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PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN THE CONDITION OF DIGITAL TRANSFORMATION

Digital transformation and technological progress are an integral part of almost all areas of modern life. The tourism business is a dynamic and highly saturated information industry. Collection, storage, processing and transmission of relevant information is a necessary condition for the functioning of any tourism enterprise. In this regard, the successful development of the tourism business involves the widespread use of the latest technologies in the field of tourism product development and its promotion in the services market. The introduction of digital technologies has had a positive impact on the development of tourism. Today, tourism is a global business that enjoys the potential of digitalization and innovation.

In the digital economy, tourism is becoming more and more technological, a unified information space is being created in the field of world tourism, innovative principles of information support and management of the tourism sector are being formed [1].

Digitalization processes have influenced all aspects of the tourism business and related industries: production, procurement, marketing, technologies and sales methods, building communication with partners, agents and consumers. The digitalization of tourism, which is in constant dependence on the development of information technology, adapts new digital products to the needs and requirements of the tourism sector, but also initiates the search for new solutions for complex information and technological problems facing the complex sphere of tourism, hospitality, restaurant business and high technologies of the destination.

A distinctive feature of the tourism business in the context of digitalization is the special importance of the information component, the large number and variety of information flows, which is accompanied by the need for constant updating, high speed information exchange transactions between all business entities.

Information relationships exist between all participants in the tourism market. A special place is occupied by information intended for end users (tourists). This component of information support of tourist activity plays a key role in determining the tourist attractiveness and choice of tourists.

The specificity of the formation and sale of a tourist product requires such information systems that, in the shortest possible time, would provide information about the availability of vehicles, accommodation opportunities for tourists, provide for quick reservation and booking of seats, issuance of tickets, invoices, provision of settlement and reference information, etc.

The latest digital technologies, which serve as the basis for the digitalization of tourism, include: Big Data, blockchain, artificial intelligence, the Internet of Things,

mobile devices and more. One of the most promising digital technologies is Big Data and blockchain. Block chain technologies are already widely used in tourism: collection and control of information on the movement of luggage between different airports and airlines; identification of passengers by fingerprints or retinal scanning; organization of payment for services, etc. [2].

Research has identified key technological opportunities for the introduction of digital technologies in tourism.

1. Artificial intelligence – will provide the most personalized result when planning a trip. Relying on information about the benefits of the client, offering solutions that are used by other tourists, can greatly simplify the organization of vacation or travel, help save.

2. The Internet of Things is closely related to personalized service, since it helps to collect data about customer preferences, and also makes it possible to optimize the environment for these parameters (temperature, noise level, lighting, water temperature).

3. Chatbot is a text or audio interface. Chatbots are based on artificial intelligence technologies and the ability to have a simple dialogue with customers. Chatbots allow you to perform real-time data analysis, and they can store and process a large amount of information based on conversations they have with users.

4. Robotization – technologies of co-bots (collaborative robot), robots that can understand and work with people, are becoming more and more real household appliances. By reducing the need for staff, such equipment can significantly simplify, for example, running a family hotel business.

5. Blockchain – allows you to significantly improve the reliability of orders, reservations and payments, ensuring the reliability of information and reviews about services. The benefits of implementing blockchain technology in tourism will be the simplification of financial transactions by automating them, saving tourists time and money through a variety of electronic services (such as online booking and virtual reality stores), reducing the cost of travel products and improving the quality of services provided [3].

Thus, the use of digital and innovative technologies can significantly increase the level of development of the tourism sector, improve the quality of services and increase the competitiveness of tourism enterprises.

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