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CLASSIFICATION OF INNOVATIONS AND FEATURES OF INNOVATIVE PRIORITIES OF THE HOTEL INDUSTRY

Introduction. Questions of innovation development have always been under thorough attention of scientists at the time of industrial revolution.

Modern world of innovations is very diverse. The fast development of society shows that their quantity will be increased at a much faster pace. That is why for most scientists and practical experts the most important meaning of innovations is its typology. Classification of innovations in certain groups provides an opportunity not only to realize their role in the development of society, but also to provide a number of other important results: specification of the structure of the system object of research; to establish problem communication both in the system research object itself and between different types of innovations; to evaluate orientation and efficiency of the innovation process; to determine the prospects of future innovations; to select methods of management, adequate to the peculiarities of each innovation process, which derive from the predominant type of innovation that forms these processes; to create economic mechanisms and organizational forms of management of innovative activity depending on the type of innovations; to define methods and forms of realization and promotion of innovative product and innovative technology depending on different types of innovations; to optimize organizational forms of innovation activity and innovation infrastructure, economic relations in the innovation sphere; to create incentives for activating innovation processes in the industry, regions and enterprises; distinguish between innovations and pseudo-innovations.

The heterogeneity of the interpretation of the term «innovation», its many-sidedness and complex nature, predetermines the existence of a number of classifications, which were investigated by such foreign scholars: J. Schumpeter, G. Mensch, B. Twis, B. Santo, M.Porter, P. Drucker, D. Tidd and others. Modern domestic scientists Antonyuk L. L., Poruchnik A. M., Savchuk V. S. define about 20 features [1]. Depending on diversity of classification, scientific and educational information sources now represent several classification groups of innovations proposed by scientists. For the typology of innovation, several classification features are used, and as a result, one and the same innovation can be related to several types. Since the development of innovative strategies makes it possible to assign innovation to a particular group, it provides the opportunity for initial forecasting of the expediency of strengthening certain characteristics of innovation by taking into account common group characteristics.

The use of classification features of innovations in hotel business for initial forecasting with the purpose of expediency of strengthening of separate characteristics of innovations.

Presentation of basic material of the research. It is well known that the first attempt to classify innovations has been made by J. Schumpeter [2]. He proposed the division of innovations into basic and secondary group. This grouping was somewhat improved over the time, and the elements of the group acquired other names. Developing this classification, G. Less [3] proposed the introduction of another group - pseudo-innovations (Fig. 1). This approach to grouping is widely used in academic and scientific literature. Classification of innovations by value for evolutionary theory takes an important place in determining the impact of innovation on the development of society.

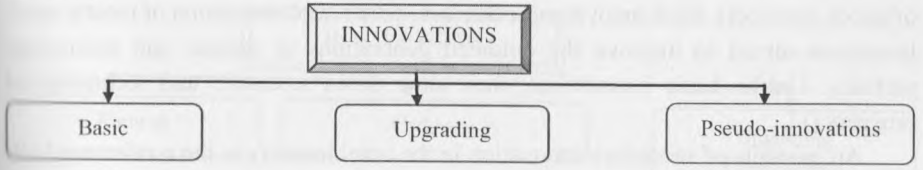


Figure 1. Classification of innovations by evolutionary theory

Basic (radical) innovations are innovations based on the development of new fundamental scientific achievements. They can radically change the nature of human activity, create new industries, initiate a new technological process. These implement important inventions and provide the formation of new generations of technology. Examples of such innovations include an internal combustion engine, space, microprocessor technology etc.

The basic innovations for the hotel industry are those which can radically change the nature of servicing including the new technological structure. One of the examples is virtual meetings and events that have already been successfully implemented at the NH Hotel Group's Spanish Hotel [4]. This network introduced a new development for the virtual meetings and events of High Tech Made Easy. The solution has no analogues in the world, it combines the multimedia capabilities of the LED screen and the 2D effect of virtual presence. The novelty will be introduced at first at NH

Collection Eurobuilding, Madrid. In the nearest future, the management of the hotel chain plans to implement the technology of holographic presence in 400 of its hotels.

