THE ADVANTAGES OF DIGITAL ECOSYSTEMS IN THE DEVELOPMENT OF TOURISM IN THE REGIONS.

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Abstract

A digital ecosystem in tourism is an interconnected network of digital platforms, systems and technologies that facilitate and improve the travel experience for tourists. This includes the integration of various digital tools, services and platforms to simplify tourism travel, provide personalized recommendations, enable online booking and improve interactions between tourists and tourism service providers. This ecosystem includes online travel agencies, booking platforms, virtual reality experiences, mobile apps, user-generated content platforms, smart tourism destinations, digital payment solutions, data analytics, and more. The goal is to create a seamless and efficient digital experience for tourists, while enabling businesses in the tourism industry to use technology for improved operations, marketing and customer engagement.

Keywords: ecosystem, digital tool, booking, virtual reality, mobile application, content platform, smart tourism.

Introduction

A digital tourism ecosystem is a technological infrastructure that supports improved networking and interaction between businesses and stakeholders in the tourism sector in a digital environment. Advanced forms of information and communication technologies have revolutionized the digital tourism ecosystem and enhanced the travel experience. Through online booking platforms and digital payment systems, the tourism industry can streamline processes and reduce manual tasks. This leads to increased efficiency and optimization of resources for businesses such as hotels and tour operators. Real-time data analysis helps optimize operations, allocate resources and meet customer demands more effectively. Digital ecosystems generate vast amounts of data about customer

preferences, behaviors and trends. This data can be analyzed to gain valuable insights that allow businesses to tailor their offers, pricing strategies and marketing efforts more effectively. This enables targeted marketing campaigns, personalized recommendations and more relevant and engaging experiences for tourists. For example, hotels, tour operators, transport companies and attractions can collaborate to offer bundled packages, joint promotions and cross-selling opportunities, creating a seamless and integrated travel experience for tourists.

Overall, digital ecosystems in tourism enable a more efficient, customer-centric and sustainable travel experience, which benefits both tourists and businesses in the industry.

Foundation

In this study, we will give examples and recommendations for the use of digital ecosystems in the development of the main direction of tourism.

Factors that lead to the importance of the digital ecosystem include:

• Ease of use of digital tools

• Enriching travelers' knowledge with updated information

• Creation of tourist markets

• Millennials' growing spending habits

• Influence of social media channels

• Ease of travel planning and convenient payment systems through e-commerce platforms

• Competition is increasing among online travel aggregators who create attractive offers

• Employment

To take advantage of the digital tourism ecosystem, travel companies should focus on:

- To analyze the drivers of technological innovation in the digital society and its scope in tourism
- Evaluation of digital communication components from the perspective of digital tourism ecosystems.
- Explain the role of IT in the decision-making process of travelers.

- Identify target market(s).
- Segmenting markets by age group and their online behavior.
- Identify digital communication channels preferred by target customers
- Analyze the behavior of tourists online and track how they use and respond to digital information systems in relation to vacation and tourism.

As a result of this research, we bring you 10 recommendations for developing digital ecosystems for the development of the tourism industry.

1. Virtual travel experience: Development of digital platforms that allow travelers to discover tourist destinations through virtual reality or 360-degree immersive videos. This provides an authentic and engaging experience for potential tourists, allowing them to "visit" different locations and attractions before making a decision.

2. Online Booking Platforms: Build a comprehensive online booking system that allows travelers to search, compare and book flights, accommodation and activities all in one place. It simplifies the booking process and makes it easier for tourists to plan their trip.

3. Mobile apps for personalized itineraries: Develop mobile apps that provide personalized recommendations and itineraries based on the traveler's preferences and interests. This may include suggestions for attractions, restaurants and events, as well as real-time updates and notifications.

4. Digital Payment Solutions: Integrating secure digital payment systems into travel platforms allows travelers to make easy and secure transactions regardless of location or currency.

5. Smart Tourism Destinations: Transform tourist destinations into smart cities by implementing technologies such as Internet of Things (IoT) devices, beacon technology and data analytics. This allows for real-time tracking of tourist flow, optimization of resource allocation, and improvement of the overall visitor experience.

6. User-Generated Content Platforms: Create online platforms where travelers can share their experiences, reviews and recommendations. This allows prospective tourists access to real and reliable information and helps them make informed decisions.

7. Virtual Tour Guides: Develop chatbot or AI-powered virtual tour programs that provide tourists with real-time information, assistance and recommendations during their trip. This includes voice assistants, language translation capabilities, and local insights.

