

New solutions for supplying the hospitality companies with multimedia content are provided, in particular, through the NDC – New Distribution Capability. It is a technology standard, which is already being implemented by airlines, hotels, restaurants and other travel service around the world. The main expectation of modern tourists is maximum choice with minimum effort. At the same time, high requirements for the result remain. The personalization and reliability of the source play a crucial role.

It should be mentioned, that the factors hindering the development of digital technologies in the hospitality industry include [2, p. 110]:

- financial and economic (it is quite difficult for small and medium-sized businesses in the hospitality sector to invest in digitalization. There are no benefits and programs to support and stimulate them in this area);
- regulatory and legal (lack of clear regulatory and legal legislation to regulate the interaction of entities during the transition to the digital space);
- general instability (differences in the financial and political capabilities of regions to integrate into the country's digital space).

In general, the use of digital technologies in the hospitality industry allows to strengthen customer relationships (inform and manage customers), sell more services and increase their price; improve the quality of services (smartphone as a room key, hotel check-in via the app, exchange of notifications with hotel staff via the app), improve emotional perception (marking where you have been and sorting photos by visited places, reminders, directions and instructions at the airport, train station, port and on board the ship); create new opportunities to find customers (messages, advertising, reviews).

It follows that the introduction of digital technologies can be effective if they take into account the specifics of the hospitality industry. The experience of developed countries that have achieved positive results in the digitalization of the hospitality sector shows that in order to realize the country's tourism potential, it is necessary to develop a comprehensive strategy for the digitalization of the industry.

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## **THE IMPACT OF AI ON THE COMPETITION IN THE DIGITAL ECONOMY**

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The year 2023 has already characterized itself as another stage in the formation of global hyper-shifts associated with the accelerated accumulation of contradictions

and risks in global development. Numerous economic gaps and imbalances have led to a forced state of searching for new opportunities by many developing countries. However, social and humanitarian development usually does not keep up with economic changes. Against this background, the institutional and political order cannot transform effectively and in a timely manner, which leads and has already led to geopolitical erosion and turbulence.

In this context, it is important to assess the true causes and factors affecting the changes in the nature of competition and the character of competitive relations in the digital economy, to ensure the effective implementation of institutional arrangements, including legal regulation. The problem of competitive struggle is relevant and requires the formation of new mechanisms of legal regulation.

To understand the nature of such processes, it is worth considering a characteristic example of changing competitive conditions in the latest stage of the development of the digital economy.

At the beginning of 2023, a product using a new type of artificial intelligence that is capable of generating the most interesting information for users from the whole Internet gained unprecedented popularity. The innovation was introduced by the platform ChatGPT, developed by OpenAI, which is based on a new model of artificial intelligence functioning, capable of generating more understandable and high-quality texts [1]. Unlike Google, where the general principle of generating search results has remained practically unchanged for the past 20 years, ChatGPT can generate unique and personalized responses to user queries without the need to go through multiple links [2].

The first extensive audience of ChatGPT users appeared just a week after the release, and in just two months their number exceeded 100 million, making this AI tool the first digital product to reach such a massive user base in so a short time. This indicates that ChatGPT is not just another "supporting" innovation, but something more. Based on current user interactions with ChatGPT, it is already clear that this tool can help with many tasks, and sometimes even completely replace a human. Examples include writing essays, taking tests for doctors and programmers, and optimizing software code [3].

However, the final conclusions about the real scenarios for using ChatGPT should be made only after its implementation into a ready-made product, as the capabilities of this tool in such a case will be scaled to a wider audience than now, and this may have a significant impact on the search engine market in general [4].

For example, recently ChatGPT was integrated into the Bing search engine and Edge browser from Microsoft, and it can already be tested by applying for early access. Such innovations, in our opinion, are shaping a new stage in the development of the search engine market, when it becomes possible to generate synthesized results based on the analysis of millions of pages. Eventually, this can lead to the creation of such scalable innovations that the market has not seen in decades [5].

Based on this specific example, it becomes possible to state that in the conditions of the modern dynamically developing world, when the development of digital technologies generates new non-standard forms of interaction in society, it is extremely important to timely research and develop effective methods for their regulation, based

on which it will be possible to anticipate the emergence of new contradictions and support the process of creating innovations in general.

Such new research within the framework of studying and regulating competitive relations can optimize many processes and prevent the formation of imbalances in the market power of giant companies now capable of extracting disproportionate benefits from analyzing large volumes of user data. It will also contribute to the creation of a market environment with healthy competition rules, and with even greater expansion of prospects for the development of small startups, and therefore, the volume of venture investments, and jobs in the digital economy.

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## **ПЕРСПЕКТИВИ ВПРОВАДЖЕННЯ ШТУЧНОГО ІНТЕЛЕКТУ В ІНДУСТРІЮ ГОСТИННОСТІ**

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Готельєри всього світу почали виявляти інтерес до технологій штучного інтелекту (далі ШІ). Можливості використання штучного інтелекту вже вийшли за межі розумного будинку та безпілотного водіння і сьогодні відкривають нову сторінку в історії індустрії гостинності. Інновації штучного інтелекту плавно виходять на плато продуктивності. Користувачі зацікавлені в чат-ботах та різних технологіях з вбудованим штучним інтелектом. Крім того, підвищується попит на платформи штучного інтелекту, що надаються як сервіси та пов'язані з ними хмарні сховища.

Сфери застосування штучного інтелекту включають інтерактивний ШІ, чому сприяє успіх віртуальних помічників, таких як Amazon Alexa, Google Assistant. Існує інтерес до нових технологій, таких як розширений інтелект, ШІ «на межі», автоматична розмітка даних та «роз'яснений» ШІ (системні рішення, які люди можуть пояснити). До систем розширеного інтелекту аналітики відносять засоби автоматизації, що сприяють підвищенню продуктивності