Classifying innovations in terms of value for the theory of evolution, another group as *secondary (upgrading, integrating) innovations* is defined. These innovations are created on account of using (integrating) the optimal set (complex) of previously accumulated and proven in the world of practice of scientific achievements (knowledge, technologies, equipment, etc.). Innovations are associated with the improvement of the properties of existing processes of production, products and services. Such innovations are modernized comparing to the basic ones as they are created on the basis of the dissemination and improvement of basic innovations (i.e. within the limits of a particular generation of technics and technology). The peculiarity of such innovations is their creation by market need and choice, rather than the development of scientific and technical means for their implementation. Therefore, such innovations are called as improved ones. Secondary innovations are also important because they are characterized by the ability to take into account the features of certain industries, markets, their segments or niches (for example, the mobile kind of personal computer – a laptop). This kind of innovation promotes development and more complete satisfaction of existing needs and implementation of new generations of goods (services). Such innovations contribute to the implementation of mostly small inventions aimed to improve the outdated generations of technic and technology partially. Unlike basic innovations, they slow down scientific and technological progress [1].

An example of secondary innovation in the hotel industry is the conference halls equipped with specialized computer equipment. Thanks to the arrangement at the NH Hotel Group, conference halls can accommodate up to 250 participants in one video call [4]. At the same time, scientists, while investigating innovations, constantly update the terminology. So A. Prigozhin [5] proposed the term «conditional novelty». The researcher believed that «conditional novelty» arises in the unusual combination of previously known elements and noted that in our time, a corresponding cult of novelty is being formed, which leads to an innovative pathology - pseudo-innovations. Most of the «innovations» offered today are significantly worse than their predecessors. The boundary between innovations is blurred and improving innovations often lead to pseudo-innovations.

Pseudo-innovation is an addition to the previous two varieties. They assume slight differences in the parameters of products that result from public sentiment, fashion, advertising, and not scientific and technological progress. They are aimed at partial improving the elements of the product without changing their basic design and structure. This is basically an innovation with a marketing dominant: a new presentation of the product (pocket edition), a new combination of aesthetic and functional qualities, a new way of selling (telemarket).

For the hotel industry, the example of pseudo-innovations is the introduction of services «sweet butler» (Fig. 2), «butler smells», etc. Modern five star hotels offer wider and more varied additional services. At the Viceroy Riviera Maya, guests are offered not only bathtubs but also «sweet butler» [7]. It helps to choose unusual new varieties of soap and cuts them to the guests for the demand.

Rosewood Hotels & Resorts chain offers an exclusive service with the original name «Fragrance Butler» («butter smells»). At any time, guests can choose from luxurious perfume fragrances such as Chanel No. 5, Daisy Marc Jacobs, Tom Ford for Men, Bulgari Pour Homme, etc. [8].

Pseudo-innovations sometimes include *retrovestiation*. Under the influence of certain factors, the stages of society's development, science or technology they become relevant (for example, the use of wind power, etc.). An example of such retrovidence in the hotel industry can be considered as an update of design elements. This approach is implemented at Pelirocco Hotel (Brighton) [9]. It offers the Do Knit Disturb room, in which all elements of the interior (curtains, napkins, pillowcases, floor lamps) are tied manually.

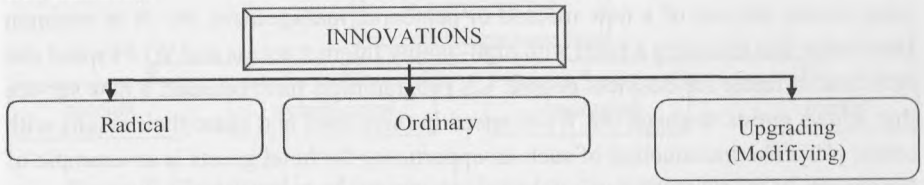


Figure 2. Classification of innovations by innovation potential

Modern scholars are considering the possibility of grouping innovations by innovative potential – the degree of depth of change in the area of their creation and use (Fig. 6). This is quite close to the classification approach considered above. Nowadays, in the academic and scientific literature it is possible to find their parallel use.

Radical innovations are based on discoveries, they tend to create new industries of production and consumption, new markets, the formation of new relationships in various spheres of human activity, etc. Scientists emphasize that long-term competitive advantages can be achieved through radical (revolutionary, basic) innovations even within extremely high risk. However, according to practices, the rejection of innovations has even higher risks than their use. An example of radical innovation is nanotechnology, molecular cooking etc. In the field of business tourism, the new service «Google Glass» – the additional spatial reality glasses developed on the basis of the Android operating system is being actively introduced.

