

THE IMPORTANCE OF DIGITALISATION IN TOURISM

Digital transformation is accelerating economic development and society in complex and interconnected ways. Digitalisation has been particularly accelerated in the wake of the COVID-19 global pandemic. As the tourism industry is related to the provision of travel services, most of them use computerised service programmes, in which major airlines, hotel complexes and travel agencies around the world participate.

Among the global trends of digitalisation as a global trend in the tourism sector, we will identify IT solutions that have found their application for tour operators and hoteliers. Data on Internet usage shows that as of 2022, 69% of the world's population, or 4.9 billion people, are actively using the Internet. In 2000, only 361 million people (6%) used the Internet. Trends show that the number of Internet users is growing by 4% annually, which means that approximately 196 million new people [1].

Smartphones have changed the way people access the Internet and made the online world more accessible to the general population. In the period from 2021 to 2022 alone, 268 million smartphone users were added worldwide. The growth in the number of smartphone users has helped the share of mobile internet to grow from 43.7% to 55% in just 5 years. It is predicted that by 2025, 72.6% of smartphone users worldwide will access the Internet exclusively from their phones. Internet use tends to be age-specific. In the United States, the majority of those who had access

to the Internet were between 18 and 29 years old. Only 8% of those 65 and older were counted among the country's internet users [1].

It is worth noting that China leads the world in terms of the number of Internet users, but only slightly more than half of its population uses the Internet. Similarly, India has the second largest share of Internet users, although it accounts for only 20% of the country's population [2]. Meanwhile, in Western countries such as the UK and the US, Internet penetration is over 90%. China-1 billion people, India-658 million people, the United States-307.2 million people, Indonesia-204.7 million people, Brazil-165.3 million people, Japan-118.3 million people, Nigeria-109.2 million people, Mexico-96.87 million people, Germany-78.02 million people (World Population Review. (2023)). There are services for tourists that help them plan their trips. Today it is worth mentioning information systems (IS) in the travel industry, such as computerised booking and reservation systems.

It should be noted that when choosing a travel mobile app, modern tourists take into account a number of aspects, such as visual and navigation design, operational aspects (estimated effort, performance expectations and conversion rates), as well as personal aspects, such as perceived individual expectations of results and satisfaction with the app. Therefore, it is necessary to pay attention to assessing the impact of a particular application on the formation and promotion of tourism services.

The most popular systems in the international travel market are Sabre, Amadeus, Worldspan and Galileo. Travellers buy airline tickets in bulk using SkyScanner and book hotels on Booking.com. There are also other apps for obtaining the necessary documents for travelling: for example, Tripinsurance allows you to take out a policy within a few minutes. VR technologies allow travelling without leaving home - many tour operators offer to visit "digital" landmarks, and in virtual tours, the user is accompanied by a personal guide who tells about the sights.

The creation of e-tourism offices allows tourists to quickly obtain the information they need, buy a tour, book a place in accommodation, transport, or rent any vehicle anywhere in the world [2].

Digital information technologies are creating a new type of production – intelligent production with the ability to interact with the environment, the digital economy and the social sphere.

The digital sector of the economy is growing 7 times faster than the real economy, but there is a lack of digital networks that underpin a single digital window for the innovative functioning of the economy, including the EU [3]. There is a need to create a single social platform for tourism digitalisation to streamline the digital market proposed by the EU Digital Economy Programme. This will provide consumers with reliable information from one platform and avoid misinformation about tourism services.

Indicators of digital economy development are: Networked Readiness Index (NRI); UN E-Government Development Index (EGDI); ICT Development Index (IDI); World Digital Competitiveness Index (WDCI); Digital Evolution Index (DEI); Digital Economy and Society Index (DESI).

As the experience of developed countries shows, a broader distinction between sectors of the digital economy is based on the use of a set of tools to measure competitiveness and determine the digital intensity of sectors.

Thus, defining the importance of digitalisation in the tourism sector, we can recognise the digital trends of tourism in 2030, which define the essence of transformations:

- data, which is becoming the main source of competitiveness;
- development of the Internet of Things (IoT);
- digital transformation of both individual businesses and entire sectors;
- sharing economy
- virtualisation of physical infrastructure IT systems;

- artificial intelligence (AI); digital platforms.

Thus, digitalisation has a positive impact on the environment, but can have an even greater impact as tourism innovation, intellectual assets and efficient use of resources contribute to a more sustainable impact on the tourism sector.

Technology and digital platforms are completely changing the way the tourism industry operates. Digital platforms provide consumers with access anywhere in the world and allow service providers to contribute to the development of the tourism sector and its competitive standards. Many low-income countries can benefit from this digital transformation, while others risk being late to the game or falling behind if they do not seize the moment.

New processes in transport, mobile apps and digital services in hotels, and automatic travel insurance are key factors in the tourism of the future.

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ЦИФРОВІ РІШЕННЯ В ТУРИЗМІ І ГОСТИННОСТІ

Цифровізація в останні декілька років є головним чинником зростання бізнесу. Загалом, вона є трендом в галузі гостинності та туризму, яка допомагає підвищити ефективність та забезпечити клієнтам позитивні враження. Тобто, цифрові технології трансформують як бізнес, так і його підходи до клієнтів.

Туризм не оминула цифровізація, тобто це відноситься і до онлайн купівлі готових турів, сформованих туроператорами, і індивідуальні чи пекідж тури, також створення віртуальних турів, де користувача супроводжує