

## **INNOVATIVE TRENDS IN THE DEVELOPMENT OF TOURISM AND HOTEL BUSINESS IN THE CONTEXT OF DIGITALIZATION**

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**Abstract:** The Russian online services market is growing rapidly, which is associated with the introduction of digital technologies in the tourism sector. Digital technologies are also becoming the main focus of the development strategy of the culture and tourism of the cities of the future, contributing to the integration of tourists in the urban environment and allowing them to plan their travel independently. One indicator of the development of information technologies and their distribution is the ever-increasing share of online booking of tourist services. Despite the development of the market for online sales of tourism services, large tour operators in Russia are not at risk, since the price remains the main determining factor when buying a tour, and the tour operator is able to offer package tours at the lowest cost for the consumer. The introduction of technology contributes to the development of independent tourism, which is becoming increasingly popular every year. The introduction of new technologies is reflected in the formation of a comfortable urban environment, contributing to the development of urban tourism. The basic areas for the introduction of digital technologies in the urban tourist environment include: online services with personalized recommendations; wearable gadgets for simultaneous translation; sharing services; a smart navigation system in the city adaptive to foreign languages; free high-speed internet in public areas; the use of multimedia technologies and various guide applications in museums. To develop tourism in the Russian Federation at the regional level, it is necessary to develop tourism products for their implementation in the new digital environment, revealing the potential and possibilities of destinations.

**Keywords:** digital technologies; tourism; tourist services; online reservations; mobile applications  
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Problems of the modern digital society – disadvantages in the active use of automated workplaces in the service sector. This leads to unemployment, as an increasing number of office employees are being replaced by automated systems capable of analyzing customer requests faster and providing information. The next problem is that the more services and services are presented in the virtual space,

the more difficult it becomes to find a job for people who do not have experience in this digital field.

Increasing the role of an individual approach to the consumer in all areas of the tourism industry. The ability to extract maximum customer information from analytical data makes it possible to achieve significant success, as more and more travelers want to receive personalized service. Tourism enterprises should anticipate the needs of travelers, understand problems and anticipate their occurrence with the help of data and business intelligence. Today we can observe an improvement in the quality of customer service through significant investments in artificial intelligence and analytics, but the use of these technologies at every stage of travel organization is ahead.

2. Continuous development of multimedia content and technologies. As the industry develops new approaches to the promotion of tourism services and technological standards, there is a continuous development of multimedia content. Thanks to a wide selection of multimedia content, travel service providers will have all the means to personalize the service for each traveler. Most tourists need technological innovations in the field of travel (for example, mobile tourist guides) that will make the trip experience truly unique (Vishnevskaya, 2017). The penetration of technology will simplify the standard operations of tourists. This is, for example, real-time baggage tracking via the phone, combining the functions of trip planning and booking services in one application.

3. The emergence of "smart cities". One of the trends that most clearly reflects the complexity and sophistication of the consumer world of the future is the emergence of "smart cities". The future of tourism it will be determined by multimodal transportation and analytical data that will provide a more personalized and high-quality service. The emergence of "smart cities" will contribute to the development of tourism and travelers will receive an exceptional level of service.

4. Travel with benefits. When choosing a vacation destination, tourists pay more attention to the possibilities of self-realization – whether they will be able to learn something new during the trip. Representatives of generation Z (people born

after 1995) value the practical skills acquired during the journey more than a diploma of higher education. Research conducted by Booking.com It showed that the most popular trips are trips for the purpose of cultural exchange (according to 68% of respondents), volunteer trips (54%) and work abroad (52%) (As will change ..., 2019). It should be noted that Russians are unlikely to travel for the purpose of self-realization yet lee is in priority.

5. Travel with attention to others and the planet. Millennials and Generation Z will be looking for eco-friendly travel options, and homeowners, in turn, they will be engaged in processing. According to statistics tourism industry is facing a new reality in which it is very important to keep up with the rapidly developing digital sphere. The introduction of digital technologies leads to significant transformations in this industry. Emerging trends require qualitative research, since they affect the basic aspects of both individual and social development. A complex of social phenomena is being formed that create industrial and tourist integration plastic waste and improving its reputation as a socially responsible business . The vast

majority of travelers around the world claim that they will devote time to reducing the negative impact on the environment during the trip.

As world experience shows, thanks to the use of digital technologies, many already traditional tourist routes have a second "breath", as well as new, previously inaccessible destinations. As a result, it is necessary to combine several approaches in the development of regional tourism, including elements of the digital economy. Because it is an integrated approach to the development of tourism that reduces overall risks and increases efficiency.

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