

**THE IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN  
TOURISM AND HOSPITALITY INDUSTRY**  
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**Abstract:** *the article analyzes the main problems of digital globalization of international tourism, provides statistics on the use of information technologies by tourists. The perspectives of development of technologies of virtual information space in tourism are analyzed. The types of virtual technologies in international tourism are presented and their influence on the demand of consumers of tourist services in the tourism industry is described. The market of digital technologies and its impact on the tourism and hospitality industry are being investigated.*

**Keywords:** *virtual technologies, international tourism, digital globalization, transformation, information technology.*

**ВНЕДРЕНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ В ИНДУСТРИЮ  
ТУРИЗМА И ГОСТИНИЧНОГО БИЗНЕСА**  
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**Аннотация:** *в статье рассматриваются основные проблемы цифровой глобализации международного туризма, приводится статистика по использованию туристами информационных технологий. Анализируются перспективы развития технологий виртуального информационного пространства в туризме. Представлены виды виртуальных технологий в международном туризме и описывается их влияние на спрос потребителей туристских услуг в индустрии туризма. Исследуется рынок цифровых технологий и его влияние на индустрию туризма и гостиничного бизнеса.*

**Ключевые слова:** *виртуальные технологии, международный туризм, цифровая глобализация, трансформация, информационные технологии.*

The development of the global tourism industry in the 21st century is directly related to the introduction of new information technologies. Thus, the existence of modern tourism takes place in a digital economy. The revolutionary growth

of information and virtual technologies has led to the creation of a completely new direction, called "digital tourism", which is the use of digital tools and technologies to prepare, organize, control and entertain the tourism industry. Digitalization in tourism is aimed at making the tourism business not only more flexible, corresponding to the realities of our time, but also more competitive in the world. The development of a virtual information space helps to ensure that customers are satisfied with the provision of services, and the owners of travel companies receive high income. The use of innovative technologies in society has had a huge impact on the international tourism industry, especially on some of its sectors, such as transport, international relations, and the hotel business [4]. Over the years, tourism has used all sorts of technologies for booking and selling tourist services, which ensured their uniqueness and availability for purchase around the world. The use of virtual technologies has increased the quality and reliability in the provision of services to tourists. Today, new methods of digital space, such as AR, VR, are gaining popularity, which expand the possibilities of the tourism business and provide new ways of its implementation [2].

The tourism industry as one of the most promising economic activities is characterized by the active introduction of digital technologies. The digital economy as a type of business, differing in that information becomes a key resource in it, as well as information management methods in all spheres of production, exchange, distribution and consumption, is based on the use of new technologies that make up the digital infrastructure of the economy, such as: recognition technology; Chatbot and artificial intelligence technologies; technologies of mobile integration; VR and AR technology [6].

1. Recognition technology. It is already widely used in some hotels, for example, retinal or fingerprint scans are used to unlock hotel rooms. This technology can improve the quality of customer service [1].

2. Technologies of mobile integration. In the era of smartphones, mobile integration is more important than ever and is one of the digital trends that is easiest to implement in the travel industry. For example, a dedicated mobile application for a hotel can be used to facilitate room bookings, restaurants, room service requests, and spa visits. In addition to self-service features, mobile integration can be used along with beacon technology to send promotional messages.

3. Chatbot and artificial intelligence (AI). One of the most exciting digital trends of recent times is the rise in the use of Chatbot. This technology has been a breakthrough in customer service and can be used by those in the travel industry to provide a quick response to key inquiries. It is extremely important that chat bots can quickly respond to requests even in the middle of the night [3].

4. Virtual reality (VR) and augmented reality (AR).

The use of VR and AR technologies is becoming an integral part of the development of the tourism business. Virtual reality allows customers to

experience a virtual hotel experience during the booking process before paying for it to make the right travel choices [5].

Deep integration of these technologies in tourism contributes to an increase in the efficiency of communication processes among participants in the modern market of tourist services. IT, designed to make the perception of information by a person much wider and clearer, have a significant potential in tourism due to the fact that consumers, being actively involved in the virtual space, get the opportunity to purchase information, services, goods, which affects the growth of tourist traffic.

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