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**INNOVATION-DRIVEN OPPORTUNITIES AND SOLUTIONS**

**TO PROMOTE EUROPE-ORIENTED TOURISM DEVELOPMENT IN UKRAINE**

*The article presents an in-depth analysis of innovation opportunities and solutions to promote Europe-oriented tourism development in Ukraine, which is especially relevant given the significant lag in economic indicators of Ukraine's tourism industry against the world tourism leaders. The findings reveal that the tourism industry, as well as in Ukraine, is adapting fast enough to the global challenges caused by the coronavirus pandemic and other crisis phenomena and is gradually returning to its normal functioning, even under heavy restrictions. Particular emphasis is put on the growing role of innovative solutions to boost the process of adaptation to new realia. It is argued that tourism innovations and reforms will contribute to promoting both short-term and long-term tourism demand, raise the number of tourism businesses and, consequently, will create more jobs in this sector, along with enhancing the quality and competitiveness of domestic tourism product and increasing the tourism industry share in GDP. The purpose of this article is to identify opportunities to innovate and search for optimal solutions to ensure Europe-oriented vector of tourism development in Ukraine. To attain the research agenda, a range of general research methods have been employed, in particular, analysis and synthesis, monograph methodology, as well as methods of abstraction and concretization. The study asserts that in modern economic settings to secure the European vector in tourism development, there is a vast variety of innovative solutions available to tour operators and travel agents, ranging from radical changes in their management and marketing activities up to diversification of tourism products and customer service models. To facilitate further Europe-oriented development of domestic tourism, a focus is also placed towards the essential role of innovation-driven transformations of a tourist product at the regional level which assume new services, new tourist attractions and travel routes or their modifications, including the use of digital technologies and new tourism types, such as glamping, immersive tourism, fitness tourism, virtual tourism, travel journalism, film tourism, etc. In addition, the study discusses the specifics of backpacking as one of modern innovative tourism trends. It is argued that the key pathway for the tourism industry to innovate is building a single national tourist information base with an easy access and customer-friendly interface. Such an electronic database will combine the capabilities of an interactive travel guide and a marketplace. According to the results of the study, to enhance the Europe-oriented development of the tourism industry in Ukraine, the government should design sound investment and innovation policies that will help to support both nation-wide and regional innovative projects. The summary concludes that the implementation of innovations will contribute to gaining a competitive edge in the global tourism market.*

**Keywords:** *innovations; tourism development; tourism; backpacking; immersive tourism.*

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### ІННОВАЦІЙНІ МОЖЛИВОСТІ ТА РІШЕННЯ РОЗВИТКУ ЄВРООРІЄНТОВАНОГО ТУРИЗМУ В УКРАЇНІ

