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## 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

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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.

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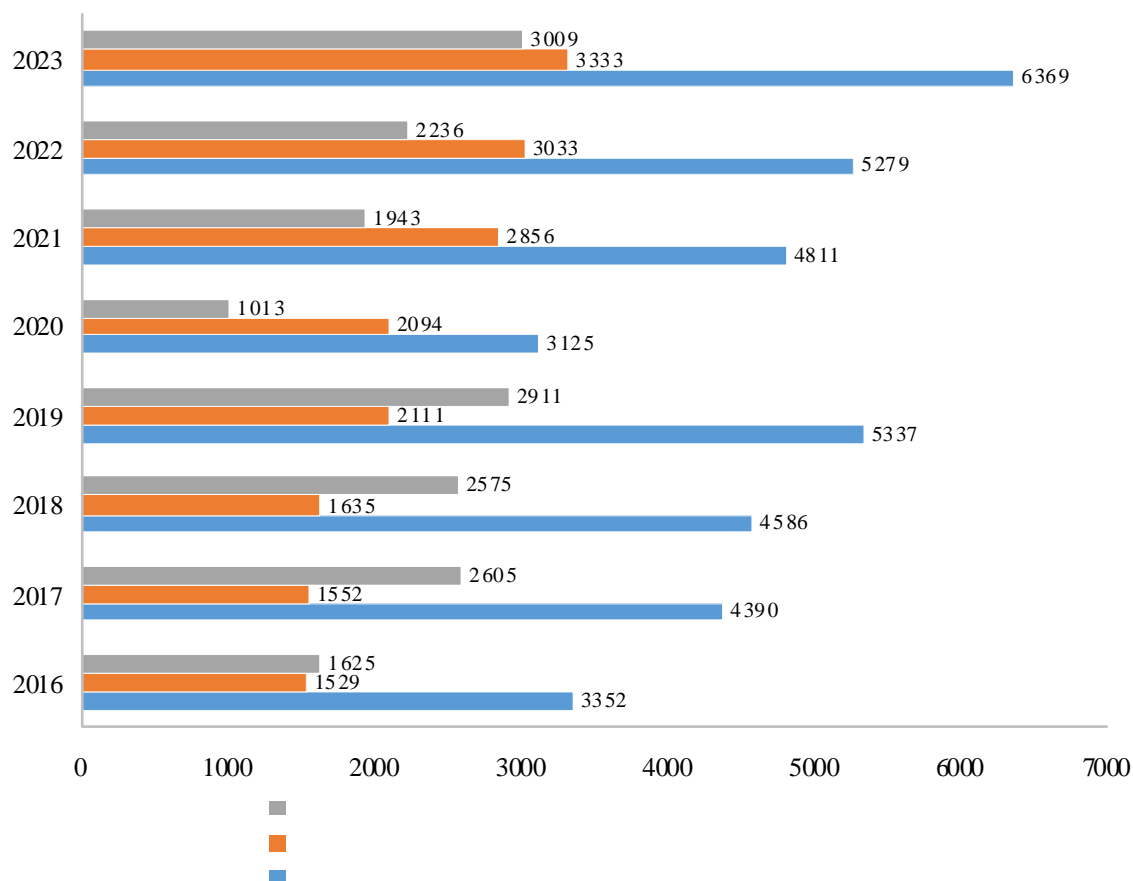
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•	2174,7	1635,4	2107,2	2239,5	1333,1	2503,6	1874,8	1906,7
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