

KLAIPĖDA UNIVERSITY

Edita Baranskaitė

**THE EVALUATION OF THE ECONOMIC IMPACT OF
TOURISM INNOVATIVENESS**

Summary of Doctoral Dissertation
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Scientific supervisor:

assoc. prof. dr. Daiva LABANAUSKAITĖ (Klaipėda University, Social Sciences, Economics – S 004).

Editors:

Romualda Nikžentaitienė

Sandra Sirvydienė

Vitalija Milkerytė

Dissertation Defence Board of Economics (S 004) Science Field:

prof. dr. Vytautas SNIEŠKA (Kaunas University of Technology, Social Sciences, Economics – S 004) – **chairman**;

prof. habil. dr. Valentinas NAVICKAS (Kaunas University of Technology, Social Sciences, Economics – S 004);

prof. dr. Gražina STARTIENĖ (Kaunas University of Technology, Social Sciences, Economics – S 004);

prof. dr. Maija ŠENFELDE (Riga Technical University, Social Sciences, Economics – S 004);

prof. habil. dr. Pranas ŽUKAUSKAS (Vytautas Magnus University, Social Sciences, Management – S 003).

The official defence of the dissertation will be held at 10:00 a.m. on 23rd of April, 2021 at the public meeting of Dissertation Defence Board of Economics Science Field in *Aula Magna* Conference Hall at Klaipėda University.

Address: Herkaus Manto str. 90-2, LT – 92295 Klaipėda, Lithuania.

Phone: (+370) 46 398 936; fax. (+370) 46 398 999; e-mail: mokslas@ku.lt.

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VERTINIMAS**

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Mokslinis vadovas:

doc. dr. Daiva LABANAUSKAITĖ (Klaipėdos universitetas, socialiniai mokslai, ekonomika – S 004).

Redagavo:

Romualda Nikžentaitienė

Sandra Sirvydienė

Vitalija Milkerytė

Ekonomikos (S 004) mokslo krypties disertacijos gynimo taryba:

prof. dr. Vytautas SNIEŠKA (Kauno Technologijos universitetas, socialiniai mokslai, ekonomika – S 004) – **pirmininkas**;

prof. habil. dr. Valentinas NAVICKAS (Kauno Technologijos universitetas, socialiniai mokslai, ekonomika – S 004);

prof. dr. Gražina STARTIENĖ (Kauno Technologijos universitetas, socialiniai mokslai, ekonomika – S 004);

prof. dr. Maija ŠENFELDE (Rygos Technikos universitetas, socialiniai mokslai, ekonomika – S 004);

prof. habil. dr. Pranas ŽUKAUSKAS (Vytauto Didžiojo universitetas, socialiniai mokslai, vadyba – S 003).

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Adresas: Herkaus Manto g. 84, 92294 Klaipėda, Lietuva.

Tel: (+370) 46 398 936; faks. (+370) 46 398 999; el. paštas: mokslas@ku.lt.

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INTRODUCTION

According to data of the World Bank (2018), the importance of the services sector to the global economy is constantly increasing. Between 2006 and 2017, the value added of services in GDP has increased by almost 4% (from 61.5% to 65.1%). It is related to both changes in the economy and a changing lifestyle, a new generation of consumers.

Generational changes shape the changes in the market, determine transformations, and change the economic situation. Currently, market changes are largely determined by the Millennials, also known as Generation Y, or individuals born between 1980 and 1996 (Dimock, 2019), who now constitute the largest population on the planet (Purani, Kumar, Sahadev, 2019). These consumers have grown up surrounded by innovation, modern technology, the Internet, and social networks. Their habits and decision-making processes are different from previous generations. The impact of demand created by this generation on the services sector, tourism, and the economy is different. Research by Goldman Sachs (2016) has found out that due to higher unemployment current society has less money at its disposal than previous generations; therefore, consumers tend to create and use a new generation of innovative services providing access to products rather than acquire their own property; a sharing economy is developing.

The services sector is developing intensively. Changes in the demand generated by innovative consumers also lead to transformations in the tourism sector. Tourism is changing fundamentally. A study by GFK SE and Airbnb Inc. (2016) has identified that modern consumers give higher financial priority to travelling over savings to buy a home, a car or even paying off debt. Total spending on tourism is increasing, but the amount of money spent per travel is decreasing. Modern technology and innovations are eliminating the need of tourism intermediaries, as 75% of respondents in each country prefer creating their own routes to contacting tour operators.

Due to the changed needs of consumers, the demand for innovation consumption is increasing, which in turn encourages the tourism sector to innovate. The development of consumer-driven innovativeness in the tourism sector becomes possible by the rapid development of advanced technologies and the falling cost of technology. Innovativeness creates benefits for consumers and businesses. The results of the study by “General Electrics” (2017) reveal that in the next 10 years innovativeness will improve the quality of the population in 4 areas: communications, health, job market, and environmental quality. Businesses respond to changes in the demand for innovation and it helps to achieve

better economic results. A study by Kazaks, Shi and Wilms (2017) notes that companies have higher revenue growth through innovative products.

In the tourism sector, innovative solutions are applied before, during, and after the trip. Innovativeness in the tourism sector is mainly used for planning the trip through various online platforms or mobile applications. Innovativeness is becoming a necessity in the tourism sector. A report by the “Pacific Asia Travel Association” (PATA) and “Oxford Economics” (2018) states that 80% of travel is organised online. The importance of innovativeness is increasing rapidly.

The expression of innovation is captured in increasingly diverse processes. Both technological and non-technological innovations are applied. This is because tourism businesses need to adapt to changing market conditions and to offer a new generation of modern services. Innovativeness is believed to be the only way to achieve this. Innovativeness is a tool that can help tourism businesses increase market competitiveness and achieve economic benefits. The evolution of the consumer and tourism industry, determined by innovativeness, is leading to changes in the economy, however, the evaluation methodologies are still lacking.

The research problem and the level of its investigation. Since the end of the 20th century, when tourism due to its extremely rapid growth rates was recognised as a 20th century phenomenon, more attention has been paid to the scientific research of tourism and the evaluation of its economic impact. In modern tourism market, innovativeness is associated with acquiring and strengthening competitiveness which in turn increases economic benefits. Although innovation has been widely studied since 1936, its definition is still being improved by various authors (Decelle, 2004; Orfila-Sintes, Crespi-Cladera, Martínez-Ros, 2005; Hjalager, 2010; Rieche, Schön, 1966 – cited in Mei, et al., 2010; Schumpeter, 1934 – cited in Jones, 2008; Mei, Arcodia, Ruhanen, 2010; Vadell, Orfila-Sintes, 2007; Pirnar, Bulut, Eris, 2012; Tigu, Iorgulescu, Ravar, 2013; Lundvall, 1992; Collins, Fahy, 2011; Gallouj, Savona, 2009; Peters, Pikkemaat, 2005).

There are several approaches to evaluating innovativeness. In the research methodology presented by Binder (2019), collaboration and organisational learning are distinguished as key indicators of innovativeness. Oskam and Boswijk (2016) distinguish only collaboration and interpret it as network platforms. Walsh, Lynch and Harrington (2010) present their model and argue that innovativeness derives from organisational culture and climate, strategic orientation and intellectual capital.

Meanwhile, very little attention is paid to the evaluation of the economic impact of innovativeness. The impact of innovativeness and technology has been analysed very abstractly by several authors: Gyurácz-Németh, Friedrich, Clarke, 2013; Brynjolfsson, 1996; Kodama, 1999; Ricca, 2004; Chen et al., 2009.

When evaluating the economic importance of tourism, the main focus relies on three economic functions of tourism: income generation, job creation, and leveling function. Due to the evolution of the Internet, users are said to be taking control by creating the next generation of the web (Zittrain, 2008; Hoffman, Novak, 2009; Virkus, Bamigbola, 2011; Franklin, Harmelen, 2007; Downes, 2005; Virkus, 2008; Metz, 2007; Pink, Shirkey, 2010). Consequently, modern technology and innovativeness change the tourism sector from a seller's perspective to a buyer's perspective; tourism development leads to significant changes in the labour market and income generation (O'Reiley, 2007; Isaias et al., 2008; Abram, 2005). Qualitative changes in the manifestation of the leveling function are due to the fact that travellers have greater access to information resources and can plan trips more easily, which in turn leads to new trends in tourism (Custódio Santos, Veiga, Águas, 2016; Costa, Montenegro, Gomes, 2016; Keller, 2015). Travelers choose countries with the underdeveloped sector of tourism, where a redistribution of tourist regions is taking place (Pechlaner et al., 2014; Marshall, De Villiers, 2015; Chang, Backman, Huang, 2014).

Summarising the results of the research by various authors on the impact of tourism development, it can be stated that the economic impact of tourism is mainly evaluated at the level of the industry branch (the share of GDP, number of jobs, export benchmark). The World Tourism Organization (WTO) applies the criteria for the economic evaluation of innovativeness of tourism industry that focus mainly on the evaluation of infrastructure or supply elements, rather than on enabling of self-service, the evaluation criteria of which would be appropriate to complement the existing methodologies for the evaluation of the economic impact of tourism innovativeness.

The problem of the research. Although a stable increase in tourism flows is observed every year, at the same time it is stated that income generated by tourism industry does not increase at the same rate that is common to the growth of visitor flows. Qualitative changes in tourism activities due to the availability of technology for the general public also lead to an increasing degree of self-service when organising a trip, which inevitably affects changes in the number of jobs created by tourism and the distribution of income in tourism and tourism-related industries. By treating the current stage of tourism globalization as a stage of globalization based on information dissemination and image engineering, where countries compete for the efficiency of information dissemination, it is important to objectively assess the extent to which tourism innovativeness enhances the economic benefits of tourism.

Even though many countries ascribe tourism to a priority industry and invest heavily in innovativeness in tourism business, there are no methodologies for the evaluation of the economic impact of innovativeness in the tourism sector.

The object of the research is the economic impact of tourism innovativeness.

The purpose of the research is to evaluate the economic changes caused by tourism innovativeness on the basis of the latest trends in the expression of tourism innovativeness.

The research objectives:

1. To identify changes in the theoretical concept of innovation as a basis for innovativeness and the expression of the features of innovation in services in the context of the concept of innovation.
2. To establish the criteria for evaluating the economic impact of innovativeness.
3. To analyse the influence of the expression of innovativeness in the tourism sector on the economic impact.
4. To develop a model for the evaluation of the impact of tourism innovativeness on the economy.
5. To verify the model of the evaluation of the economic impact of tourism innovativeness by using correlation analysis, regression analysis, and modeling of structural equations.

Structure of the dissertation. The dissertation consists of four parts and conclusions (Figure 1).

In the first part, the concept of innovation, its development, and directions of analysis are introduced, the classification of innovation is explored. Moreover, the features of innovation services in the general innovation context are distinguished and the directions of the economic impact of innovativeness are studied.

In the second part, the expression of innovativeness in the tourism sector and the potential of innovativeness in tourism are analysed and the areas of the economic impact of tourism are identified.

In the third part, on the basis of the theoretical material, a model and methodology for evaluating the economic impact of tourism innovativeness are developed. The model consists of 3 stages of tourism innovativeness: tourism innovativeness through self-service demand and supply prior to travel decision-making, tourism flows, and economic impact expressed in terms of overall and direct economic impact. The developed methodology consists of 4 stages: the selection of indicators, correlation analysis, regression analysis, and modeling of structural equations. The methodology allows to determine the direction of the impact (which indicators affect other indicators), the extent of the impact, and the general model of the economic impact of tourism innovativeness.

In the fourth part, the model of the evaluation of the economic impact of tourism innovativeness is applied empirically, the verification of the model is

performed. The correlation method is used to select indicators. The methods of regression and modeling of structural equations are used to determine the economic impact of tourism innovativeness; not only the direction of the impact, but also the impact of indicators of tourism innovativeness on the economic indicators are determined.

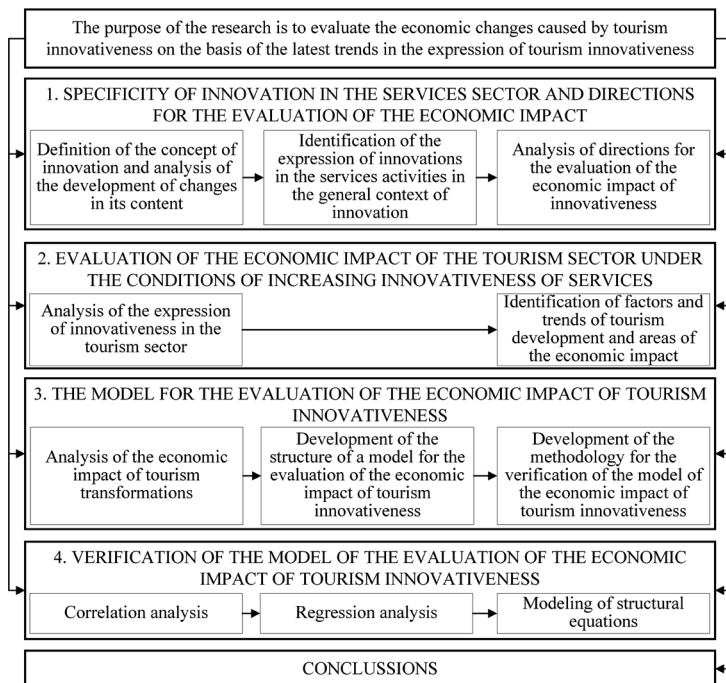


Figure 1. Logical scheme of the dissertation

Methods of the research. In the course of the research, the methods of analysis, synthesis, aggregation, and comparison are used to analyse the theoretical scientific material. The research method of descriptive statistics is used for the analysis of the latest trends in the tourism sector. The research methods of correlation, regression, and structural equations modeling are used to verify the evaluation model of the economic impact of tourism innovativeness.

Novelty of the research. The dissertation explores an area that has been little studied by other researchers – the evaluation of the economic impact of

tourism innovativeness. Distinctive features of the present dissertation in the general context of research on innovativeness are the following:

- The content of innovation, corresponding to the latest concept of innovation, is defined. This definition is important for further scientific research, as previous concepts are based on narrower directions of analysis, and the new definition covers different groups of approaches. The relationship between the concepts of innovation and innovativeness is established by identifying innovativeness as the sum of innovations.
- The classification of innovation is systematised, the expression of tourism innovativeness is established, allowing a clearer understanding of what innovativeness can be and how researchers and businesses should identify innovativeness in the area of tourism or any other business.
- A model for evaluating the economic impact of tourism innovativeness is developed, which can be applied to analyse different groups of countries or different periods. The evaluation model is unique in its components and relies on the tourism process: the use of tourism innovativeness through self-service demand and supply prior to the decision to travel, changes in tourism, and economic impact. In research, innovativeness is usually evaluated through innovation inputs: patents, number of scientific publications, etc. The present dissertation uses the indicators of innovativeness that are difficult to identify and that directly represent tourism innovativeness.

Limitations of the research. Verification of the model of the evaluation of the economic impact of tourism innovativeness requires long-term indicators of tourism innovativeness and economic impact of different countries. The following research limitations have been encountered:

- Different countries follow different methodologies of statistical data calculation; indicators calculated by using different methodologies may distort the research results; therefore, the number of countries suitable for the research is limited as they must be using the same methodology for calculating statistical indicators.
- Some statistical data have begun to be collected only recently or are not collected at all. Only those statistical data that are available can be used to verify the model of the evaluation of the economic impact of tourism innovativeness. Data relevant to the research, such as countries' expenditure on e-marketing, could not be obtained as European tourism departments and other state institutions and statistical departments have stated that they do not have such information.

- Some data (e.g. flight information, activity of tourism companies on online booking platforms, etc.) are collected as trade secrets by private companies (airbnb.com, booking.com, etc.) and, therefore, cannot be disclosed and used in the research.
- Due to the lack of some statistical data in some countries, regression analysis of panel data was not possible.

Continuity of the dissertation research. In order to achieve global verification of the model, it is necessary to select other regions of the world, to collect their independent and harmonised statistical data, and to use them in the developed model of the evaluation of the economic impact of tourism innovativeness. Thereby, it would be possible to determine how the economic impact of tourism innovativeness differs in different regions of the world, to achieve greater data accuracy. A longer-term analysis should also be carried out in the future, as statistical data are currently only available for the period of 2012-2017.

The scope of the dissertation. The dissertation consists of 155 pages, 31 tables, 31 figure, 1 formula, 17 appendices. 376 literature references have been used.

Presentation of the scientific results of the dissertation. The results of the dissertation research have been presented at 7 Lithuanian and international scientific conferences and published in 9 recognised Lithuanian and foreign scientific publications (the list of scientific publications).

CONTENTS

INTRODUCTION

1. SPECIFICITY OF INNOVATION IN THE SERVICES SECTOR AND DIRECTIONS FOR THE EVALUATION OF ITS ECONOMIC IMPACT

1.1. The evolution of changes in the concept and content of innovation

1.2. The expression of innovation in the services activities in the general context of the concept of innovation

1.3. Directions for the evaluation of the economic impact of innovativeness

2. EVALUATION OF THE ECONOMIC IMPACT OF THE TOURISM SECTOR UNDER THE CONDITIONS OF INCREASING INNOVATIVENESS OF SERVICES

2.1. Expression of innovativeness in the tourism sector

2.2. Factors and trends of tourism development and areas of the economic impact

3. THE MODEL FOR THE EVALUATION OF THE ECONOMIC IMPACT OF TOURISM INNOVATIVENESS

3.1. The economic impact of tourism transformations

3.2. Structure of the model of the evaluation of the economic impact of tourism innovativeness

3.3. Methodology for verifying the model of the evaluation of the economic impact of tourism innovativeness

4. VERIFICATION OF THE MODEL OF THE EVALUATION OF THE ECONOMIC IMPACT OF TOURISM INNOVATIVENESS

CONCLUSSIONS

REFERENCES

LIST OF SCIENTIFIC PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

APPENDICES

SPECIFICITY OF INNOVATION IN THE SERVICES SECTOR AND DIRECTIONS FOR THE EVALUATION OF ITS ECONOMIC IMPACT

The evolution of changes in the concept and content of innovation. The analysis of abundant theoretical material on the topic of the concepts of innovativeness and innovation has revealed that the concept of innovativeness derives from innovation and is identified as a feature (Cambridge University Press, 2020; Midgley, Dowling, 1978; Roehrich, 2004). Innovativeness is the sum of the innovations used.

Innovation can be defined as a process of economic, managerial, psychological or technological renewal within a company, initiated by a company or a customer, during which changes result in higher added value and competitive advantage. Historically, the definition of innovation has changed and evolved, with changes in the concept. Four chronological stages of research on the concept of innovation are distinguished: the definition of innovation through novelty (Hall, Williams, 2019; Johannessen, Olsen, Lumpkin, 2001; Kassen, 2019; Peters, Pikkemaat, 2005; Saridakis, 2019; Schumpeter, 1934 – cited in Jones, 2008; et. al.); through the process of interaction (Malerba, McKelvey, 2020; Leckel, Veilleux, Dana, 2020; Müller, 2001; Müller, Zenker, 2001; Rachinger et al., 2019; Tigu et al., 2013; Lundvall, 1992; Feldman, 1999 – cited in Gyurácz-Németh et al., 2013; et. al.); through value creation (Babu et al., 2020; Casais, Fernandes, Sarmento, 2020; Francisc, Bessant, 2005; Gao et al., 2017; Orfila-Sintes et al., 2005; Meneses, Teixeira, 2011; Baden-Fuller, Stopford, 2010; Howells, 2007; Stefan, Hurmelinna-Laukkanen, Vanhaverbeke, 2020; et. al.); and through social progress (Hyvärinen, Keskinen, Levänen, 2020; Mvulirwenande, Wehn, 2020; Sarkar, 2014; Decelle, 2004; Tabarés, Kuittinen, 2020; Tigu et al., 2013; Zhang, O’Kane, Chen, 2020; et. al.). Since the beginning of the scientific analysis in 1934 the definition has become increasingly vague.

Changes in the definition of the concept of innovation have provided the basis for the classification of innovations. First of all, innovations are classified into technological (Lin, Xiao, Wang 2021; Jianmin, Li, 2020; Nelson, Winter, 1982 – cited in Gyurácz-Németh et al., 2013) and non-technological (Meneses, Teixeira 2011; Mothe, Thi, 2010). Further classification becomes less defined. Technological and non-technological innovations are classified into even smaller groups. Technological innovations are divided into technologies of information and communication and other technologies. Non-technological innovations are divided into organisational innovations (management

practices, production methods, and external relations), marketing innovations, methods of change management, and innovations in human capital.

From an economic perspective, innovations are seen as a stimulus for competitiveness and economic growth. In emphasising sustainable economic development, the EU and other third countries perceive them as a priority.

The expression of innovation in the services activities in the general context of the concept of innovation. The specificity of innovation in services is determined by the uniqueness of the services sector. The services sector is characterised by simultaneous production, provision, and consumption of services. The content of services varies according to market demand; close cooperation between production and consumption is inherent. The services sector is also characterised by a high degree of intangibility in the content of products and processes of services; human resources are a key factor of competitiveness. Organisational factors are important for the performance of a services company, the result is mediating between the customer's needs and the strategic goal of the organisation (Chan et al., 1998; OECD, 2005; Chen et al., 2009; Djellal, Gallouj, 1999; Vadell, Orfila-Sintes, 2007).

Compared to innovation in the production sector, the features of innovation in services are determined by the specificity of the services sector: innovation is less defined; it is customer-oriented; it is supported by skills and communication between organisations; social and organisational nature of innovation, less structured innovative activity, and greater employee involvement in innovation processes are common; technological innovations are less common (Bitner, Ostrom, Morgan, 2008; Mattsson, Sundbo, Fussing-Jensen, 2005; Gyurácz-Németh et al., 2013; Thether, 2005; Gallouj, 2002). In the services sector, innovations are manifested as innovations in a process, an integration of a product and services as well as marketing strategies that create value for the stakeholders through new or improved services. Often, product and service innovations are integrated, the boundary between them becomes difficult to identify.

Directions for the evaluation of the economic impact of innovativeness. The economic impact of innovativeness is evaluated in one of the three directions: by evaluating the inputs of innovativeness, by evaluating the microeconomic impact or by evaluating the macroeconomic impact.

The most popular direction for the evaluation of the economic impact of innovativeness is by evaluating the inputs of innovativeness, i.e. expenditure on R&D, number of patents, number of scientific articles, number and duration of implemented innovations, number of staff trainings, various indices of innovativeness and other objectively measurable indicators (Čibinskienė, Snieškienė, 2015; Frietsch, Schmoch, 2006; Knowles, Hansen, Shook, 2008, Kamarudde-

en, Yusof, Said, 2009; Valodkienė, Snieška, Gaidelys, 2011; Liutkutė, Vijeikis, 2014). This evaluation direction measures only innovativeness, but there is a lack of indicators on the results of innovativeness, thus the economic effect is not emphasised.

The direction of the microeconomic impact evaluates the economic impact of innovativeness at the micro level, i.e. at the level of a company (Lin et al., 2020; Mendoza-Silva, 2021; Otto, Ritchie, 1996; Sandvik, Duhan, Sandvik, 2014; Sundbo, 2007; Tajeddini, 2010; Weiermair, 2006). Innovativeness is described as an increase in the quality of goods and services, a share of sales of innovative products. The economic impact is evaluated on the basis of the following indicators: increase in income, increase in market value and share, increase in profitability.

The third direction of the evaluation of the macroeconomic impact of innovativeness analyses: the impact of the number of innovative companies and employment in knowledge-adoptive sectors on GDP, foreign direct investment, the rate of unemployment, the establishment of new companies, export, market share (Bazhal, 2017; Roth, 2009; Zervas et al., 2017; Dosi, 1988; Krušinskas, Norvaišienė, Lakštutienė, 2014). Although this direction of the economic evaluation of innovativeness is the broadest, indicators of innovativeness are questionable because they emphasise innovation inputs, the environment of innovativeness, and the created opportunities to implement innovativeness, but they do not identify and do not evaluate innovativeness.

All the directions for the evaluation of the economic impact of innovativeness are not bound to one particular sector. The discussed evaluation directions and indicators can also be used to evaluate the economic impact of tourism innovativeness.

EVALUATION OF THE ECONOMIC IMPACT OF THE TOURISM SECTOR UNDER THE CONDITIONS OF INCREASING INNOVATIVENESS OF SERVICES

Expression of innovativeness in the tourism sector. The definition and theory of innovativeness in the tourism sector are related to the general directions of research on innovativeness. Tourism sector is closely linked to other industries, thus mutual symbiosis is crucial. Tourism sector accepts and adapts innovations created by other sectors, thereby creating innovativeness that leads to greater added value for the consumer.

The development of innovativeness in the tourism sector occurs due to changing technologies, changes in infrastructure and education, social changes, etc. (Kozak, 2017). The expression of innovation in the tourism sector is based on the improvement of services through modern information technologies.

Computer reservation systems and online platforms designed to increase user convenience have been first introduced in the tourism sector as innovativeness. Later, innovativeness has been introduced through mobile applications designed to increase the availability of online services. Innovativeness in the tourism sector has been expressed through content management systems, enabling users to generate content. A new form of communication has emerged – communication between users by using information technologies. This has changed the consumption of tourism services from a business-to-consumer perspective to two-way communication, which has led to changes in marketing, transformations in the provided services, and changes in the economy. Later, innovativeness has started to be used as a relations management systems to manage communication between the user and the service provider. Most recently, innovativeness has been introduced as an administrative solution to optimise the processes of a tourism service provider.

Recent trends in the expression of innovativeness in tourism reveal that not only the Internet and various applications but also mobile devices are enabled. Computer applications, Internet platforms or mobile applications integrate Internet content on a device used by a consumer, in addition to the technical capabilities of the consumer's mobile device (e.g., NFC, GPS, camera, etc.) (Bilgihan, Nejad, 2015; Rodriguez, Williams, Hall, 2014). As follows, significant additional added value for consumer is created, consumer's needs are more precisely identified and met. Due to the additional added value for the consumer, tourism companies and regions have greater potential for positive economic changes.

Factors and trends of tourism development and areas of the economic impact. The tourism sector is affected by constant changes in the environment, shaping new demand for tourism. The following factors that change tourist behaviour and tourism demand are distinguished: technological (Tanrisever, et al., 2016); political (Demiralay, 2020; Ghalia, et al., 2019); demographic, socioeconomic (Tanrisever, et al., 2016); and other. New types of tourism are emerging, such as leisure and holiday tourism, business tourism, cultural tourism, ecotourism, heritage tourism, rural tourism, study tourism, religious pilgrimage tourism, spa tourism, medical tourism, visiting friends and relatives, agro-tourism, sports tourism, etc. (De la Hoz-Correa, Muñoz-Leiva, Bakucz, 2017; Paresishvili, Kvaratskhelia, Mirzaeva, 2017; Richards, 2018; Timothy, 2018; Tovmasyan, 2016).

The change in the trends of tourism has an economic impact. The following directions of the economic impact of tourism are distinguished: investment, job creation, national product, the country's balance of payments, and leveling function.

THE MODEL FOR THE EVALUATION OF THE ECONOMIC IMPACT OF TOURISM INNOVATIVENESS

The economic impact of tourism transformations. In the course of the analysis on the economic impact of tourism transformations, it has been found out that the tourism sector is transforming due to the changing consumer. In order to remain competitive, businesses and countries increase innovativeness which in turn determine the changes in tourism. Changes in tourism have been identified to lead to changes in GDP and employment, but there is also an indirect economic effect. Studies conducted in different countries (Maradana et al., 2019; Maneejuk, Yamaka, 2020; Yüzbaşıoğlu, Çelik, Topsakal, 2014; Divisekera, Nguyen, 2018; Mačerinskienė, Mikaliūnienė, 2014; Valls, Parera, Andrade Suárez, 2012; Martínez-Román et al., 2015) have confirmed that innovativeness and tourism innovativeness have positive economic impact at the microeconomic and macroeconomic levels.

Structure of the model of the evaluation of the economic impact of tourism innovativeness. The model of the evaluation of the economic impact of tourism innovativeness is developed with reference to the expression of innovativeness in the tourism sector and latest trends. It has been found out that the greatest economic impact is caused by innovativeness in tourism before the trip (Capacci, Scorcu, Vici, 2015; Sirakaya, Woodside, 2005; Karl, 2018; Gursoy, 2019; Nie, et al., 2020), i.e. innovativeness determining the decision to travel. Innovativeness, used by tourism businesses, countries, and other consumers of tourism, creates a self-service supply. With the help of innovativeness, a potential tourist is provided with information and knowledge about tourist location and tourism services; by using innovative means there is an opportunity to order and manage tourism services. Meanwhile, innovativeness is also important for creating the self-service demand – a potential tourist uses innovative means to find, acquire, and manage necessary information about tourism services. Combining innovativeness-enabled self-service supply and demand, a decision to buy tourism services and spend money is made. Accordingly, inbound tourism and expenditure in a particular location are increased. All this has a direct overall economic impact.

There has been developed a model for evaluating the economic impact of tourism innovativeness, indicating that tourism innovativeness leads to changes in inbound tourism, which in turn lead to changes in the economy, i.e. create an economic impact (Figure 2).

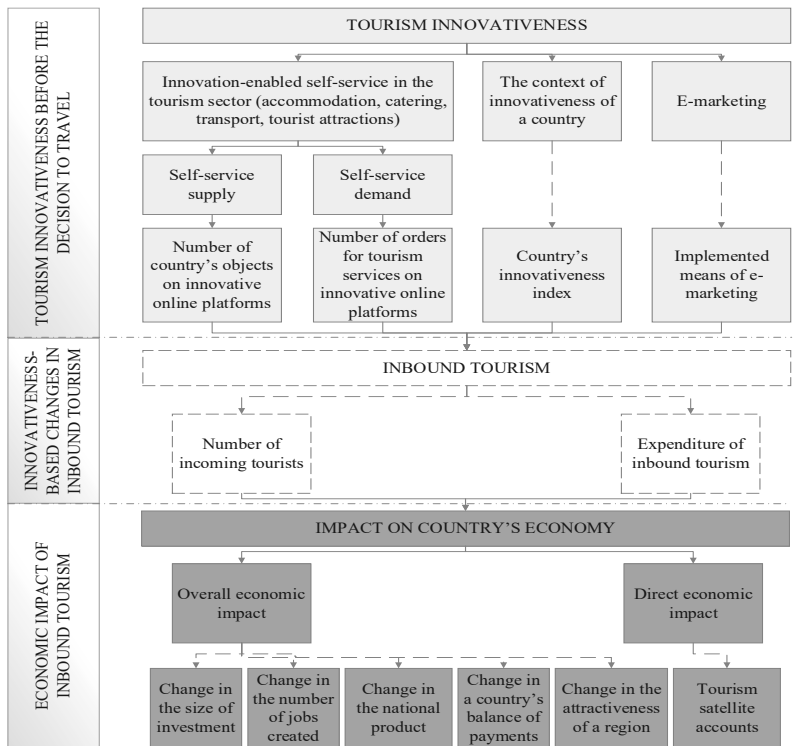


Figure 2. Model for evaluating the economic impact of tourism innovativeness

The model takes into account innovativeness through self-service, the context of innovativeness of a country, and E-marketing. Changes in tourism are measured through changes in inbound tourism and its expenditure. The overall economic impact is evaluated as the changes in investment, the number of jobs created, the national product, the country's balance of payments and the attractiveness of a region. Meanwhile, the direct economic impact is evaluated through tourism satellite accounts. In order to verify the model, an appropriate methodology for evaluating the economic impact of tourism innovativeness must be chosen.