*У статті здійснено аналіз інноваційних можливостей та рішень у контексті євроорієнтованого розвитку туризму в Україні, що є особливо актуальним, з огляду на значне відставання за економічними показниками галузі туризму України від провідних туристичних країн світу. Зазначено, що індустрія туризму, в тому числі й українського, доволі динамічно адаптується до глобальних викликів, пов'язаних з пандемією, та інших кризових явищ і поступово повертається до свого нормального функціонування, навіть в умовах обмежень. Особливий акцент зроблено на зростаючій ролі інноваційних рішень в активізації процесу пристосування до нових реалій. Підкреслюється, що інноваційне реформування в туризмі сприятиме покращенню як короткострокових, так і довгострокових показників туристського попиту, зростанню кількості туристських підприємств і, відповідно, робочих місць у цьому секторі економіки, а також підвищенню якості та конкурентоспроможності вітчизняного туристичного продукту й збільшенню вкладу галузі туризму у ВВП. Метою цієї статті є визначення інноваційних можливостей та оптимальних рішень для забезпечення євроорієнтованого розвитку туризму в Україні. У ході дослідження використано переважно загальнонаукові методи, зокрема, аналіз та синтез, монографічний метод, а також методи абстрагування і конкретизації, що дозволило вирішити поставлене наукове завдання. Встановлено, що в сучасних економічних умовах євроорієнтований розвиток туристичного сектору може бути забезпечений великим різноманіттям інноваційних рішень, починаючи з кардинальних перетворень у менеджменті та маркетинговій діяльності туроператорів і турагентів та закінчуючи диверсифікацією самого туристського продукту та способами обслуговування споживачів. Доведено, що суттєве значення в євроорієнтованому розвитку вітчизняного туризму мають інноваційні трансформації туристського продукту на рівні окремих регіонів, а саме: нові послуги, нові туристські та екскурсійні маршрути або їх модифікація, в тому числі й з використанням цифрових технологій, а також нові види туризму, серед яких глемпінги, іммерсивний туризм, фітнес-туризм, віртуальний туризм, тревел-журналістика, кінотуризм тощо. Автором відзначено, що одним з актуальних та інноваційних напрямів сучасного туризму є бекпекінг. Визначено, що головним інноваційним рішенням у туристичній галузі може стати розроблення єдиної інформаційної туристської бази країни, доступної та зрозумілої будь-якому користувачеві. Така електронна база може поєднати в собі можливості інтерактивного туристичного путівника та маркетинг-плейсу. За результатами проведеного дослідження встановлено, що для євроорієнтованого розвитку туристичної галузі необхідна виважена інвестиційно-інноваційна політика, яка допоможе підтримати інноваційні проекти, що розробляються як на рівні держави, так і на рівні регіонів та окремих туристичних районів. У висновку наголошується, що впровадження інноваційних рішень допоможе туристичній галузі стати конкурентоспроможною на світовому ринку.*

**Ключові слова:** *інновації; розвиток туристичної галузі; туризм; бекпекінг; іммерсивний туризм.*

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**ИННОВАЦИОННЫЕ ВОЗМОЖНОСТИ И РЕШЕНИЯ  
РАЗВИТИЯ ЕВРООРИЕНТИРОВАННОГО ТУРИЗМА В УКРАИНЕ**

*В статье осуществлён анализ инновационных возможностей и решений в контексте евроориентированного развития туризма в Украине, что особенно актуально, учитывая значительное отставание по экономическим показателям отрасли туризма Украины от ведущих туристических стран мира. Отмечено, что индустрия туризма, в том числе и украинского, достаточно динамично адаптируется к глобальным вызовам, связанным с пандемией, и другим кризисным явлениям и постепенно возвращается к своему нормальному функционированию, даже в условиях ограничений. Особый акцент сделан на растущей роли инновационных решений в активизации процесса приспособления к новым реалиям. Подчёркивается, что инновационное реформирование в туризме будет способствовать улучшению как краткосрочных, так и долгосрочных показателей туристского спроса, росту количества туристских предприятий и, соответственно, рабочих мест в этом секторе экономики, а также повышению качества и конкурентоспособности отечественного туристического продукта и увеличению вклада отрасли туризма в ВВП. Целью этой статьи является определение инновационных возможностей и оптимальных решений для обеспечения евроориентированного развития туризма в Украине. В ходе исследования использованы преимущественно общенаучные методы, в частности, анализ и синтез, монографический метод, а также методы абстрагирования и конкретизации, что позволило решить поставленную научную задачу. Установлено, что в современных экономических условиях евроориентированное развитие туристического сектора может быть обеспечено большим разнообразием инновационных решений, начиная с кардинальных преобразований в менеджменте и маркетинговой деятельности туроператоров и турагентов и заканчивая диверсификацией самого туристского продукта и способами обслуживания потребителей. Доказано, что существенное значение в евроориентированном развитии отечественного туризма имеют инновационные трансформации туристского продукта на уровне отдельных регионов, а именно: новые услуги, новые туристские и экскурсионные маршруты или их модификация, в том числе с использованием цифровых технологий, а также новые виды туризма, среди которых глемпинги, иммерсивный туризм, фитнес-туризм, виртуальный туризм, тревел-журналистика, кинотуризм и т.д. Автор отметил, что одним из актуальных и инновационных направлений современного туризма является бэкпекинг. Определено, что главным инновационным решением в отрасли может стать разработка единой информационной туристской базы страны, доступной и понятной любому пользователю. Такая электронная база может объединить возможности интерактивного туристического путеводителя и маркетплейса. По результатам проведённого исследования установлено, что для евроориентированного развития туристической отрасли необходима взвешенная инвестиционно-инновационная политика, которая поможет поддержать инновационные проекты, разрабатываемые как на уровне государства, так и на уровне регионов и отдельных туристических районов. В выводах отмечается, что внедрение инновационных решений поможет туристической отрасли стать конкурентоспособной на мировом рынке.*

