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DIGITALIZATION AS A REPUTATION MANAGEMENT TOOL FOR TOURIST DESTINATION

Abstract. The study identifies the main indicators and prerequisites for digital transformation of the tourism industry and the current problematic issues experienced at the level of regional management; the forecast and key features of a new evolutionary stage in the branch. i.e., the development of smart digital tourism, is provided; an extended model of tourism destination «7A» is described, taking into account the digital transformation factor; the role of the digital service portfolio in how the reputation of a tourism destination is formed and perceived is outlined; the systematization criteria and classification of digital tools and services used in regional administration and operational management of tourist activity are listed; KPI for tourist sites around the world are attributed; the structural analysis of domestic tourist sites is described; a critical assessment for the digitalization of the national tourism destinations across Ukraine is provided; the current digital channels for promoting the national tourist product are offered.

Keywords: digitalization of tourism industry, smart digital tourism, evolution of tourism, management and administration of tourism regions, tourism destination model, digital services in tourism, destination management organization (DMO), tourism destination reputation, reputation management.

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ЦИФРОВІЗАЦІЯ ЯК ІНСТРУМЕНТ ФОРМУВАННЯ РЕПУТАЦІЇ ТУРИСТИЧНОЇ ДЕСТИНАЦІЇ

Анотація. Визначено основні індикатори і передумови цифрової трансформації туризму та актуальні проблеми його регіонального управління, надано прогноз і ключові ознаки формування в постковідний період нового еволюційного етапу розвитку туризму — розумного цифрового туризму, розроблено розширену модель туристичної дестинації «7А», з урахуванням фактору цифрової трансформації, визначено роль портфеля цифрових сервісів у формуванні репутації туристичної дестинації, і критеріальні ознаки систематизації та розроблено класифікацію цифрових інструментів і сервісів у регіональному адмініструванні та операційному управлінні туристичною діяльністю, виокремлено особливості цифровізації в діяльності суб'єктів сільського та інших локальних видів туризму, наведено кращі практики і надано КРІ сайтів туристичних дестинацій країн світу, описано результати структурного аналізу вітчизняних туристичних сайтів, проведено критичну оцінку стану цифровізації національної туристичної дестинації України, запропоновано актуальні digital-канали просування національного туристичного продукту.

Ключові слова: цифровізація туризму, розумний цифровий туризм, еволюція туризму, управління та адміністрування туристичними регіонами, модель туристичної дестинації, цифрові сервіси в туризмі, менеджмент туристичної дестинації (DMO), репутація туристичної дестинації, репутаційний менеджмент.

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Background. Multi-vector changes in the second half of the XX and the early XXI century manifest themselves in globalization processes, which scientists of various disciplines construe as a new stage in the formation of the global political, socio-economic and information space. This process features, in particular, the creation of a single market space and the acceleration of communicative interaction through technical innovations which became most obvious in the recent decades.

As the tourism is the most integrated area of socio-political, environmental and economic aspects of human life, the role of new technologies as drivers behind new forms of travel becomes evident; this is equally true for real and virtual systems that provide for meeting the needs of tourists, and new information technologies — the most effective tool for building and maintaining

the robust reputation and most favorable image of the tourist attractions, the factor of even more importance in pandemic conditions. It appears that 2019 will be referred in the history of the global tourist industry as the milestone of a new evolution and transformation, accompanied, on the one hand, by decline in overall tourism activity through a chain of unpredictable crises, socio-economic shocks and, on the other hand, by innovations, new trends and opportunities.

Below are some facts that can be used to authenticate the above statements.

First, the bankruptcy of Thomas Cook Group, world's oldest travel firm, which occurred in September 2019, clearly identified the threat in form of deep-seated problems and systemic shortcomings inherent to traditional business management models. The reasons behind the bankruptcy included the lack of senior management's competence and ability to deeply and comprehensively forecast the imminent changes in the tourism market, the company's inability to customize the strategy to high-tech business needs in terms of digitalization of economic processes and personalization of tourism demand.

