

## Innovations in Tourism Industry

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**Introduction.** Innovations in tourism are necessary for its stable development. Most of the innovations are connected with the technological progress. For example, in many progressive countries, nowadays, it's a normal thing to see museums with QR codes. It is a kind of code, which could be read through your gadget, if it has a camera. Then it downloads all the information about the object that you scanned on your device. The practice of using this technology is beginning to apply in Ukraine, as well as other notable innovations that appeared in recent decades. There is also a hologram. The hologram is a projection of a person, building whatever you want. In England, the USA and France there are museums in which you can see and hear a voice of a famous person, of course it's a program, but nevertheless for most of the people, especially for young ones, it would be easier to get interested in the battle of Waterloo, hearing what Napoleon thinks about it, or to hear thoughts on modern time political situation, from Churchill.

Creativity is also important in innovations. In the Czech Republic, for example, there is a corruption tour, a tour dedicated to the infamous politics of the previous political regime. This tour takes place in government buildings, on one hand it may be not so notable for tourists from other countries, but as for internal tourism it's a good option.

Also pure marketing methods have their places. One airline company is offering a kind of a gamble tour. You pick, on their site, two preferred locations that you wanted to visit and then with the help of random, the location will be chosen. And the risky customer will receive 40% discount on the tour.

In my opinion the main thing in innovations is to combine tourism with other spheres even more harmonically as they are now. It means that tourism is a combination of different services and it is a very complicated structure. If one of the gears of mechanics is malfunctioning or even worse, broken then the whole mechanics is going to fall down. For instance, with the right approach, even a third world country in Africa could get millions of tourists. At the same time, a country like Russia could lose all its tourist potential because of the policy. In every touristically attractive country there is a strong bond of all kinds of spheres, because they are all interested in promoting their country's wealth, and their own wallets. And the department, some kind of ministry or something, that would control the tourism sphere as such would help to implement innovations into tourism.

**Conclusion.** Sadly Ukraine has a problem with it. Because when tourism is a part of a ministry connected with infrastructure or sport ministry, so the country with such a situation of business will not go so far in terms of the tourism industry, but all employees of the tourism sphere hope for the best.

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