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THE DIGITAL ECONOMY AND ITS IMPACT ON THE TOURISM INDUSTRY

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Abstract: Digitalization is changing the model of economic relations between the subjects of the tourism industry. The number of real travel firms continues to decline as a result of the growth of the Internet and the creation of online travel agencies.
Keywords: digitalization, tourism, digital technologies, innovations, online travel agencies, popular online assistants.

The article reveals the transformation of economic relations of the subjects of the tourism industry under the influence of digital technologies, an analysis of digital technologies is carried out.

The purpose of the study: to reveal the specifics of the transformation of economic relations of the subjects of the tourism industry under the influence of digital technologies.To achieve this goal, I analyzed the digital technologies used in the tourism industry.

Let's find out what is the digital economy in the tourism industry? So, the digital ecosystem of the tourism industry is an open information technology infrastructure, which is the basis for partnerships between the consumption, coordination and business sectors[1]. Digital transformation forms the prerequisites for increasing the profitability of the tourism industry, a gradual transition to the online sphere with a corresponding switch in financial flows. Trends in the development of tourism information systems and services indicate their ever-growing role in the tourism market.

Digitalization of tourism can be divided into external and internal. I believe that in the first case, we are talking about the transfer of interaction with the client to the digital environment.[2] The reason for this is the following: people no longer have time to meet face-to-face with travel agents to discuss holiday options. Often, the country and the hotel have already been selected - we have learned how to search for information on the network on our own. Therefore, it remains to find a point of contact with the tour operator, which usually becomes his website. On the site, the user will also not be left alone with questions: an employee in a chat or a chat bot immediately connects to the communication. The key points here are the promptness of the response and the efficiency of solving the client's issue. Statistics show that in European countries traditional tour operators are approached less and less - no more than a third of travelers come to the office.[3]

Online sales will also continue to grow, and there are two directions for them. Firstly, people buy tickets and hotels separately, making up their own trip. Secondly, travel agencies also go online, promoting their own tours. For a tour operator on online sales, work with a client does not stop. Digital technologies make it possible to engage in support, that is, follow-up and feedback. The customer's journey is tracked at all stages. In my opinion, the trend of transition to the online environment will increase every year. Even now, covid has driven the shift to online not only in the travel industry but in general. Travelers are buying flights in bulk using SkyScanner, and Booking.com has long changed the traditional hotel booking market. I think we need to take a moment to these sites.

Skyscanner is the world's leading travel search engine that allows you to compare millions of flights from over a thousand airlines and travel agencies, as well as prices for car rentals and hotel stays.

Booking is one of the best sites for booking hotels, apartments, guest houses, hostels and other types of tourist accommodation. In fact, Booking.com is an online hotel booking system. Service employees do not publish information about hotels, the hotel administration or the owner of the apartment fills the page on their

own. However, this booking service is appreciated for the fact that it clearly controls that all agreements are met.

Similar prospects await other standard operations. One of them is insurance. Today, there are applications like Tripinsurance that allow you to get a policy within a few minutes. The matter is not limited to the issuance of a document: as part of the insurance, you can get a round-the-clock emergency consultation from a suitable doctor. Communication with clients in Tripinsurance takes place, including in Russian. Support specialists use all major instant messengers.

Another important point after the flight, settlement and insurance is movement in a foreign country. But trips from the airport to the hotel and to long-distance destinations are a niche that is just beginning to be filled. It is here that the GetTransfer.com transfer company develops its presence, offering services in all popular tourist cities. Recently, the GetTransfer.com service has started working in Africa.

GetTransfer.com is an international service for booking transfers and car rentals with a personal driver.

The emergence of the described technologies and services significantly changes the traditional model of economic relations between the subjects of the tourism industry.

1) Producers of tourism services are introducing digital technologies in order to speed up operations, expand channels for promoting services. Producers interact not only with tourist enterprises, but also with the consumer, increasing the possibility of obtaining additional profit.

2) Tourist enterprises are digitalizing their activities in order to increase income by minimizing costs, expanding the audience of consumers through monitoring preferences.

3) Consumers of the tourism product get the opportunity to access a wider amount of information, increase their tourism literacy, expand the boundaries of their own choice.

Thus, traditional tourism enterprises with offline offices are being squeezed out of the tourism market, and the benefits are achieved by companies that introduce innovative business models to provide tourism services to consumers.[4]

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