

UDC 338.012

## **DEVELOPMENT OF TOURISM IN THE CONDITIONS OF THE DIGITAL ECONOMY**

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Tourism has become the most important area of economic activity both for the world economy as a whole and for the national economies of many countries. In addition, tourism and the hospitality industry is an information-rich area, where the collection, transmission and processing of information are of great importance in making decisions at all levels of tourism management.

In this regard, the formation of a new trend in the digital economy directly concerns the tourism sector, which is already actively using new information and communication technologies of the digital economy.

Information support of the tourism business is a set of information database on tourism activities and specialized information technologies designed for its processing, which ensure the effective functioning of the tourism system [1].

According to a study by analysts from the International Data Corporation, published in 2016, the total global spending on digital transformation technologies will grow by 16.8% annually and reached \$ 2.1 trillion in 2019. According to the forecasts of the consulting company Accenture, the use of digital technologies should \$1.36 trillion in 2020, or 2.3% of GDP in the total GDP of the world's leading economies. The GDP of developed countries will grow due to the digital economy by 1.8%, and the GDP of developing countries - by 3.4%. The Boston Consulting Group predicts that the volume of the digital economy may reach \$ 16 trillion by 2035. These figures indicate the total spread of digital technologies and demonstrate the scale of financial investment and the political significance of digitalization processes [2].

The digital economy is characterized by the dominant value of digital information over all other elements of production, i.e. digital data is becoming a key and determining factor in production.

Information support of tourism acts as the most important factor in its development, which has gained particular importance in recent years in the context of the development and formation of the digital economy.

The latest digital technologies that act as a platform for the digital economy include:

- Big Data technologies;
- cloud services;
- Internet of Things;
- neural networks (artificial intelligence);
- smart technologies;
- location technology;
- 3D printing and much more.

The following traditional and innovative technologies are also actively used in tourism and services:

- mobile devices;
- smart sensors and much more.

The tourism sector is fully focused on the active implementation of digital technologies, many business processes have already been restructured in accordance with the new paradigm of the digital economy development, including tour booking systems, e-commerce technologies, etc. For the tourism sector, information infrastructure is of particular importance, which ensures the formation, the functioning and development of a single information space and means of information interaction at the mega, macro, meso and micro levels of tourism [1].

The mega-level corresponds to the level of international tourism, which is most influenced by new digital technologies, such as Big Data, artificial intelligence, the Internet of Things, mobile technologies, etc.

A scientific study of the consequences of digitalization of tourism at the macro level is related to the study of the role, place and its economic significance at the national economies level. The study of state regulation directions in the field of tourism is gaining relevance, taking into account the impact of digitalization, issues of investment activities related to the introduction of digital technologies in the tourism sector at the national level, the formation of a state policy for financing innovative tourism projects, the development and implementation of national projects and programs for the development of tourism. In order to improve tourism management at the mega-level, it is necessary to develop a substantiated list of indicative indicators that will allow an objective assessment of the impact of digitalization on tourism activities. The meso-level of tourism corresponds to tourist systems at the cluster and destination levels. The main issues from the point of view of tourism management are the study of the impact of digitalization of tourism on the development and management of regional tourism systems, the impact of tourism activities on the economy of the region, the development and management of regional tourism projects and programs, etc.

Currently, digital technologies are being actively implemented into the tourism infrastructure. Pricewaterhouse Coopers studied the readiness of large cities in the world to implement the technologies of the future, assessing the degree of their infrastructure readiness. Singapore (62% ready), London (59%), Shanghai (55%), Moscow and New York (53% each) are the first in the rating of the readiness of the largest cities in the world for the implementation of digital technologies of the future.

The level of digitalization of culture and tourism was assessed by the presence of multifunctional kiosks and smart stops on the streets, mobile applications for tourists, the use of innovative technologies at airports and museums. The first places were taken by Barcelona, Singapore, Shanghai, Moscow.

The micro-level of tourism is represented by individual enterprises in the tourism industry. The most pressing issues are the study of new forms and methods of organizing enterprises in the tourism industry in the conditions of digital economy, modification of the risks of entrepreneurial activity in tourism taking into account digitalization, the impact of digitalization of business processes on the activities of enterprises in the tourism industry [1].

