| Research Article

DIGITAL TECHNOLOGIES IN THE FIELD OF TOURISM: MODERN OPPORTUNITIES FOR TRAVELERS AND THE TOURISM INDUSTRY

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Abstract: This article covers a wide range of opportunities for the use of digital technologies in the field of Tourism.

Keywords: Hospitality industry, artificial intelekt, messengers, tourist products, neuroset, virtual tours.

Introduction

Digital technologies are constantly offering more and more new tools for both consumers and business owners. The travel industry is no exception — in a couple of clicks you can find a ticket to anywhere in the world, a hotel, the best cafes and restaurants, interesting locations and picturesque places for photos. How digital technologies affect tourism in 2025, and what the future holds for the tourism industry — see the article. The goal of new technologies in tourism is to provide as many pleasant experiences as possible and simplify people's lives. Tourists do not want to spend a lot of time planning and solving organizational issues. Therefore, digital tools are already helping you choose the best tickets, find accommodation, set routes to interesting locations, and even overcome the language barrier on international trips. The tourism industry is striving to become more flexible and responsive so that people can easily organize a trip, whether it's a tour to a popular beach resort or a trip to the most remote and wild places on the planet. A number of digital technologies help in this. Artificial intelligence It will save time and nerves during the preparation stage, and you will be able to look forward to the trip with joy.

Artificial intelligence solves a number of tasks:

• It will tell you where to go — it will take into account weather conditions, flight duration, and

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budget.

• Predicts ticket prices and helps you choose travel dates based on your schedule.

• He will tell you about the visa features and guide you on which documents may be useful during your trip.

• Builds a route to the sights and provides background information on each of the places.

• Will help to organize travel arrangements — will make a checklist of things for the trip, as well as a list of things that need to be done before departure.

The free GigaChat neural network will help you plan your trip. The service works without a VPN and perfectly formulates thoughts in Russian. Just open the chat and ask a question. In a couple of seconds, artificial intelligence will collect all the necessary information and give you an answer.

Methodology

Applications for transfers You can use a neural network for transfers, or you can use a special application on your smartphone. Both will help you overcome the language barrier when traveling to other countries. People are often afraid to travel outside their homeland because they don't know the language — they worry that they won't be able to explain themselves in a store, cafe, or simply get lost in a new place. A pocket translator becomes an indispensable assistant in any of these situations. You can use text or voice translation to communicate. And to understand the text in the menu or on the sign, you can simply point the camera and see the meaning of the words in Russian. Smart devices

Smart watches today are not only watches, but also other devices that are useful when traveling. For example, smart backpacks and suitcases have built-in GPS trackers, thanks to which you can track the location of your luggage at any time. There is a function of enhanced protection by Touch ID or Face ID — only the owner can open such luggage. Sometimes a battery is also built into suitcases — it will help if the smartphone runs out at the most inopportune moment. Such devices make life easier on a trip and prevent things from being lost or stolen. Virtual tours VR technologies allow a person to visit any place even before the trip. For example, you can evaluate the design and equipment of the room in which you plan to stay. Or virtually walk through the streets of the city to make a final decision about the trip. There are also guided tours using AR technology, where you can point your camera at an object in marked locations and learn interesting facts about it. Digital technologies for the tourism business They remove routine tasks from employees and make the service even more convenient for guests. Answering booking questions, expediting room check—in, preventing flooding, and showing a virtual tour of the surrounding area are just a small part of what digital tools can help with. Chip cards They provide guests with access to the room and to any elements of the hotel's infrastructure. For example, the guest paid for accommodation with breakfast and a visit to the spa complex. Information about this is recorded on the card, and the guest can only attach it to the reader to enter the hotel, room, restaurant or pool. This way, the business saves labor costs for checking visitors, and customers receive fast service without tedious waiting.

Some hotels go further and introduce the identification of guests by Face ID. In this case, you upload your photo at the time of booking, and to check into the hotel, just look through the special camera at the entrance. This speeds up the registration of guests and allows you to check into the hotel at any time, regardless of the reception desk.

Results and discussion

Smart Home Digital management in the hotel ecosystem reduces electricity costs. For example, you

can remotely turn off the heating and air conditioning for a period until people move into the room. And when the guest leaves the room or room, automatically turn off the light behind him. The smart home also helps to track emergency situations in time and eliminate them promptly. For example, a leak sensor detects the appearance of water on the floor, turns off the water in the room and sends a notification to the application. Multimedia systems They guarantee guests quick access to entertainment content. Even away from home, travelers want to watch their favorite blogger or relax while listening to a new episode of a sitcom. Modern multimedia systems provide not only an abundance of video services, but also serve as a business tool. The Salyut Hotel service will tell you about the hotel and offer additional services, thereby increasing revenue. You can use the service on SberBox, SberBortal smart displays or Sber TVs, each of which has a built-in voice assistant for easy operation. Chatbots They reduce the cost of customer support, while increasing the level of service. Employees engage in dialogue only in non-standard situations, which means that the travel agency or the hotel's support service will not have to maintain a large staff of managers.

How a chatbot can help in the tourism sector:

• will respond to standard client requests: will help to book a room, will tell about services, will provide background information.

• will make a cross-sale: it will offer to include breakfast, transfer or additional excursions in the price.

• it will remind you about your upcoming trip: it will send the guest a notification a couple of days before the trip with instructions on how to check in.

• collects customer information for subsequent analytics.

The chatbot must respond promptly to the request of each consumer, otherwise the travel business risks losing the client and, as a result, money. The SaluteBot service responds in a chat in 2 seconds, while it can conduct a dialogue on all requests at the same time — not a single message will be lost. Easily integrates into popular communication channels: VKontakte, Odnoklassniki, Telegram, Avito, Viber, as well as the company's website.

Conclusion

Trends that determine the development of tourism in the near future: Artificial intelligence helps both tourists and representatives of the tourism business in routine and creative tasks. Smart home technology is an investment that saves business resources and increases guest comfort. VR and AR technologies create a wow effect: the trip will remain in the memory and will help your business to win the love of tourists for a long time. The introduction of digital products is not a whim, but a necessity for the tourism business if it wants to be attractive to guests and develop in the future. Optimize your processes and take care of your customers — it will definitely pay off. Smart watches today are not only watches, but also other devices that are useful when traveling. For example, smart backpacks and suitcases have built-in GPS trackers, thanks to which you can track the location of your luggage at any time. There is a function of enhanced protection by Touch ID or Face ID — only the owner can open such luggage. Sometimes a battery is also built into suitcases — it will help if the smartphone runs out at the most inopportune moment. Such devices make life easier on a trip and prevent things from being lost or stolen. Virtual tours VR technologies allow a person to visit any place even before the trip. For example, you can evaluate the design and equipment of the room in which you plan to stay. Or virtually walk through the streets of the city to make a final decision about the trip. There are also guided tours using AR technology, where you can point your camera at an

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