

IMPROVEMENT OF THE MECHANISMS OF ATTRACTING INNOVATIONS IN THE DEVELOPMENT OF TOURISM SERVICES

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Abstract: The importance of innovation was long underestimated in service activities. In contrast to the radical innovations vital to growth in manufacturing sectors, innovations in services and tourism were secondary and capital-scarce, and for this reason they were excluded from the scope of government interest and action. It is interesting to note that the discourse changed with the emergence of new information and communication technologies.

Keywords: Technologies, hospitality, tourism, service, innovation.

Introduction. Tourism is an important tool to strengthen opinions about in the world, forms our values and contributes to the development of the attractiveness of the country, which is the result of centuries of cultural exchange, innovative diversity and creativity. Innovations in tourism are innovations and fresh ideas in the field of travel and leisure. The result of the introduction of such innovations is an increase in tourist flow and profit growth. Innovation, which is one of the driving forces of development, is defined as the introduction of a new product or bringing a different feature of an existing product to fore, the development of new techniques during the production process, and the availability of new resources in the supply chain.

Tourism innovations are implemented through government support in three ways. Allocation of funds for the implementation of targeted programs in the regions. Creation of a network of information centers that provide their services to travelers free of charge and contribute to the education of local residents in the field of tourism. Providing financial assistance in the form of grants, subsidies and investments for the implementation of scientific research using in the tourism sector and related industries. Hospitality platform builds ecosystem for traveling, digital nomads . Another group of experts examine that when addressing this digital transformation, we can mark 10 tourism innovation trends that companies in the sector must bear in mind:

1. 360° Service: Users expect and demand a fully comprehensive service from tourism companies. The business model has changed and with a fully comprehensive 360° service the possibilities to grow, to offer complementary products, and to create new business lines are constantly increasing.

2. Unique experiences: It’s becoming increasingly difficult to surprise customers, and this leads to higher level of standards, making it more difficult to meet their expectations. We must take a step further and think about offering incentives linked to “smart destinations”, where the user mingles and interacts naturally with the surroundings and with the internet of things.

3. Understanding emotions: Knowing their age, gender, where they live, and their financial status we are gearing towards are all important. But, nowadays, more than ever, we need to know about their emotions, expectations, and passions. Customers are no longer a set of numerical figures, what’s important to remember is that we’re dealing with real people with the ability to interact!

4. Active response: At this point, tourism companies need to include the monitoring and tracking of any comments or info from customers. Establishing immediate feedback and responding to customers is no longer just a plus, it's a must.

5. Real Time: Consumers want and expect an immediate response, this requires us to provide solutions immediately and answer any possible errors or problems that may arise. Companies working in the tourism sector must be ready to deal with any problem and have a team of qualified professionals ready and able to offer an excellent solution quickly.

6. Social Media: User feedback on a company or destination can be more effective than an ambitious advertising campaign. In this regard, what we need is a personalized solution, immediacy and interactivity

7. Mobile devices: If the growth in e-commerce has been constant then mcommerce is set to be more than vibrant. Having everything at your fingertips without thinking about time, space, and more payment alternatives.

8. Geolocalisation and virtual reality: These are tools that improve service delivery and offer new experiences to customers. But they also provide valuable insights for the company on customers behavior and preferences.

9. Cloud Computing: The Cloud is a must for all tourism companies, many of which are international, with several headquarters, and multichannel strategies. 10. Big Data. Nowadays it's not about accessing information; we must know how to manage and interpret it to make strategic decisions.

Literature reviews: As is the case for many sectors, lifestyle and micro-enterprises in the tourism sector have a reputation for being focused on business survival, and being risk averse with limited appetite for innovation, technology pervades through most aspects of modern tourism businesses. Technological developments are progressively changing tourism value chains and the position of SMEs within them, enabling business models to evolve, and offering new ways for SMEs to collaborate and network with potential partners (e.g. to present seamless integrated visitor experiences). Tourism value chains have transformed into global value ecosystems as consumers can now have direct access to the businesses in charge of delivering the final tourism good, service or experience (Box 2.1). Informed by digitally derived data, tourism products and services are evolving toward hyper-personalisation and customisation (Skift and Adobe, 2018; Visa, 2017).

