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## PROBLEMS AND PROSPECTS FOR INNOVATION-DRIVEN DEVELOPMENT OF THE TOURISM INDUSTRY IN UKRAINE

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**Introduction.** Ukraine has all preconditions for innovation-driven development of domestic and overseas tourism. Increasingly growing needs and demands of tourists have caused a constant search of new types of tourism products and the best positions in the tourism market.

**Problem Statement.** The economic factors are the most significant ones for ensuring innovation-driven development of tourism and for building a capacity for tourism industry growth, but, at the same time, they are a problem (because of low personal income and standards of living, as well as a low demand of foreigners for tourism services in Ukraine).

**Purpose.** To study the main problems and to identify prospects for innovation-driven development of tourism industry as one of major trends in Ukraine's economic development.

**Materials and Methods.** The following methods have been used: the abstract-logical method to define the main aspects and to make conclusions of the research; the dialectic method to analyze the research and publications reflecting different views on innovation-led development of tourism industry; the comparative method to analyze the indexes affecting the development of Ukraine's tourism industry, the number of tourists served by tourism operators and tourism agencies by the types of tourism; the correlation method to determine the relationship between the indexes of tourism development and the indexes of Ukraine's economic development.

**Results.** The authors have discussed the problems of innovation-driven development of Ukraine's tourism industry in terms of economic, political, ecological, institutional, and technological factors of growth. They have evaluated the impact of these factors on tourism industry. The study has characterized the cost structure of the tourism entities in terms of services of third-party organizations involved in the creation of tourism products. The correlation between the standards of living (GDP per capita) and tourism flows has been established. The authors have identified promising trends in innovation-driven development of tourism in Ukraine. The use of correlation matrix has allowed determining the fact that the level of domestic tourism development and the capacity for involving foreign citizens in the context of the country's tourism attractiveness depend on economic factors, in particular, on GDP per capita.

**Conclusions.** The number of Internet users showing digital skills and the ability to use online-services of this industry is an important factor of the impact on innovation-driven development of the tourism sector. Global stress related to the Covid-19 pandemic has become a stimulus for the development of new technologies based on computerization, automation, and robotization.

**Keywords:** innovations, innovation-driven development, tourism, tourism industry, tourism services, tourism operators, tourism agencies, tourism market, SATD.

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Innovations in tourism industry mean the development of new approaches to creating and selling existing or new products while using available material, technical, human, natural, and technological resources. The level of innovations in tourism industry is determined by tendencies in internal and external environments of its operation, in the adjacent branches of economy and by current problems in different economic sectors.

Nowadays, new ideas, know-how, implemented projects and their successful commercialization determine the efficiency and competitiveness of economic entities in tourism industry. Problems and prospects of innovation-driven development of tourism industry under crisis conditions caused by the COVID-19 pandemic have been studied by such researchers as Broshi-Chen O., & Mansfeld Y. [1]. They have made a contribution to scholarly research with a new theoretical approach combining the three areas of knowledge: creativity in tourism; innovations in tourism, and managing crisis situations in tourism.

Within the framework of identifying the functional specifics and marketing value of smart technologies in tourism industry, V. A. Zolotovskiy, & V. U. Moiseeva [2] have defined the content of smart tourism, the stages of its development as forms of digitalization of economy [3]. A. Tlesova et al [4] have considered innovation in hotel business and tourism and determined possible trends of strengthening government policies in this industry. D. Križaj [5] has dealt with searching for intersections in managing quality, the systems of permanent improvement and innovations in tourism industry.

The size of company, collaboration, foreign ownership, and the level of employee education are only some of the key factors considered to be important for innovations in the tourism service sector by K. Tajeddini, & E. Martin [6]. D. Stremikiene & E. Korneeva [7] have studied the impact of tourism marketing on economy and tourism industry in the light of innovations and new challenges for the industry [8], which were caused by the COVID-19 pandemic that affected the area

of international tourism and led to considerable economic losses.

Currently, there is an increasing need of developing innovative competences to solve economic and social/ecological problems in tourism industry in the context of sustainable development and the fourth industrial revolution. G. T. Phi & H. B. Clausen [9] have studied a unique combination of education based on design and values to develop students' innovative competences, using thematic research involving 60 students of the master degree programs *Innovations in tourism*. M. Trunfio & S. Campana [10] have considered two different processes of innovations: the innovations managed by technologies and the socially oriented innovations.

