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SMART-TOURISM: THE LATEST TECHNOLOGIES AND MODERN CHALLENGES

Tourism is one of the priority areas of economic and cultural development of the country. Its development should become one of the strategic tasks of further stabilization and socio-economic growth of territorial-administrative units and destinations.

In modern conditions, the sphere of tourism depends on the rapid and continuous exchange of information, which is one of the key advantages of ensuring the competitiveness of the market of tourist services. This situation is due to the need to change the methods of tourism services, the formation of channels and relationships with partners and consumers of tourism, as well as the need to introduce new innovative technologies to ensure sustainable tourism, which leads to the use of smart technologies.

The use of modern information technologies in the tourism industry contributes to its popularization and dynamic development. The use and implementation of smart technologies in everyday life allows us to predict the transition from the traditional form of economic relations to the smart economy. Smart-tourism is characterized by features that have the characteristics of manifestation in the functioning of smart-cities and smart-destinations - the spatial aspect, as well as in the management of territorial-administrative units and destinations – a functional approach.

Smart is a new quality that emerges when integrating 2 or more components, one of which is technological innovation and / or the Internet. Smart-tourism – tourism in which the constant and systematic use of Smart-elements leads to the added value of travel for tourists. Smart tourism is always the result of the efforts of all stakeholders:

– Smart-travel company – an organization working in the field of tourism, using Smart-elements, which leads to a fundamentally new quality of processes that increase the efficiency of commercial activity and competitiveness of the firm;

– Smart-tourist – a consumer of tourist services, who constantly uses Smart-elements to achieve a new quality of processes in tourism in order to most fully meet their tourist needs;

– Smart-process (in tourism) – the process of providing tourist services, which allows to effectively meet the needs of Smart-tourist [1].

The content of Smart-tourism activity is work with information, databases: collection, generalization, use. The purpose of the activity is to transform information into the experience of the consumer of tourist services, business proposals. The sources of information are the subjects of tourism infrastructure, as well as individuals. A mandatory element is the use of advanced information technology. The

result of the activity should be efficiency, sustainability for the territory and enrichment of the experience for the tourist. In this context, the need for scientific research of effective interaction of destinations and business with tourists on the basis of the concept of «smart-tourism», sometimes it is also called digital tourism. Research argues that smart tourism (sustainable, meaningful, actions that lead to responsible trips) is seen not as an industry but as a catalyst for change that occurs when participants engage in sustainable, tangible actions that make travel responsible and modern [2].

Mobile information services demonstrate the potential as a source of information for customers about the territory and a quality channel of information portals. Providing modern devices today is one of the promising areas of development of the tourism industry. The development of the modern concept of using integrated information systems (IIS), combining Internet services and software applications of modern devices due to the need to synthesize information technology with Smart-method in urban cultural tourism by creating new information systems to control access to information flows.

The process of creating IIS management of various types of moving objects, which is relevant for the tourism industry, is associated with [3]:

– development of organizational, functional and information structure of IIS of information flows management;

– creation and implementation of promising means of communication and navigation;

– development and implementation of the latest information processing technologies;

– integration of ways of information support, communication and navigation within the IIC;

– creating conditions for further development of IIC.

Analysis of typical information resources that are actively used by consumers of tourism products and tour operators shows that the positive effect of the introduction of IIS as an information portal with information support and services in the field of urban cultural tourism can be obtained using the concept of data warehouses (Data Warehouse, DW) and systems of operational analytical data processing (Online Analytical Processing, OLAP) on the principles of open systems, in compliance with recognized standards and the use of proven solutions.

The use of smart-technologies, neural marketing, software products for end-to-end automation of all business processes of a tourism enterprise today is not just a matter of leadership and creating competitive transformations.

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