

The Role of an Innovative Tourism Product for Competitiveness in the Tourism Services Market

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ABSTRACT

In the article – the concept of innovative tourism product as a prerequisite for competitiveness in the market of tourist services. It describes the factors of competitiveness of innovative tourism product. Thus, tourism product innovation is to promote tourism industry sustained and healthy development of the fundamental driving force. The article also illustrates the core principles of tourism product innovation.

Innovativeness of tourism is implementation of advanced technologies during the implementation and promotion of tourism products, focus on innovations in the field of transport and mobility expertise as its actors are tied on the movement, which leads to the transfer of innovations and others. In addition, are new types and forms of tourism are rising during the development process of tourism industry, and this in itself is innovative. It is also important to mention the cooperation of the EU, including the socio-economic sphere, where priority is given to innovative development. The support of tourism as a sector of the economy is reflected in the program documents of the EU. The policy pursued by Russia and the European Union on cross-border regions. The agreements on local border traffic between the Russian Federation and the Republic of Poland itself is an innovative political step and a stimulus for the development of innovations in the border regions of neighbor states¹.

One of the spheres in tourism, which in recent years actively developed at the expense of innovations, is cultural tourism. The World Tourism Organization defines cultural tourism as the movement of people on the basis of cultural motivations, which includes sightseeing tours, familiarity with the performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, a trip to explore the natural, ethnographic, artistic and religious monuments.

¹ Kropinova, E.G. (2013). Cooperation between Russia and the EU in the field of innovation development of tourism as an example of cross-border cooperation program ‘Lithuania-Poland-Russia’. Baltic region, 4(18), 48-57

Cultural tourism as an economic activity was generated at the intersection of two fairly different from each other sectors of the economy - Culture and Tourism. McKercher and Du Cros considering in details the differences between tourism and cultural heritage (as the basis for the development of cultural tourism), pointing especially to the commercial purpose of the first, and the broader social goals of the second. The differences between these industries leads to a very complicated relationship between them, which assessed by authors on the scale from the full open conflict between the major stakeholders primarily (interest groups) to full cooperation on the basis of fair partnership for the mutual benefit of both sectors².

Gordin in his paper agree with such systematization of forms of interaction between culture and tourism. He notes that throughout the world and, consequently, in Russia, the sphere of culture interacts with tourism not only through public institutions of culture, preserving tangible cultural heritage, but also through the huge number of private companies working in the field of culture and take an active part in the formation of the product of cultural tourism destination (tour operators, entrepreneurs, creative animation teams and many others). He concludes that the scope of culture, like no other, has a cross-sectoral nature, which leads to the complex nature of relations with the tourism industry.

For cultural tourism, an important part of the social sphere, characteristic of all the important features of innovative processes inherent in this area of society are typical. The cultural tourism connected to both social and commercial objectives, and greater human capacity as an additional resource of innovative tourism product development.

Innovative component of cultural tourism based on a few reasons. One of them is related to the fact that cultural tourism is a comparison of the symbols and stereotypes of different cultural models and the system of cultural values and traditions. In this regard, R. Prentice notes that cultural tourism is often seen as caused by the simple desire to get the knowledge about the way of life of other people, to know how they live today or lived before. It is the consumption of 'atmosphere' and cultural differences for the sake of knowledge of other cultures and understanding obtained impressions through experience, obtaining the knowledge about their own culture by comparing it with the other one.

These differences can be expressed in historical and religious roots of cultural activities, ethnic characteristics and cultural traditions. Therefore, the desire to compare 'their' and 'foreign', as the basement of cultural tourism, becomes an impulse to get the new knowledge about the new forms of cultural activity. Thus, the search of new cultural tourist destination for the tourist experience is a manifestation of the innovative character of his tourism activities.

One of the innovative components of cultural tourism is the fact that cultural tourism is a form of export of not only cultural values, but also certain socio-cultural values. A typical example - the establishment and development of ecological and ethnographic tourism. Izotova and Matyukhina note in their work that the most promising direction of the innovative cultural tourism development is the creation of cultural centers, scientific, educational, tourist activities on the basis of archaeological, architectural, natural and landscaped open-air museums³.

