

Escape tourism. This is one of the newest initiatives for shared travel. Usually young people are involved. They are united by the idea of a healthy lifestyle and connection with nature. In Bulgaria, this type of tourists gathers through a company that organizes their activities. They are trained on sustainable practices such as water purification, composting household waste, rain water utilization, etc. The tourists learn in "classrooms in the nature" ecological methods of construction by wood, clay and stone. The preferred villages are Gudevitsa and Arda. They are visited by young people from Japan, Australia, Mexico, Chile, France, etc.

CONCLUSION

Modern types of tourism are related to the trend in the society or even fashion for a healthy lifestyle. Tourists are looking for clean nature, food directly from the manufacturer without GMOs and artificial fertilizers, activities related to spiritual practices and old crafts that are related to the environmentally friendly use of the natural environment.

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INNOVATIVE ACTIVITY IN THE TOURISM INDUSTRY: REGIONAL ASPECT

Abstract. *The article reveals the notion of "innovation activity", innovative processes in the field of tourism, shows the relationship of the tourism industry with the natural environment and the economic system, as well as examined new perspective directions of development of tourism. The authors give recommendations on the implementation of strategic solutions for the development of cultural and historical potential at the regional level.*

The analysis of the literature sources by the authors of the article made it possible to reveal the development tendencies and the vectors for improving the tourist industry in the Mykolayiv region.

Key words: *innovation activity, cultural and historical tourism, aspects of cultural and historical tourism, cultural and historical potential, regional policy, tourism industry.*

INTRODUCTION. The potential of the Mykolayiv region represents a

perspective for the development of cultural and historical and other types of tourism, as "there are 5914 immovable monuments in the Mykolayiv region, including 4490 archeological monuments, 1199 stories, 67 monumental arts, 145 architecture, 11 gardening art , 1 - landscape, 1 - science and technology. Thirty monuments have the status of national significance.

At the same time, 1356 newly identified objects of cultural heritage included in the corresponding lists (lists) - 429 archaeological sites, 295 - historical, 13 - monumental art and 619 - architecture are located under state protection. "[6]

Effectively, only a small part of these resources is used in view of the economic crisis, the military conflict in the east of the country and the inefficiency of the regional policy for the development of tourism and resorts. Currently, as a result of the decline in tourist flows in the region (Table 1) [2], it is necessary to apply the strategy of preserving and developing domestic tourism in Ukraine in general, and in the Mykolayiv region in particular.

Table 1

Tourist flows (people)

	The number of tourists served by the subjects of the tourist activity of the region	Of the total number of tourists		
		foreign tourists	Tourists are citizens of Ukraine who traveled abroad	Domestic tourists
2011	27934	3973	8479	15482
2012	20375	4179	9290	6906
2013	19003	5108	9362	4533
2014	9148	–	7582	1566
2015	7464	–	6631	833
2016	9023	–	8369	654

In Mykolaiv region, the cultural and historical resource is mainly represented by such well-known objects:

- architectural monuments (the Shukhov Tower, the house of the merchant Krol, the house of Erlich, the house of Grachev, the house of Vice Admiral Popandopulo, the house of Utkin, the Nikolayevsk City Council, the Admiralty building, the former house of the fleet officers, the rotunda of the chess club, the residence of Nikolai I in Voznesensk, the house of the brothers Koenigsbergs, a house with Atlantis, the first tram sub-station, the building college building, the building of the St. Petersburg Commercial Bank, the Marinskaya Women's Gymnasium, the Jewish State School, etc.);

- archaeological monuments (the National Historic and Archaeological Reserve Olvia, the site of the Wild Garden, the monuments of the ancient Nikolaev Region in Olbia, the Berezan Settlement, Viktorovka 1 (Berezansky District), Kamenka (Ochakovo District) and Bolshoy Korenikha III (Zavodskoy District of Nikolaev)) "Since the 19th century, archaeological studies have been conducted on the territory of the Mykolayiv region, as a result of which more than 5 thousand ancient monuments (burial mounds, burial grounds, settlements, settlements) were recorded. Among them are monuments of world importance - Olbia, Wild Garden, Berezan, Anetovka. Approximately the same number of objects, argue the archaeologists, are

still hidden underground and unknown.

- monuments of art (monuments to Potemkin, St. Nicholas the Wonderworker, monuments of the alley of admirals (FF Bellingshausen, GI Butakov, VA Kornilov, MP Lazarev, PS Nakhimov, FF Ushakov), Admiral Makarov, monuments to poets and composers - AS Pushkin, TG Shevchenko, NA Rimsky-Korsakov, memorials in honor of those who fell in the Second World War "The Sorrowful Angel of Chernobyl", etc.).

- monuments of history (Nikolaev Necropolis, etc.);

- monuments of landscape art (Flotsky Boulevard, Leski Park, Victory Park, children's playground "Skazka", family estate of Skarzhinsky in Trikraty village, Mykolayiv region, etc.);

- cultural and cognitive and entertainment facilities (theaters, museums, cinemas, tourist complexes "Golden Horseshoe", "Kremeniv Ostrich", recreation center "Dubrovka");

- objects of ethnography (ethnic settlements of national minorities, tourist complexes, etc.);

- Religious and ethnographic activities (ethno-festivals, civil and religious holidays, etc.).

At the same time, the problematic issues of development of the tourist and recreational sphere of the Mykolaiv region are:

- imperfection of the legislative and regulatory framework in the sphere of tourism;

- Insufficient quantity of quality tourist products in the tourist market;

- low level of development of tourist and recreational infrastructure;

- poor quality of service and non-compliance with the standards of accommodation facilities;

- Insufficient engineering infrastructure in the tourist and recreational areas (lack of water supply and sanitation, unsatisfactory state of roads and lack of access to many tourist sites, etc.);

- unsatisfactory condition of historical and architectural heritage monuments, which can be used in tourism;

- Lack of interaction between local executive bodies and local self-government bodies to ensure the development of tourism and recreation in the region [6];

- Destruction - "raspahivanie" archaeological sites. According to Alexander Smirnov, deputy director of the Institute of Archeology of the National Academy of Sciences of Ukraine, "If predatory work can lead to the loss of Viktorovka, agricultural work can lead to the loss of a unique object of archeology of Roman times" [3].

For the development of the tourism industry in general, and cultural and historical tourism in particular, it is minimally necessary:

- create a regional tourist information center;

- to create and promote tourist symbols and brands of Mykolaiv region;

- place informational signs near tourist sites;

- Develop the foreign tourism policy of the region through participation in international specialized tourism exhibitions;

- Develop an attractive image of the Mykolayiv region;
- create a modern leisure and leisure infrastructure by attracting domestic and foreign investment;
- introduce innovative forms of work - changes in products, marketing, organization and management.

To study innovation activity in the sphere of tourism, A. Aleinikova, A. Vasiliev, A. Gavrilyuk, N. Gurzhiy, A. Zagorulkin, M. Izotova, A. Kleimenov, N. Malakhova, Yu. Migushchenko, V. Novikov, T. Pinchuk, M. Rega, A. Fastovets, V. Chernikov and others.

The development of research in the field of tourism is promoted by specialized research institutes and organizations that are developing intensively: the World Tourism Organization (UNWTO), the European Commission for Tourism, the Asia-Pacific Tourism Association, the Caribbean Tourism Organization, operating at the international regional level. Leading research institutes such as Association International d'Experts Scientifiques du Tourisme (AIEST), the Travel & Tourism Research Association (TTRA), the International Academy of Tourism Studies are engaged in the study of tourism development. The science of tourism is developed by the American Anthropological Association, the International Geographical Union, the International Sociological Association. They hold scientific congresses on tourism. The European Center for Management of Research and Documentation in the Social Sciences "Vienna Center" initiated a multidisciplinary and intercultural study on "Tourism as a factor of change: a sociocultural study" [7,8].

The Law of Ukraine "On Innovation Activity" notes that "innovations - newly (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical decisions of production, administrative, commercial or other nature, significantly improve the structure and quality production and (or) social sphere; Innovative activity - activities aimed at the use and commercialization of research and development results and predetermines the launch of new competitive goods and services on the market; innovative product - the result of research and (or) developmental design, meeting the requirements established by this law; innovative products - new competitive goods or services that meet the requirements established by this Law; an innovative project is a set of documents that defines the procedure and set of all necessary measures (including investment) for the creation and implementation of an innovative product and (or) innovative products "[4].

"Innovation (according to V. Novikov) is the final result of introducing innovation in order to obtain economic, social, ecological, scientific and technical or other type of effect that is in demand by society. In other words, innovation is the concrete result of any creative, risk-related activity, ensures the promotion and introduction of new, essentially different from the previous ones, to the market, more fully satisfy the needs; opening and mastering new markets or achieving other specific goals "[5].

Development and specialization of new tours, previously unknown on the market, is an innovative direction of tourism development. At one time, they were understood as rural tourism, ecological, congress, adventure (adventure), underwater, cruise, ornithological and other types of tourism.

The authors singled out the archaeological form of tourism as an effective and strategic tool for innovative development in the tourism industry. It allows you to travel through time, feel the romance of finding ancient treasures; spend an evening at the campfire with a field kitchen, visit exclusive excursions and exhibitions and much more. The tourist can take part in archaeological excavations and directly touch the antiquity, get acquainted with the bright history of the region, see unique historical and cultural monuments of world significance, authors of scientific books and talk with scientists-archeologists, leaders of expeditions [8].

In the field of cultural and historical tourism, innovative activities are manifested through the use of:

- new tourism products, programs and projects;
- service innovations - "new channels of communication with customers, new distribution systems and technological solutions, which often jointly change the supply of services on the market, update the functions of the firm and require structurally new organizational, technological and human capabilities of the firm" [1];
- tourist resources in a new perspective (for example, Futures International Capital Kite Festival of Ukraine, Nikolaev region, Trikhaty village);
- New technologies in the production of tourism products (for example, a 3D tour of Ukrainian open-air museums, electronic hotel booking systems, ticket sales, hotel infrastructure management, use of QR codes, introduction of ICT technologies, projection and hologram images, etc.);
- new tourist and recreational areas;
- modern approaches in the marketing and management of tourism services (for example, E-commerce, the creation of virtual travel agencies);
- new markets for tourism products (for example, the development of special tourist products for certain groups of consumers), etc.

Currently, a progressive type of tourist product is a theme park that combines a lot of entertainment facilities with the through cognitive theme of the Disneyland parks in California and Florida USA, in France, in Japan, FantasiaLand in Germany serve a flow of tourists from 7 to 13 million people per year each). There were examples of oases of tourism in the Sahara, specializing in extreme, ethnographic, adventure and entertaining tourism (for example, the scenery left after the shooting of the epic "Star Wars", Tunisia) [8].

It is necessary to take into account that innovative activity in the tourist sphere is aimed at creating a new product, improving related services or changing the existing tourist product in accordance with the needs of the target audience. When introducing innovations in tourism, the general economic situation in the country and the peculiarities of the legislation should be taken into account.

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