*Ключевые слова: инновации; развитие туристической отрасли; туризм; бэкпекинг; иммерсивный туризм.*

**Problem statement.** Despite the crisis that has intensified in recent years, trends in the world economy, primarily related to the outbreak of the COVID-19 pandemic, tourism has been and remains a priority industry that brings huge profits to the treasury of most countries. It should be noted that in a number of countries the tourism industry is the main sector of the economy. In Ukraine, the tourism industry still lags behind the leading tourism countries in terms of economic indicators, but the share of tourism in our economy has grown moderately over the past decade, with some deviations due to aggravated relations with the Russian Federation, military conflict and unstable political situation. and excluding the pandemic period from early 2020 to the present, when there has been a massive decline in both domestic and international tourist arrivals. At the same time, it should be noted that the tourism industry of both Ukraine and the world is significantly adapting to the manifestations of pandemics and other crises and is heading for its normal functioning even in conditions of restrictions. Innovative solutions play an important role in this adaptation, namely innovation as the main engine of progress in this economic sector, including "modernization and development of tourism infrastructure", introduction of digital technologies, improvement of the national tourism product promotion system in domestic and international markets. including its integration into modern communication services, digitalization of elements of promotion, "development of tourist information systems using modern technologies", "creation of quality video content and video game content", etc. it is expedient to pay attention to the issue of further Euro-oriented development of the tourism industry.

The need for innovation in the field of tourism is particularly acute in an innovative economy in general and especially in the crisis period of economic development, which inevitably affects the reduction of domestic and international tourist flows. In this case, various innovative reforms in tourism will contribute to both short-term and long-term improvement of tourism demand, increase the number of tourism enterprises and, accordingly, jobs in this sector of the economy, improve the quality and competitiveness of domestic tourism product, increase tourism contribution to GDP.

**Analysis of recent publications on the problem.** The issue of using innovative solutions in various sectors of the economy is devoted to a large number of scientific works and achievements of both foreign and domestic scientists and researchers, including E. Baykov [1], I. Booyens [2], O. Weinstein [3], C. Rogerson [2], A. Williams [4], P. Hertog [5], J. Howells [7], C. Hall [4], O. Shapovalova [16], Y. Schumpeter [17], and N. Hurzhii [4], H. Horina [6], I. Zhukovych [9], V. Kostynets [11], I. Kolodiazhna [12], O. Panukhnyk [15] and some others. Thus, in particular, it seems interesting to systematize and generalize scientific approaches to determining the essence of innovation, conducted by I. Zhukovich [9]. At the same time, I. Kolodiazhna [12] singles out his own vision of the essence of innovations in the context of the tourism industry and emphasizes that the innovative development of tourism industry enterprises is a complex process involving both citizens – consumers of services and government agencies. travel companies and enterprises of the tourism industry, whose activities are regulated by regulations in the field of tourism and innovation. J. Howells [7] and O. Weinstein [3], in turn, pay attention mainly to the role of service innovations in tourism.