Scandinavian countries are the pioneers of this type of tourism, which later became known as eco-ethnographic, historical and ethnographic. That is why the first open-air museum in the world, aimed on safeguarding the materials which carriers labor history, life and creativity of its people, coupled with the natural habitat. This is Skansen museum in Sweden, founded by Arthur Hezeliusom in 1891. He began collecting costumes, tools, handicrafts and furniture, which became the basis of the first ethnographic museum in Europe.

² McKercher, B., & du Cros, H. Cultural tourism: the partnership between tourism and cultural heritage management. The Haworth Hospitality Press

³ Izotova, M.A., & Matyukhina, Y.A. Innovation in socio-cultural service and tourism. M.: Scientific Book

In the future, open-air museums in Europe, particularly in Poland, became called as 'Skansen'. Another old museum - the Museum of Seurasaari in Finland, was founded by Professor Axel Heykelem in 1909, who planned to preserve the different wooden houses typical for the different provinces of Finland. The ethnographic open-air museum Seurasaari Island is the National Park and it has many beautiful old Finnish wooden houses brought from various parts of the country. Such ethnographic museum of folk architecture also situated in Poland in Olsztynek, which in 2014 celebrated its 100 years' anniversary. It is noteworthy that the Museum of Folk Architecture (ethnographic park) in Olsztynek was founded in Königsberg, and in 1942 moved to Olsztynek⁴.

Half of all tourists when they visit a foreign country primarily interested in local culture. It is also typical for local residents, many of whom are not have enough knowledge about the history of their region, as well as are not familiar with many traditions and cultural rituals. Such opportunity for tourists to learn the culture and alive history are given by the open-air museums, mainly historical and architectural, folk architecture, as well as eco museums. Cultural and ethnographic tourism is no less popular than other types of tourism.

Also, it is important to mention that the open-air museums should be seen from the standpoint of the development of innovation in tourism as the Center of Culture and the starting point for exploring by tourist the or region or the country.

Promotion of the museum as tourist sites is an important strategic task of interaction between museums and tourism for development the territory and increase the attractiveness of the regions.

Mankind has entered into the experience to or post-modern philosophy thoughts, popular, the postmodern tourism. Tourism is the modern tourism of post-modernism in leisure, communication and aesthetic of tool rationality and utilitarian severely criticizes after one of the tourism new claims, it's essence is a kind of open, follow one's inclinational, game mentality towards the multicultural, multiple choice and various paths to crack of modern tourism publicity, strip off its commercialization, returns to original features of tourism, recreation, and aesthetic essence of empiricism, on the external unpredictable to experience life color, thus rebuild tourism creativity and imagination. According to the tourist consumption market tendency of tourism products, postmodern urgently innovation to adapt to market changes of new trend.

Product is the core and soul of the enterprise to meet consumer desires and needs, to achieve corporate profitability goals carrier material or intangible. Create innovative products for the definition of the Organization for Economic Cooperation and Development (OECD) that product innovation to the product in order to provide new or better services and products that technological changes occur. Professor Fu Jiaji scholars aimed at product innovation are new or have some kind of improvement, improvement of products and equipment. The Professor Hu Shuhua think that innovation is the establishment of modern enterprise products based on the concept in the overall product market-oriented system engineering. It consists of a single technology, product breakthroughs and improves, but also from product development and design to marketing, the combination of the whole process of innovation⁵.

The innovation of tourism products in order to better meet the changing needs of the tourism market, while the existing tourism product innovation or restructuring, or development of new tourism products, thus continuing profitability for tourism-related business activities in combination.

⁴W.T.O., Poland 2018.

⁵ Prentice, R. Cultural tourism as the construction of authenticity and impressions. Cultural tourism: the convergence of culture and tourism on the threshold of the twenty-first century. SPb.: Publishing house SPSUEF.

Tourism product innovation is the demand for tourism enterprises to adapt to the changing tourism market must deal with; tourism product innovation is also the tourism enterprises build the fundamental guarantee for continued profitability; tourism product innovation is the increasingly fierce market competition, tourism enterprises objective need; tourism product innovation is to promote tourism industry sustained and healthy development of the fundamental driving force.

Tourism rational consumer demand shifted to the emotional

In accordance with Maslow's hierarchy of needs, human needs are great in the material after the satisfaction of spiritual needs will be increasingly concerned. Man about to enter the experience economy era, the traditional mass tourism products in order to not arouse the consumer's motivation tourism, tourism products and services to consumers concerned about the quality, pay more attention to emotional needs. Consumers pay more attention to tourism products and services and self-close degree of preference for those who can resonate with the self-psychology, or to achieve self-worth of products and services.

The standardization of travel content in consumer demand shifted to the individual

In the era of mass tourism, with tourists becoming more extensive travel experience, tourism products and services on a more critical, the traditional standardized products and services have been so tired of tourists, they begin to manifest themselves top issue tourism products and individuality services, the increasing level of non-herd mentality. The traditional single, mass tourism products show increasing micro-, and other various forms of mountain tourism, adventure tourism, thematic tourism and other items as personalized, participatory and strong features, but keep a strong reaction by the market.

Passive consumer demand and tourism-based turning to the active

Tourism consumer experience economic times are not satisfied with the passive acceptance of tourism enterprises products and services, but active participation in product design and manufacturing. Consumers and businesses with more hope, according to a new life in consumer awareness and consumer demand development resonates with them products and services.

Travel consumer demand entertainment motivation to beautify turn

Spirit of the famous psychologist Sigmund Freud in the analysis of human motive, that the pursuit of beauty is an important form of motivation. People living in the pretty are the measure of value, because individual differences, the pretty and the requirements of knowledge are different, reflected in the consumer behavior is also quite different. Pretty consumer demand is mainly reflected the motivation inherent in the products and services, the value of the objective form as well as the consumer the pretty to create beauty, and beauty.

The principle of tourism product innovation

Market-oriented principle

Tourism product innovation is able to satisfy consumers' needs and achieve good economic benefit, speak most market. Only with the market demand and social needs of the tourism products, can obtain the broad market and strong vitality. Therefore, in the new product development, tourism enterprises must be careful thorough understanding of the market research, the real situation, market demand for new product development of feasibility analysis, according to the research results and decisions.

Experience principle

The modern tourist consumption psychology is an important change in pursuit of an unforgettable experience, eager to participate in the unique. Tourism product innovation should as far as possible to protect tourists. This experience is not only reflected in the process of tourist

consumption, even in the product design process, such as by visitors to the design of tourism products, please visitors to participate in the process of tourism product development design etc.

Tourism product innovation strategies

In the product development concept experience type of product development to meet consumers' idea tourist experience of new trend

Tourism product itself is a kind of enjoy product, should pay attention to realize the requirement of consumer and experience, in order to satisfy the demand of consumer psychology and spirit to realize the value of the products. If the world-famous Disneyland is the earliest experience-based tourism products, one of the classic represents the key to its success lies in its consumers for the consumption psychology, in paradise on product development for tourists creates a mythical world, let visitors to experience thrilling and happiness. Consumers from Disney meet their spiritual and psychological needs, thus became the most successful global Disneyland theme park.

In the product development of the individualized product development to meet consumer concept personalized travel and emotional new trend

In modern times, to satisfy consumers' travel personalized and emotional psychology demand, the enterprise in the product development process must be in the psychological characteristic of consumer behavior patterns, and psychological needs, based on the development of consumer psychology can closely, can produce psychological resonates with consumer products satisfactory. In recent years, as some domestic travel "thousands of old man swam jiangnan", "long march route again", "red tour" products such as by market backlash, etc. All of the individualized product custom-made for tourists can bring distinctive unique experience.

In the product development process on the participation and interaction with customers satisfy tourist consumer concept of active new trend

Postmodern travel times tourism consumers tend to participate in product design and production, hope to create the participation by himself for his psychological demand of products and services. In order to adapt to the concept of active consumer new trend, tourism product production enterprises shall in product design and development process to absorb the active participation and consumers by consumer's participation, production to customer satisfaction and customized products and services. Therefore, the production enterprises shall strengthen the tourism and tourism consumers, to grasp the interaction of individual consumers' willingness to satisfy personalized products, production of consumer demand to gain profit.

Given the green connotation of tourism products to satisfy consumers' awareness of the ecological tourism new trend

Green consumption is a kind of sustainable consumption, so the development of tourism products shall conform to the society and the consumer awareness, constantly developed for natural and social sustainable development and promote consumer health of body and mind, outstanding tourist products green product of green culture connotation. If a ski trip, hiking, exploration of tourism products in green tourism market cause backlash, precisely because they meet the consumer pursuit in the new trend of ecological tourism consumption.

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