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DIGITAL TOURISM AS A NEW OPPORTUNITY FOR TOURISM DEVELOPMENT IN COMPLEX AND UNCERTAIN MARKET CONDITIONS

Digital tourism is profoundly transforming all the components of tourism. Digital tourism, also called e-tourism or tourism 2.0, brings together all the activities of the tourism sector that are accessible on the Internet.

Several forms of digital tourism can be distinguished:

– m-tourism: tourism consumption on mobile;
– social tourism: use of social networks for travel;
– e-tourism: anything that combines tourism and the Internet.

The major challenge of this digital transformation and digital marketing compared to traditional physical tourism and the loyalty of travelers.

Digital tourism has impacted:

– the vision of tourism by travelers (opposition to mass tourism);
– the possibility for an individual to be a tourism actor and influencer;
– personalized tourism within everyone's reach.

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism. Domestic tourism refers to the activities of a visitor in his country of residence and outside his home. Digitization has transformed the traditional roles of tourism producers and customers, with the emergence of new roles, relationships, business models and skills. These changes have created new opportunities, as well as new challenges in tourism that strives to meet customer demands and reach new markets.

Information technology has played an important role in the tourism and hospitality industry over the past decade. Technology has reduced costs, improved operational efficiency, and improved customer service and experience. This not only reduces labor costs, but also avoids customer service issues.

Large Hotel Groups carry out tests related to virtual reality in their establishment.

Almost all (95%) of tourists read reviews online before making a reservation; 43% of business travelers extend their stay to discover the very touristic assets of a destination; 78% of tourists organize their stay using the Internet; 74% of tourism and hospitality professionals declare that they will devote a larger share of their marketing budget to digital tourism in order to advertise online; 490 million is the number of cumulative visits in 2019 on the two Airbnb, booking, Expedia and Hotels.com websites.

No one needs to travel, no one needs to schedule an appointment, everything can be automated. Thanks to these various digital tools, it has never been so easy to create a tailor-made trip at an ultra-competitive price. In addition, voice recognition

and artificial intelligence make it possible to further personalize the passenger experience and make a digital strategy infinitely more powerful than a traditional marketing strategy.

The development of digital tourism has allowed much stronger competition than before. Digital tourism has profoundly changed travel agencies .

The digital transformation has enabled a multiplicity of innovative start-ups to develop tourism in general.

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