

## The Role of the Digital Economy in the Field of Tourism

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**Abstract:** The article analyzes the development of modern information support for the tourism industry in the digital economy, considers a fundamental change in business processes in tourism with the introduction of new information and communication technologies.

**Keywords:** Digitalization, Benefit, Tourism, Management, Platforms.

### Introduction.

The massive introduction of digital technologies in the social, economic and political spheres of the market economy, professional competencies and everyday life form a new problem field that actualizes the need to study and understand these processes. The digital economy is the basis for the development of the social market economy as a whole and has an impact on such diverse industries as banking, retail, transport, energy, education, healthcare and many others. Digital technologies such as the Internet of Things (IoT), big data (big data), the use of mobile devices and devices are transforming the ways of social interaction, economic relations, institutions. New ways of cooperation and coordination of economic agents appear to jointly solve certain problems.

Tourism has become the most important area of economic activity both for the world economy as a whole and for the national economies of many countries. In addition, the tourism and hospitality industry is an information-rich area where the collection, transmission and processing of information is of great importance in decision-making at all levels of tourism management. In this regard, the formation of a new trend in the digital economy is directly related to the tourism sector, which is already actively using new information and communication digital technologies.

The digitalization of the economy leads to the emergence of new types of enterprises in the tourism industry, including virtual companies, spatially distributed network structures, etc. It is necessary not only to develop a new type of organization, but also to provide for the creation of organizational ecosystems and networks. At the same time, adaptability will play a major role in the organization of the digital tourism business, as companies compete to replace the structural hierarchy with a network of teams with the necessary authority as soon as possible.

**Main part.** The digital economy is an activity in which the key factors of production are data presented in digital form, and their processing and use in large volumes, including directly at the time of their formation, allows, compared with traditional forms of management, to significantly increase efficiency, quality and productivity in various types of production, technologies, equipment, storage, sale, delivery and consumption of goods and services.

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This definition is conditionally operational, but not quite exhaustive. Since the definition must be either correct or official, we will now focus on the official version, refraining from offering our own formulations.

However, the purpose of this article is to dive into the heart of the matter. And for this we will do three exercises, each of which should reveal the depth and breadth of the topic under study. First, we will look at the digital economy from the point of view of the technologies that underlie it and determine the direction and quality of the ongoing transformations. Secondly, we will look at the digital economy in terms of the set of competencies necessary for its development and effective existence in the new conditions. And thirdly, we will consider a number of examples that reveal the innovations brought in the field of economic interactions and business schemes.

Currently, digital platforms (sharing platforms, search engines, social networks, e-commerce platforms, etc.) and the platform ecosystems they form are transforming entire industries and various types of socio-economic activity, becoming drivers of economic growth, innovation and competition. The purpose of the study is to determine the essential characteristics and unique features of digital platforms, as well as the features and trends in the development of foreign and platform companies. Definitions of a digital platform, a platform business model, a platform ecosystem are given. The characteristic features, advantages and disadvantages, opportunities and threats associated with the activities of digital platforms are considered. One of the main advantages of the platform business model is to ensure direct interaction and exchange between entities and reduce their transaction and other costs. Of the main problems associated with the activities of digital platforms, the problem of ensuring the confidentiality of personal data collected and processed by platforms was noted. The geographic reach of digital platforms is extremely broad, with the majority of platform companies based in the US and China. It is shown that the rating of the world's largest companies has changed significantly over the past ten years. Most of the largest commodity holdings have now been supplanted by platform companies that have reached incredible values in terms of market capitalization. The impressive average annual growth rates of the ecosystems of the largest digital platforms are analyzed. Examples of global and platforms operating in various formats and directions are presented. Big data involves more than just analyzing huge amounts of information. The problem is not that organizations create huge amounts of data, but that most of it is presented in a format that does not fit well with the traditional structured database format - it is web logs, videos, text documents, machine code, or, for example, geospatial data . All this is stored in many different repositories, sometimes even outside the organization. As a result, corporations can have access to a huge amount of their data and not have the necessary tools to establish relationships between these data and draw meaningful conclusions from them. Add to this the fact that data is now being updated more and more often, and you get a situation in which traditional methods of information analysis cannot keep up with huge amounts of constantly updated data, which ultimately paves the way for big data technologies.

In essence, the concept of big data involves working with information of a huge volume and diverse composition, very often updated and located in different sources in order to increase work efficiency, create new products and increase competitiveness. The consulting firm Forrester puts it in a nutshell: Big data brings together techniques and technologies that extract meaning from data at the extreme limit of usability.

**Conclusion.** Thus, in the conditions of the digital economy, its social component is increasingly developing. At the same time, tourism activities are becoming more technologically advanced, a single information space is being created in the field of world tourism, new principles of information support and

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tourism management. Information support of the tourism business and its digitalization are a strategic resource that provides an increase in the competitiveness of tourism.

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