

APPLYING DIGITAL TECHNOLOGIES IN TOURISM

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Abstract: The article deals with the problem of using digital technologies in the sphere of tourism.

Keywords: tourism, consumer, e-commerce, buyer, competition.

The tourism industry is continuously learning to move away from mass tourism thanks to the development of modern technologies and means of communication that allow it to be significantly rebuilt. The transition to innovative forms of tourism product in the new conditions of the economy of impressions and digitalization in tourism is caused by one of the main trends in modern tourism. This is primarily the use of information and communication technologies and the use of the unique local tourism potential.

The modern consumer is constantly developing. With the growth of its interest in digital technologies, the offered devices market increases. For many modern companies offering services and products, the use of digital media in interaction with the client is a new direction. This is especially true in the sphere of tourist services.

Thus, it becomes vital for travel companies to ensure fast and efficient delivery of products and services, as well as the most convenient experience of operations both through digital and non-digital channels for "acquiring" new customers. Today, companies that invest in expanding their technological capabilities do this, first of all, to provide first-class services to consumers and only then to be able to compete in the tourist business market.

Nowadays, the Internet has become an integral part of our life. But Internet technologies have changed the everyday life not only of society, but also called into question the existence of both large enterprises and small and medium-sized

businesses. Internet technologies have become the driving force for the Future. Schumpeter, or radical technological innovations that have fundamentally changed the entire business landscape over the past 40 years. Changes in technology inevitably lead to institutional changes, as Karl Marx pointed out. In almost all industries, services, and innovation shifts have occurred as a result of these changes. Competition has become tougher, and those companies that have been able to adapt to the new conditions have received new qualitative changes, while those that have not been able to adapt have suffered big losses.

The total number of buyers of goods in the "tourism" category is 19.7% of Russian Internet users. The most popular online purchase in the tourism sector is railway tickets (48.8% of all online buyers in the tourism sector). The most unpopular subcategory is car rental.

Currently, information systems, in particular e-commerce systems, play a significant role in business. The Internet, as a global information system, provides effective interaction both within the business and with the external environment. E-business is a completely separate category. This term refers to any business activity that uses the capabilities of the global information network to transform internal and external relationships in order to extract benefits and profit.

In the process of promotion on the Internet, the site is a point of communication between potential consumers and the company. It is responsible for ensuring that the user continues to communicate and contact the company's staff - send a request, call, place an order. Business owners often forget that the final sale is often independent of the site. Even in the case of promotion of online stores, when a person can fully place and pay for an order, order confirmation plays a great role, speed of delivery, etc. If an interested person calls or leaves their contacts for communication, the employee who accepted the request or call is responsible for the sale. The process of communication between the sales Department and a potential customer, the presence of well-developed conversation scenarios, politeness and efficiency play a key role in a successful sale. The website and Advertising message that the person has read before have an indirect

impact, forming expectations from the conversation with the Manager. Having a marketing strategy developed based on the portraits of the target audience and the analysis of competitors, you can start developing an advertising campaign on the Internet. Tactical activities can be divided into working with channels to attract visitors and working with the website itself or a representative office (for example, a group in a social network). Positioning and marketing solutions are related to both areas.

When visitors are attracted to the site, the main task is to immediately sell them your product. According to the conversion rate, only one person out of a hundred will immediately become a buyer, e-mail marketing or other retention tools. But we must take into account that today, when it has been forty years since the first email, at least 75% of users, and more often 100% are used to e-mail marketing. After the user is included in the contact database, the company reminds them of themselves until they make a purchase, and after that, too. Internet marketing is constantly changing, it is important to monitor this to understand which tools no longer work: using current tools will increase sales, and old ones that do not work will lead to senseless losses. Thus, it can be noted that Internet marketing has had a positive impact on the development of modern business. There is no longer a need to wait in line for hours to pay for any services or products, but just have a device for accessing the Internet, and payment will be made in a few seconds. Also, instead of going shopping and looking for the necessary product, you can simply go to the store's website, select the product you are interested in and immediately pay for home delivery. This is very convenient and in demand, and therefore we can make a forecast that in the future the share of Internet services will continue to grow and improve, and this is to some extent possible thanks to Internet marketing. Businesses that use Internet marketing are definitely more competitive. Currently, the number of companies that promote themselves on the Internet is growing rapidly. We can say that Internet marketing is one of the main tools of non-price competition, which is increasingly replacing price competition based on the method of price reduction. Non-price competition allows

you to focus on the development strategy (production, product, sales), thereby increasing sales by maintaining or increasing prices. Non-price methods of competition include all marketing methods of managing a firm, so Internet marketing is an innovative and very effective way to increase the competitiveness of an enterprise.