

DEVELOPMENT OF TOURIST SERVICES IN THE “SMART CITY”: WORLD EXPERIENCE

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One of the most important components of the services sector is the tourism market, among which are distinguished: historical, “green”, recreational, entertainment, sports, youth, urban and other types of tourism. In the XXI century, the processes of urbanization are actively spreading. The

development of the tourism potential of cities is therefore of great importance to all countries of the world. Let's note that modern cities of developed countries, including EU countries, are acquired the status of "smart city".

"Smart city" organically combines the following components: "smart economy"; "smart mobility"; "smart people"; "smart living"; "smart governance" [1].

All these components are necessary conditions for the successful development of tourist services in cities. The "smart economy" of cities is based on the development of the digital economy. It is based on digital technologies in the cities of developed countries that there is a modern, innovative system of providing information about tourist facilities, the development of the tourism sector with the help of innovative technologies "Industry 4.0" and IT technologies. Promising for "smart cities" is the use of IT, QR-codes and other information technologies, including Internet of Value, Internet of Everything, virtual reality, robots, drones, through which tourists are provided with information and "tips" about tourist routes, tourist attractions, provides comfort and safety during tourist tours and visits. With the help of virtual reality, IT, computer graphics in developed countries there are already virtual guides, consultants, who conduct thematic tours for tourists, provide information about tourist attractions and provide advice on the optimal choice of tourist routes [2].

The COVID-19 pandemic and inter-state lockdown (2020 - early 2021 years) caused significant losses in the field of tourism services. Instead, a new surge in tourist travel should be expected after the end of the pandemic. And that is why the development of "smart cities" opens new opportunities for people to receive quality and safe tourism services that will meet the new challenges of innovative, "smart" development of digital society in the XXI century.

References:

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2. UNWTO. World Tourism Organization. [Электронный ресурс]. – Режим доступа: <http://www2.unwto.org/>