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**INNOVATIVE TRENDS
IN WORLD TRADE DEVELOPMENT**

The Monograph

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Монографія присвячена дослідженню інноваційних напрямів світової торгівлі в умовах глобалізації. Висвітлено теоретичні та методологічні основи формування та розвитку інноваційних напрямів міжнародних торговельних відносин, розглянуто механізми їх реалізації на національному, регіональному та глобальному рівнях. Особливу увагу приділено аналізу шляхів підтримки інновацій в інфраструктурі світового ринку товарів, послуг, фінансів і праці.

Монографія призначена для науковців, студентів університетів, підприємців та усіх, хто цікавиться проблемами розвитку світової торгівлі.

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The monograph deals with a research of innovative trends in world trade in the context of globalization. It focuses on highlighting theoretical and methodological foundations needed to shape and develop innovative trends in international trade relations and exposes their implementation mechanisms at the national, regional and global levels. Significant attention is paid to an analysis of the ways to support innovations in the world market infrastructure of goods, services, finance and labor.

The monograph is intended for researchers, university students, entrepreneurs and a wider audience interested in world trade development issues.

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FOREWORD

The rapid expansion of globalizing processes has become an essential feature of the contemporary human civilization development. Their intrinsic characteristics include an ever-growing versatility and permanent intensification that shape prerequisites for the development of comprehensive, although sometimes contradictory, global links between countries in all spheres of public life. The world economy is fully engaged in this process, as globalization of its structural elements and their mutual links launches the formation of various national and international political, economic, organizational, financial, scientific, technical, legal, social, and ecological institutional entities aimed at a balanced use of advantages provided by the global community's aggregate natural, production, and intellectual potential. A priority trend in their functioning represents the development of innovative sectors and businesses, in particular those intended to provide a basis for a differentiated transition of countries to the forthcoming stage of industrial evolution. Global commerce occupies a conspicuous place among principal forms and methods directly associated with searching and laying the routes for accelerated innovation development of national economies.

International trade relations have always been a core interest for academic research in economics, philosophy, sociology, law, and demography. It is caused primarily by their essential impact on the development of all domains of societal activity in those countries that maintain mutual commercial relations and participate actively, both as producers and as consumers, in shaping and evolving of new segments of the world markets for goods, services, capitals, labour, intellectual property, real estate, etc.

The role of world trade has recently consolidated substantially, especially with regard to its global innovation vector. The latter pushes export and import links of cooperating international business partners to a qualitatively new level. This component of global commerce fosters economic stabilization and higher development rates of national economies, growth of their foreign trade turnover as well as diversification of its commodity, regional and institutional structure. The book attributes special significance to those innovative shifts that

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CHAPTER 15

LATEST INNOVATIVE TECHNOLOGIES IN INTERNATIONAL TOURISM

Ihor Ye. Zhurba

At the present stage of development of economic relations, globalization processes covered all spheres of the world economy, including the tourism industry [3, p. 29-31]. Today, tourism has become a "phenomenon of the twenty-first century." It is one of the most dynamic and profitable among all sectors of the world economy.

The global tourism and priority in the global economy are evidenced by quite significant tourism revenues, accounting for 8% of world exports and 30% of international trade in services, and annual growth of world tourist flows by 4-5% [11].

Favorable geographic a location of the country, availability of natural resources, climatic conditions, historical and cultural potential, and people with a high level of education are the main prerequisites for the development of the tourism industry at the domestic and international levels. However, over the past few years, there has been a tendency towards the development of outbound tourism. The competitiveness of the tourist industry of the country is due to the obsolete material and technical base, lack of infrastructure development and skilled personnel, orientation of tourism operators for outbound tourism; ecological problems.

The intensification of the development of the domestic tourism industry and the overcoming of negative trends will become possible through the introduction of innovations into the industry. According to world experience, widespread use of innovations can lead to the creation of competitive tourism products and services in the national and international markets [1]. Innovations in tourism include innovations characterized by the restoration of the physical and spiritual forces of the consumer; qualitative changes in tourist product; development of tourist infrastructure, processes of formation and positioning of tourist goods and services, changes in factors of production.

The operation of the tourism industry is accompanied by a continuous cycle of information, the distribution and use of which

depends on the competitiveness of all elements of the globalized market. New demands of the society on the need for changes in the methods and means of providing tourist services, the need for innovations in the conditions of sustainable development, ensuring long-term contacts with partners and consumers of tourist services using "smart technologies" is an actual scientific and applied problem. The above changes are conditioned by the processes of the development of the information society in the country and its transformation into a knowledge society. Changing the vectors and priorities in the consumer market, the importance of the innovative component in the process of providing tourist services, harmonization of communication interaction with consumers using the latest technologies, require new approaches to the management of cities and hospitality enterprises. In this context, the importance of a scientific study of the effective interaction between destinations and business with a tourist based on the concept of "smart-tourism" (sometimes referred to as "digital tourism").