Can time and money limits in tourism be used to foster the development of nonconventional social innovations in tourism industry? This question was raised by N. K. G. Walker & Y. Chen [11] who have built their conceptual foundation on time banking as an alternative currency stimulating social innovations in tourism economy. Y. Kyrlov et al. [12–14] have analyzed the basic indexes of innovation-driven development of international tourism in the modern globalized world and detailed the risks emerging during the global COVID-19 pandemic. Oleksii Lyulyov et al. [15] have focused on the analysis of changes in tourism industry to predict the revival of tourism industry with regard to the quarantine restrictions. V. Boiko [16–20] has paid attention to analyzing certain stages of the formation and development of green tourism within the framework of globalization processes and challenges in tourism, which affect the innovation-driven development of recreation and tourism industry.

In spite of the fact that researchers and politicians all over the world have acknowledged destructive force of innovations, the research on innovations in tourism is fragmentary, there are many issues that have not been studied thoroughly and require further investigation and clarification.

To examine main problems and to identify prospects for innovation-driven development of tou-

ism industry is one of the major trends in Ukraine's economy.

The recent studies of foreign researchers have shown the active use of the strategies of integrated technological advance by enterprises of tourism industry that insures innovation-driven development and income stability [21].

It is explained by the following tendencies:

1. The impact of economic globalization and information technologies on tourism industry. Tourists become more fastidious about the service sector. In order to meet consumer demand and requirements of the modern life, companies should permanently improve their technologies [22].

2. Personification of tourism services related to more fastidious consumers. Consumer demand requires special attention because of increasing competition, and the integration of technologies allows meeting the demand.

3. Disruptive innovations affecting the industry (for instance, *Uber* and other similar companies allowing tourists to travel more of ten with different purposes and less costs). It leads to the development of shared consumption.

4. Development of integration platforms (for instance, *Bookin* allows a tourist to book a room in a hotel, take a taxi or hire a car simultaneously, ensuring security, service convenience, and consumer confidence in service availability).

5. Implementation of integrated efficient business models resulting from previous tendencies. Hotels may lose consumers if they do not use integration platforms as a resource or platform, a market for advertising and marketing. Therefore, new efficient business-models are implemented in tourism enterprises.

6. Integration of the corporate branding strategy, the strategy of developing organizational culture, the strategies of differentiation, management, and social responsibility, the strategies of sustainable development considering an ecological component of hotel industry growth [23]. It results in the formation of integrated models oriented towards a brand in tourism industry and its development, based on integrated technologies to maintain business growth [24].

It is necessary to emphasize the following trends in innovation: the product-related (developing sustainable tourism, creating new tourism goods and services; improving consumer characteristics of the existing tourism goods and services, entering new tourism-recreation territories, involving new types of tourism-recreation resources, trying new types of tourism, finding new tourism routes and trails), the marketing (entering new segments of the tourism market, developing new ideas to promote tourism products, creating innovative models for promoting and advertising tourism products and tourism recreation territories), and the organizational (new methods and types of managing tourism business entities, implementing new advanced types of organizing tourism activities, improving government and regional management of tourism industry, enhancing information support for tourism business) [25].

Abernathy and Clark have suggested the following types of innovations in tourism: the regular, the niche, the revolutionary, and the architectural ones [26]. The regular innovations are systematic improvement of tourism product quality, increase in the level of personnel qualification, contribution to an increase in performance. The niche innovations transform the structure of cooperation, since they create new niches in the market with updated, new tourism products. Basic skills and knowledge remain but include the combination with available tourism products. The revolutionary innovations imply the use of technologies, the development of new methods and have a dramatic impact on skills and knowledge of personnel, which leads to the emergence of new professions. The architectural innovations transform the structure, business-models and rules of the industry operation. This type of innovations generates new objects and events, changes institutional and physical infrastructure, educational and research base. The following booking systems can be referred to this type of innovations: *Booking*, *Trip Advisor*, *Orbitz*, *Expedia Group*, *KAYAK*, *Airbnb*, and *Trivago*.