**Unresolved parts of the research.** Despite the presence of a wide range of scientific achievements, the study of innovative solutions in the tourism industry in the context of Euro-oriented tourism development remains relevant.

**The aim of the research.** The aim of the research is to analyze the innovative opportunities and solutions of European-oriented tourism development in Ukraine.

**Presentation of the main results and their substantiation.** Tourism as a service sector is gaining momentum, its progress is vital in the development of economies of countries with recreational potential. Today, much attention is paid to this industry, as it has become the most promising sector in terms of contribution to the country's gross domestic product, as well as in terms of employment and foreign exchange earnings. This area has a high potential for the formation of a multiplier effect from the activities of their companies, as tourism creates added value in other sectors of the economy, which are somehow related to tourism enterprises. Tourism is also a catalyst for development in other sectors of the economy, including ancillary services and infrastructure. In addition, tourism has often served as an economic justification for the country's innovative development.

Note that in an innovative economy, the development of innovation in tourism is provided:

- 1) training of qualified personnel with professional competencies aimed at the formation and implementation of innovative projects in tourism;
- 2) intensification of project activities in the field of tourism, which is provided, in turn, by funding basic and applied research, the creation of incubators, business accelerators, etc., which contribute to innovative campaigns in tourism;
- 3) digitalization of tourism, in particular, the creation of a single information base of tourist resources, enterprises, electronic tourist map of the guest, the formation of a tourist marketplace and the centralization of efforts to promote the national tourist product of Ukraine, etc.

Among the innovative types in tourism there are, as a rule, the following:

- 1) marketing, designed to promote travel services;
- 2) product, involving the creation of a fundamentally new or transformation of the old tourist product;
- 3) organizational, created for reorganization in the management system of the tourist enterprise or the tourist industry in general;
- 4) technological, based on the use of new technological techniques, methods and techniques of creating a tourism product, the use of IT-technologies;
- 5) social, which provide for the renewal of social phenomena, change the life of society, which inevitably affects the sphere of life of the individual [14, p. 7].

Thus, the Euro-oriented development of the tourism sector in today's economic environment can be provided by a wide variety of innovative solutions, ranging from changes in management and marketing activities of tour operators and travel agents and ending with diversification of tourism products and customer service.

At the same time, the introduction of innovative technologies in the tourism industry is influenced by many factors that determine the overall development potential of the industry and its financial component, in particular. It is advisable to identify such internal and external factors that have the greatest impact on the innovation potential in the tourism industry and are directly related to the specifics of the service.

At first, the tourist service is unsustainable, the relevance of any tourist trip or route is limited and gradually declines, so travel companies have a permanent goal in the implementation of a service in a specified period of time. This goal is achieved through the constant search for new ways to promote the tourism product, as well as the study of new markets.

Secondly, the tourism sector is exposed to seasonal fluctuations in many of its areas. Thus, there is a need to diversify the types and directions of its activities. A striking example are cities such as Odessa, Lviv, Bukovel resort area, which are places of huge flow of tourists all year round, due to the availability of infrastructure, a certain tourist brand and a wide range of services aimed at attracting tourists to these holiday destinations. what period.

Third, the elusiveness of the service, the consumer is able to assess the quality only after receiving the service, so a huge role is played by the reputation, status and image of the travel company that provides services.

At fourth, there is often a discrepancy between the fact of sale and consumption of the purchased service, as most often the tourist service is purchased in advance.

Finally, the tourist service is tied to a specific place (for example, airport, hotel, etc.) [10, p. 330].

Перелічені та цілий ряд інших специфічних чинників формують високий рівень невизначеності та ризикованість фінансових вкладень у розвиток інновацій для потенційних інвесторів. Причому як державного, так і недержавного сектора.

These and a number of other specific factors create a high level of uncertainty and riskiness of financial investments in the development of innovations for potential investors. And both public and private sector.

