a number of measures, such as the development of special punctures for the stay of tourists in agro-tourism complexes, licensing of relevant economic activities, after which obtaining a certain symbolic confirmation of the safety of staying in an agro-tourism complex and creating effective communication between the owners of agro-tourism complexes and their visitors.

At the same time, they are trying to interest the tourist in more qualified types of tourism, in particular, wine tourism (tasting homemade wine), gastronomic tourism (acquaintance with the peculiarities of cooking local dishes), cognitive and cultural tourism (ethnographic features of a particular area), ecological tourism (natural features of a territorial area) with the aim of continuing the term of his stay. Peasant farms, on the basis of which tourist routes for visitors related to the peculiarities of economic activity, are not left out. For example, organizing culinary festivals, learning how to make homemade dishes, participating in thematic events (pottery, handicrafts, Cossack competitions), etc.

In Vinnytsia, they started creating an online guide "Local tourism" with local curiosities of green tourism and various routes.

This is stated in the notice of the department of information activities and communications with the public of the Vinnytsia Regional State Administration, which Ukrinform has at its disposal.

"The Vinnytsia Regional Association of Local Governments together with the Vinnytsia tourist club "Bidniazhka" and with the participation of the Vinnytsia State Administration has launched a project to popularize local tourism facilities, one of the goals of which is to create an online directory "Local Tourism", the message says.

It is noted that in order to collect information about interesting local tourist objects, the authors of the initiative sent letters to all the OTG addresses with a link to

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the questionnaire, which is the basis for the directory. The received materials are processed and entered into the online resource.

The online directory contains sections that talk about "green" estates, museums, houses of prominent people, as well as craft production, protected areas and "places of strength" in the villages and towns of Vinnytsia. Also, from this resource you will be able to learn about Vinnytsia palaces and architectural monuments and interesting activities: festivals, holidays, art residencies and even extreme sports entertainment.

Currently, the site has more than a hundred articles about interesting objects from volunteers.

It is noted that people are actively interested in such trips and, at their request, several routes have already been developed, along which you can go both independently and with a tour club.

For example, the trip "Our Vinnytsia" involves a visit to the Podil cities of Shargorod and Bar, as well as the "Pink Palace" in the town of Chernyatyn. And the research trip "Ecological Trail" will take travelers to the amazing village of Stina in the Tomashpil district.

For fans of local tourism, the Vinnytsia Reserve route was developed with a visit to the Karmelyukovo Podillya reserve in the Chechelnytsky District and a narrow-gauge trip.