

681.3.07

» [1, .14].

[2, .10].

case-study –

[3, .4].

[4],

4

.344-373],

[6, .401-404].

[7, .108-119].

»

«

(. 1) [8].

1. Van Ark B Services Innovation, Performance and Policy: A Review, Synthesis Report in the Framework of the Structural Information Provision on Innovation in Services, DIALOGIC and Innovation studies / Van Ark B., Broersma L. and den Hertog, P.// Utrecht University. – 2003. – 273 .
2. Howells. J. Fostering Innovation in Services / J. Howells, // Final Report of the Expert Group on Innovation in Services. European Commission, DG Enterprise and Industry. – 2007. – 320 .
3. Carson D., Harnessing Innovation for Regional Tourism Development / D.Carson , F.Richards, D.Jacobsen // Centre for Regional Tourism Research, Southern Cross University. – <http://www.regionaltourism.com.au>
4. Abernathy, W.J. and Clark, K.B. (2002) Innovation: Mapping the winds of creative destruction// Research Policy, - Vol.14,- Issue 1, - p.138-152.
5. . . . / – .: ., 2000. – 496 .
6. . . . / – .: ., 2003. – 632 .
7. . . . / – .: ., 2003. -352 .
8. Kenneth . Laudon Management Information Systems / Kenneth . Laudon and Jane P. Laudon/ 5'; ed. (Upper Saddle River, NJ, Prentice Hall, 1998). - p. 37-39.