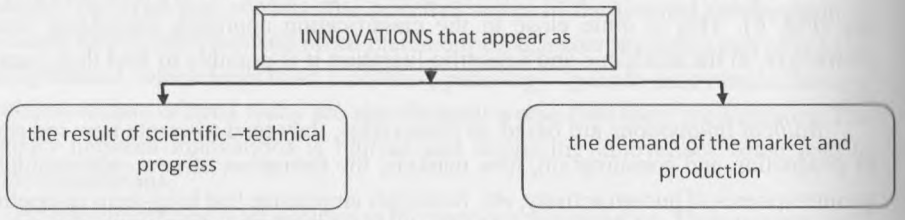
The device has a transparent display that attaches to the head, a camera capable of recording high-quality video, a microphone and a GPS sensor. Goggles can be controlled by voice, head movement or by pressing on a bracket. The Google Glass service is being introduced at Montcalm London Marble Arch (UK) [10]. The hotel staff can use such a device to advise guests about local attractions, possible entertainment, the availability of shops, restaurants, help with planning trips and excursions. This service can radically change the interaction between staff at the reception desk and the traveler.

Ordinary innovations are innovations based on inventions or new solutions. They make significant changes in traditional areas of activity. An example of ordinary innovation in the hotel industry is the introduction of service with the help of the robot-butler A.L.O Botlr in the hotels of the Aloft chain [11].

Its use provides an opportunity to improve the quality of services, increase the efficiency of work, etc. At the same time it does not radically change the essence of the activity itself, which has traditionally developed.

Modifying (upgrading) innovations involve the use of innovative offers and provide improvement of traditional products, technologies, management methods, etc. Examples of such innovations are the improvement of equipment for the cleaning of hotel rooms, the use of a new method of personnel management, etc. It is common knowledge that choosing a hotel with high-quality Internet access and Wi-Fi speed can be a crucial factor for business people. US programmers have released a new service that allows guests to check the Wi-Fi speed in their hotel and share their results with others [12]. The introduction of such an opportunity for hotel guests is an example of modifying innovation.

An important innovation for innovation is *the grouping of innovations* based *on the source of appearance* (Fig. 3). Quite often it is used when considering innovative processes and determining the strategies of innovation activity of the enterprise.



Fifure 3. Classification of innovations by the source of their appearance

An example of *innovations* that arose as a result of *scientific and technological progress,* is the use of «Teleports» by the chain of Marriott hotels. The company Framestore, known for its visual effects development, participated in the creation of this innovative technology. With a large-scale marketing company in one of the streets of New York, glass booths are installed. With their help guests can move to any part in the world and directly from the hotel. They instantly arrive at the Marriott's lobby, to hotel rooms, to the azure ocean or volcanic islands. In the future, the same teleports are provided on the streets of Boston, Washington, Dallas, San Francisco, Los Angeles, San Jose [14].

An example of innovation that emerged as a demand of market and production, is new methods for assessing the quality of personnel, new methods of management and organization of production. For example, Marriott hotels (in the US and Canada) introduced innovations in all hotel rooms as leaving letters from the management calling for tips on accounf of quality room cleaning [13]. Next example of innovation that emerged as a demand of market and production is the creation of a new hotel complex Solar Floating Resort - SFR («Sunny Floating Hotel») [15]. It is the implementation of solutions to a number of global warming and environmental issues. This complex combines the functions of the yacht and the hotel. Solar panels contribute to its full energy supply.

In modern innovation, the classification is widely used for *the subject matter of innovation activity* (Fig. 4).

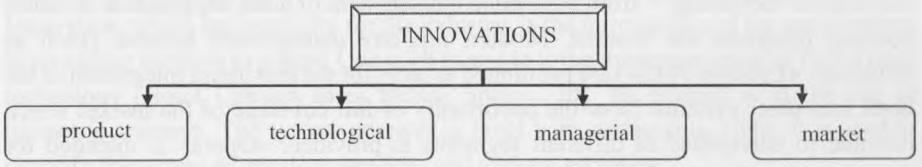


Figure 4. Classification of innovations based on the subject matter of innovation

According to this grouping approach, *product innovations* are aimed to create and use new or improved products in production or consumption. New furniture design, a new video system are examples of product innovations. In the hotel chain Yotel, the modern high-tech beds Somnus-Neu [16] are being introduced. The bed is equipped with a large number of devices, which provide an opportunity not only for the implementation of the main function - sleeping, but also the possibility of video reviews, providing light effects. The bed is equipped with a smart RFID card. By re-entering a room with a special device, you can identify guests and restore the security of all the services they prefer.

