

DIGITAL TECHNOLOGIES IN THE TOURISM SERVICES

NADIYA DEKHTYAR¹

OLENA STRYZHAK²

ABSTRACT

The digitalization of national economies causes certain changes in the structure of consumer demand, thereby stimulating the development of new industries and causing a reduction in output in others. Innovative services, products, and technologies with the principal digital component appear. Tourism is no exception to this trend with highly elastic demand for services, depending on fluctuations in economic activity and local markets conditions. Unrest, natural disasters, economic shocks have a very strong impact on the tourism product consumption and international tourist flows, respectively.

Recently, there has been a significant acceleration in the tourism industry digitalization around the world due to global trends in expanding the scope of information and digital technologies –resulting also in a rapid development of digital travel services. The long lockdown due to the Covid pandemic also played an important role. Since tourism is highly dependent on geopolitical risks, military actions in Ukraine can jeopardize the safety of travel, especially by air, in Eastern Europe, in countries closest to the border with Ukraine.

Nevertheless, despite the risks, people are eager to travel, especially since the summer tourist season of 2022 predicted a significant lifting of restrictions. Deferred tourist demand, if physical movement continues to be limited, will be highly profitable for those leisure service providers who will be able to implement the consumption of their products online or otherwise in digital reality. However, in order to launch "mass digital tourism" in the country, it is necessary to possess relevant technical and communication infrastructure. The study assesses the readiness of the recreational infrastructure of Turkey's main partners and competitors in the field of tourism to move to digital standards of tourist services, offers a methodology for assessing the quality of IT and digital communications based on analysis of indicators included in world rankings.

Keywords: tourism industry digitalization, digital tourism, IT infrastructure, factor analysis, Network Readiness Index.

¹ *PhD in Economics, Simon Kuznets Kharkiv National University of Economics, UKRAINE, nadiya.dekhtyar@hneu.net, ORCID: 0000-0001-7932-8620*

² *PhD in Economics, Simon Kuznets Kharkiv National University of Economics, UKRAINE, ssssellennnn@gmail.com, ORCID: 0000-0002-9367-9061*