DEVELOPMENT OF DIGITAL TECHNOLOGY IN TOURISM: ONLINE-BOOKING, VIRTUAL TRAVELING, MOBILE APPS

Viktoriia Makhovka[*]

[1]*National University «Yuri Kondratyuk Poltava Polytechnic», International Economic Relations and Tourism Department, Pershotravneviy avenue, 24, Poltava, Ukraine*
*Corresponding author's e-mail: fem.makhovka@nupp.edu.ua

Abstract

Digital technologies gives significant influence on tourism sphere. Contributing to the development of online-booking, virtual tours, and mobile apps. In this article are considered digital technologies in tourism: online-booking, virtual tours, mobile apps. The influence of this technologies on the tourism market, in particular, their importance in providing quick and convenient access to services, increasing the level of customer service, creating new opportunities for travelers. Digital technologies have become a necessary component in the modern tourism industry, opening up wide opportunities for development and convenience for users. Highlighting and analyzing these aspects help to understand importance and perspectives of developing digital technologies in tourism for all of interested parties.

Key words: *tourism, virtual tourism, information technology, digital technologies.*

1. Introduction

Modern era characterized by rapid developing of digital technologies, that steadily penetrate in different spheres of our life. Tourism is one the industries, that experienced a significant influence of this digital technologies. Let's consider the key aspects of developing digital technologies in tourism, in particular, online-booking, virtual tours, and mobile apps, and their influence on the tourism industry.

Overview

This paper describes the advantages, disadvantages and conclusions on the following issues:

1. Essence digital technologies in tourism;
2. Advantages and features of digital technologies in tourism: online-booking, virtual tours and mobile apps.

Decision

Today online-booking have become an integral part of modern tourism business. Platforms for booking hotels, flights, yours and other services provide convenience and accessibility for travelers. Such services allow customers compare prices and conditions quickly, making the travel planning process more transparent and efficient.

Reservation systems (CRS) are key components for travel agencies, airlines, hotels and other hospitality industries where it is important to manage and control bookings and inventory. For the most popular reservation systems include: Amadeus, that is one of the biggest and the most popular reservation system in the world, that gives services for airlines, hotels, tour operators, and other sectors of tourism; Sabre is another leading system of booking, that gives services for airlines, hotels and other sectors of tourism. Also offers a wide range of tools for managing and optimizing business; Travelpost reservation system, that serves airlines, hotels, tour operators and renting car services. She gives a wide range of services and functionality to optimize booking processes; Galileo as other systems, provides tools for booking airline tickets, hotels and other travel services. She also offers a wide range of integrated solutions for travel agencies and other customers.

These booking systems play important role in travel planning and management and provide a variety of tools and functionality for travel and tourism business.

Virtual tours is new trend in tourism industry. Thanks to development virtual reality and other technologies, travelers can visit exotic places and world attraction, as if they were physically there. This opens new opportunities for tourism, in particular for those who is limited in time and finances, as well as for virtual tourism during pandemics or crisis situation. Consider a new examples of virtual tours that provide the opportunity to travel virtually through the use of various digital technologies:

1. Google Arts & Culture: platform offers huge collection of virtual tours for new museums, attractions and cultural objects. You can visited such iconic places, as museum Louvre in Paris, Ermitazh in Sankt-Peterburg, and many other, without leaving home.

2. AirPano: web-site, that offers impressive 360-degree panoramic video and photo from whole world. You can feel yourself, as on the high of Everest, over underwater reefs or inside Great pyramid in Giza.

3. The Hidden Worlds of the National Parks: virtual tour, developed Google, allows You explore beauty and nature wonders national parks USA. You can deep in the unique eco-systems and see incredible kinds of animals.

4. Explore.org Live Cams: platform offers opportunity to observe by live activity of different places, include wild animal, birds, ocean reefs, and many others, thanks to a network of webcams.

5. CyArk: a non-profit organization that creates digital copies of the world's cultural and historical monuments using laser scanning and photography. They offer virtual tours of places such as Chichen-Itza, the Siberian volcano in Pompeii and many others.

Mobile apps have become an integral part of travel, providing travelers with tools for navigation , finding restaurants, booking transport and much more. They also can give useful information about local attractions, history and culture of the country, that helps tourists maximize their experience. The main advantages of travel mobile applications are: 1. Convenience and accessibility – mobile apps allow users to quickly and easily to book hotels, airline tickets, places in restaurant, rent transport and other services. They are available all the time and from any places, where there is access to the internet connection, which greatly simplifies the planning and execution of travel; 2. Portability – applications usually have an intuitive and easy-to-use interface, making them ideal for users traveling in large cities or remote region, where internet access is restricted; 3.Personalised recommendations, some mobile apps in tourism use artificial intelligence algorithms to analyze your preferences and travel history to provide personalized recommen-dations, regarding places of recreation, attractions and other interesting objects; 4. Opportunities to use offline. There are many apps in tourism allows download maps, information about local attractions and other useful information for offline use, which is especially useful in remote areas or in areas with poor network activity.

Note that mobile apps in tourism help provide convenience, efficiency and personalisation in process of planning and travel performance, making them more pleasant and unforgettable for users.

Conclusion

Developing of digital technologies in tourism opens lots of new opportunities for travelers and tourism industry at all. Online-booking, virtual tours, and mobile apps significantly making easier process of

planning and travel performance , providing convenience , accessibility and increased opportunities for tourists in the whole world. Achievements in this area provide grounds for efficiency and innovative development in the sphere on tourism.

Authors

Makhovka Viktiriia, 9.12.1989, Ukraine

Current position, grades: Ph.D.
University studies: tourism, rural (green) tourism, crisis management
Scientific interest: crisis management of tourism enterprises
Publications (number or main): 78
Experience: 13 years