Second. The role of coronavirus crisis for the mass global tourism industry was not unambiguously negative: it has evidently produced significant damage but also has served as a trigger to accelerate the industry's transition to a new digital model of evolution in the online space. According to data collected by Cisco AppDynamics, one of the world's most influential software developers, over 80% of the world's population today uses the Internet, including mobile applications and digital services [20] as an everyday tool to exchange information. In a time of pandemic and global information changes, the tourism industry managed to keep afloat only by finding the ways of balancing between the off-line and online modes of interaction.

Third. It appears that in the coming years, the backbone of the tourism industry will be young consumers of «Z» and «Alpha» generations (according to the N. Howe and W. Strauss generations theory) whose upbringing, education and overall development as individuals coincided with the unprecedented surge of information and communication techniques, digital technologies, wider availability and redundancy of the information, prioritized development of emotional intelligence. For such tourists, the new approaches to meeting recreational needs, the emergence of totally different consumption patterns, including the availability of impressions and digital services are becoming mandatory attributes of any tourism product.

Fourth. The increased role and importance of digitalization in the tourism mediation, the possibility of direct interaction between consumers and end producers of tourism services contribute not only to the emergence and development of new types and forms of tourism (virtual tourism, insta tourism of destination management companies (DMC), agritourism clusters, etc.) but also create the leading-edge formats of tourism business, foster the application of innovative technologies in the development and sale of tourism products. The participants in these processes include not only business entities: tourist corporations, hotel chains, tour operators, etc., but also public management and administration institutions that represent the interests of tourism destinations in the market. The main drivers of struggle for better reputation, i.e., positive psycho-emotional attitude and loyalty of the new tourist to the destination are: competition in the virtual market environment between tourism destinations of different regional levels in terms of information, transport and tourism flows, environmental, infrastructural, investment, social and cultural projects, ideas and professional competencies.

The purpose, discourse and objectives of this research are based on the search for sources of positive attitude, commitment and consumer loyalty to regional tourism products, which collectively determine the reputational resource of any market entity, including the area of tourism destinations, at the time of new evolutionary changes in the tourism industry. Reputation is becoming a new intangible asset of a tourism destination, which creates added value and establishes a new competitive edge in the market. Today, a hypothesis can be made that in the future the digitalization of all functional areas in destination management organizations will become an indispensable tool for building the destination's reputation in the tourism market.

Analysis of recent research and publications. To date, the issue of creating and strengthening reputation from theoretical and practical perspectives has been the subject of many

publications and analytical researches of both domestic and foreign scientists and practitioners. Scientists mainly consider this matter with reference to the general methodological foundations and view the reputation management process at the micro level of enterprises, organizations and corporations, highlighting the specifics of developing reputation strategies in various business environments. The reference literature we have used for this study includes the work of such scientists as: S. Alshevskaya, L. Batchenko and L. Gonchar, O. Derevyanko, O. Zagursky, A. Ostapenko, Goldberg, N. Nazarchuk, L. Salnikova, I. Sidorska, M. Shkrobot, Y. Yasinska, V. N. Cherepanova, G. Dowling, Y. Wang and M. Schwaiger.

The questions of reputation management and its components at the regional level in the travel industry, i.e., tourism destinations are also occasionally raised in the works of A. Mazaraki, T. Tkachenko, S. Melnichenko, A. Platova and S. Tarchokova, N. Morgan, A. Pritchard and R. P. Routledge.

A new stage in this research focuses on a deeper functional study of the role performed by the destinations management organizations (DMO) in building reputation, in particular the marketing and economic analyses carried out with the use of information technology tools and digital services. The most prominent research work in this area has been performed by: R. Ya. Baran, M. Yu. Barna, M. Bosovska, O. Tkachenko, O. Tunika, A. Roskladka and N. Roskladka.

It should be mentioned though that the research of the above scientists and experts on this issue lacks a thorough substantive analysis of positive reputation management in tourism destinations with the use of digital technologies.

The purpose of this work is to highlight the role and content of global digitalization in the evolution of tourism and reputation management of tourism destinations, specify and present systematic review of digital tools and services in management and administration by identifying the main applications of digital tools that are instrumental in securing a highly positive image of individual tourism areas.

Materials and methods. The theoretical and methodological basis of the study is composed primarily of the scientific research performed by domestic and foreign scientists in the field of tourism digitalization and management of tourism destinations.

The study used such scientific methods: analysis, synthesis, comparison.