Tourism industry is a consumer of innovations and technological solutions of other industries,

moreover, innovation strategies integrate into the tourism sector under the influence of common global tendencies. One of the main trends is fast implementation of information and communication technologies, software solutions and services in all the subsectors of tourism. As Yu. V. Stavskaya [25] highlights, “the application of information technology innovations is both advanced and efficient”. Among them there are the following technologies: online-booking services, sites of tourism operators, mobile Internet, catalogues of digital proposals. “The current boom in the development of tourism industry coincides with the fifth wave of innovation development and is related to the advances in the Internet and the latest information technologies, mobile connection, biotechnology, genetically modified products, medicine etc.” [27]. Therefore, new technologies in the adjacent industries affect the development of different tourism trends. For instance, in Ukraine such a trend is represented by medical tourism (stomatology, plastic surgery), where the level of service quality is high but the prices are reasonable when compared to the developed countries.

A sample of the strategy integration is realization of the concept of sustainable tourism to conserve the environment. Tourism industry implements all the available components of this concept because of increasing tourism flows. For instance, according to the data of the State Statistics Service of Ukraine, the following indexes

prove realization of the concept of sustainable tourism within the achievement of the aims of sustainable development: an increase in the number of landmarks of the national significance, included into the State register of immovable landmarks of Ukraine (956 in 2019), an increase in the area of nature reserve funds of the national significance (4.24% of the country’s territory) [28] (see Table 1). To ensure the inclusion of the objects of cultural and natural heritage in the list of UNESCO is still a problem.

The problems of innovation-driven development of Ukraine’s tourism industry are related to economic, political, legislative, ecological, institutional and technological factors of growth. In order to evaluate the problems and prospects of tourism business growth, it is necessary to evaluate the impact of each factor on Ukraine’s tourism industry.

Economic factors determine the level of the development of internal tourism and the potential of involving foreigners in the context of the country’s tourism attraction. For instance, the GDP per capita in Ukraine fell by 20.33% for ten years, and the growth rates were –0.66% on average because of economic recession in 2009 (–14.76%) and in 2015 (–9.77%), slow rates of economic revival after 2015. This factor is a main one to ensure tourism activity and can pose a problem for stimulating internal tourism in Ukraine due to a reduction in personal income. As Tokman Yu. A.

**Table 1. Dynamics of the Indexes of Cultural and Natural Heritage Conservation Involving the Private Sector in Ukraine, in 2015–2020**

Indexes	Years					Plan, 2020
	2015	2016	2017	2018	2019	
The number of objects of cultural and natural heritage included into the World Heritage List of UNESCO, items	7	7	7	7	7	9
The number of landmarks of the national significance, included into the State register of immovable landmarks of Ukraine, items	891	891	906	956	956	1005
The area of nature reserve funds of the national significance, % of the country’s territory	3.72	4.10	4.10	4.10	4.24	5.14

The source: [28].

[29] emphasizes, “Innovation-driven development in tourism is a model of economic growth implying changes in the concepts of R&D progress and economic development”.

The share of tourism services bought by foreigners reduced by 20.77%, where as the share of tourism services of the Ukrainians as the import share increased by 29.65% that means a negative balance of tourism services. Despite this situation, the number of passengers carried by air transports can be considered as a positive factor of tourism business growth in Ukraine that will ensure its further development due to a reduction in the costs for air transportation in the future. In Ukraine this index rose by 127.26 million people in 2008–2018. A further increase in this index can be expected in the future. At the same time the number of passengers carried by railways decreased by 47.22% in 2017 in comparison with

2008, thus railway infrastructure in Ukraine has a negative impact on the prospects of tourism business growth, internal tourism in particular. Innovative technologies in the railway sector will determine the level of innovations in tourism.

The number of Internet-users, determining people’s digital skills and ability to use online-services in tourism industry is an important factor affecting the development of tourism. Subscription for fixed broad band access (per 100 people) was 3.46 per 100 people in 2008, 7.85 per 100 people in 2018 ensuring the growth rate of 127.59%. Further high growth rates of Internet-users can be expected in the future that corresponds to the global tendencies.

On the whole, the number of arrivals in Ukraine fell by 44.58% in 2008–2018, and the number of departures rose by 79.44%. In particular, it occurred due to an increase in the number of passen-

**Table 2. Dynamics of the Indexes Affecting the Development of Tourism Industry in Ukraine, in 2008–2019**

Indexes	Years						Growth rates 18/08, %
	2008	2015	2016	2017	2018	2019	
GDP per capita, current, US dollar	3887.24	2124.66	2187.73	2640.68	3096.82	3659.03	-20.33
Increase in GDP, % annual	2.30	-9.77	2.24	2.47	3.41	3.23	1.10
Tourism services, % of service export	29.90	8.70	8.66	8.85	9.12	9.28	20.77
Tourism services, % of service import	24.82	44.95	49.92	53.44	54.48	54.20	29.65
Air transport, passengers carried, million people	3.46	4.62	5.76	6.79	7.85	—	127.26
Subscription per fixed broadband access, per 100 people	3.46	11.64	12.03	12.35	12.80	16.16	269.59
Subscription for mobile network, per 100 people	120.56	142.00	133.17	131.36	127.75	130.63	5.97
Railways, number of passengers carried, million passenger-km	53056.00	37577.00	37360.00	28001.00	—	—	—
International tourism, number of arrivals, million people	25.45	12.43	13.33	14.23	14.10	—	-44.58
International tourism, number of departures, million people	15.50	23.14	24.67	26.44	27.81	—	79.44
International tourism, expenses, % of total import	4.73	10.77	12.02	12.02	11.75	—	7.01
International tourism, receipts, % of total export	8.15	3.47	3.75	3.74	3.83	—	4.32

The source: [30–41].

gers carried by air transports. Actually, the quality level of internal tourism services in Ukraine remained at the level of the 2000s, and the infrastructure factor is one of the most significant negative factors of impact. The costs of the total import of Ukrainians abroad rose by 7.01%, whereas the receipts from international tourists to Ukraine increased by 4.32%.

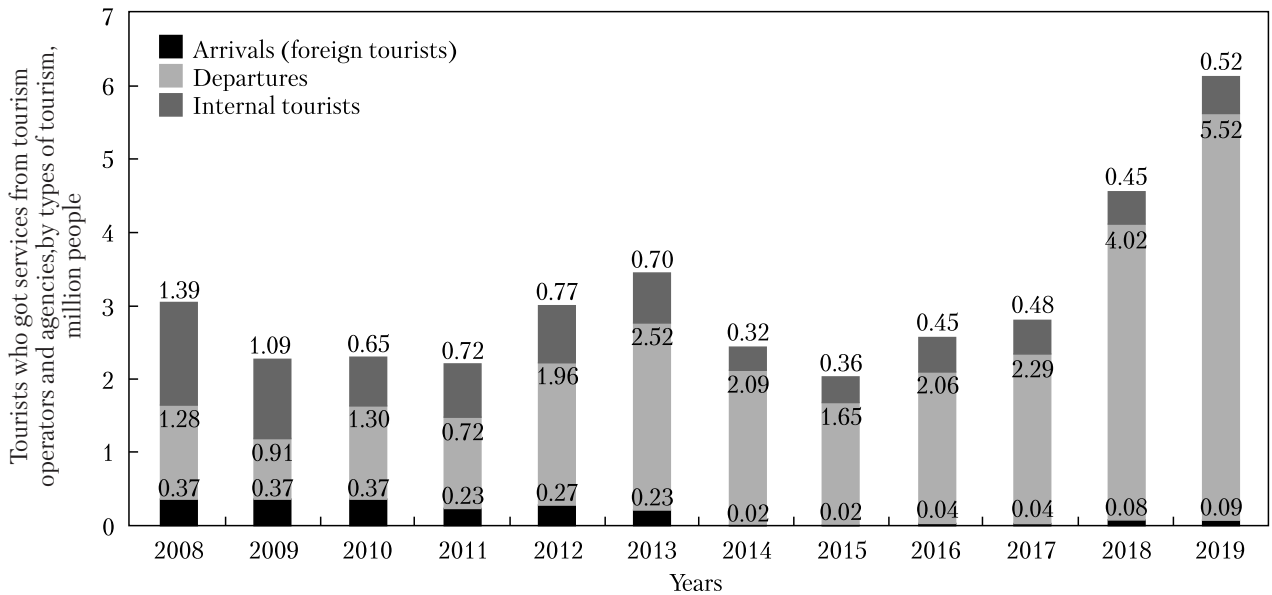
It is obvious that the level of social and economic development of the country determines its attractiveness as a tourism destination for foreign tourists (Table 3), in particular, foreign tourists-visiting Ukraine to build business relationships. For instance, in 2017 the number of foreigners arriving at Ukraine was 14.229 million people [43], the purposes of their visits were: private (96.57%),