Technological innovations include new ways (technologies) for the manufacture of traditional, advanced or fundamentally new products. Consequently, the new technology of furniture manufacturing is an example of technological innovation. This group of innovations also includes new technologies for customer service, registration,

protection of personal data, etc. [17]. They act in the form of new technologies and become the main factor in the production and economic dynamics of the enterprise.

Managerial innovations are new methods, styles, forms, methods of management of enterprises, institutions, etc. Information accessibility leads to fast copying of innovations in the management by competitors. In such a situation, you can win only if you constantly use an innovative management approach. Management innovations are the basis of the continuous process of improving the management system as a whole and a prerequisite for the development of the hotel business [6]. In accordance with dynamic business conditions, each hotel, as a full-fledged market participant, must change and become the initiator of in-house organizational innovation processes. Management innovations are divided into several subgroups:

- Information technologies of the hotel management. Innovative approach for the hotel business is the improvement of the information flows within the property. To ensure the necessary level of competitiveness, there is an obvious need for the use of new information technologies in the implementation of new types of services, as well as the expansion of the use of new communication channels to promote the hotel. In the hotel management it is possible to widely use the entire spectrum of modern information technology – from automated management of hotel departments to rooms booking programs via Internet. Modern property management systems (such as «Fidelio», «Epitome PMS») are positioned as tools for the maximum integration of the hotel into other systems. Now the opportunity of full coverage of the market which oriented to enterprises of different segments is provided. «Opera» is intended for luxury hotels, objects that are the part of the international chain. «Fidelio 8» is optimal solution for non-chained hotels [18]. An important step in the development of systems is the use of payment terminals for the rooms sales;
- Innovations in sales management. It is important in seasonal conditions. Hotels can represent themselves in global (GDS) or alternative (ADS) booking systems. Among the main features of the system are: management of sales and marketing of the hotel, customer relationship management, management of loyalty programs and incentives, club programs, sales management and activities at the hotel. In order to provide this innovation, hotels in Ukraine are widely practicing the creation of the site today;
- Innovations in ensuring the comfort and safety of guests. The development of presentation materials of the hotel is gradually moving from the print product to the multimedia project category.

The latest classification is *market innovations*, which combines innovations that involve opening new markets or creating new ones. Although sometimes it is difficult to distinguish them, especially in the sphere of services. An example of such innovation can be the creation of a new market for the provision of virtual services. One of these areas is «capsule hotels». The introduction of such mini-hotels using Sleepbox-compact «sleeping bags» is scheduled at airports and train stations [19].

The Sleepbox is equipped with a bed, a table for which you can put a laptop inside. Bedding guests cover by themselves, unwinding it from a roll. Sleepbox is soundproof and, if necessary, can be moved to any other location.

The novelty of innovation is its main feature. It implies its essence, as well as its impact on economic and social processes. Practices widely use the grouping of innovation by the scale of novelty (Fig. 5).

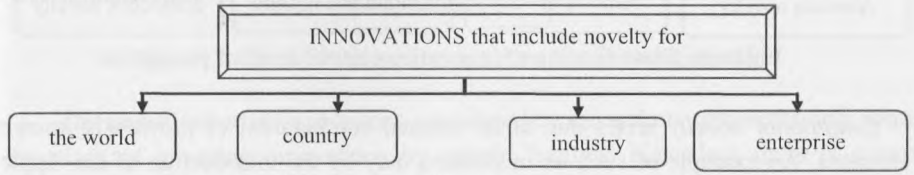


Figure 5. Classification of innovations in terms of novelty

Innovations, that are novelty for the world and relate to the hotel industry, were discussed in the previous examples. Innovation that has a novelty for Ukraine can be considered as introduction of widely used booking systems, hotel management, etc. Innovation, which has a novelty for the industry, is the introduction of the use of robots in providing services to guests. One such example is the implementation of Pay-Touch technology (Hotel Ushuaia Ibiza Beach, Spain) [20]. Its essence is in the use of biometric scanners. The system operates in hotel bars, restaurants, clubs. It is used to simplify the access of guests to services and various activities.

