

DIGITAL TECHNOLOGIES IN TOURISM BUSINESS MANAGEMENT

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In today's world, the travel industry is actively implementing digital technologies to improve the quality of service and management processes. The introduction of digital technologies helps to optimize the company's operations, reduce costs, and guarantee productive interaction with customers. One of the areas where these technologies can improve efficiency is in the automation of internal processes, including HR management.

Automated management of staff schedules can simplify shift planning. Using systems to automatically schedule shifts based on demand forecasting can significantly reduce costs and increase efficiency. The system can automatically estimate the level of occupancy of a hotel or travel agency, taking into account seasonal fluctuations, special events, or demand forecasts, and plan the required number of employees for certain shifts accordingly. One of the possible solutions is to implement platforms such as Salesdrive or Zoho People, which allow you to create flexible schedules for staff, taking into account their preferences and minimizing human errors.

At the same time, automating the process of communication with customers has an impact on improving customer experience. Implementing chatbots for booking hotel rooms or organizing excursions in travel agencies allows you to automatically process requests without human intervention. The decision to implement platforms such as Tidio or ManyChat will help to create intelligent chatbots that work 24/7, provide prompt answers to questions, and make reservations, which will significantly reduce the workload on staff and improve the quality of service.

Despite the numerous benefits of digital technologies, travel companies are facing some difficulties. One of the main barriers is the high cost of implementing technology, which requires significant investment, especially for small and medium-sized companies. Another important issue is the need to train staff to effectively use new systems, which can affect productivity. In addition, the risks associated with personal data protection remain a serious threat to businesses, particularly in the event of a privacy breach, which could lead to legal consequences and loss of customer confidence.

Conclusion

Digital technologies are new opportunities for transforming the travel business, providing significant benefits in terms of increased management efficiency, reduced costs, and improved customer experience. Automation of internal processes, such as managing staff schedules and integrating chatbots to communicate with customers, help companies respond quickly to changes in demand, improve service accuracy and customer focus. Despite these advantages, the travel business faces challenges, including high costs of technology

implementation, the need for staff training, and personal data protection. Therefore, to succeed, companies need to take these aspects into account and choose effective strategies to minimize risks and maximize the benefits of new technologies.

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ANALYSE VON METHODEN FÜR DIE ENTWICKLUNG DER POSTKRIESENHAFTEN TOURISMUSBRANCHE

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In Krisenzeiten und auf dem Weg zur Erholung nach der Krise ist die Suche nach wirksamen Instrumenten für die Entwicklung der Region und einzelner Branchen, insbesondere des Tourismus, besonders wichtig. Ein solches Instrument ist das territoriale Branding, das es Regionen ermöglicht, ihre Attraktivität zu steigern und das Wirtschaftswachstum zu fördern.

Der Zweck des Artikels besteht darin, das Wesen und die Berechtigung der Notwendigkeit zu untersuchen, territoriales Branding als Instrument für die Erholung der Tourismusbranche nach der Krise auf regionaler Ebene in der Ukraine zu entwickeln und umzusetzen.

Für die Zielerreichung verwendet man im Artikel eine Reihe allgemeiner wissenschaftlicher Methoden: die Methode der theoretischen Verallgemeinerung, die abstrakt-logische Methode, die Vergleichung.