cultural and sports exchange, religious, other (2.45%), work- and business-related, diplomatic (0.63%), tourism (0.27%, or 38 958 people). The number of tourist arrivals fell sharply (2014–2017) during economic recession (Fig. 1). Internal tourism also declined: for instance, the number of internal tourists fell by 35.65%, in 2008; by 21.11%, in 2009; by 40.66%, in 2010; by 54.07%, in 2014. On the contrary, in 2019, the number of internal tourists rose by 13.92%. According to the United Nations World Tourism Organization (UNWTO), 2019 became the year of slowing down for the global tourism in terms of international arrivals. This process was affected by uncertainty related to Brexit, bankruptcy of the biggest tourism company Thomas Cook, geopolitical and so-

**Table 3. Correlation Matrix of Relationships between the Indexes of Tourism Development and the Indexes of Ukraine's Economic Development (the data of 1995–2019)**

Indexes,	GDP per capita (current, USD)	Increase in GDP (% of the annual)	Air transport, the number of passengers carried	Subscription to the fixed broadband access (per 100 people)	Subscription to the cellular network (per 100 people)	Railways, the number of passengers carried (million passenger-km)
GDP per capita, current, USD	1.00	—	—	—	—	—
Increase in GDP, % of the annual	0.01	1.00	—	—	—	—
Air transport, the number of passengers carried	0.77	-0.02	1.00	—	—	—
Subscription to the fixed broadband access, per 100 people	0.68	-0.16	0.94	1.00	—	—
Subscription to the cellular network, per 100 people	0.91	-0.08	0.85	0.83	1.00	—
Railways, the number of passengers carried, million passenger-km	-0.34	-0.04	-0.76	-0.81	-0.55	1.00
International tourism, the number of arrivals, million people	<b>0.87</b>	<b>0.26</b>	<b>0.53</b>	0.38	0.76	-0.09
International tourism, the number of departures, million people	<b>0.70</b>	<b>0.21</b>	<b>0.89</b>	0.88	0.84	-0.78
International tourism, costs, % of the total import	<b>0.49</b>	<b>0.07</b>	<b>0.81</b>	0.83	0.74	-0.84
International tourism, receipts, % of the total export	<b>0.60</b>	<b>0.34</b>	<b>0.20</b>	0.01	0.50	0.14
Tourism services, % of the service export	<b>0.52</b>	<b>0.40</b>	<b>0.09</b>	-0.11	0.39	0.25
Tourism services, % of the service import	<b>0.63</b>	<b>0.08</b>	<b>0.89</b>	0.86	0.81	-0.80

The source: calculated by the author on the basis [30–41].



**Fig. 1.** Dynamics of the number of tourists, served by tourism operators and tourism agencies, by the types of tourism in Ukraine in 2008–2019, million people  
The source: [43].

cial tension and also the global economic recession. These facts contributed to a certain extent to the situation that tourists started travelling in their own countries.

It is obvious that at the beginning of 2020, the Covid-19 pandemic challenged the world and affected the tourism market in many countries, especially of those in which tourism has a considerable share in the GDP and has an impact on the job market. The global expenses of tourism industry in 2020 were about USD 800 billion, where as in Ukraine they equaled UAH 60 billion [32].

The correlation between the standards of living (the GDP per capita) and tourism flows is obvious (the number of arrivals and departures) (0.7 and 0.49). There is a strong correlation between the capacity of air transport (capability to carry passengers) and the number of arrivals and departures (0.53 and 0.89). However, on the whole, the development of air transport as a priority infrastructure for the development of international tourism in the territory of Ukraine is mainly determined by Ukrainians' ability to buy tourism services beyond Ukraine. Thus, this factor corre-

lates with the share of tourism services of import (0.89). Access to the Internet also determines the level of import of tourism services by Ukrainians, where as the level of export of tourism services mostly depends on Ukraine's economy.