Innovative novelty for the enterprise (enterprise group). It is well known that the impression of the guest depends on the sensory perception. Therefore, many hotels try to withstand their unique line of pleasant atmosphere (color scheme of interior, aroma, music, etc.). Introduction, for example, of its unique background music helps in positioning the brand and emphasizes its uniqueness. Prescriptive Music is one of the companies offering music services to hotels. Famous hotel chains such as Four Seasons, Ritz, Marriott and others [21] cooperate with it. A special sound atmosphere for hotel guests is created with the help of individually selected compositions, distributed by time and genre. In contrast to the previous one, the traditional connection to the usual music channels is used. In order to take into account the result that will be achieved when introducing a particular novelty, classification of innovations by the level of perception by the consumer is important (Fig. 6).

The absolute novelty of innovation is defined in the absence of its analogues in the international market. The example of this variety of innovations in the hotel industry is the introduction of provision of virtual attendance services at conferences or business meetings, virtual travel.

Relative novelty means that innovation has been applied to other objects or one of the elements of the product system has been updated in the process of ongoing modernization. This group can be represented by previously considered examples: the use of robots in providing services to hotel guests, electronic keys MobileKey, etc.

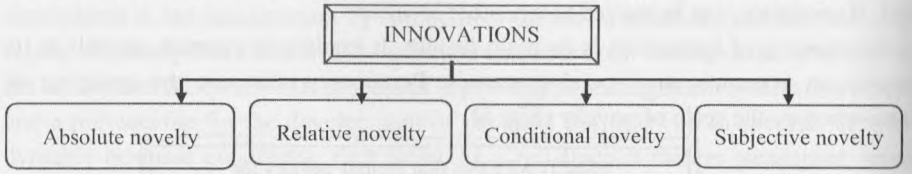


Figure 6. Classification of innovations by the level of perception

Conditional novelty arises due to an unusual combination of previously known elements. An example of such an innovation may be the introduction of the Apple Watch app. The novelty has the form of TripAdvisor Apple Watch, which is available in the App Store. The new version of the app is available for TripAdvisor reviews, ratings and photos of hotels, restaurants, memos, and more on TripAdvisor [22]. Users are well-known for working with computer programs that offer similar service options. Recently, a significant number of such applications have appeared on mobile phones. Novelty is one of the variants of the combination of known elements.

Subjective novelty of innovation is manifested for certain consumers who were previously familiar with this product. An example of such innovation in the hotel sector is the implementation of Pay-Touch technology (Hotel Ushuaia Ibiza Beach, Spain). The technology of «electronic bracelets» RFID [20] has proven itself well and has gained particular popularity in nightclubs. However, its essential disadvantage is the use of bracelets themselves – the need to constantly wear them on hand. Therefore, the management of the brand Ushuaia decided to improve technology and implement automatic registration using fingerprints. As a result, users are familiar with the product itself, but it has acquired a subjective novelty for them in implementing a new way of cheking in.

Depending on the nature of innovations, scientists determine the type of mechanism for their implementation as single and diffuse ones. Single units are implemented by one consumer, and diffuse ones are on several objects. The introduction of the novelties implies the ultimate result of providing the appropriate effect. Modern innovation considers the possibility of providing them in several directions. Depending on the purpose, innovation is aimed to increase the efficiency of production, improve working conditions, improve its productivity, competitiveness, etc. Such a grouping provides an opportunity to characterize the innovation needed in identifying the strategic, tactical or operational objectives of the innovation strategy.

In accordance with the purpose, which is implemented, innovations can be classified by the type of the resulting effect (Fig. 7).

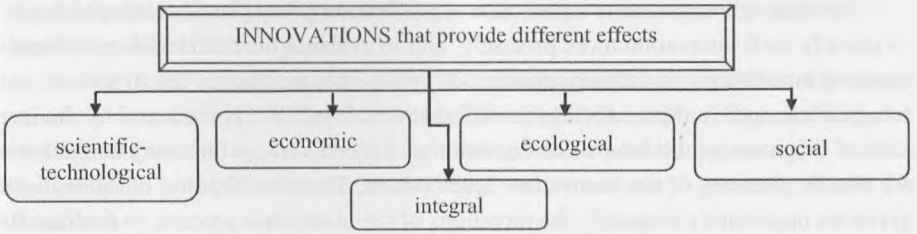


Figure 7. Classification of innovations by the resulting effect

The classification of innovations considered by the authors represents only some directions of grouping innovations by certain features. Nowadays there is a vast majotiry of approaches but they are less used in the hotel industry.

