

# INNOVATIVE TECHNOLOGIES IN TOURISM INDUSTRY

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**Introduction.** Travel industry can rightly be considered as the business of the XXI century, because it is one of the most dynamic and profitable to all sectors of the world economy. According to statistics of the World Tourism Organization tourism accounts about 10% of gross world product, 7% of the total investment, 5% of all tax revenues.

## **Materials and methods.**

Recently significant steps were made towards the application of innovation management in the tourism industry. However, much still ahead, because some experts continue to believe that it has been very little progress in the application of management theory in the tourism industry in general. Today there are many scientific researches devoted to problems of innovative development in the tourism business. The scientific approach to the development of innovation is in the works of scholars: V.S. Novikov, M.M. Malakhov, D. S.Ushakov, V.N. Anshyna, L.S. Alexandrova, I. T. Balabanov, A. A . Dagaev, A.V. Fedorov, , V.Y. Kolesov, N. Kuznetsov, S.G. Tyahliwa, V.L. Gorbunova, T.A .Frolova.

## **Results.**

In a market economy all tourism organizations recognize the need to develop new products and services more than the goods and services. Timely release of a new product on the market is able to attract new customers, increases company revenue. Definition of future profits from new tourism product innovation is the responsibility of management. The main objectives of innovative management are studying of the state of economic activity and economic systems that provide innovation; studying the specifics of the innovation process. Innovation activity in tourism is developing in several directions. The first direction - is the production of new types of tourism product. Other areas are: the use of new tourism resources; change in production and consumption (use of advanced marketing and management principles); identification and use of new sales markets and the use of new technology. It was the direction on we should to stop the attention, because it is using of new technology that brings great effect to business tourism industry. Today these technologies are mainly the computerization, globalization and the transition to electronics. E-business offers a great opportunity of any company. This is a new form of market relations based on the using of ICT and the Internet.

**Conclusion.** The success of the enterprise in tourism largely depends on innovation management. Practical application of innovation in the tourism sector will not only improve the competitiveness of enterprises, but also assess the feasibility of new services implementing. Experience shows that the most viable option at this stage is the use of information technology.

## **References:**

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