It is also advisable to focus on the main problems of tourism development, in addition to the spread of COVID-19, which Ukraine is currently facing, namely:

- insignificant contribution of the tourism industry to the country's economy, accompanied by uneven development of tourist destinations and unequal tourist loads;

- underdeveloped infrastructure in potentially attractive destinations for tourism;

- deficit of investments necessary for the restart of the tourism industry and the formation of the economy of impressions. At the same time, the infrastructure costs are borne by the state, as public-private partnership programs are practically not developed, and the consequences of the restrictions caused by the pandemic will delay the development of these programs;

- the capacity of the market of domestic tourist services is limited by the level of income of the population.

Given the above, we note that significant in the Euro-oriented development of domestic tourism are innovative transformations of the tourist product at the level of individual regions. These include the development and implementation of innovative activities, new services, new tourist and excursion routes or their modification, including the use of digital technologies, as well as new types of tourism (glamping, immersive tourism, fitness tourism, virtual tourism, travel journalism, film tourism, etc.).

The main type of tourism in most regions of Ukraine is cultural and cognitive tourism. Traditionally, among all subtypes of cultural and cognitive tourism in Ukraine in the framework of domestic tourism continue to operate and dominate quasi-tourism (movement of residents within the region for sightseeing purposes), professional tourism, as well as specialized, which aims to meet cultural needs. In many cases, these areas of cultural and cognitive tourism combine or form an intertwining of, for example, professional and quasi-tourism or specialized and quasi-tourism, and so on. However, traditional forms of cultural and cognitive tourism are now forced to change, focusing on the latest trends in the economy, in particular, innovative achievements in tourism.

Thus, one of the relevant and innovative areas of modern tourism has become backpacking - a form of tourism in which the tourist travels independently, without the help of a tour operator, and develops an independent route based on personal preferences, resorting to various information content in Internet search engines, applications etc. The backpacker is attracted, first of all, by independence and autonomy, ie. the opportunity to create your own "space" and environment when traveling, meet new people, explore the world in your own way and discover unexplored areas, not limited to routes and services of tourism enterprises, as well as relatively low cost of travel, taking into account various discounts, benefits, vouchers, cashbacks and other favorable offers for such tourists. Such benefits and other relevant information for independent travel are provided by transport companies, hotels and other tourism enterprises, as well as tourists themselves through

special sites and applications used by backpackers (Aviasales, Booking.com, Airbnb, Couchsurfing, Travelata, MAPS.ME, Galileo, Azbo, Iknow.travel, izi.TRAVEL, Cool Cousin, Eventbrite, TripAdvisor).

The disadvantage for the tourism industry is the fact that the backpacker is not willing to pay for expensive travel services and hotels, choosing a cheap hotel, hostel or staying with locals, thus immersed in the cultural "reality" of the chosen place to travel. However, given the trend of significant growth in the number of backpackers not only in the field of international but also domestic tourism, companies operating in the tourism industry should take into account the needs of new generation tourists in order to create some competition for "independent tourism". In this aspect, it will be expedient for Ukraine to review the infrastructure component of tourism, mainly in the field of food and hospitality, which primarily involves the creation of more budget accommodation (such as hostels) with a minimum set of services.

Innovative elements within these limits will also be the development of concepts of accommodation facilities that will be comfortable for tourists and will not harm ecosystems. The development of such facilities will require the use of innovative technologies that allow to solve the problem of functioning without the production of harmful emissions, the possibility of year-round use and safe stay in them.

Glempings and autonomous modules in this case are innovative solutions for the development of ecotourism in Ukraine. It is clear that depending on the terrain and climate, technological solutions can and should differ, but the basic principle should be the principle of responsible tourism.

