

PROSPECTS OF DIGITAL TOURISM DEVELOPMENT

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Abstract: *the article discusses the prospects of digital tourism development. One of the trends in the development of the global tourism industry at the present stage is the development of Internet technologies, in other words, the modern development of tourism is taking place in a digital economy. The digitalization process has not bypassed the tourism industry itself. Digitalization in tourism is aimed at making the tourism business not only more flexible, consistent with the realities of our time, but also more competitive in the developing "digital world". Digitalization of the hospitality industry helps to ensure a situation where customers get excellent results, and the owners of travel companies get higher incomes.*

Keywords: *tourism, digital tourism, internet technologies, e-tourism, e-marketing.*

ПЕРСПЕКТИВЫ РАЗВИТИЯ ЦИФРОВОГО ТУРИЗМА

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Аннотация: *в статье рассматриваются перспективы развития цифрового туризма. Одной из тенденций развития мировой индустрии туризма на современном этапе является развитие интернет-технологий, иными словами, современное развитие туризма происходит в цифровой экономике. Процесс цифровизации не обошел саму индустрию туризма. Цифровизация в туризме направлена на то, чтобы сделать туристический бизнес не только более гибким, соответствующим реалиям нашего времени, но и более конкурентоспособным в развивающемся «цифровом мире». Цифровизация индустрии гостеприимства помогает обеспечить ситуацию, когда клиенты получают отличные результаты, а владельцы туристических компаний получают более высокие доходы.*

Ключевые слова: *туризм, цифровой туризм, интернет-технологии, электронный туризм, электронный маркетинг.*

In the development of the economies of leading countries, the role of innovation is difficult to overestimate. The reasons for these processes lie in the plane of the market environment and its mandatory attribute - competition, since innovation, as a rule, allows to reduce costs, therefore, leads to profit growth, the formation of new consumer niches. It also contributes to the expansion of cash receipts, the growth of the company's rating for new products, the creation of new active demand, including at the level of international competition. Innovation as a process and result at the present stage is becoming the main component of the enterprise's income, having a significant impact on profit growth.

Tourism is a leading service industry and requires modern innovative forms and technologies of customer service. However, even despite the above, not all tour operators are actively introducing innovations in their activities, as a rule, explaining this as a risk.

Tourism industry in the 21st century due to the revolutionary growth of information and communication technologies. One of such vivid manifestations in the processes of creating a tourist product, service in the hospitality industry was the introduction of a completely innovative direction, called digital tourism.

Today, the nature and structure of tourism is rapidly changing, new technologies, in turn, make it possible to flexibly and segmentally organize leisure and recreation time, competing with the traditional offer of specialized producers of tour products - tour operators. Mass, standard, and complex tourism are being replaced by its new types, made individually to order, taking into account the needs of a particular consumer.

It should be noted that cultural and educational tourism, in which innovative proposals are currently appearing, is steadily popular. Tourism organizations like any service companies are active supporters of new technologies. Modern advances in telecommunications and electronic marketing create fundamentally new opportunities for the tourism business, significantly expanding its boundaries and influencing its models.

Information technologies (Internet, mobile communications, 3D) contribute to the implementation of digital tourism in the framework of new global tourist information systems.

Many travel agencies, traditionally involved in the organization of standardized mass tourist products, are now forced to reorient themselves to the requirements of customers and are actively seeking to introduce

information technologies into their work. Thanks to electronic information services, it is possible to purchase a tour virtually through global communications, preliminary planning of the travel route.

Electronic reservation, reservation and electronic mailing services systematize, store and deliver information not only to tour operators, but also to private consumers, for whom the opportunity has been created to compare the cost of a package of services, independently design a personalized tour, and choose the route of the desired direction.

The development of virtual tourism can be considered a natural innovation process. The formation of this niche in the tourism market was a consequence of the progress of computer communications, under the influence of which even the perception of the world actually changes. At the same time, the emergence of new needs is taking place, and the modern tourist is distinguished by a special behavior: the desire to get a convenient, guided trip - "digital tourism".

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