THE IMPORTANCE OF GOVERNMENT SUPPORT FOR INNOVATION IN TOURISM

Abstract: this article discusses the importance of government support for innovation in tourism.

Keywords: tourism, innovation, government support, competition

Renewal and growth in tourism is a business behind the dynamics of tourism changes in models, clarifies the new conceptual issues. For example, one of the key innovations in tourism change one is the trend of "experimental economics".

Renewal and growth in tourism indicates that increasing the overall competitiveness of the economy through the introduction of innovation processes in tourism promotes productivity, profitability and quality improvement. Innovation is a major force for structural change in the field of tourism. This, for example, shows updates through the simulation of small and medium sized businesses.

Competition is one of the key drivers of innovation in tourism but collaboration is crucial in promoting structural change and innovation. It is, of course, the main reason for interfering in the field of tourism, as the apparent new structures and innovation, when governments are in partnership. Tourism innovation and growth by government agencies, especially micro firms and small tourism businesses (environmental, education, information and communication technologies, etc.), indicate that tourism innovation needs to be subdivided into the best practices division.
The purpose of our meeting is to examine the innovation processes used for tourism and identify the ways of development. Such discussions about tourism will last long. Switzerland is an example of a paradigm of traditional, highly developed tourist destination, with a lack of growth. Many observers have convinced Switzerland that it has lost its potential in tourism. But one potential is impossible. As a leading tourism country in the new millennium we have to be active in the development of new products and processes that protect the future of Switzerland.

Many economists do not believe in government propagation of innovation processes. Country, its highest performance level. It is wrong to admit that innovations are capable of restoring the hesitation mechanism. The Swiss government, however, supports a wide range of innovative tourism projects that have been initiated by several operators. His "Promotion of Innovation and Partnership in Tourism" program is a successfully successful bid for Swiss tourism in the global market.

Tourism is seen as one of the most promising trends in the global economy. The number of international visits by the World Tourism Organization has increased by 4% over the past 20 years as in past years is expected. Annual rate of international flights has been around 4.3% since 1992.

The closer we look at, the growth rate is the world of last decades in the region. The United States is often a growing global economy as a locomotive. According to the Geneva-based International Labor Organization's report, the average monthly wage per person in the United States is $ 6,000 per person the Their labor productivity in the largest European countries although it is low, this figure will range from $ 4,000 to $ 45,000. The US economy is impressive. In fact, workers outside the Atlantic are not happy with such a long time. Most developed countries suffer from a lack of capital fertility.

Economist Robert Solou, who won the Nobel Prize for Entrepreneurship, says investment growth does not lead to an increase in the working hours and
hence economic growth. People's wealth encourages technological advancement or innovation.

Only half of the increase in productivity is in the creation of capital. It was acknowledged as a technological progress by Solo as a true source of growth.4 But the Nobel Prize-winning economist did not analyze the innovation process in the economy.

He looked at it as a kind of black box. First of all, Professor Rosenberg examined his research in the "Inside the Box".

Tourism is one of the most productive in many developed countries. If we look at the example of Switzerland, the labor productivity in tourism is about $50,000 per person. This indicator, in Swiss banks, in the chemical and machine building industries, amounts to $250,000, $120,000 and $67,000, respectively.

Productivity should be sensitive to such differences. For example, the Swiss economy's branch office, with the largest production electricity and water supply industry, costs $280,000 per capita annually. Here, capital investment with banks is very high per capita. Moreover, it is difficult to find a direct link between labor productivity and growth or competitiveness of the sector.

Of course, productivity or welfare does not determine the future of the economy. If innovations in the economy are high, all indicators will be successful.

Low market labor costs in filing problems affect the average labor productivity. Due to low productivity in tourism it is difficult to attract required capital and highly qualified personnel.

One of the reasons for such productivity is the fact that the tourism industry is a gross industrial product. But this does not help to solve the problem. It will take any measures to increase the efficiency of the industry need to identify and accept.

Tourism is not an area of innovation that can change the course of history. In the 19th century, by the Zermatt and Saint – Moritz tourism was invented,
and the villages in our mountainous regions were required to change their jet set routes and begin the process of gradual development. However, the inventions did not have to be the same level of development as steam engines, jet engines, micro-lasers or lasers.

Private and state funds are primarily involved in high-productive production. In Switzerland, first of all, investment in such sectors as information and communication technologies, biotechnologies, science and nanotechnologies, and their largest production revenues is expected. Switzerland is the country with the highest number of patents per capita in the world. It would be desirable to remind ourselves of the highest growth rates.

Important discoveries in technology are a unique phenomenon. But they do not automatically generate economic growth. In 1972, a group organizer from the European Nuclear Research Organization in Geneva produced the current Internet history. In a short period of time, in 35 provinces, new Internet businesses have led to economic explosions. This new line of business does not lead to recovery and management in the direction of sustainable growth.

Even a fundamental innovation is not enough to ensure sustainable economic growth. This is a small number that brings real progress nor is it a "big jump" as a step. This is the second patent and will be the second step in the successful development of markets with many new products and services.

The achievements of the great scientific sciences have undoubtedly enhanced the well-being of the Western world. But these are not the achievements of science.

The economic growth of innovation research shows that not only innovation creates new knowledge, but also promotes and deploys them. This fundamental innovation leads to serious growth when the economic sector begins to spread from one sector to another.

Such as the Internet, have stimulated the growth of the field of innovative information technology. Sustainable economic growth was only seen in cross-
sectoral directions. An important innovation like the Internet unlike new technologies in other industries, has brought many economic successes. In such an interdepartmental innovation process, tourism plays an important role in the development of high technologies. Today, tourism has become one of the most important sectors in e-business.

Transportation technological improvements contributed significantly to the rapid and ever-changing tourism change. The construction of special railroads in the XIX century allowed for the first time in history a long and comfortable journey. The massive car production raised the overall effort to the Quanta stadium. The spread of the car promoted individual tourism among the public. In the mid-20th century, jet planes brought new dimensions and turned the world into a "global village."

Today, tourism is experiencing the effects of uninterrupted development in backward countries. As Europe continues to be a leader in tourism as a continuation of the distances. Today, European tourists spend the same amount of money on the Alpine mountains during the two weeks of walking and walking across the Bali turquoise waters.

In this new situation, innovations are important to survive, above all. This means that mobilization of resources is needed to reduce costs. This will improve quality, increase profitability and reduce prices. Innovative processes are important in many areas. Full resolution of the economy's purchasing and marketing dimensions through the Hotel sales need to be more advanced. Quality management requires individually one visitor's arrival time to cover all services.

References

3. John R. Walker Introduction to Hospitality Publisher: Prentice Hall; 6 edition 2012, Australia