Methodology for verifying the model of the evaluation of the economic impact of tourism innovativeness. Methods of correlation analysis, regression analysis, and modeling of structural equations have been chosen for the evaluation of tourism innovativeness. The methodology for evaluating the economic impact of tourism innovativeness is divided into four stages (Figure 3).

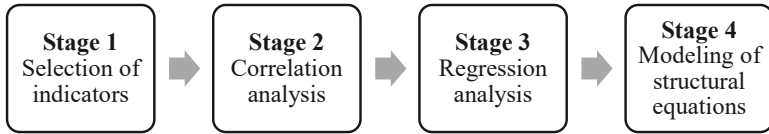


Figure 3. Schematic diagram of the course of the evaluation of the economic impact of tourism innovativeness

Stage 1. The selection of statistical indicators is carried out with reference to the groups of indicators described in the model of the evaluation of the economic impact of innovativeness. According to the groups of indicators of the model as well as data collected and stored in Eurostat (2019) and UNWTO (2019) databases, the existing indicators (tourism innovativeness, tourism and economic impact) are selected and ascribed to the groups of indicators of the model.

Stage 2. In order to identify the indicators of tourism innovativeness that have an economic impact, a correlation analysis of the selected indicators is performed. Correlation analysis is a statistical method used to estimate the strength of the relationship between two quantitative variables.

Stage 3. Once the correlations between tourism innovativeness of a country, changes in tourism, and economic indicators of a country are established, and the indicators with a strong correlation are distinguished, in the third stage of the research, a multiple linear regression analysis of these indicators is performed. Regression analysis is used to determine how a response variable is dependent on one or more features (Smelser, Baltes, 2001).

Stage 4. After the regression analysis is accomplished and in order to determine the interaction and causality (direction of the impact) of the whole set of indicators, in the fourth stage of the research, modeling of structural equations is performed.

VERIFICATION OF THE MODEL OF THE EVALUATION OF THE ECONOMIC IMPACT OF TOURISM INNOVATIVENESS

In order to accomplish the evaluation of the economic impact of tourism innovativeness, the statistical data of the European countries (Austria, Belgium, Bulgaria, Cyprus, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Romania, Portugal, Slovakia, Slovenia, Spain, Sweden, United Kingdom, Norway, Switzerland) of the period of 2012-2017 have been selected.

The developed methodology for evaluating the economic impact of tourism innovativeness has helped to identify that only 22 indicators of tourism innovativeness, tourism and economic impact correlate with each other. Regression analysis has revealed that three indicators of tourism innovativeness explain eight indicators of the economic impact.

The models of regression analysis of the impact of tourism innovativeness on export reveal that if there is an increase of 1% in the air transport infrastructure, it has the following results: the total employment increases by 0.59–1.08%; country's balance of payments increases by 3.3–5.4 %; gross domestic product increases by 1.19–1.37%; the value of the tourism sector production increases by 0.14–2%; the gross value added increases by 0.89–1.1%; the final consumption expenditure increases by 0.86–1.26%; purchases of goods and services in the tourism sector increase by 1.1–1.55%.

An increase of 1% in the number of employed ICT specialists increases capital investment in the tourism sector by 0.37–0.49%, total employment by 0.84–0.99%, the country's balance of payments by 0.6–1.52%, gross domestic product by 0.78–0.95%, the value of the tourism sector production by 0.58–0.76%, gross value added by 0.65–0.83%, final consumption expenditure by 0.89–1.07%, purchases of goods and services of the tourism sector by 0.5–0.75%, and export by 0.24–1.02%.

An increase of 1% in the degree of self-service increases capital investment in the tourism sector by 0.9–1.23%, total employment by 0.45–1.1%, the value of the tourism sector production by 0.58–0.64%, gross value added by 0.44–2.02%, purchases of goods and services in the tourism sector by 0.67–1.4%, export by 1.09–1.23%.

Modeling of structural equations has helped to evaluate the overall economic impact of tourism innovativeness. There have been developed two similar models of the economic impact of tourism innovativeness, that have confirmed the direction of the impact, and it has been proved that tourism innovation determines economic impact (Figure 4).

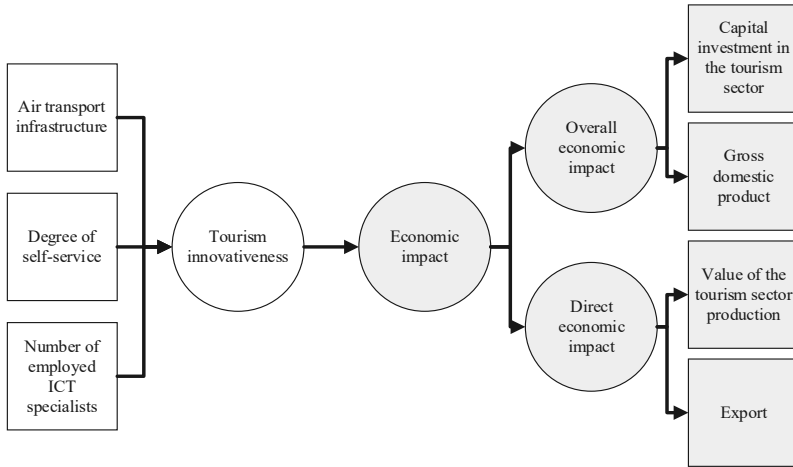


Figure 4. The first model of the economic impact of innovativeness by using structural modeling of equations

The model of the economic impact of tourism innovativeness indicates that three indicators of tourism innovativeness (the number of employed ICT specialists, the degree of self-service, and air transport infrastructure) determine a strong economic impact through four indicators: capital investment in the tourism sector, gross domestic product, value of the tourism sector production, and export. An extremely strong impact has been found in the model. These results justify that the economic impact of tourism innovativeness is significant.

CONCLUSIONS

1. Innovativeness is a feature, described as the sum of innovations, their collection. Innovativeness is based on the concept of innovation. Four main stages in the evolution of the definition of innovation are identified: innovation as novelty (new products, production processes, markets, raw materials or forms of organisation of activities); innovation as the process of creating changes (processes of interaction); innovation as value creation; innovation as social progress. Nowadays, innovation is understood as a process of economic, managerial, psychological or technological renewal within a company, initiated by a company or a consumer, during which changes that have taken place result in greater added value and competitive advantage. Innovativeness is understood as a collection of such innovations. The concept reveals that innovations used for innovativeness can be technological (information and communication technologies, and other technologies) and non-technological (organisational innovations (divided into management practices, production methods, and external relations), marketing strategies, methods of change management, innovations in human capital).
Due to the specificity of the services sector, innovations of services differ from innovations of production in six aspects: services innovations are customer-oriented; based on skills and communication between organisations; social and organisational nature of innovation, less structured implementation of innovation and maintenance of activities, employee involvement in innovation are common. In the general context of the concept of innovation, the implementation of innovativeness is similar in both the production and services sectors due to the same goals and results. Often, product and services innovations are integrated, thereby making the boundary between them difficult to identify.
2. The economic impact of innovativeness is measured by evaluating the indicators before innovativeness and after innovativeness. Three directions for evaluating the economic impact of innovativeness have been identified: by evaluating the economic impact caused by inputs of innovativeness, by evaluating the microeconomic or macroeconomic impact. For the evaluation of inputs of innovativeness the following indicators are important: investment in R&D and number of patents. Indicators for the microeconomic evaluation: increase in added value, better quality of services and products, higher market share, profitability. Macroeconomic indicators: GDP, employment, export.

3. The development of innovativeness in the tourism sector is due to rapid technological progress and the availability of technology. Technologies in the tourism sector help to enable technological devices that are mostly owned by consumers: computers, smartphones, and tablets. Consumers' mobile devices are used to collect data from different information sources; later the data are analysed and used. Consumers can see comparisons of different data, easier contact tourism service providers and other customers, receive unique offers, and create unique itineraries or service orders. Meanwhile, tourism businesses can more easily manage relationships with customers, provide individualised offers, optimise supply and demand, and make right business decisions. Tourism innovativeness enables the consumer to choose a new type of tourism services. They can be more easily managed by service providers. This is changing the tourism market, which has a different economic impact. Innovativeness in the tourism sector has an economic impact on the following areas: investment, job creation, national product, the country's balance of payments and as a leveling function. The decision made by tourism consumer to travel, the chosen location of travel, the form of travel, and the amount of expenditure determine the income of the chosen location of travel, how many people will be employed, how much investment will be attracted, what national product will be created. Economic growth of the newly discovered regions is taking place, since the consumer can travel individually and manage their trip through the means of tourism innovativeness.
4. The tourism sector is constantly changing due to the changing environment. The tourism market is expanding, inbound tourism flows and tourism expenditures are increasing. It is noted that tourism innovativeness is important before the decision to travel is made. The supply and demand of innovativeness, the context of the country's innovativeness and electronic marketing determine the consumer's decision to use the tourism product. This decision and travel lead to economic changes: overall and direct. The overall economic impact is expressed in terms of the size of the investment, the number of jobs created, the national product, the country's balance of payments, and the attractiveness of a region. The direct economic impact is expressed through tourism satellite accounts.

The methodology for evaluating the economic impact of tourism innovativeness is based on correlation analysis, regression analysis and modeling of structural equations.

5. After the verification of the model of the economic impact of tourism innovativeness as well as correlation analysis, regression analysis and modeling of structural equations have been performed, positive economic impact of tourism innovativeness in the European countries in 2012-2017 has been determined:
 - On the basis of the correlation analysis and after the removal of multicollinear indicators, 5 indicators of tourism innovativeness (air transport infrastructure, penetration of innovation in transport and accommodation companies, number of employed ICT specialists, the degree of self-service, digital country index) have been found to correlate with 7 indicators of changes in tourism (number of overnight-staying visitors, number of accommodation establishments (hotels and similar accommodation establishments) (according to the methodology by UNWTO), number of rooms, number of beds, share of number of beds in private accommodation establishments, percent of the total number of staying in hotels; in holiday and other short-stay accommodation establishments; in camping, recreational vehicle and caravan parks) total stay in holiday and other short-stay accommodation services; camping, recreational vehicle and caravan parks), with 5 indicators of direct economic impact (capital investment in the tourism sector, total employment, country's balance of payments, gross domestic product, gross national income per capita), and with 5 indicators of indirect economic impact (value of the tourism sector production, gross value added, final consumption expenditure, purchases of goods and services in the tourism sector, export).
 - Regression analysis has revealed that in 2012-2017, the following indicators of tourism innovativeness had the overall and direct economic impact: air transport infrastructure, the number of employed ICT specialists and the degree of self-service. An increase of 1% in the air transport infrastructure increases the total employment by 0.59–1.08%, the country's balance of payments by 3.3–5.4%, gross domestic product by 1.19–1.37%, the value of the tourism sector production by 0.14–2%, the gross value added by 0.89–1.1%, the final consumption expenditure by 0.86–1.26%, purchases of goods and services in the tourism sector by 1.1–1.55%. An increase of 1% in the number of employed ICT specialists increases capital investment in the tourism sector by 0.37–0.49%, total employment by 0.84–0.99%, the country's balance of payments by 0.6–1.52%, gross domestic product by 0.78–0.95%, the value of the tourism sector production by 0.58–0.76%, gross value added by 0.65–0.83%, final consumption expenditure by 0.89–1.07%,

purchases of goods and services of the tourism sector by 0.5–0.75%, and export by 0.24–1.02%. An increase of 1% in the degree of self-service increases capital investment in the tourism sector by 0.9–1.23%, total employment by 0.45–1.1%, the value of the tourism sector production by 0.58–0.64%, gross value added by 0.44–2.02%, purchases of goods and services in the tourism sector by 0.67–1.4%, export by 1.09–1.23%.

- Referring to the modeling of structural equations and after the model of the economic impact of tourism innovativeness has been developed, it has been found out that tourism innovativeness, expressed in terms of the degree of tourism self-service, air transport infrastructure and the number of employed ICT specialists, has an economic impact, i.e. determines an increase in capital investment in the tourism sector, gross domestic product, the value of the tourism sector production and export. The impact is positive and strong.

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INFORMATION ABOUT THE AUTHOR OF THE DISSERTATION

Name:	Edita Baranskaitė
Contacts:	edita.baranskaite@ku.lt
Academic background:	2015–2020: doctoral studies at Klaipėda University. 2011–2013: graduate studies at the Faculty of Social Sciences, Klaipėda University 2007–2011: undergraduate studies at the Faculty of Social Sciences, Klaipėda University
Scientific interests	Tourism innovativeness, marketing innovativeness, innovativeness economic impact.

REZIUMÉ

Pasaulio Banko (2018) duomenimis, paslaugų sektoriaus svarba pasaulio ekonomikai nuolat didėja. Nuo 2006 iki 2017 metų paslaugų pridėtinė vertė BVP padidėjo beveik 4 proc. (nuo 61,5 proc. iki 65,1 proc.). Tai susiję tiek su ekonominiais pokyčiais, tiek ir su besikeičiančiu gyvenimo būdu, naujos kartos vartotojais.

Kartų pasikeitimai formuoja pokyčius rinkoje, lemia transformacijas, keičia ekonominę situaciją. Šiuo metu rinkos pokyčius daugiausia lemia didžiausią ekonominę pirkimo galią turinti tūkstantmečio karta (angl. Millennials), dar vadinama Y karta, arba kitaip – asmenys, gimę nuo 1980 iki 1996 (Dimock, 2019), šiuo metu sudaranti didžiausią gyventojų kartą planetoje (Purani, Kumar ir Sahadev, 2019). Šie vartotojai užaugo apsupti inovacijų, modernių technologijų, interneto ir socialinių tinklų, jų įpročiai bei sprendimo priėmimo procesai yra kitokie nei ankstesnių kartų. Šios kartos sukuriama paklausa poveikis paslaugų sektoriui, turizmui ir ekonomikai yra kitoks. Goldmano Sachso (2016) tyrimais nustatyta, kad dabartinė visuomenė dėl didesnio nedarbo disponuoja mažesnėmis piniginėmis lėšomis, nei tai darė ankstesnės kartos, todėl vartotojai linkę kurti ir naudoti naujos kartos inovatyvias paslaugas, kuriomis gaunamas priėjimas prie produktų, o ne įsigyjamas nuosavas turtas, plėtojasi dalijimosi ekonomika.

Vyksta intensyvi paslaugų sektoriaus plėtra. Inovatyvių vartotojų sukuriama paklausa pokyčiai lemia ir turizmo sektoriaus transformacijas. Turizmas keičiasi iš esmės. GFK SE ir Airbnb Inc. (2016) tyrimu nustatyta, kad šiuolaikiniai vartotojai teikia didesnę finansinę prioritetą kelionėms nei santaušams būsto ar automobilio įsigijimui ar net skolos grąžinimui. Bendros išlaidos turizmui didėja, tačiau vienai kelionei išleidžiama pinigų suma mažėja. Dėl modernių technologijų ir inovacijų išnyksta turizmo tarpininkų poreikis, nes 75 proc. respondentų kiekvienoje šalyje nori susikurti savo maršrutus, o ne kreiptis į kelionių operatorius.

Dėl pasikeitusio vartotojų poreikių didėja inovacijų vartojimo paklausa, skatinanti turizmo sektorių diegti inovacijas. Vartotojų skatinama inovatyvumo plėtra turizmo sektoriuje tampa galima dėl sparčios pažangių technologijų plėtros ir technologijų kainos mažėjimo. Inovatyvumas kuria naudą vartotojams ir įmonėms. „General Electric“ tyrimo (2017) rezultatais atskleista, kad per artimiausius 10 metų inovatyvumas pagerins gyventojų kokybę 4 srityse: komunikacijos, sveikatos, darbo rinkos ir aplinkos kokybė. Į inovatyvumo paklausa pokyčius reaguoja verslas, tai padeda pasiekti geresnių ekonominių

rezultatų. Kazaks, Shi ir Wilms tyrime (2017) nurodoma, kad įmonės, pasitelkusios inovatyvius produktus, turėjo didesnę pajamų augimą.

Turizmo sektoriuje inovatyvių sprendimų visapusiškai ieškoma prieš kelionę, jos metu ir po kelionės. Inovatyvumo daugiausia siekiama planuojant kelionę, pasitelkus įvairias interneto platformas ar mobiliąsias aplikacijas. Inovatyvumas turizmo sektoriuje tampa būtinybe. Pacific Asia Travel Association (PATA) ir Oxford Economics (2018) ataskaitoje nurodyta, kad 80 proc. kelionių organizuojama internetu. Inovatyvumo skvarba sparčiai didėja.

Inovacijų raiška fiksuojama vis įvairesniuose procesuose. Taikomos tiek technologinės, tiek ir netechnologinės inovacijos. Tai daroma todėl, kad turizmo įmonėms reikia prisitaikyti prie pasikeitusių rinkos sąlygų ir pasiūlyti modernias naujos kartos paslaugas. Manoma, kad inovatyvumas yra vienintelis būdas tai pasiekti. Inovatyvumas – tai įrankis, galintis padėti turizmo įmonėms padidinti konkurencingumą rinkoje ir duoti ekonominės naudos. Inovatyvumo skatinama vartotojo ir turizmo paslaugų sektoriaus evoliucija lemia ekonominius pokyčius, tačiau vertinimo metodikų vis dar stinga.

Mokslinė problema ir jos ištyrimo lygis. Dėl itin sparčių augimo tempų XX a. pabaigoje turizmą pripažinus XX amžiaus fenomenu, šiek tiek daugiau dėmesio buvo skirta moksliniams turizmo tyrimams ir ekonominio poveikio vertinimui. Šiuolaikinėje turizmo rinkoje inovatyvumas siejamas su konkurencingumo įgijimu ir stiprinimu, o tai didina ekonominę naudą. Nors apie pačias inovacijas plačiai rašoma dar nuo 1936 m., apibrėžimas skirtingų autorių tobulinamas iki šiol (Decelle, 2004; Orfila-Sintes, Crespi-Cladera ir Martinez-Ros, 2005; Hjalager, 2010; Rieche & Schön, 1966 – cit. Mei ir kt., 2010; Schumpeter, 1934 – cit. Jones, 2008; Mei, Arcodia, ir Ruhanen, 2010; Vadell ir Orfila-Sintes, 2007; Pirnar, Bulut ir Eris, 2012; Tigu, Iorgulescu, ir Ravar, 2013; Lundvall, 1992; Collins ir Fahy, 2011; Galloway ir Savona, 2009; Peters ir Pikkemaat, 2005).

Vertinant inovatyvumą, išskiriami keli požiūriai. Binder (2019) pateikiamoje tyrimo metodikoje pabrėžiamas bendradarbiavimas ir organizacijos mokymasis kaip esminiai inovatyvumo rodikliai. Oskam ir Boswijk (2016) išskiria tik bendradarbiavimą ir aiškina jį kaip tinklus internete. Walsh, Lynch ir Harrington (2010) pateikia savo modelį ir teigia, kad inovatyvumas kildinamas iš organizacinės kultūros ir klimato, strateginės orientacijos ir intelektualinio kapitalo.

Tuo tarpu inovatyvumo ekonominio poveikio vertinimui skiriama labai mažai dėmesio. Inovatyvumo ir technologijų sukuriamas poveikis analizuotas gana abstrakčiai tik kelių autorių: Gyurác-Németh, Friedrich ir Clarke, 2013; Brynjolfsson, 1996; Kodama, 1999; Ricca, 2004; Chen ir kt., 2009.

Vertinant turizmo ekonominę reikšmę, daugiausia dėmesio skiriama trims turizmo ekonominėms funkcijoms: pajamų kūrimo, darbo vietų kūrimo ir išlyginamajai. Teigiama, kad dėl interneto evoliucijos vartotojai perima kontrolę kurdami naujos kartos žiniatinklį (Zittrain, 2008; Hoffman ir Novak, 2009; Virkus ir Bamigbola, 2011; Franklin ir Harmelen, 2007; Downes, 2005; Virkus, 2008; Metz, 2007; Pink ir Shirkey, 2010). Taigi modernios technologijos ir inovatyvumas keičia turizmo sektorių iš pardavėjo perspektyvos į pirkėjo perspektyvą, o tai savo ruožtu lemia reikšmingus turizmo plėtros keliamus pokyčius darbo rinkoje ir generuojant pajamas (O'Reiley, 2007; Isaias ir kt., 2008; Abram, 2005). Išlyginamosios funkcijos raiškos kokybiniai pokyčiai nulemti to, kad keliautojai turi didesnę priėjimą prie informacinių išteklių, gali lengviau planuoti keliones, todėl išryškėja naujos turizmo tendencijos (Custódio Santos, Veiga ir Águas, 2016; Costa, Montenegro ir Gomes, 2016; Keller, 2015). Keliautojai renkasi šalis, kuriose neišvystytas turizmo sektorius, vyksta turistinių regionų persiskirstymas (Pechlaner ir kt., 2014; Marshall ir De Villiers, 2015; Chang, Backman ir Huang, 2014).

Apibendrinant įvairių autorių turizmo plėtros poveikio tyrimų rezultatus, konstatuotina, kad daugiausia vertinamas ekonominis turizmo poveikis ūkio šakos lygmeniu (sukuriamą BVP dalis, darbo vietų skaičius, eksporto lyginamoji dalis), Jungtinių Tautų Pasaulio turizmo organizacija (PTO) taiko turizmo ūkio šakos inovatyvumo ekonominio vertinimo kriterijus, kurie daugiausia orientuoti į infrastruktūros arba pasiūlos elementų vertinimą, o ne į savitarnos įgalinimą, kurio vertinimo kriterijais būtų tikslinga papildyti šiuo metu taikomas turizmo inovatyvumo ekonominio poveikio vertinimo metodikas.

Mokslinio darbo problema. Nors kiekvienais metais stebimas stabilus turizmo srautų prieaugis, paraleliai konstatuojama, kad turizmo ūkio šakos generuojamos pajamos nedidėja tokiais tempais, kokie būdingi lankytojų srautų augimui. Technologijų prieinamumo plėčiai visuomenei nulemti kokybiniai turizmo veiklos pokyčiai taip pat veda prie didėjančio savitarnos laipsnio, organizuojant kelionę, o tai neišvengiamai turi įtakos turizmo kuriamų darbo vietų skaičiaus pokyčiui ir pajamų pasiskirstymui turizmo ir su turizmu susijusiose ūkio šakose. Dabartinį turizmo globalizacijos etapą traktuojant kaip informacinę sklaidą ir įvaizdžio inžineriją grindžiamą globalizacijos etapą, kuriame šalys konkuruoja informacijos sklaidos efektyvumu, svarbu objektyviai įvertinti, kiek turizmo inovatyvumas stiprina turizmo generuojamą ekonominę naudą.

Nors daugelis šalių, priskiriančių turizmą prioritetinėms ūkio šakoms, daug investuoja į inovatyvumą turizmo versle, kol kas nėra parengtų inovatyvumo turizmo sektoriuje ekonominio poveikio vertinimo metodikų.

Mokslinio darbo objektas – turizmo inovatyvumo ekonominis poveikis.

Mokslinio darbo tikslas – remiantis naujausiomis turizmo inovatyvumo raiškos tendencijomis, įvertinti turizmo inovatyvumo lemiamus ekonominius pokyčius.

Mokslinio darbo uždaviniai:

1. Identifikuoti inovacijų, kaip inovatyvumo pagrindo, teorinės sampratos pokyčius ir paslaugų inovacijų ypatybių raišką inovacijų sampratos kontekste.
2. Nustatyti inovatyvumo ekonominio poveikio vertinimo kriterijus.
3. Išanalizuoti inovatyvumo raiškos turizmo sektoriuje įtaką ekonominiam poveikiui.
4. Sudaryti turizmo inovatyvumo poveikio ekonomikai vertinimo modelį.
5. Verifikuoti turizmo inovatyvumo ekonominio poveikio vertinimo modelį, naudojant koreliacinę, regresinę analizę ir struktūrinių lygčių modeliavimą.