Results. At the beginning of this article it appears appropriate to determine the concept of «digitalization» as well as its meaning and importance for the national economy. According to the Concept for development of the digital economy and society for 2018—2020 in Ukraine, «digitalization is the saturation of the physical world with electronic and digital devices, equipment and systems and setting up electronic communication exchange between them so as to enable integrated interaction of virtual and physical, i.e., create cyber-physical space. The objective of digitalization is to achieve the digital transformation of existing and create new economic sectors as well as improve efficiency of everyday life experience. Such upgrade is possible only if digitalization ideas, actions, initiatives and programs are integrated, into national, regional, sectorial development strategies and programs» [14].

According to the concepts implemented by the Ukrainian Institute for the Future, the digital economy is «a type of economy where the key factors and production tools are digital (binary, information) data and network transactions that are used as a resource to significantly increase efficiency and productivity and add value of products and services. Therefore, the digital transformation (digitization) is the transformation of existing analog (sometimes electronic) products, processes and business models at the organization level, which are based on the effective and efficient use of digital technologies» [15].

According to the analytical reports presented at the World Economic Forum (Davos, 2021), the scope of future digital technologies encompasses the rich panoply of components such as: quantum technologies, identification technologies, the Internet of Things (IoT), robotics and cybersystems, artificial intelligence («AI»), big data, paperless technologies, additive technologies

(3D-printing), cloud and fog computing, unmanned and mobile technologies, biometric technologies, blockchain. It should be borne in mind that this list is not exhaustive [16].

Global trends today include such areas of digitalization as digital transformation of individual businesses and sectors; development of the sharing economy, virtualization of cyber physical infrastructure systems and rapid proliferation of digital platforms.

The success of the digital transformation depends on the availability of institutional support in the country. The key elements of institutional support for digitalization processes in Ukraine's tourism sector include: certain aspects of legal framework, creation of specialized departments in the state and regional executive bodies, a network of relevant NGOs focused on smart and digital tourism, a real partnership between the market stakeholders in this area. The infrastructural and institutional support is provided by the Ministry of Digital Transformation of Ukraine, the Ministry of Infrastructure of Ukraine, the Ministry of Culture and Information Policy of Ukraine. So far, a number of national level documents outlining principal vectors and software for the transformation of certain sectors of the national economy, including tourism, have been developed. These include: «The concept of development of the digital economy and society of Ukraine for 2018—2020 and approval of the action plan for its implementation» and the National Economic Strategy 2030 [6]. According to these documents, some important tourism industry-related projects will be launched by 2023 such as: «e-Tourism», «e-Heritage», «e-Book» and «e-Art», all of which are designed to further promote the digitization of tourism and culture [17].

The best practice of assessing the level of digitization involves certain established methodological tools for analytical research: rating indices of digitization. The main ones are: Digital Economy and Society Index (DESI), Digital Evolution Index (DEI), Digital Adoption Index (DAI), Information and Communication Development Technologies Index (ICT Development Index — IDI), Global Innovation Index (GII), Network Readiness Index (NRI), Economic Digitization Index (Boston Consulting Group — e-intensity), Global Digital Competitiveness Index (IMD World Digital Competitiveness Index — WDCI). The 2020 Ukraine's digitalization rating indexes by the criterion of search query results in Google, for each of the digitalization rating indexes are presented in *Table 1*.

Table 1

Digitalization Indexes of Ukraine

Index	Number of search query results, thous.
Digital Economy and Society Index (DESI)	107 000
Digital Evolution Index (DEI)	173 000
Digital Adoption Index (DAI)	191 000
ICT Development Index (IDI)	70 700
Global Innovation Index (GII)	457 000
Networked Readiness Index (NRI)	897
Boston Consulting Group (eIntensity)	7 990
IMD World Digital Competitiveness Index (WDCI)	16 600

Source. [8].

The analysis of the obtained data warrants the conclusion, according to which Ukraine, as a national tourism destination in the global digital space, has a significant potential for further development and that the methodology developed in this study can be implemented in the tourism sector.

The results of the study that targeted the status and problems of digitalization in the tourism industry support primarily the hypothesis of the current time period of coronavirus decline presenting new opportunities, the beginning of a new stage of evolutionary development of the tourism industry, the era of a digital or smart tourism. