

INNOVATIVE ASPECTS IN TOURISM: REGIONAL ASPECTS

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Abstract. *The article deals with the current state and prospects of tourism industry development, its influence on the economy, on the country's socio-economic development. The analysis of tourist flows in the Mykolaiv region was carried out, the perspectives and ways of rural tourism development were identified. The main types of tourism and the creation of new tourism products as a potential development of the economic situation of the region are analyzed. The author carried out an analysis of statistical data on tourist activity in the Mykolaiv region.*

Keywords: *innovation, tourism, tourism industry, innovations in tourism, innovative tourism activity, benchmarking, Mykolayiv region, nature reserve fund*

Introduction. Stable development of the tourism industry affects all spheres of the economy, improves investment policy both country as a whole and at the regional level, promotes socio-economic development of the region.

Despite the recognized importance and promise of innovation in the tourism industry as a whole, some innovative aspects remain inadequate and therefore require a more detailed analysis at the regional level.

2017 declared the International Year of Sustainable Tourism Development (UN) and the Year of Sustainable Tourism for Development in Ukraine. The innovative process in tourism is quite specific. As a rule, he receives his recognition, on the one hand, through the tourist market and the degree of customer satisfaction, and on the other hand, mainly due to the adoption of joint decisions by tourist organizations, regional governance bodies, local government bodies and public organizations, whose activities related to tourism, as well as due to the industry's assessment of the local population. Only such interaction of all elements (subjects and objects) of the innovation process can lead to a significant synergistic effect, expressed as growth (development) of tourism.

Tourism is one of the most promising and profitable branches of the economy in the world. According to the World Tourism Organization, tourism accounts for 10 % of the world's gross domestic product [1]. This allowed us to formulate the importance and significance of continuing the introduction of the innovation process in the tourism business.

The main directions of innovation in the field of tourism and hospitality:

- Issue of new types of tourist product, restaurant product, hotel services, etc .;
- Use of new technology and technology in the production of traditional products;
- Use of new tourist resources that have not been used before. A unique example - travel by tourists on spacecraft;
- Changes in the organization of production and consumption of traditional tourism, restaurant products, hotel services, etc .; new marketing, new management;
- Identification and use of new markets for products (hotel and restaurant chains).

The basis of innovation activity in all sectors of the economy is the realization of achievements of scientific and technological progress. The above applies to the sphere of social and cultural services and tourism.

Tourism is a complex inter-sectoral complex, which requires a systematic approach to the regulation of socio-economic interaction of many branches economy at the state federal and regional levels.

The main tasks of the state are:

- Definition and development of policy principles in the field of tourism, programs for their implementation, control mechanism and research results of activities (organization of statistics, departmental research);
- Creation of favorable conditions for tourism, coordination of actions of various companies, organizations and societies for formation of the appropriate infrastructure, friendly environment;
- Support for tourism and marketing through stimulation of innovation and cooperation, the formation of an attractive image of the country.

Due to the fact that the creation and implementation of innovations require combined efforts of various economic and social spheres, an innovative way of development is impossible without the implementation of state support. For this purpose, three schemes are used, which are also currently used in the development of tourism.

Important factors in the development of the tourism industry of the Mykolayiv region are the natural and recreational and historical and cultural potential, the further development and further study of which is the main task of the Office of Youth and Tourism of the Mykolayiv Regional State Administration.

Nikolaev region can be visited not only through its Black Sea coast. From the Migration to the legendary island of Berezan in the Black Sea, there were tourist routes through which bus crossings, pedestrian crossings are combined with water slalom, horse crossings, rafting, and yachting.

The true decoration of Nikolayev region is its nature reserve and nature conservation fund. To date, in the territory of the Mykolayiv region there are part of the Black Sea Biosphere Reserve, two National Natural Parks «Buzky Gard» (Regional Landscape Park «Granitno-Steppe Pobuzhya») and «White Beaches Svyatoslav» (the regional landscape park «Kinburskaya Kosa»), one natural reserve (Yelanets steppe), two regional landscape parks (Priingulsky and Tiligulsky).

Tourist destinations and tourist offers to the Mykolaiv Nature Reserve Fund are well-known, attractive and represent a unique sales proposal. But we have a number of negative sides. There is no mechanism for coordinating tourism development activities between objects, local governments and local residents, which directly influences the planning and management processes; A weak regulatory and methodological base of tourism and recreation affects the effectiveness of management in this area. Recently, a meeting of the Tourist Association of leading specialists in the tourist and recreational spheres in the Mykolaiv region "Tourist Workshop of Mykolaiv Region" was held to promote the tourist potential of the Mykolaiv region on the basis of the Mykolayiv Regional State Administration to solve a number of problems of the tourism industry development in the Mykolayiv region, with particular emphasis on the introduction of innovative approaches to developing a tourism rural product in order to popularize the region for foreign tourists [2]. According to the data published by the Main Department of Statistics in the Mykolaiv region, the data in Table 1 is presented.

Table 1. Tourist traffic in Nikolayev region for 2013-2016

	2012	2013	2014	2015	2016
Number of tourists served by the subjects of tourist activity of the region	20375	19003	9148	7464	9023
Foreign tourists	4179	5108	-	-	-
Tourists-citizens of Ukraine who traveled abroad	9290	9362	7582	6631	8369
Domestic tourists	6906	4533	1566	833	654
Number of tourists	326	2263	1049	577	1411

*According to the statistics office in Mykolayiv region for 2016 [3]

Research results. According to Table 1 we see the low level of development of domestic tourism, the lack of entry of foreign tourists, the lack of contractual culture reduces the possibilities of territories and objects of the nature reserve fund of the Mykolaiv region to regulate tourist activity and activities of other economic entities in their territory [1] Therefore, it is necessary to carefully and immediately create and implement innovative tourism products, to use aspects of regional marketing in the formation of the product tour. For the development of innovative activities of enterprises of the tourism industry, constant search for innovative ideas, comparing the results of the work of competitors from other countries is of great importance, one of the methods used by foreign tourism business companies is benchmarking. Its implementation involves a high level of openness for the exchange of experience.

Conclusions. Ukraine has approved with the EU an Tourism and Resorts Development Strategy for the period up to 2026, which will enable the development and implementation of a plan of measures for the development of tourism innovations both in the country as a whole and at the regional level.

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