Research have argued that smart-tourism (sustainable, meaningful, actions that lead to responsible trips) is viewed not as an industry, but as a catalyst for changes that occur when travel participants make steady, tangible actions that make trips responsive and up-to-date.

The needs of modern people in recreation include a number of elements that are combined in the way of achieving goals. In such a way, "smart" tourism is a smart method.

It includes a number of elements such as Internet things (IoT), neural marketing and others that form a holistic communication system of relationships.

The Internet of Things concept is not new and was first formulated in 1999 by the founder of the Auto-ID Research Group at the Massachusetts Institute of Technology Kevin Ashton at a presentation for Procter & Gamble leadership. The presentation talked about how the comprehensive introduction of radio frequency tags (including QR-codes) will be able to modify the logistics chain management system in the corporation.

According to analysts' forecasts, in the coming years, a significant increase in the popularity of the Internet is expected. So, according to Gartner, by 2020, the number of devices connected to the global

network of devices will be more than 26 billion, and revenue from the sale of equipment, software and services will be 1.9 trillion dollars.

Taking into account all these factors, the use of the Internet of things in tourism today is an innovative demand of the present day. An integral part of using the Internet of things in tourism is the digital smart service of service users.

Smart-tourism in practice is implemented not only by the use of computers, the Internet or innovations. An integral element of smart-tourism is neural marketing. This technology is aimed at stimulating consumer demand, which uses the regularities of the work of the human psyche, which, as a rule, are perceived by the client themselves, and sometimes not even anticipated in their own behavior. The higher the effect should be, the more complex the neuromarketing will be.

Recently, Europe and the United States have become increasingly popular with devices that provide secure wireless data transmission, but are multifunctional. The solution to this problem was found in 2004 with the emergence of technology NFC («Near Field Communication» or "NFC" ("communication over short distances"). The essence of technology is high-frequency wireless short-range communication "one touch" which enables the exchange of data between devices, especially smartphones and contactless payment terminals at a distance of about 4 cm. In tourism, the use of these types of interaction simplifies a number of usual operations performed by tourists at the place of stay, such as e-tickets, mobile payments, bonus programs, etc.

Thus, the use of smart-technologies, the Internet of things, neural marketing, and automation software of all business processes of a tourist enterprise today is not just a matter of leadership and the creation of competitive advantages, but also the survival of the services market.

The development of modern tourism largely depends on the development and introduction of something new, aimed at improving customer service and expanding tourist opportunities. So, successful tourism innovators have proven their experience that the creation and implementation of innovation is a guarantee of survival in the most severe competition in the present.

For the first time, the term "innovations" in his modern sense was used by the Austrian scientist J. Schumpeter. He emphasized that innovation - a significant change function produced consisting of a new compound and commercialization of new combinations based on the use

of new materials and components, implementation of new processes, opening new markets, an introduction of new organizational forms.

According to the author, tourism innovations are the result of the use of novelties in the tourism industry with an increase in its efficiency and, first of all, in obtaining a commercial effect that should ensure the stable functioning and development of the industry.

For innovation in tourism are those innovations that accompanied the restoration and development of spiritual and physical strength travelers fundamentally new changes tourism product, increase the efficiency of the components of the tourism industry, increasing the efficiency of the formation, positioning and consumption of tourism products and services, progressive changes in factors of production. An example of such innovations can be: shortening the term of transportation by introducing new high-speed modes of transport - Hyundai high-speed trains; improving the working conditions of the tourism industry (the share of manual labor in food establishments is about 75%, therefore, it is necessary to implement the processes of mechanization and automation); introduction of new progressive methods of converting production factors into services; creation of quality groups for employees to take part in solving topical problems and tasks for improving the quality of tourist services in order to increase the competitiveness of tourist products.

