

Innovative development models of the hospitality and tourism sphere in Scandinavian countries in the conditions of new economy

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Abstract— The article studies the categories of innovative products in the sphere of hospitality and tourism, which provide modernization and improvement of the quality of services provided in the studied industry. It considers the direction of innovation within the concept of sustainable tourism development, and also proves the importance and necessity of technology in tourism innovation. It suggests that there should be institutional innovation models in each country that form the innovative potential of the economy of a single country.

Key words - innovation, innovation process, innovation model, hospitality and tourism, technology, Canadian countries, the concept of tourism development, ecological tourism, health tourism.

I. INTRODUCTION

This study is part of an extensive research work on the development and strengthening of the image of sustainable tourism on an international basis, in which the Scandinavian countries are studied as an example of an advanced center for the development of sustainable tourism. Sustainable tourism serves as a driver for the creation of a sustainable innovative economy and general sectoral innovative development.

This study is aimed at the prospect of the Scandinavian experience spread in Russia, where the characteristics of the tourist and recreational potential correlate with the characteristics of the northern countries of Europe.

II. METHODS

The hospitality industry of the Scandinavian countries, which is the main subject of this study, is known for a large number of small enterprises that successfully operate within the concept of sustainable tourism development. Surely, in the

Scandinavian countries there are fairly high prices for travel and hotel accommodation, nevertheless, Scandinavian tourism ensures the creation and distribution of radically new tourism products within the concept of sustainable development. The most successful, relatively recent example is the "ice hotel". This concept of hotel enterprises already exists in some countries, and it continues to expand.

The four interrelated elements of the innovative development models study in the field of hospitality in this article are:

1. Product or service innovation related to the concept of sustainable tourism.
2. Diversification of the product, which expands the concept of healthy recreation and sustainable development of tourism.
3. Technological innovations and new methods of providing services.
4. Institutional innovations as the basis for the development of the hospitality and tourism sphere in the new economy conditions.

The study is organized by examining case studies in each of the Scandinavian countries. The purpose of the study was to carry out close cooperation with local leaders of a diverse research structure. The authors interviewed 110 respondents (24 in Denmark, 26 in Finland, 20 in Iceland, 25 in Norway and 15 in Sweden). Interviews were carried out both by means of virtual communication and by means of personal contact. Interviews were conducted with key participants, such as entrepreneurs and businessmen, civil officials, representatives of tourism management organizations, representatives of non-governmental organizations, etc.

The classical theoretical approach in cooperation with the experimental method of research allowed to correctly

determine the product, process, management and marketing innovations, encounter with specific cases led to an improvement in the results of observations in the field of hospitality and tourism. Thus, the most accurate description of innovative models in the sphere of hospitality and tourism of the Scandinavian countries influencing the sustainable development of the economy in modern conditions was determined, which allowed to draw conclusions on promising areas of adaptation of international experience in this field in Russia.

Developing research, in the field of innovation development of the hospitality industry, perform a scientific and applied role from the point of view of conceptual foundations and help in understanding the driving forces of the development of this sphere. The works of scholars Weidenfeld, Williams and Butler (2010) and Martin (2004) are interesting and useful examples of such studies. However, in order to improve the understanding of the nature, content and relevance of innovations in the field of hospitality, it is necessary to analyze more specific theories. The best examples can be studies aimed at the development of domestic tourism, namely, the construction of a cable car for the development of sports recreation in one of the regions of Norway, scientist Mayer (2013); the organization of an innovative tourist camp by the Swiss explorer Blichfeldt (2013); Dane Ronningen (2015) addressed the role of tour operators in innovation in the market for small and medium enterprises. Other recent examples draw attention to specific innovations and innovative spread in the hotel and restaurant sector [4].

Tourism and hospitality are rapidly developing related sectors of the economy. Considering the tourist product, service, process, various innovations, one can feel some anxiety in the context of the research, since this product / service / process may become the prevailing trend and be simplified to such an extent that it will no longer deserve the term "innovative" because here innovation dynamics will be implied (the theory of "Innovation dynamics" of Utterbek (1994)). Sometimes, when innovations are significant, such as the development of Disney theme parks (Vasco, 2001) or the sale of tour packages introduced by Thomas Cook (Brandon, 1991), they are often called radical - in the sense that they challenged everything that was established and familiar in tourism and hospitality [6]. The article attempts to understand the possibilities of introducing innovations in the field of hospitality in a short time, as a result of which the process of strengthening the country's economy or its stabilization will be carried out.

It should be noted that the continuous development of a new unique final product is necessary in order to maintain the attractiveness and competitiveness of the enterprise. If unique attractive features are associated with higher customer demands, the flow of new products and services, new delivery methods, new marketing strategies and new organizational forms will be decisive.

III. MAIN PRODUCT AND SERVICE INNOVATIONS

At present, hospitality and tourism enterprises are trying to focus on developing new products and services that will be popular among extremely demanding customers. Often,

tourism innovation is the result of consumer demand and long work of marketing department.

In most cases, recreational tourism in the Nordic countries is based on the maintenance of the spa traditions and traditions of recreational recreation. Hydrological research is important in maintaining these traditions, because water is an essential element of recreation. The key task, therefore, is the modernization of the usual equipment for the water quality improvement, as well as the active interest of the person in this.

"Myvatn's Natural Steam Baths" in Iceland is one such example. They were found in vapor emanating from the earth. In 2004, plastic equipment around ancient natural steam resources and baths became available to all visitors. In the center there is a swimming pool with blue thermal water, which is supplied by the National Energy Company. There are also wells nearby that supply steam pressure, which drives energy turbines and delivers electricity to local production facilities. In the same way, steam enters directly into the pool. The excess water is released to the roadside spaces of the main ring road, which runs across the whole territory and that gathers crowds of people who want to see this and take baths. All this contributed to a further increase in demand and, analyzing the marketing strategy, this landmark became attributed to the tourist wellness recreation.

Another important component of innovation in hospitality and tourism in Scandinavia is associated with spa products. Hotel Attolanhovi SPA in Finland is located on the shores of Lake Saimaa and offers accommodation, food and wellness services. The unique idea of this enterprise is the "Mini-bar for self-care". The purpose is to provide guests with the conditions so that they can take care of themselves, even in the room. In addition to the "self-care bar", guests have the opportunity to purchase all the cosmetics in the on-site shop. The main ingredients of cosmetic products are cloudberry, black currants, cranberries, blueberries, lingonberries, birch, heather and peat. All raw ingredients are collected in the arctic zone; Trees and berries are used in such a way as to preserve nutrients and vitamins during the short and intensive harvest season. Cosmetic companies also collaborate with the Nature Conservation Association, the Federation of Allergic and Asthmatic Diseases - independent public health organizations. The manager of the Anttolanhovi hotel declares that the cosmetic products in their hotel correspond to the business concept of sustainable tourism development [2].

The Copperhill Mountain Lodge hotel in Sweden conducts consistent work on service design, as components of an innovative product, and actively engages all its intangible assets. Well-designed spa hotel soothes guests. Like many other spa hotels, it has a room for relaxation and contemplation, so that a person can recuperate and recover, and leave inspired, full of energy. The culture of the locals is an inspiration for the main idea of the SPA and represents 4 natural elements [5].

1. Land - SPA hotel is built of wood and other natural materials. The color solution is soft, as wood and stone dominate, there is also pine and slate. The treatment rooms are decorated in the style of the local wigwam, where a visitor can relax and feel the aroma of birch oil, to the sounds of national music.

2. Water. The hotel has hot springs with mineral water both outdoors and indoors.

3. Fire. The hotel has an open fire space, representing the unity of warmth and love, relaxation and activity.

4. The sun. Sunlight in the hotel penetrates through panoramic windows. Visitors can also go out of the sauna to the street to take a dip in the snow, relax in a hot spring overlooking the mountain Areskutan.

The idea of a unique recreational holiday in the concept of sustainable tourism development appeared in the Institute of water sports in Finland, which is located in the Jyväskylä region. The idea is to develop new sports and the necessary sports water equipment. The institute is also the leader in the field of education of instructors of various water sports, such as: sports water run with a special belt, with a trampoline immersed in water. Such training and special exercises were the idea for new water sports: AquaBox, Aquatrim, Aqua Harmony, Aquackick-rock, Aqua-jogging, Aqua-dances, Aqua-capoeira, Aqua-fank, and Aqua Pilates. Also there has been developed a new equipment for training in the water. Prototypes of new equipment for exercise as a test version were borrowed from those that are in the pools of Finland. The Institute also conducted competitions for guests, and then found out which of the exercises they remembered the most. All this was the beginning for new approaches to the use and improvement of innovative equipment. Innovative products have been slightly modified, thanks to the proposals received.

The listed examples show that the developed innovative services include various quality parameters; that this type of innovation is one of a kind, and it opens up a large number of possibilities. It should be noted that the various cultural elements and inspiration from nearby natural objects create a general direction of development. Turning to the new, changing needs of consumers, it is worth saying that innovative research is aimed at improving not only health services. The hospitality and tourism sector in the Scandinavian countries needs well-paid labor resources. This is a special area requiring great effort. As a result, the Scandinavian tourism business attempts to abstract away from the usual labor-intensive goods and services and to achieve a quality level in the field of unique self-service. It can be assumed that further similar development will positively affect the development of the tourism industry and the economy of each individual country. Undoubtedly, a lot here will depend on the influence of the state and tourist flows.

Product diversification

The peculiarity of the successful development of the hospitality tourism sphere in Scandinavian countries is the availability of various resources necessary for the formation of unique products and services. In eastern Finland, for example, efforts are focused on solving the problem of health improvement rest stagnation and encouraging people to be more interested in their well-being. This is achieved through the construction of recreational saunas in the forest, the creation of hiking routes, the provision of sleds and skates for skating on frozen water, etc.

In Eastern Finland there is a range of services and products related to the wider spread of health improvement rest on the lakes, and which are quite popular as components of nature tourism.

In Sweden, representatives of the hotel and tourist business are continuously working on the diversity of their products and services in order to attract customers and extend the tourist season. Recently, the largest Zipline park in Europe has been constructed. "Zipline" is a cable car that allows the visitor to feel flying. The visitor rises 60 meters above the ground and moves along the road at a speed of 70 km / h. The program also includes an ecological tour. The essence of this tour is that guides share their knowledge about the environment, flora, fauna and history of the company [3].

In order to expand the client base, in the same Sweden, the non-profit organization Totalskidskolan was created, which was not something surprising, but offered unique services of a ski school that hosted people with disabilities. The main idea of the school is skiing for everyone. For anyone who will be interested, there is an opportunity to ski through the snow, enjoy nature, feel the joy of skiing. The organization has children's ski camps, spends ski weeks for young men during the entire winter season. The presence of the modern equipment does not affect the price of school services. The company subsidizes all costs in its specially designed equipment.

The level of well-being has now gained positive momentum, and the above examples demonstrate that business diversification is aimed at attracting customers, extending the tourist season, and expanding the range of tasks. The common business of the Scandinavian countries inhabitants requires each company to focus on entering the market under any climatic conditions. The next, more difficult step in this direction is to focus on the development of the medical sector in this region. Despite the fact that in European countries all medical institutions are already well equipped, effective and promising diversification is possible only by focusing on the details of the development of the entire market, for example, in the field of sports medicine. Thus, there are additional opportunities to expand the impact of innovative technologies on the tourism industry in Scandinavia.

1) TECHNOLOGICAL INNOVATIONS AND NEW APPROACHES TO THE SERVICE ORGANIZATION

Speaking of the Scandinavian countries, the availability of a large amount of technology is important because of the high labor costs, which affects the overall state of the hospitality and tourism industry. But some processes do not need high-cost labor resources. The innovation process includes the introduction of new technologies, which leads to the provision of more rational services than before. Many innovative laboratories and enterprises are working on this. Many objects are at the stage of development or testing, but they are already attracting the interest of the audience and show the direction of development of innovative technologies in Northern European tourism.

In the Jyväskylä region of Finland, a business technology called FIRSTBEAT (Sports Technology Achievement) produces products and services that allow you to monitor your health. The company collaborates with a Finnish heart rate monitor manufacturer. With this software, one can estimate the intensity of physical exertion, the stress experienced and the need for recovery, with the aim of improving health. Innovation has been tested in a tourist recreation in the Jyväskylä region.

Advanced technology quickly entered the sectors of sports, recreation and health improvement. But tourism as a whole has a very modest effect so far. In one of the laboratories in Denmark, the rehabilitation needs of people who have been in the process of treatment for a long time (for example, in the surgical department) are monitored. Training is necessary not only to restore health, but also to get in good physical shape. Being outdoors can even increase the effectiveness of these workouts. And those who are still at the stage of treatment can go on special routes or visit health centers, looking at modern technologies. Innovative technologies provide communication with medical personnel. In addition, technologies empower users and make it clear to a person how their rehabilitation is going. In particular, there are applications for smartphones that help patients. However, the support of professional medical institutions is the most difficult obstacle to the planning and implementation of the above ideas.

The technology associated with touch sensors is indicative of other areas of product innovation. Sensors can be used for many purposes. Vuokatin Aateli in Finland concentrates on the production of high-quality sensors for accommodation facilities: villas and apartments. The company uses the latest technology in luxury rooms. Carbon dioxide in the measuring device is necessary in order to change the temperature in the room to a comfortable one for the guest. The manager, being at a distance, can help the guest, in case of any problems with the equipment. In addition, the system warns the manager if the guest forgot to turn off the water or left the window open during the cold season. Such systems allow owners of accommodation facilities to monitor housing and maintain order for future guests to arrive.

Various technologies are also used to track the movement of tourists, in order to understand their behavior and to adapt to their habits. For example, in Sweden, information technologies were used not only to obtain information about the movement of visitors in the winter, but also to learn more about people who prefer traditional alpine skiing. GPS devices show where visitors spend their time. The development of technology is also aimed at new concepts and product development with the input signal and the ability to leave comments by customers.

Institutional innovations

Industry innovations are associated with the creation of new forms of cooperation and new developments that no one has ever seen. The goal of sectoral innovation is to obtain benefits — economic benefits in terms of visitors, but there are some consequences. Industry innovations are often associated with overcoming industry barriers or some kind of psychological framework, as well as regulating the interactions of enterprises.

The interaction and cooperation of various business sectors, for example, in Finland takes place in the recreational sauna sector. The concept is aimed at the creation of new types of business activities in Finland and at the same time the name of Central Finland, as "the province of saunas". Saunas of Finland appeared as a network business. Strengthening cooperation between different actors led to the creation of a whole association around the concept of saunas. The goal of the association is to promote Finnish culture, to support the development of services related to recreational activities, and

also to support new entrepreneurial activities. The concept is aimed at bringing together people from different business areas to create new types of entrepreneurship. Stakeholders in this field believe that the creators of Finnish saunas play an important role in the field of hospitality and tourism.

Well-being is most often associated with the ability to properly relax, because stress at work is a serious problem for many employees and, as a result, for their employers. To combat this problem, new attractive services are developed in one of the laboratories in Denmark. Professionals in problems of stress believe that many need to take a full "time out" in their work, away from home, everyday tasks and responsibilities. Many hotel complexes are ready to offer services and accommodation facilities away from home. However, in order for the enterprise to function as a health complex, it is necessary to coordinate the selection of an effective stress therapy and training, nature training and healthy nutrition. Such service as individual therapy is expensive, and many people cannot afford it. Therefore, laboratory developers are trying to cooperate with insurance companies, large enterprises and government agencies in order to reduce overall costs, as well as to attract more potential customers.

The concept of well-being is connected with the development of business, the development of regions and cities. Consider the Swedish project "Åre's vision" - 2011. This is a strategic plan focused on a rather unconventional way of organizing public – private cooperation. Attention is focused on the role of local government and makes the latter even more remarkable. The project includes a very influential group of private businesses and seeks to use the minimum amount of official data, which may indicate a lack of democratic transparency [1].

It should be noted that the border between the public and private sectors has been very blurred before. For example, the local government decided to support the establishment of a club in a holiday home, and this was criticized because the costs could affect traditional public investments, such as schools and health care. It is clear that a project of this scale could hardly be successfully implemented without any cooperation and efforts of the local authorities. This form of management can be described as an innovation process. A public-private partnership, with an informal, but highly influential character, defines certain rules for sharing resources, such as information and knowledge. This is necessary for the successful development of seasonal health concepts.

The industry innovations mentioned in this study are aimed at re-using and productively upgrading existing resources, including in the areas of knowledge, financial flows, purchasing power and advertising. The relevant subjects in the Scandinavian countries are development zones of sectoral innovation. It became obvious that the results of research conducted in the Scandinavian countries strengthen the general welfare and support the public sector in the development of northern health products. It is surprising that in Scandinavia, the traditional health sector has merged with hospitality and tourism, in particular health. One of the driving forces is the fact that the unhealthy way of life is a threat to the provision of publicly-funded health services, and therefore

a broader view of what contributes to good health and is mandatory. Moreover, such successful effective cooperation allows the entire tourism industry to develop more rapidly, to provide steadily growing financial revenues from the hospitality and tourism sector, with the result that the economy of each country in the Scandinavian region will receive additional incentives.

Stakeholders in the development of innovative laboratories and institutions, for the most part, are people inclined to innovate, who are willing to cooperate with other organizations to achieve results. However, taking into account the needs of customers and the characteristics of unique zones in the Scandinavian countries, there are still areas of interest for future development. The commercial and public sectors contribute to a range of innovative tasks, the following emphasizing the need for a broader and more comprehensive strategic approach:

1) Stimulating curiosity and learning that require new organizational features. Some tourists want to better understand the nature of environmental health recreation. This may include searching for resources, places of recreation, for example, through websites, brochures, books, television programs and applications for smartphones. Thus, there is a need for practice in organizing recreation and behavior in formal and informal meetings.

2) Design of ecological health routes. Ecological health routes can be products of an organization that combine a variety of resources: places for quiet pastime, places of spiritual strength, areas with healing plants or archaeological sites, places that offer opportunities for various types of physical activity and, of course, traditional commercial offers, such as spas, ecological accommodation facilities and healthy food.

3) Create events with broader industry ranges. Opportunities to invent exciting, entertaining and interesting activities in relation to environmental education and health improvement have not yet reached an acceptable level. Ecological and health exhibitions can, for example, bring to the market tourism products, as well as other types of products and services. Festivals can focus on environmental protection, healthy food and food. Practical activities related to naturalism, attract both children and adults and may be of interest to new groups of consumers. Sports competitions can activate large groups, for example, in terms of weight loss programs. Further, from the point of view of education, courses, seminars and trainings can be organized, with the goal to develop ideas, manage and improve the well-being of citizens.

Thus, in Scandinavia, there are great opportunities both to further develop innovation, with the inclusion of technology, and in terms of institutional changes. The close mutual cooperation of the state, commercial organization and industry representatives will allow to achieve active and highly competitive development of the tourism industry, and, as a consequence, the economies of countries. Moreover, in this way, cooperation should create hospitality and tourism services that will satisfy human needs for a balanced lifestyle, harmony and recovery. Future research is needed to ensure industry progress in the Scandinavian hospitality and tourism industry. This experience can be successfully borrowed in Russian

practice, taking into account the great opportunities for ecological and health tourism in our country.

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