Automation and robotics are a key trend in tourism with applications developed for physical tourism businesses as well as online. For instance, many tasks that were once handled by humans now being taken over by robots or automated systems such as chatbots. These have fallen into widespread use across the industry and are designed to help people find and book tours, transport and accommodation by asking a set of questions. More sophisticated examples might include the robot "staff" used by some hotels to run the reception desk or even serve food and drinks. While robots have advanced in their abilities to provide products and services, industry, government and consumers have not entirely figured out how to integrate these into the economy (Ivanov and Webster, 2019).

The development and adoption of new technologies is expected to continue at pace in the future, driven by the cumulative nature and exponential rate of technological change, the convergence of technologies into new combinations, dramatic reductions in costs, the emergence of new digital business models and declining entry costs (UNCTAD, 2018). Previous OECD work on enabling technologies shaping the future of tourism highlighted the need to develop a better understanding of the challenges and opportunities arising from these technological advancements to inform the development of appropriate policy responses (OECD, 2018a; OECD, 2019a).

Main part. The shift to a digital economy offers opportunities for tourism enterprises of all sizes including access new markets and bringing new tourism services to consumers globally, and improving competitiveness, performance and productivity. For SMEs in particular, it can improve access to market

intelligence, enable businesses to achieve scale without mass, and facilitate access to global markets and knowledge networks at relatively low cost (OECD, 2017b).

Identifying the nature of innovation in tourism entails looking for features that are either shared with or distinct from those of innovations in other service industries, but it also entails comparisons with the more general models found in manufacturing. In addition, issues arising in agriculture may shed some light as well. –

- ✓ Comparisons of the approach to innovation in tourism and in other service industries: retailing, banking, recreation, etc. Tourism products are “experience goods” par excellence, validated *ex post facto* by consumers, who commit their experience to memory and build upon it. This feature seems consistent with the trend towards “customisation”—i.e., “mass production of the made-to-measure”. In addition, tourism activity is deeply rooted spatially, the stage being set by the surrounding heritage, attractions and lodging facilities. Consumption also has a sequential dimension that affects the quality of the tourist’s overall experience. As a result, reference to the model for retailing can shed light on the manner in which tourism products are distributed and consumed. The tourism industry also involves activities that feature proximity to leisure industries: cultural, sporting and recreational pursuits. Since both are affected by industrialisation approaches, the development of short-term practices, the influence of innovations in urban tourism on the supply of leisure activities (casinos, museums, special events, etc.) accentuate the convergence to the point where it becomes difficult to establish a clear boundary between them. –
- ✓ Unique features of services as compared to industrial models: marketing of services, the role of R&D, lack of patentability, attitude towards markets (tendency towards responsiveness), low degree of technology culture, etc. Services cannot be analysed exactly with the same analytical categories as are used to understand innovation in manufacturing industries. Taking an evolutionist approach, the taxonomy of Keith Pavitt classifies service firms, and especially those performing services for individuals, as “supplier-dominated”, being essentially users of technologies developed in the realm of manufacturing. The emphasis is on non-technological forms of innovation, such as professional know-how, brands and design, which then play a major role.
- ✓ Non-unique features: a blurry boundary between industry and services: the industrialisation of tourist services and the shock of NICT are making tourism more innovative. Services are becoming more active in innovation by adopting NICT, as highlighted by the preponderance of tourism services in the development of electronic commerce.
- ✓ Classifications of innovations in tourism.

The evolution and application of digital technologies are profoundly changing the way people live, work, travel and do business, and in the process, they are transforming and reshaping tourism. The scope and uptake of digital technologies varies across countries, sectors, organisations and places. The resulting opportunities and barriers create an uneven playing field, which is exacerbated by a growing gap between tech-driven and globally connected tourism businesses, and traditional micro and small businesses often characterised by low-tech business practices. Much attention to date has focused on digital marketing and e-commerce as a way of reaching new markets, engaging customers and building brand. However, while these technologies might build market access and awareness, increase connectivity and facilitate financial transactions, they are less effective in enhancing productivity or innovation in an increasingly competitive

global marketplace.

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