

, ,
« . . . »,
,
, ,
,
« . . . »,
,

Vysochina Marina Viktorovna,
Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Management,
Institute of Economics and Management,
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

Fokina Natalya Alexandrovna,
Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Management,
Institute of Economics and Management,
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

INVESTMENTS IN INNOVATIONS OF TOURISM ENTERPRISES

In an ever-changing external environment, the generation and implementation of new business ideas is becoming a prerequisite for the sustainable development of tourism enterprises. The timely introduction of innovative technologies in the tourism

business becomes a prerequisite for the creation and preservation of competitive advantages of economic entities in the market for the long term.

The article presents the results of an analysis of tourism development trends in Russia and the Republic of Crimea. The directions of state policy that have a beneficial impact on the development of domestic tourism are outlined: the implementation of federal projects within the framework of the National Project «Tourism and the Hospitality Industry», the program of subsidized air transportation within Russia, and the provision of tax incentives for tourism market entities. The main trends in the development of tourism in the country and the world, which have become a consequence of the pandemic, geopolitical processes and the development of digital technologies, are analyzed: route diversification, prioritization of health and safety, ecotourism, personalization of the offer, demand for original ethnic tours, demand for a unique emotional experience, rest without gadgets and the Internet. The issue of sources of information for future travel, booking methods and contacting travel agencies was raised. There has been a decrease in the number of travel agencies, largely due to a change in consumer behavior due to their use of technological innovations that provide opportunities for independent travel planning and booking accommodation facilities. The classifications of the types of innovations of the tourism market are presented, as well as innovative solutions corresponding to the tourism market according to the presented classification are considered. Successful cases of the introduction of innovative technologies in the activities of business entities of the tourism sector in the Crimea are described. The most effective sales channels of travel services are listed: online travel agencies, meta-search engines, official websites of accommodation facilities, social networks.

Keywords: tourism, trends in tourism development, innovations, innovations in tourism, classification of innovations, Republic of Crimea.

, 2030 ,
, « , 20

»[6].

« 2023 7 %,

25 %» [8].

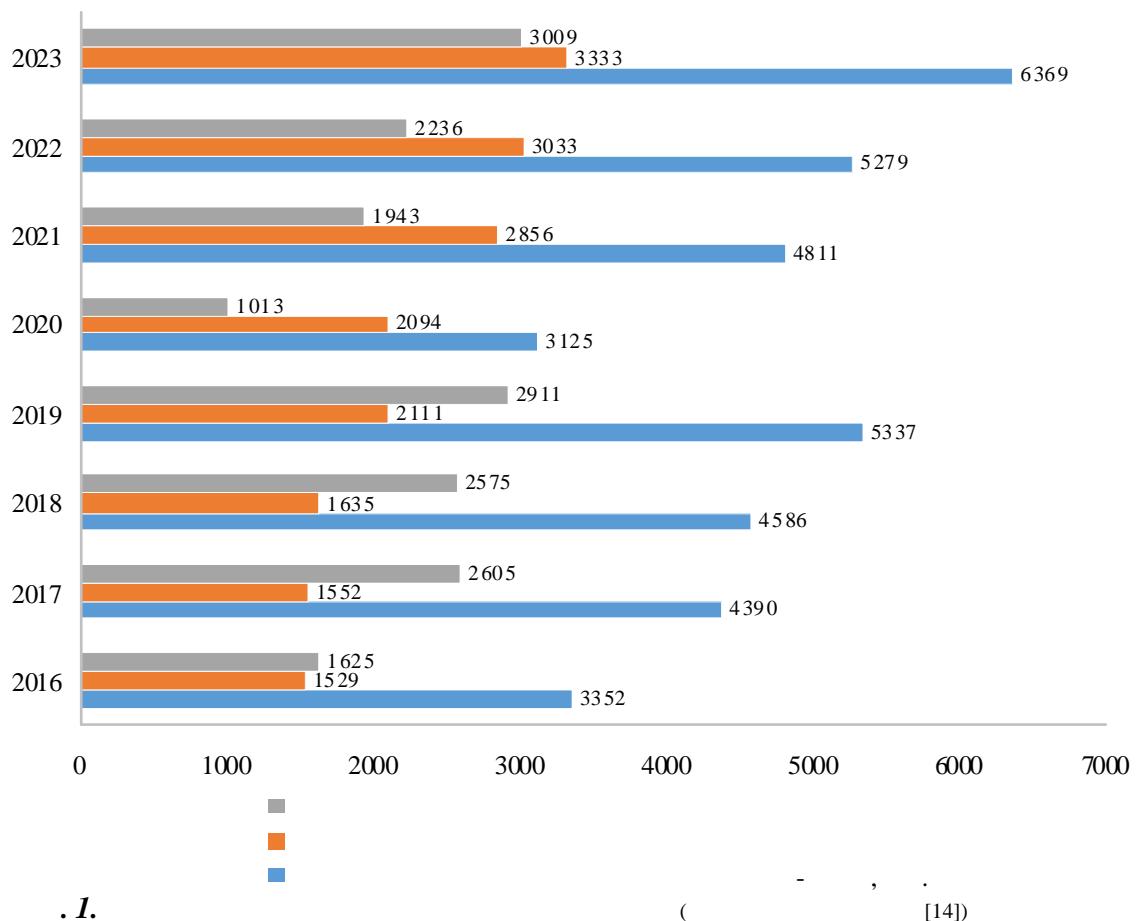
Big Data

BusinessStat, 2023 .

2019 [1]

17 %.

1



. 1.

(

[14])

● ● ● ● ●

2024

16 %.

» [25].

(63 %)

; 11 % —

%

24 %, — 14,6 %,
— 11,2 %

,
;
(.

50.2

= 2024

42 %

,
— 20 %. , — 34 %
9 %, 16 % 75 % ,
2024 [13].
,
, 75 % ,
1

I.

*

	2016	2017	2018	2019	2020	2021	2022	2023
(-)—	346	214	204	203	166	178	156	144
:								
• -	10	18	16	17	11	11	7	4
• -	51	48	59	50	40	36	34	30
• -	125	148	129	136	115	131	115	110
• -	160	—	—	—	—	—	—	—
— , .	78,1	48,3	77,5	81,1	55,8	78,8	48,3	39,3
:								
• -	76,0	44,0	72,1	72,6	53,0	74,1	44,4	34,8
• -	1,9	4,0	4,6	7,6	2,7	4,7	3,9	4,5
— , .	2382,7	1986,7	2557,8	2901,1	1537,6	2951,3	2375,2	2693,5
:								
• -	2174,7	1635,4	2107,2	2239,5	1333,1	2503,6	1874,8	1906,7
• -	195,3	330,9	424,0	630,7	194,6	417,4	475,9	786,5

* [20].

2016 , 58 %.

, « () 80 %
(- /), » [19].
,

« » [15].

24/7.

Mriya Resort & Spa

» [9].

2

»

,

)

()

[5].

— 61,1 %;
 — 33,6 %;
 — 30,5 %;
 — 20,6 %;

Ecví

» [17].

Big Data

2.

*

-	-	-	-	,
-	,	-	-	,
-	,	-	-	,
(,	-	-	-
)	,	-	-	,
Online	,	-	-	,
-	-	-	-	,
-	-	-	-	-
-	-	-	-	Online

*

[22].

(. . , . . , . .)

- — - ; ; ;

TravelLine [2], 4* 5*

- 52 %
 - 32 % —
 - 16 % —

— 64 %,

34 %. TravelLine, : Alean.ru, Ostrovok.ru, , 101Hotels.com, , Intourist.ru, MTC Travel / Bronevik, , Online-Express.ru [2].

- 100 % ;
 - ,
 - ,
 - ,
 - (15 %);

, TL: Channel Manager —

100+ [10].

HospitalityNet, 87 %

46%, —, ., , Traveline, [4].

Мрия Resort

»,

«

•

,

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

•

;

2016 2023

58 %.