S. Sevastyanova and O. Davydova define eight principles of innovation in tourism:

- Scientific - the use of scientific knowledge and methods for the implementation of innovations, in accordance with the needs of tourists;

- Systematic - the development strategy of innovative tourism development in the region should take into account the factors and conditions necessary to meet the needs of people in recreation and recreation; factors of direct and indirect external environment;

- Matching the innovations to the needs of tourists - offering only those innovations that are really needed by the client, and not those that can be made and implemented by the travel company;

- Positivity of the results - prevention of foolish, unscrupulous creation and introduction of innovations, which can be dangerous for the tourist, tourist enterprise, the environment and society as a whole;

- Immanent to investment processes. In order to carry out necessary research, development and materialization of innovations, investment resources are used, the effectiveness of which is determined by the degree of significance and scale of innovations;

- Conformity of innovation activity and its results to the level of development of society;

- Connectivity - each new product at a certain stage of its life cycle should trigger and stimulate the idea of creating the next innovation and provide financial support for this process;

- Safety - innovation must ensure that no harm is caused to humans and the environment.

Thus, the application of innovations in the tourism sector is aimed at creating a new tourist product, providing unique tourist services, applying new marketing approaches, using the latest technology and IT technologies, which will increase the competitiveness of the tourism product in the national and international markets, will lead to the emergence of new types of tourism.

The degree of innovative development of the tourism industry is determined by market conditions, level of education and qualifications of personnel, availability of resources on the territory under research, first of all, unique resources. Thus, the following types of innovations such as food, technological, marketing, service and organizational-management were the most widely used in the modern tourism practice.

A striking example of food innovation in the tourism industry tours to Antarctica, providing health-improving services in hotels. The Aloft Hotel in Cupertino (USA) has an electronic work-butler mansion that can move around the hotel, call an elevator, deliver towels, drinks, food, newspapers, and also serve as a local guide, which will lead the visitor in the right place for him. The height of the robot is 1 meter, weighs 45 kg, and the speed of travel along the corridors of the hotel is 45 km per hour.

An example of technological innovation in tourism is electronic booking systems in hotels, electronic ticketing systems, and the creation of virtual travel agencies. Thus, Starwood Hotels & Resorts Worldwide has launched the first mobile system in the history of the hotel industry - SPG Keyless. This system allows hotel guests to use their smartphone as a key. The new system will not only help the hotel guests bypass the reception and save waiting time in the queue, but will also provide

instant access to your room at the touch of a button on your smartphone. This innovation will also give the hotel more time to interact with guests, which will become more personal and personalized. The official startup of SPG Keyless took place at the end of 2015 in Starwood hotels under the brands Aloft, Element and W, which are leading network hotels with innovative service, advanced design and environmentally-friendly initiatives. These hotels include Aloft Harlem, Aloft Cupertino, Aloft Beijing, Aloft Cancun, W New York-Downtown, W Hollywood, W Singapore, W Hong Kong, W Doha and Element Times Square. In the first half of 2015, Starwood plans to actively integrate SPG Keyless, and by the end of 2015 more than 30,000 doors can be opened in 150 hotels around the world using this system. SPG Keyless will be available to all Starwood Preferred Guest users who will book a room through any Starwood channel.

The hotel chain Hilton also intensively used similar technology in the scale of its 11 brands (including Double Tree, Hampton Inn, Embassy Suites and Waldorf Astoria). Now the Hilton Honors mobile app allows guests to book a room, and in the near future will be used as a contactless "key" from the room. It should be noted that the Hilton mobile network allows guests to access not only their room but also the doors of the fitness centre, floors, lifts and parking.

Marketing innovations in the restaurant business are quite relevant. If in the last century a new taxing trip from a cafe was called, reservation of tables by phone, a little later was a home delivery order, now it is a cover of WI-FI and an electronic menu, which became a channel for communication between customers and restaurateurs, allowing the administration to quickly edit and update the menu. Thus, the client can make an order on his own, taking into account the pricing policy of the institution, calculating the caloric content of the dishes; immediately see the final order check and, waiting for an order, play games and read the news.

The average cost of the room is 360 dollars per day in one of Stockholm hotels - Nordic Light Hotel. At the end of 2015, it was initiated a new promotion, namely offering accommodation in a four-star hotel completely free for customer, who is an active user of one of the popular social networks, including Facebook or Instagram. For a free week stay at Nordic Light Hotel, Facebook must have 2,000 friends on its profile or 100,000 subscribers. Also, it is possible to count

on free accommodation for those who have 100 thousand subscribers on the profile of Instagram guests whose smaller number of friends can rely on discounts at this hotel.

Social networks are now one way to find candidates for work in different companies. So, the Marriott International Hotel Network has created an online game "me Marriott Hotel", which allows you to manage a virtual hotel. The game was launched in early 2015 on the company's page and in the Facebook social network. Each player will be able to hire staff, purchase products and take orders from the restaurant. For each satisfied customer, the player will receive points that can be lost if the service turns out to be low. The management of the hotel chain believes that such a game will reveal people's interest in the hotel sphere.