Thus, economic factors are the most significant one in supporting innovation-driven development of tourism, but at the same time they are a problem (because a low level of personal income and standards of living, a low demand of foreigners for tourism services in Ukraine) and the potential for tourism industry growth. Therefore, the standards of living and public well-being determine the expenses and the cost structure of tourism services of Ukraine's citizens. The innovative character of tourism development can be evaluated by the cost structure of tourism activity entities for services of third-party organizations, used to create tourism products (Table 4).

On the whole the expenses rose by 76.19% in 2017–2019 because of an increase in the costs for lodging, the costs of the private sector, for transport, board and excursion services. It means that the level of tourism innovation-driven develop-

ment is very low, since the basic costs for lodging (75.02%), transport (20.92%) and board (1.96%) are increasing at high rates, occupying the largest part in the cost structure. In fact, in Ukraine, in the sub-industry of internal tourism there is no demand for innovative tourism products because of high basic costs and a low income of tourists. The main infrastructure (collective accommodation establishments) is not developing (the number of collective accommodation establishments in 2015 was 4341 items, in 2019 – 5335 items [44,45], the average annual growth rate in 2015–2019 was 3%). Under conditions of the Covid-19

pandemic the global tourism industry unexpectedly expects new innovative solutions and changes to return their potential clients. Currently, the domestic hospitality industry is not able to compete with those countries which widely implement new technological solutions (robotization, chatbots, automation etc.). Increasing the level of an innovative component in the industry is possible by means of combined efforts of different sectors of tourism industry and government bodies (SATD).

Important factors of impact on innovative tourism development include political-legislative and

**Table 4. Dynamics of the Costs of Services of Third-Party Organizations for Creating Tourism Products, in Ukraine, in 2017–2019, thousand UAH\***

Indexes	Years			Growth rates 19/17, %	Specific weight 2019, %
	2017	2018	2019		
In total	18391564.5	22759370.0	32404332.1	76.19	100.00
including					
for lodging and staying	13100070.3	16988728.3	24309175.6	85.57	75.02
hotels and analogous accommodation establishments	12712797.5	12808981.7	19735852.5	55.24	60.90
private sector	4342.3	5576.2	12058.5	177.70	0.04
for transport services	3566939	3970270.1	6780530.0	90.09	20.92
railway transport	117158.6	35613.3	27861.3	-76.22	0.09
air transport	3228220	3593074.0	6451441.8	99.85	19.91
water transport	46596.2	96015.0	97839.8	109.97	0.30
urban transport	1286.7	1721.0	10397.6	708.08	0.03
excursion buses	60819.9	96608.9	143352.2	135.70	0.44
hiring cars	75158.8	88083.6	43181.6	-42.55	0.13
for meals	166442.4	240846.2	635073.6	281.56	1.96
for medical services	1263694.1	1274033.8	63421.9	-94.98	0.20
for excursion services (without transport services)	30187.3	43032.7	241218.0	699.07	0.74
For visa services (including costs for travel registration)	25373.7	19186.4	14687.2	-42.12	0.05
For cultural-educational, cultural-recreational services, for cultural organizations	27973.9	30800.9	21201.4	-24.21	0.07
For other services used when making a tourism product	210883.8	192471.6	339024.4	60.76	1.05

\* Physical and juridical persons.

The source: [43].



institutional factors, stimulating or destimulating innovations. Among institutional factors there is support for efficient activity of the State Agency for Tourism Development of Ukraine (SATD), in particular, by means of the Anticorruption Program of the State Agency for Tourism Development of Ukraine in 2020–2021 with regard to corruption risks of the authorities responsible for tourism development [46]. The SATD is in charge of administrating and regulating the activities of tourism operators, performing organizational functions, the function of accounting and audit, information function [47]. An important task in the activity of the SATD is to ensure tourism security, determining the potential in case of efficient measures of the SATD as a main authority in the area of tourism development, tourism operators will use the potential of involving foreign tourists, the potential of innovation integration to the full, that will contribute to an increase in tax receipts from their functioning. But the content-analysis of the SATD functioning on the basis of the data of the official site does not allow proving the fact of efficient stimulation of tourism development in Ukraine.