SPISOK LITERATURY

1. Analiz rynka turizma v Rossii v 2019–2023 gg., prognoz na 2024–2028 gg. // BusinesStat. — URL: marketing.rbc.ru/research/49255/ (data obrashcheniya: 18.02.2025).
 2. Analitika dlya oteley v dashborde TravelLine. — URL: www.travelline.ru/blog/dashboard/?utm_source=blog&utm_medium=organic&utm_campaign=kak_prodvigat_otel_v_kanalah (data obrashcheniya: 29.01.2025).
 3. Gafner Ya. Aviakompanii otkryli prodazhi subsidirovannykh biletov na 2024 god: kto mozhet ikh kupit' / Ya. Gafner. — URL: journal.tinkoff.ru/news/avia-subsidii-2024/ (data obrashcheniya: 12.01.2025).
 4. Yeshmekov A. Gde prodvigat' gostinitsu: 4 kanala prodazh gostinichnogo produkta / A. Yeshmekov. — URL: www.travelline.ru/blog/kak-prodvigat-otel/ (data obrashcheniya: 29.01.2025).
 5. Kioski samoregistratsii v otele / Kompaniya Edel'veys — URL: edelweiss.edelink.ru/blog/content/kioski-samoregistracii-v-otele (data obrashcheniya: 11.05.2023). (data obrashcheniya: 14.02.2025).
 6. Kontseptsiya tekhnologicheskogo razvitiya na period do 2030 goda: utverzhdena rasporyazheniyem Pravitel'stva Rossiyskoy Federatsii ot 20 maya 2023 g. 1315-r. — URL: rospatent.gov.ru/content/uploadfiles/technological-2023.pdf (data obrashcheniya: 16.02.2025).
 7. Kravchenko, L. A. Razvitiye biznesa v tsifrovoy ekosisteme: vozmozhnosti, riski i upravleniye / L. A. Kravchenko, I. A. Troyan // Nauchnyy vestnik: finansy, banki, investitsii. — 2023. — 1(62). — S. 161-171. — EDN SIHAXA.
 8. Krym okazalsya na pervom meste sredi regionov YUFO po dole turizma v VVP. — URL: c-pravda.ru/news/2024-04-24/krym-okazalsya-na-pervom-meste-sredi-regionov-yufo-po-dole-turizma-v-vvp (data obrashcheniya: 16.01.2025).
 9. Litvinova, Yu. V. Innovatsionnyy development gostinichnogo kompleksa Mriya Resort v Krymu / Yu. V. Litvinova, Ye. N. Goncharova // Servis v Rossii i za rubezhom. — 2023. — T. 17, 3(105). — S. 140-147. — DOI 10.5281/zenodo.8152725. — EDN SCMLYW.
 10. Menedzher kanalov bronirovaniya otelya i gostinitcy. — www.travelline.ru/products/channel-manager/?utm_source=blog&utm_medium=organic&utm_campaign=kak_prodvigat_otel_v_kanalah (data obrashcheniya: 29.01.2025).
 11. Napravleniya tsifrovoy transformatsii industrii gostepriimstva i turizma v sovremennykh usloviyakh / S. K. Khamirzova, A. R. Kumpilova, S. V. Kalashnikova, E. A. Khachemizova // Voprosy innovatsionnoy ekonomiki. — 2023. — T. 13, 4. — S. 2283-2296. — DOI 10.18334/vinec.13.4.119939. — EDN PFRCPB.
 12. Natsional'nyye proyekty Rossii. Turizm i industriya gostepriimstva : ofitsial'nyy sayt. — URL: natsional'nye-proyekty.rf/projects/turizm (data obrashcheniya: 12.02.2025). 13. O razvitiy turistskoy otrassli Respubliki Krym za 2024 god // Ministerstvo kurortov i turizma Respubliki Krym. — URL: mtur.rk.gov.ru/uploads/mtur/container/2025/01/30/2025-01-30-17-48-05_1.pdf (data obrashcheniya: 16.01.2025).
 14. Osnovnyye pokazateli deyatel'nosti turistskikh firm po Rossiyskoy Federatsii // Federal'naya sluzhba gosudarstvennoy statistiki. — URL: rosstat.gov.ru/statistics/turizm (data obrashcheniya: 16.01.2025).
 15. Pechinskaya Ya. V. Ekonomicheskaya sushchnost' innovatsiy v turizme i ikh klassifikatsiya / Ya. V. Pechinskaya // Vestnik Grodzenskogo gosudarstvennogo universiteta imeni Yanki Kupaly. Seriya 5. Ekonomika. Sotsiologiya. Biologiya. — 2023. — T. 13, 1. — S. 58–65. — EDN YXUJFU.
 16. Prilozheniye. Strategiya razvitiya turisticheskogo klastera Respubliki Krym na period do 2030 goda: prilozheniye k rasporyazheniyu Soveta ministrov Respublik Krym ot 28 iyunya 2019 goda 774-r. — URL: base.garant.ru/72474234/53f89421bbdf741eb2d1ecc4ddb4c33/#friends (data obrashcheniya: 17.02.2025).
 17. Sebyakina Ye. Tsifrovoy turizm / Ye. Sebyakina. — URL: bigdata.beeline.ru/blog/articles/cifrovoj-turizm/#title1 (data obrashcheniya: 17.02.2025).
 18. Suvorova K. Itogi turisticheskogo sezona 2023 goda: 7 izmeneniy dlya biznesa i turistov / K. Suvorova. — URL: incrussia.ru/understand/tourism-russia-2023/ (data obrashcheniya: 19.02.2025).

19. Tumenova, S. A. Innovatsionnaya dinamika industrii turizma: tendentsii, oriyentiry, mekhanizmy / S. A. Tumenova // Voprosy innovatsionnoy ekonomiki. — 2024. — T. 14, № 1. — S. 291-306. — DOI 10.18334/vinec.14.1.120644. — EDN NKWAOH.

20. Upravleniye Federal'noy sluzhby gosudarstvennoy statistiki po Respublike Krym i g. Sevastopolyu: ofitsial'nyy sayt. — 82.rosstat.gov.ru/ (data obrashcheniya: 19.02.2025).

21. Federal'noye agentstvo vozdushnogo transporta (Rosaviatsiya): ofitsial'nyy sayt. — URL: favt.gov.ru/dejatelnost-vozdushnye-perevozki-subsidirovaniye-regiony/ (data obrashcheniya: 19.02.2025).

22. Cheberko, Ye. F. Formirovaniye innovatsionnykh biznes-modeley predpriyatii turisticheskoy otrassli v usloviyakh sistemnogo krizisa / Ye. F. Cheberko, S. A. Smirnov // Upravlencheskoye konsul'tirovaniye. — 2016. — № 4(88). — S. 186-198. — EDN WCOABP.

23. Chkhhotua, I. Z. Global'nyye i natsional'nyye Trendy razvitiya turizma v sovremennykh usloviyakh / I. Z. Chkhhotua, A. A. Muradov // Strategirovaniye: teoriya i praktika. — 2023. — T. 3, № 2(8). — S. 207-217. — DOI 10.21603/2782-2435-2023-3-2-207-217. — EDN JSNDAW.

20	2025
4	2025