

СЕКЦИЯ 5

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

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HOW DIGITAL TECHNOLOGIES ARE TRANSFORMING TOURISM

Digital innovations today convince travelers to choose any destination. They make the booking process easy and enhance the impressions from travel experience. Welcome to look at how digital technology works nowadays.

Tourists enjoy the opportunity to explore and book holidays and travel online which has opened up almost a world of possibilities. It is for sure that, therefore, destinations must stand out. Virtual reality invites visitors online to take exciting excursions to destinations and attractions accordingly playing an increasingly crucial role. A compelling story about what to expect through drone images, videos and even fully interactive simulations like hot air balloon flight is told to the potential customers. At the same time digital travel platforms provide customized offers for events, travel and accommodation owing to data analysis and artificial intelligence algorithms.

Users have the opportunity to quickly switch from searching for information to booking flights, accommodation, meals, excursions and attractions, thanks to the emergence of interconnected travel platforms that have made it possible. With the help of a single platform, users plan and insure their entire trip. At the same time, the integration of contactless payment platforms simplifies payment, and increases the level of travel security, thanks to biometric verification. The most common practice is when tour operators develop attractive branded platforms, investing significant funds in this process. The availability of these platforms allows users to book tours directly.

Now digital travel platforms have become a virtual assistant for travelers. They are a reference base where you can get the necessary information about tickets and bookings, as well as receive reminders and information about updates, delays or changes. Visionary destinations go much further to support and attract tourists during their travels. Augmented reality-based applications are used to significantly enrich the experience of visitors to museums, art galleries, historical sites and other

attractions by adding an interactive layer to the displays, as well as adding personalized signage adapted to the user's location and communication preferences.

To help visitors navigate cities and regions of interest, augmented reality applications can be expanded. For example, in mountainous areas there are signs and routes, translation services, you can get information about places of interest, recommendations for specific restaurants and shops, pharmacies, and other useful services. Applications of this kind are updated to get unforgettable travel experiences. This technology makes trips abroad more affordable, relieves stress and simplifies navigation.

Upon returning home, the traveler can use augmented reality, which will help him capture his memories and share them in various ways, such as, for example, virtual photo albums or presentations. The potential of technology for tourism cannot be exhausted. And future customers are happy to get involved in the process. The data collected throughout the customer service process, from research to return, is transferred to the system to improve services and create even more attractive routes in the future. The tourism industry is constantly improving due to digital innovations, opening up new tourist destinations to travelers. Site administrators will be able to better manage the flow of people visiting the attractions and plan staff needs more effectively using the same technology that helps tourists get to the attractions.

Digital technologies are a powerful differentiator in the tourism sector. This technology is already attracting the attention of travelers to new and future destinations. Exciting travel experiences and digital tourism are changing the world and creating huge potential for unexplored destinations and new attractions.

Reference

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MODERN TRENDS IN THE DEVELOPMENT OF WORLD ECONOMY

Brands that embrace sustainability are not only able to differentiate themselves in crowded markets but are also likely to foster stronger cus-