Having researched the peculiarities of the development of the domestic tourism industry, the author noted that the country, having enormous potential, significantly lags behind the world leaders, ranking 20th among the countries of the world in obtaining the total annual revenue from tourism activities. So, in the United States, the total annual tourism revenue is \$ 100 billion dollars, in Italy, France and Spain is 40-50 billion dollars, and in Ukraine are 4 billion dollars. The annual volume of services provided by domestic tourists is about 1% of the country's GDP (almost \$ 500 million), which per capita is 10 dollars. The resulting figure is one of the lowest in Europe.

One of the options for solving the above problems and ensuring the development of the domestic tourism industry is the application of the latest approach, in particular logistic, which involves optimizing tourism flows in tourism, improving the quality of tourism services to world standards, optimizing the use of information and material flows, reducing the cost of production and provision tourist services. One of the innovations in tourism logistics is the "precisely in time" approach at all levels of the tourism industry. This approach is also called the "Pull-System". If in the systems of industrial and trade logistics the initial link is market demand, according to the characteristics of which produce and sell goods but in tourism - the opposite situation.

Tourism determines tourist and recreational resources, according to the logistic potential of which flows of tourists should be formed, and their needs, together with tourist services at the place of consumption, should be ensured through the development of the appropriate tourist

infrastructure. Thus, the "precisely in time" approach in tourism logistics is based on an innovative model of sustainable tourism development. This approach requires proper state policy, in particular financial, since upgrading or upgrading existing capacities is not even feasible for large tourism enterprises. The application of the above-mentioned approach will reduce or eliminate risks of deterioration of the environment, natural resources, and reducing the quality of tourism services. "Pull-approach" can serve as the basis for the creation of a sustainable tourism development strategy in the region.

Thus, innovation in tourism logistics - new solutions in the systems and supply, distribution and delivery chains, includes tourists. Recent innovations in this area - hub systems - is a fundamentally new concept of moving through a single connecting air transport node; integrated destination information systems. The airport is part of the so-called star-shaped network of routes, in which passengers can reach their destination by travelling between flights, making a transfer from one flight to another. Often a hub of the airline is located at its base airport, or the airport of the same city as the head office.

In the network of routes of airlines, nodal points can be formed - airports which are not transferred points, but from which the airline carries out several flights in different directions. Large nodal points are unofficially referred to as "secondary hubs". In many cases, the airport hub is the largest airport in the country (for example, Dubai Airport for the Emirates Airline). An example of innovation in logistics is the community of the tour operator Tez-Tour with the Spanish airline Spanair, which facilitates docking between Russian and European flights at the terminal of the T-1 airport in Barcelona.

The model of economic growth is based on the innovative type of development, envisages a change in the concepts of scientific and technological progress and economic development. New priorities have emerged: intellectualization of production activity, environmental friendliness (green economy), use of high and environmental technologies, etc. This model needs a new state innovation policy to effectively stimulate innovation, develop a science-intensive and reduce the natural-exploiting industries.

Tourism is a multi-threaded and multidisciplinary area and therefore difficult to implement radical innovations. In the service sector, there are industries whose innovation is beyond doubt, because they have

their own research and development base and offer new high technologies to the market. For example, the field of information and computer technology (ICT) aims to virtualization part of production and trading operations, management of economic processes from mega to a micro level, wide application of a variety of applications for effective management and administration of the enterprise.

And while the tourism business is experiencing a boom in informatization, considering the wide information sector, the power and mass of information messages and the virtual sector of travel in global networks, tourism experts point out that tourism is more of a "consumer of information innovation" than a producer. New directions of IT use for tourism are introduction of the mobile Internet, electronic catalogue of offers, distribution of online reservations not only in work with retail agencies but also directly with clients. Extraordinary ideas promoting business in the field of tourism, automation and availability of reference information, the development of new tourist routes, software and software solutions are just some examples that illustrate the innovative activity and the direction of its further development.

The social function of tourism is also widely virtualized. So, social media networks are a powerful tool that affects the consumption of travel services. Tour groups create sites, contact groups for sharing travel experiences, the idea of hotels, resorts, staffing and service levels. There are new ways of tourism activity, for example, tourists from different countries exchange housing for vacation time and for these purposes are registered on relevant portals and united into specific social groups.

Tourists spend on travel about 5-10% of annual consumer spending. Financial freedom of tourists also stimulates the development of innovations and the offer of tourist services: convenient payment systems, not tied to specific places, and do not require the transportation of cash reserves, give a sense of freedom and stimulate the consumption of cultural, educational and entertainment tourism services in the host country.