Disertacijos struktūra. Disertaciją sudaro keturios dalys ir išvados.

Pirmojoje dalyje analizuojama inovacijų samprata ir jos raida, analizės kryptys, tiriama inovacijų klasifikacija. Išskiriamos paslaugų inovacijų ypatybės bendrame inovacijų kontekste. Tiriamos inovatyvumo ekonominio poveikio kryptys.

Antrojoje dalyje analizuojama inovatyvumo raiška turizmo sektoriuje, koks galimas turizmo inovatyvumas. Nustatomos turizmo ekonominio poveikio sritys.

Trečiojoje dalyje, remiantis teorine medžiaga, parengtas turizmo inovatyvumo ekonominio poveikio vertinimo modelis ir metodika. Modelis sudarytas iš trijų turizmo inovatyvumo etapų: inovatyvumo taikymas turizmo srityje savitarnos paklausos ir pasiūlos aspektu iki priimančią sprendimą keliauti (vykti į kelionę), turizmo srautai ir ekonominis poveikis, išreikštas bendruoju ir tiesioginiu ekonominiu poveikiu. Parengta metodika sudaryta iš keturių etapų: rodiklių atranka, koreliacinė ir regresinė analizės, struktūrinių lygčių modeliavimas. Metodika leidžia nustatyti poveikio kryptį (kokie rodikliai veikia kitus rodiklius), poveikio dydį ir bendrą turizmo inovatyvumo ekonominio poveikio modelį.

Ketvirtojoje dalyje turizmo inovatyvumo ekonominio poveikio vertinimo modelis taikomas empiriškai, atliekama modelio verifikacija. Taikant koreliacijos metodą, atliekama rodiklių atranka. Taikant regresijos ir struktūrinių lygčių modeliavimo metodus, nustatomas turizmo inovatyvumo ekonominis poveikis, atskleidžiama ne tik poveikio kryptis, bet ir turizmo inovatyvumo rodiklių įtaka ekonominiams rodikliams.

Tyrimo metodai. Darbe analizuojant teorinę mokslinę medžiagą taikomi analizės, sintezės, agregavimo, palyginimo mokslinio tyrimo metodai. Naujausių turizmo sektoriaus tendencijų analizei taikomas aprašomosios statistikos mokslinio tyrimo metodas. Turizmo inovatyvumo ekonominio poveikio vertinimo modelio verifikacijai taikomi koreliacijos, regresijos ir struktūrinių lygčių modeliavimo tyrimo metodai.

Disertacijos naujumas. Disertacijoje tirta kitų mokslininkų mažai tyrinėta sritis – turizmo inovatyvumo ekonominio poveikio vertinimas. Disertacijos išskirtinumas bendrame inovatyvumo mokslinių tyrimų kontekste:

- Apibrėžtas naujausių inovacijų sampratą atitinkantis inovacijų turinys. Šis apibrėžimas yra svarbus tolesniems moksliniams tyrimams, nes ankstesnės sampratos rėmėsi siauresnėmis analizės kryptimis, o naujas apibrėžimas apima skirtingas požiūrių grupes. Nustatytas ryšys tarp inovacijų ir inovatyvumo sąvokų, įvardijant inovatyvumą kaip inovacijų sumą.
- Susisteminta inovacijų klasifikacija, nustatyta turizmo inovatyvumo raiška, leidžianti aiškiau suprasti, koks gali būti inovatyvumas, ir mokslininkams bei verslo atstovams identifikuoti inovatyvumą tiek turizmo, tiek ir bet kurioje kitoje verslo srityje.
- Sukurtas turizmo inovatyvumo ekonominio poveikio vertinimo modelis, kurį galima pritaikyti skirtingoms valstybių grupėms, analizuoti įvairius laikotarpius. Vertinimo modelis, išskirtinis dėl jo sudedamųjų dalių, yra pagrįstas turizmo procesu: inovatyvumo taikymas turizmo srityje savitarnos paklausos ir pasiūlos aspektu iki priimančią sprendimą keliauti (vykti į kelionę), turizmo pokyčiai ir ekonominis poveikis. Dažniausiai moksliniuose tyrimuose inovatyvumas vertinamas pasitelkiant inovacijų įvestis (angl. inputs): patentus, mokslinių publikacijų skaičių ir pan. Šioje disertacijoje naudoti sudėtingai identifikuojami inovatyvumo rodikliai, tiesiogiai reprezentuojantys turizmo inovatyvumą.

Tyrimo apribojimai. Turizmo inovatyvumo ekonominio poveikio vertinimo modelio verifikacijai reikalingi skirtingų šalių ilgo laikotarpio turizmo inovatyvumo ir ekonominio poveikio rodikliai. Susidurta su šiais tyrimo apribojimais:

- skirtingos šalys vadovaujasi skirtingomis statistinių duomenų skaičiavimo metodikomis, o skirtingomis metodikomis apskaičiuoti rodikliai gali iškreipti tyrimo rezultatus, todėl tyrimui tinkamų šalių, naudojančių vienodą statistinių rodiklių skaičiavimo metodiką, skaičius yra ribotas;

- kai kurie statistiniai duomenys pradėti kaupti neseniai arba iš viso nėra kaupiami. Turizmo inovatyvumo ekonominio poveikio vertinimo modelio verifikacijai galima naudoti tik tuos statistinius duomenis, kurie yra prieinami. Nepavyko gauti tyrimui aktualių tokių duomenų kaip šalių išlaidos elektroninei rinkodarai, nes Europos valstybių turizmo departamentai ir kitos valstybinės institucijos, statistikos departamentai teigė neturintys tokios informacijos;
- kai kurie duomenys (pvz., skrydžių informacija, turizmo įmonių aktyvumas internetinėse rezervacijų platformose ir pan.) kaip komercinė paslaptis yra kaupiami privačių bendrovių (airbnb.com, booking.com ir t. t.), todėl negali būti atskleisti ir naudojami tyrime;
- dėl kai kurių statistinių duomenų trūkumo kai kuriose valstybėse nebuvo galimybės atlikti panelinių blokuotų duomenų regresinės analizės.

Disertacijos tyrimų tęstinumas. Siekiant globalios modelio verifikacijos, būtina pasirinkti kitus pasaulio regionus, surinkti jų nepriklausomus ir suvienodintus statistinius duomenis ir juos naudoti sukurtame turizmo inovatyvumo ekonominio poveikio vertinimo modelyje. Tokiu būdu būtų nustatyta, kaip turizmo inovatyvumo ekonominis poveikis skiriasi skirtinguose pasaulio regionuose, galimai būtų gauti tikslesni duomenys. Taip pat ateityje reikėtų atlikti ilgesnio laikotarpio analizę, nes šiuo metu pasiekiami tik 2012–2017 metų statistiniai duomenys.

Disertacijos apimtis. Disertaciją sudaro 155 puslapiai, 31 lentelė, 31 paveikslas, 1 formulė, 17 priedų. Naudota 376 literatūros šaltiniai.

Disertacijos mokslinių rezultatų pristatymas. Disertacijos tyrimų rezultatai pristatyti septyniuose Lietuvos bei tarptautinėse mokslinėse konferencijose ir skelbti devyniuose pripažintuose Lietuvos bei užsienio mokslo leidiniuose (žr. mokslinių publikacijų sąrašą).

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Edita Baranskaitė

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INNOVATIVENESS

Summary of doctoral dissertation

TURIZMO INOVATYVUMO EKONOMINIO POVEIKIO VERTINIMAS

Daktaro disertacijos santrauka

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Klaipėdos universiteto leidykla, Herkaus Manto g. 84, 92294 Klaipėda

Tel. (8 46) 398 891, el. paštas: leidykla@ku.lt, interneto adresas: <http://www.ku.lt/leidykla/>

Spausdino UAB „Druka“, Mainų g. 5, 94101 Klaipėda