Innovations provide the possibility of strategic needs realization in perspective. The purpose of such a strategy is to increase the competitiveness of the enterprise. Therefore, scientists try to develop a single classification of innovations, which would include the possibility of taking into account three basic characteristics:

– target (What is the purpose of innovation?);

– external (What is the form of implementation of the innovation?)

– structural – production, social sphere, management (Where can innovation be applied?).

A target characteristic gives an answer to the question of what is the purpose of innovation: the solution of current tasks or future ones. The urgent need for innovation is considered by the existence of a crisis of management and the need of this crisis elimination with the help of innovation.

Innovations are related by the nature and methods of managing the sphere of economic activity: science, production, investment, product sales. In addition, they define the essence and specificity of innovation processes and, accordingly, the peculiarities of their management. In the process of creating an organizational and economic management mechanism, it is necessary to account for the number and features of the innovations that make up these processes. Therefore, the classification of innovations is an important stage in their analysis. The need for systematization determines the complex nature of innovation, their multifaceted nature, the diversity of spheres and methods of use. The questions of their typology are very important both for theory and for practice. Classification of innovations by different groups not only specifies the structure of the object, but also reveals problematic connections in it.

Recently, a tendency towards a comprehensive consideration of the classification of innovations has been reflected. Scientists are trying to systematize the existing

directions of grouping innovations and present them as a single scheme. However, so far there is no consensus on such taxonomy.

Attributing innovation to a particular classification group provides an opportunity to identify each innovation more precisely, and to evaluate the correlation of different types of innovations in different spheres of public life, to identify the dynamics and trends of changes in these relations in different developmental periods and to obtain a kind of diagnosis of the innovative condition of the economy, which may be the basis for further planning of the innovation development. The classification of innovations gives the opportunity to specify the directions of the innovation process, to evaluate its effectiveness comprehensively, to form economic mechanisms and organizational forms of innovation activity management, to identify the means of realizing innovations in the market, to identify the relation to the type of innovation process and certain innovation strategy.

CONCLUSION

The modern classification of innovations is characterized by a variety of features and a variety of approaches. However, the establishment of the affiliation of a particular innovation has the great importance for the identification of general innovation priorities and contributes to the prediction of innovative strategies. Considered modern classifications of innovations give the opportunity to expand them considerably by improving existing features and adding new ones.

The rapid growth of innovations in the modern world and the need for their classification in certain groups are established. The necessity of estimation of the orientation and efficiency of innovations in the hotel industry are determined.

The necessity of estimation of the orientation and efficiency of innovations in the hotel industry are defined.

The expediency of using the classification signs of innovations in the hotel business in the initial stage of their forecasting is defined, which will allow to strengthen certain characteristics of innovations.

The grouping of innovations by the certain features of the use of a number of approaches is not sufficiently widespread in the hotel business. Therefore, at the next stage, the authors will attempt to expand these approaches to the hotel industry.

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EVENTOLOGICAL SCORING FOR METHODOLOGY FORMATION TO PROVIDE FINANCIAL STABILITY FOR ENTERPRISES AND ORGANIZATIONS OF CONSUMER COOPERATION

Introduction. The scientific literature presents different classifications of financial stability indicators, but they do not take into account the peculiarities of the observable object i.e. enterprises and organizations of consumer cooperation. Therefore, we consider it practical to offer the method of selecting such indicators for enterprises and organizations of consumer cooperation. The peculiarity of the logical-deductive system is the singling out the specific top-level indicator that gradually consequently may "split" (divide) into lower rates indicators affecting the key indicator of consumer cooperation activity. The indicators identified due to statistical selection are the basis for the empirical and inductive systems formation.

The distinctive features of models measuring achievements are the following: using quality indicators in their structure, focusing on future events as well as coverage of different activity areas of enterprises and organizations of consumer cooperation (financial, social, economic, trade).

Due to the above-mentioned aspects, it is logical to formulate the selecting algorithm of financial stability indicators for their use in financial controlling implementation into the consumer cooperation system.

Analysis of financial controlling instruments has revealed the special role of indicators system during the implementation, monitoring and strategy evaluation enabling to represent the strategy of enterprises and organizations of consumer cooperation as a set of interrelated values that fully reflect its progress towards achieving the goals and objectives.

The objective of the given article is to substantiate the theoretical foundations of methodology to provide financial stability of enterprises and organizations of consumer cooperation based on eventological scoring.