In the world of tourism, innovations are widely distributed in tourism, aimed at improving the quality of the service received, creating a new need for a comfortable rest, capable of astonishing prudence and complexity. Innovations in transport (a plane with a transparent body), in the hotel business and (hotel and complexes in the islands of

Ukraine), application of energy and resource-saving technologies that can extend the life cycle of a tourism product or reduce the cost of services are popularized.

Innovation is a necessary process for creating a new attractive tourist product, creating favorable conditions for activating the activity of investors in the tourism sector of the country.

At present attractive projects for the construction of tourist and sports infrastructure of resorts and destinations (ski slopes, cable cars, sports and recreation complexes) are attractive. According to the volume of investments in the development of tourism infrastructure, the Carpathian region, which has all the opportunities for the development of skiing, is among the five largest regions of the country (by 2016, these revenues amounted to about 290 million euro). One such project is the ski center construction «Dolyna Runa», which involves the attraction of direct investments in the total amount of 90 million euro.

Considering the level of development of enterprises, including the majority of micro or small tourist enterprises, the following types of innovations should be distinguished:

- Innovative programs and projects;
- New knowledge and intelligent products;
- Production equipment and processes;
- An infrastructure of production and entrepreneurship;
- Mechanisms of formation of the consumer market and marketing of tourist products;
- Organizational-technical decisions of an industrial, administrative, commercial or other nature that significantly improve the structure and quality of production, service and (or) social sphere;
- Raw materials, means of their extraction and processing (for manufacturing enterprises of the tourist sphere: accommodation establishments, restaurant and resort business, etc. ;
- Tourist product at the national, regional level, at the level of the destination, at the level of the tourist enterprise.

However, these areas of change and transformation of the business environment are under the influence of external factors, which significantly affect the intensity of development.

Successful tourism innovators have proven their experience that the creation and implementation of a new one are not only desirable, but

also necessary in a competitive struggle, and in the period of economic instability, it should be perceived as a condition of survival.

Thus, the key to the development of the tourism industry is to create a tourism product that is competitive in the national and international markets, which can satisfy tourism needs as much as possible without innovation. Having analyzed the scientific literature, it was noted that the innovations in tourism are the result of the use of novelties in the tourism industry with an increase in its efficiency and, first of all, the commercial effect.

The main eight principles of the application of innovations in tourism are revealed, namely, the principles: scientific, systematic, the correspondence of innovations to the needs of tourists, the positivity of the results, the immanence of investment processes, the conformity of innovation activity and its results to the level of development of society, connectivity, and security. It is revealed that tourism innovations are the production of new types of tourist products, using the latest technology and technologies, new tourist resources that have not been used before. It is noted that the most widespread in modern tourism practice are food, technology, marketing, service and organizational and managerial innovations.

The author proposes to supplement the variety of innovations in tourism with logistic innovations. The "Pull-Approach" system is presented, which will enable to coordinate tourist flows with opportunities and tourist potential of the studied territory, taking into account the material and technical base of the region and the country as a whole, while not worsening the ecological status and quality of the provision of tourist services.

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CHAPTER 16

INNOVATIVE TRENDS IN THE DEVELOPMENT OF INTERNATIONAL INSURANCE OF AGRICULTURAL ENTERPRISES IN UKRAINE

Ruslan A. Pushko

The market economy is characterized by the need for society in insurance protection, which is conditioned by such random factors as the negative impact of destructive forces of nature on the production of material goods and human life, the process of human life as a biological being, the harmful impact of a human economic activity on the natural environment, technological and business risks, interstate and interethnic conflicts, criminal phenomena. In this connection, the need for a well-balanced use of the benefits of insurance protection for entrepreneurial activity, in particular in the agrarian sector, is objectively increasing.

International insurance in the broad sense is a system for avoiding risks in foreign economic relations between countries of the world. In our opinion, the economic content of international insurance is manifested in the functioning of a comprehensive system of economic relations between national economies of the countries of the world community, the main purpose of which is to provide for economic entities the possibility of avoiding or reducing the risks associated with the development of international cooperation in various areas of management, based on the introduction of interconnected insurance products.

In a globalized world, international and national insurance rises to a qualitatively new level of development. It serves as a powerful financial link for the stable functioning of the national economy and directly positively affects the development of international economic and financial relations, contributes to the formation of the global financial space. At the same time, it is worth noting and the innovative specificity of modern insurance of certain sectors of the economy, in particular, agricultural production. Here priority is given to the priority orientation of insurance activity, which inextricably should be related to the implementation of the strategy of development of the agrarian sector of a particular country. It refers to the growth of

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