The analysis of the indexes of tourism development and the factors affecting its innovation-driven development in Ukraine makes it possible to identify a number of problems in this industry: a lack of economic model of tourism business growth; a lack of the state strategic document determining policies and innovation-driven development, stimuli for the industry development; a lack of efficient institutions; low income and standards of living, that do not determine the cost structure of tourists and the level of innovations in the internal tourism; a low level of the infrastructure quality, in particular, that of tour-

ism accommodation establishments. These problems determine the innovative potential, resources for the industry development, and, at the same time, its prospects. Moreover, the examined global tendencies in innovation-driven development show active integrated technological tourism business growth due to information and communication technologies. They include the impact of economic globalization and information technologies on tourism industry; personification of tourism services because of more fastidious consumers; disruptive innovations; development of integration platforms; introduction of integrated operating business-models resulting from previous tendencies; integration of corporate branding strategy, strategies for developing organizational culture, strategies of differentiation, management and social responsibility, strategies of sustainable development considering the ecological component of tourism business growth. These tendencies rarely manifest themselves in Ukraine's tourism industry. Innovative strategies in the context of achieving sustainable development of tourism and the concept of integrated technological progress are not reflected in the activities of economic entities of Ukraine's tourism industry. Under such conditions the following trends in innovative tourism development can be promising: building a strategy for developing internal tourism as a priority trend in the existing social-economic reality; enhancing a stimulating impact of the SATD on the efficiency of functioning of the economic entities in the industry; creating a model of the industry economic growth at the national level due to such key factors: increasing personal income, stimulating the private sector to develop tourism infrastructure, improving air and railway transport infrastructures.

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## ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ ІННОВАЦІЙНОГО РОЗВИТКУ ТУРИСТИЧНОЇ ГАЛУЗІ В УКРАЇНІ

**Вступ.** Україна має всі передумови для інноваційного розвитку внутрішнього та зовнішнього туризму. Безперервно зростаючі потреби й запити туристів спричиняють постійний пошук нових видів туристичного продукту та найкращих позицій на туристичному ринку.

**Проблематика.** Економічні чинники є найбільш вагомими у забезпеченні інноваційного розвитку туризму та є, водночас, як проблемою, через низький рівень доходів громадян, низький попит іноземців на туристичні послуги в Україні, так і потенціалом для росту туристичної індустрії.

**Мета.** Дослідити основні проблеми та визначити перспективи інноваційного розвитку туристичної галузі як одного з пріоритетних напрямів розвитку економіки України.

**Матеріали й методи.** Застосовано загальнонаукові та спеціальні методи економічної теорії: абстрактно-логічний метод – для логічного формування основних аспектів і висновків дослідження; діалектичний – для аналізу досліджень і публікацій різних точок зору щодо інноваційного розвитку туристичної галузі; порівняння – для аналізу показників впливу на розвиток туристичної галузі; кореляційний – для зв'язку між показниками розвитку туризму та показниками економічного розвитку в Україні.

**Результати.** Висвітлено проблеми інноваційного розвитку туристичної галузі України, пов'язані з економічними, політичними, екологічними, інституційними, технологічними факторами росту та оцінено вплив цих факторів на туристичну індустрію. Охарактеризовано структуру витрат суб'єктів туристичної діяльності на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту. Визначено зв'язок між рівнем якості життя населення (ВВП на душу населення) та туристичними потоками.

**Висновки.** Вагомим чинником впливу на інноваційний розвиток туристичної сфери є кількість користувачів мережі Інтернет, що визначає навик користування онлайн-сервісами даної індустрії. Глобальний стрес, пов'язаний з пандемією COVID-19, став стимулом інноваційного розвитку технологій, заснованих на комп'ютеризації, автоматизації та роботизації.

*Ключові слова:* інновації, інноваційний розвиток туризму, туристична індустрія, туристичні послуги, туроператори, турагенти, туристичний ринок, ДАРТ.