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### **INNOVATIONS IN THE PROVISION OF TOURIST SERVICES**

Innovations in tourism are systemic measures that have qualitative novelty, leading to positive changes in the industry. The innovation process receives its recognition through the tourism market and the degree of customer satisfaction and joint decision-making by tourism organizations and government bodies at different levels. The introduction of

innovations into the process of providing tourism services is influenced by the economic situation in the country, the social status of the population, national legislation, as well as intergovernmental and international agreements. The reasons for the introduction of innovations in tourism are: 1) saturation of many classic and traditional areas; 2) the danger of a large loss of market share in inbound tourism; 3) increased competition and increased supply; 4) technological revolution and expansion of the scope of information technology; 5) transition from a supply-side economy to a demand-side economy [1].

Based on the basic provisions of the WTO, in the tourism sector, innovative activity is developing in three directions: 1) the introduction of innovations related to the development of the enterprise and tourism business, in the management system and structure, including reorganization, consolidation, absorption of competitors; personnel policy (staff renewal, advanced training); rational economic and financial activities (the introduction of modern forms of accounting and reporting); 2) marketing innovations, allowing to cover the needs of target consumers and attract a segment of buyers not covered at the moment; 3) periodic innovations aimed at changing the consumer properties of the tourism product, its positioning on the market as an exclusive, which provide for an increase in competitive advantages.

Innovative activities in the field of tourism services are aimed at creating a new or changing an existing product, developing new markets, introducing the latest IT technologies, new forms of organizational and managerial activities. Therefore, innovations in tourism are necessary and are an integral condition for its development. Innovation management and their implementation for the development of tourism are the main issues in this field [2]. Innovations in tourism are defined as areas in which there is a certain novelty, and a number of principles that lead to a positive state of affairs in the industry. In the tourism industry, various structures interact like nowhere else, such as: local authorities, country leadership, travel companies, operators, hotel owners [3]. With comprehensive coordinated actions, a positive effect on the development of the industry will be observed.

One of the main ways to attract consumers and increase the company's income in tourism is to offer tourists a new product. In the tourism industry, this product can be new routes or places of rest. However, almost every agency has a fear of being the first to apply innovations, improving the mechanism of working with customers. Innovation involves a considerable degree of risk. An effective innovation that brings profit (booking tours using an online service) saves time, speeds up the processing of applications and confirmation of the selected tour. Not all customers like this service, not all use it, but there is a consistent automation of the industry. A relatively recent innovation among tour operators is the "live price". Prices for tourist products are determined not by the subjective human factor, but by the objective laws of the market. The "live price" bypasses intermediaries and is addressed to the consumer at the time of the request. This innovation is characterized by the fact that tourists can independently choose a tour, minimizing their costs. It is presented in the form of a dynamic price list on the tour operator's website, which anyone can use without leaving

their home. During the operation of the system, the turnover of companies and the number of daily bookings have doubled. The information of this system does not go through intermediaries, commercial and aviation departments - it reaches the consumer, which makes it relevant. The advantages of this innovation: automatic sales management; significant reduction in labor costs; protection against espionage and price competition. The introduction of "live prices" allows representatives of the tourism market to track and book the best offers of current prices online, which are calculated quickly and individually for the client.

An innovation of tour operators was 3D-check-in for airline flights. The tourist chooses a seat on the plane in advance, passes absentee registration and receives a boarding pass. In addition, travelers can decide on a seat on the plane both a month and three months before the departure date. Airline experts have already felt that the mass use of early 3D check-in on flights allows you to avoid queues at check-in counters when the airport is busy, and special Drop Off counters at airports allow you to check in your luggage without waiting in line.

We can say with confidence that the tourism industry is keeping up with the times, trying not to stand still, but to move forward, introduce innovations in its activities, thereby conquering a new market and new customers.

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