8. Collaboration platforms for local businesses: Create online platforms that connect local businesses (eg hotels, restaurants, tour operators) with tourists. It supports the local economy by providing small businesses with a wider audience and personalized service.

9. Data Analytics and Forecasting: Use data analytics and machine learning algorithms to analyze tourist behaviors, preferences, and trends. This information can be used to make informed decisions such as optimizing marketing strategies, identifying emerging destinations and forecasting tourism demand.

10. Sustainability-focused initiatives: Incorporate environmental sustainability practices into digital tourism platforms, such as promoting eco-friendly accommodations, responsible tourism activities, and encouraging tourists to make sustainable travel choices.

Results

In connection with this study, the results of a survey were conducted on the topic of Digital tourism ecosystem: how important it is for the development of the tourism sector.

Digital Tourism Ecosystem

How important is the digital tourism ecosystem for the development of the tourism industry?

Your age		One from the list ▾
○ 15-25		✕
○ 25-35		✕
○ 35-55		✕
○ 55---		✕
○ Add an option or add "Other" option		

Mandatory question 🔵

Figure 1. A survey on the topic of digital tourism ecosystem: how important it is for the development of the tourism sector.

In this survey, several directions and questions for the development of the digital tourism ecosystem were studied. We will familiarize you with the results below.
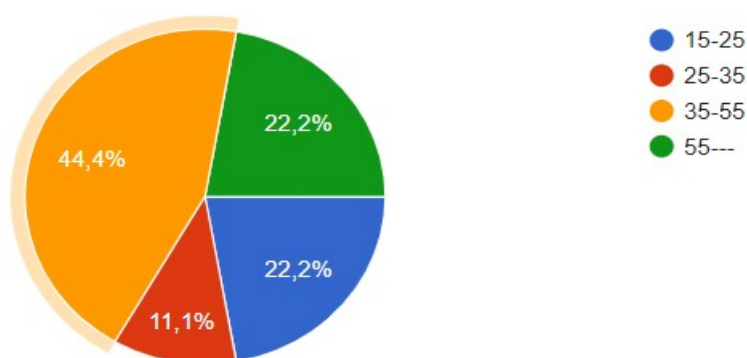
Your age
9 ответов

Figure 2. According to the results of the survey, the majority of tourists in the age group of 35-55 participated.

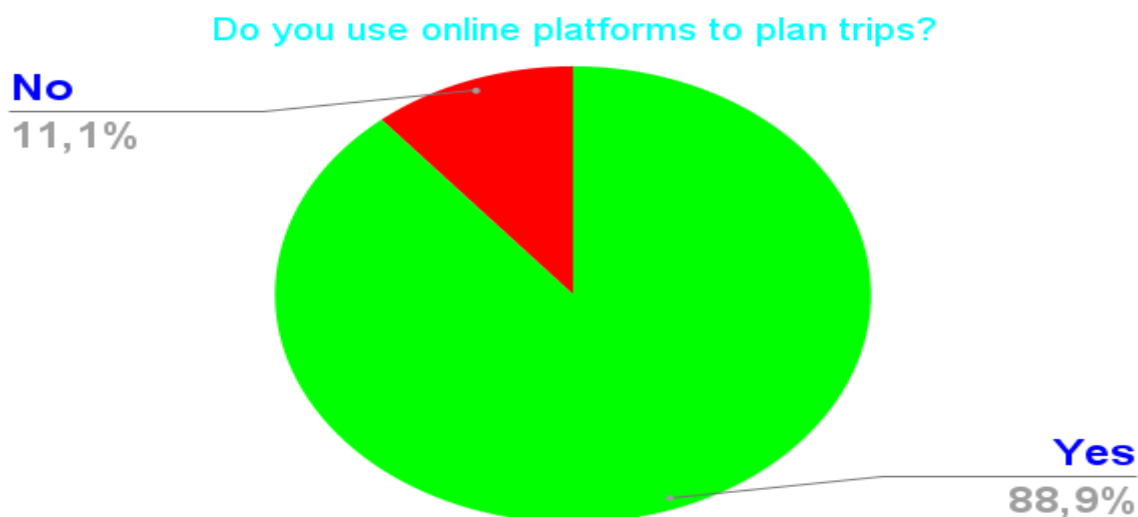Do you use online platforms to plan trips?

Figure 3. Users of online platforms showed 87.5% success in planning trips. It can be concluded that at the time of the development of current Internet technologies,

many users consider it convenient to perform tourism services remotely, saving their time.

Does digitization of services affect the number of tourists?

Yes, it will decrease
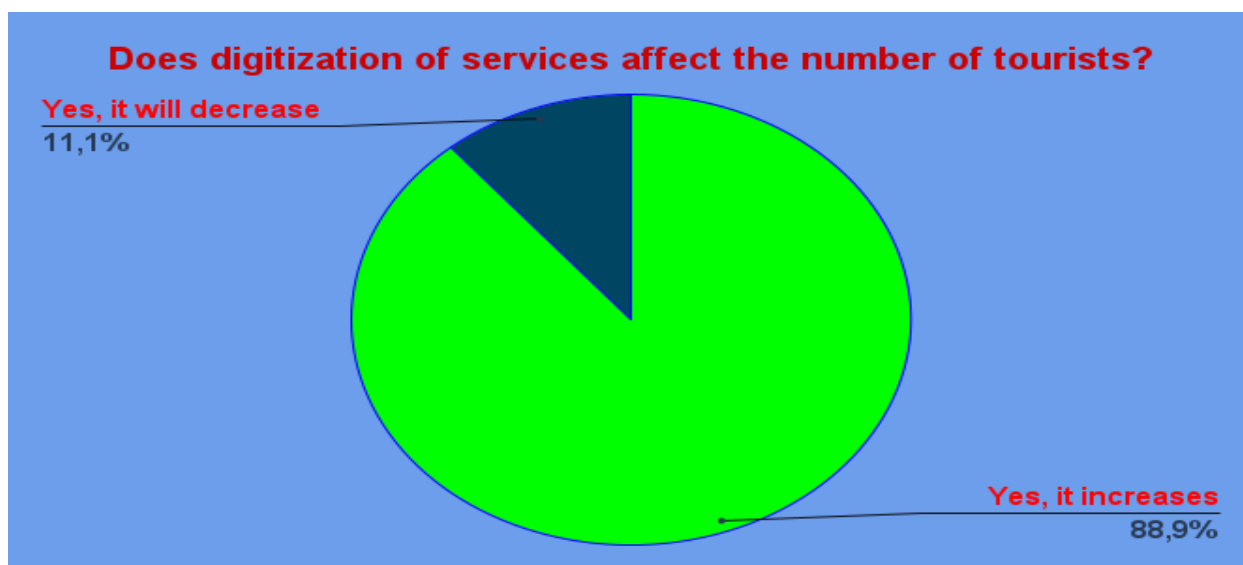11,1%

Yes, it increases
88,9%

Figure 4. From the next analytical result, we can see that all users believe that digital services serve to increase the number of tourists in tourism, and we can estimate that this is true, because now everyone wants to use convenient and fast services.

Summary

Digital ecosystems have a significant impact on regional tourism development by streamlining how destinations interact with travelers and streamline operations. These benefits include:

1. Enhanced Accessibility and Visibility: Digital platforms increase a region's impact by making information about attractions, accommodations, and activities easily accessible to a global audience, expanding access and visibility.

2. Personalized experiences: Through mobile apps, virtual tours and AI-powered recommendations, tourists can customize their experiences, access real-time information and receive offers tailored to their preferences.

3. Improved visitor engagement: Social media and review platforms allow tourists to share experiences, provide feedback and interact with the destination community, creating a sense of participation and encouraging others to visit.

4. Data-driven insights: Digital ecosystems generate valuable information about tourist behaviors, preferences, and trends that enable destinations to make

informed decisions, create targeted marketing strategies, and customize offerings to meet visitor needs.

5. Empowering local businesses: Online marketplaces and booking platforms allow local businesses to showcase their services, reach a wider audience and compete more effectively in the marketplace.

6. Promote sustainability: Digital tools can help promote sustainable tourism practices by educating visitors, managing traffic and encouraging environmentally friendly behavior, and contributing to the conservation of natural and cultural resources.

7. Operational efficiency: Digital technologies simplify administrative tasks related to tourism management, operations optimization and infrastructure, leading to more efficient allocation of resources.

8. Collaborative Innovation: Digital ecosystems facilitate collaboration between stakeholders, fostering partnerships that foster innovation, promote sustainable growth and contribute to the overall development of the tourism sector within regions.

In summary, the benefits of digital ecosystems in regional tourism development are evident in their ability to increase accessibility, enhance experience, leverage data, promote sustainability, empower local businesses, optimize operations, and foster collaborative innovation.

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