The digitalization of the economy leads to the emergence of new types of enterprises in the tourism industry, including virtual companies, spatially distributed network structures, etc. It is necessary not only to develop organizations of a new type, but also to foresee the creation of organizational ecosystems and networks. At the same time, adaptability will play a major role in organizing the digital tourism business, as companies compete to replace the structural hierarchy with a network of teams with the necessary powers as soon as possible. The impact of digitalization on changes in consumer demand and behavior are of particular importance, good information support, which would contain all the information necessary for the traveler.

The issues of studying the influence of information and communication technologies on the formation and promotion of tourism services, competitiveness at all levels of tourism management, the increase of labor productivity in the field of tourism are becoming more relevant, which affects the economic results of the activities of enterprises in the tourism industry.

The introduction of innovative technologies that radically change the business processes in the tourism sector is getting a particular importance. These new areas of digital tourism development include blockchain technologies that implement a distributed database, in which data storage devices are not connected to a common server. In the near future, blockchain technologies will be used by online travel agencies, metasearch systems, GDS, airlines, which will lead to a radical change in business processes in the tourism industry. With the widespread adoption of digital technologies, social media marketing (SMM) has also become a fairly popular tool.

A distinctive feature of the tourism business in the context of digitalization is the particular importance of the information component, a large number and variety of information flows, which are accompanied by the need for constant updating, high speed of exchange information operations between all business entities. Informational relationships exist between all participants in the tourism market [1].

In the context of digitalization, tourism development is characterized by increased competition between all participants in the tourism market. Of particular importance is innovative competitiveness, which manifests itself in the use of modern information and communication technologies, which mainly determine the main trends in the development of tourism. First of all, this applies to information processes: tourism agent - tour operator - receiving tour operator. To ensure the competitiveness of a tourist enterprise, it is necessary to create a single information space: a supplier - a seller of a tourist product. The quality and relevance of information support for the

tourism business directly affects the quality of the tourism services provided, since any discrepancy or inaccuracy of the information provided to the end user can adversely affect the impressions and tourism experience that a tourist will receive. Besides, in modern conditions, the quality of a tourist product is determined not only by the quality of the basic services provided, but also by the availability and level of information and communication support.

In hotel complexes, a high level of service cannot be provided without the use of information and communication technologies that implement electronic reservation, electronic keys and other technologies that help to improve the quality of service and at the same time optimize the number of personnel. Network information technologies are a relevant and promising direction in the development of information support. They provide the exchange of information between individual users of information and computing systems, the ability to share distributed information resources, obtain reference, documentary and other information from various specialized information funds. Attention should be paid to a new trend in tourism development - Smart tourism. The direction of Smart-tourism contains tourism planning in the territory, the implementation of technologies in tourism experiences and service delivery, effective resource management and the ability to respond to the needs and behavior of tourists [3].

Smart tourism technologies include:

- Internet;
- social networks;
- mobile communication;
- GDS;
- tourism infrastructure software;
- internet marketing;
- smart technologies in tourism.

Smart tourism is an innovative space, accessible to everyone, supported by cutting-edge technology. It contributes to the sustainable development of the tourist area, simplifies interaction and integration of the environment and the guest, and improves the quality of services for guests at the places of visit.

Therefore, the development of the digital economy will radically change the infrastructure support of many types of economic activity, including tourism, increasing the importance of the information component. Due to the fact that the digital economy is based on the concept of processing large amounts of information, a high-tech system for the safe, reliable, long-term storage of large amounts of information will become important.

In the future, mobile technologies and applications designed for travelers will be actively developed, providing a wide range of functionality (buying air tickets, booking hotels, etc.).

The institutional infrastructure related to the provision of tourism activities will also undergo significant changes. New forms of enterprises in the tourism industry will be created, and spatially distributed network companies will be developed.

The changes will also affect the personnel infrastructure, which is associated with the formation and development of new information and communication competencies among workers in the tourism industry.

Thus, in the conditions of the digital economy, its social component is developing more and more actively. At the same time, tourism activities are becoming more technological, a unified information space is being created in the field of world tourism, new principles of information support and tourism management are being formed. Information support for the tourism business and its digitalization are a strategic resource that enhances the competitiveness of tourism.

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