The most effective for the development of tourism innovations in modern conditions is "niche" tourism. An innovative form of one of the options for "niche tourism" is immersive tourism, which is gaining rapid popularity. This is a new word in domestic tourism, although the first immersive tours appeared abroad in 2010. The symbiosis of travel and immersion in an unfamiliar culture through role-playing games causes special feelings and emotions [13, p. 27–31]. As a result, the participant changes from a passive tourist to an active researcher. He is not only photographed against the backdrop of local attractions, but also looking for bright moments among them. This approach will significantly diversify the travel program and make the impressions of the trip really alive, bright, unique and unforgettable. Tourist groups are formed small so that everyone can get a unique experience, during which the guides-actors interact only with him. Tour organizers can even immerse a tourist in his individual mini-adventure.

Innovative solutions related to the development of virtual tourism, innovative crowdfunding and IT-innovations are also popular today.

*Virtual tourism.* This type of tourism is the organization of the tour with the help of virtual technologies. A striking example of this type of tourism is virtual tours of tourist attractions. The second most popular are tours organized by global airlines, which offer to visit the salons of their aircraft. During the tour you can see the interior of the salons of different types of liners, learn to use the equipment, learn about technical information.

*Innovative crowdfunding.* Everyone can help develop a travel business by investing any amount in a project on the site. The strongest and most successful in the tourism industry are responsible tourism projects, which include environmental, volunteer, social, rural tourism. In these projects, the most important components are charity and volunteering.

*IT-innovations.* In a separate large group can be combined innovations in tourism, created with the development of information technology. Many companies that evaluate their strategic goals focus on the implementation of IT technologies, and their experience illustrates the success of this solution in the tourism industry. The technical improvement of mobile devices, without which people no longer represent their existence, has led to the widespread use of mobile applications in

the field of services: airlines, catering companies, guides, hotels and more. In these mobile applications, the tourist can find everything he needs to organize their vacation and travel [10, p. 333].

In addition to the considered innovative solutions, in Ukraine it is advisable to practice the so-called weekend programs (routes), which have become popular due to the current trend to reduce the duration of travel due to increased working hours. In addition, these programs are preferred by the older generation of tourists, mostly retirees who do not want to leave their place of residence for a long time and choose, as a rule, inexpensive tours to the surrounding regions.

However, the main innovative solution in the tourism industry can be the development of a single tourist information base of the country, accessible and understandable to any user. Such an electronic database can combine the capabilities of an interactive tourist guide and marketplace, where in a convenient format will be posted relevant information about tourist resources, infrastructure, tourist offers, relevant in real time, as well as blog opportunities where tourists can share their impressions of the trip a particular region, social content with a rating and reviews of tourist destinations. Given the needs and trends of digitalization of tourism, such a tourist information base may later become part of a single centralized tourist information system.

Given the trend towards large-scale technological innovations in tourism, a promising niche of national tourism is also retro-innovation, which can also successfully operate in the framework of cultural and cognitive tourism in Ukraine. Tourist excursion programs that allow guests to soak up the atmosphere of local culture and life of ancient provincial cities and regions of Ukraine, taste homemade dishes, visit local museums, participate in workshops, etc., are traditional tourist products, not only popular in the past, but and widely demanded in the future.

**Conclusions and prospects for further research.** Summing up, we note that Ukraine has great tourism, resource and innovation potential, literacy and rationality in the use of which allows to increase the attractiveness of the country for tourism and travel. The transition to an innovative path of development requires the modernization of the industry through the introduction of innovative technologies in the production of tourist services, as well as during management at all levels of the economic system. This requires a competent investment and innovation policy (which may include funding for targeted programs for the introduction of innovative technologies; providing favorable conditions for tourism enterprises that implement innovations in their activities; special scientific and technical, tax and credit and financial policy; financial assistance, providing subsidies and grants for the implementation of research related to tourism and related sectors of the economy), which will help support innovative projects developed at the state level and at the level of regions and individual tourist areas. The implementation of certain innovative solutions will also help the tourism industry to become competitive in the global market, as well as increase the flow of tourists and minimize the impact of seasonality.

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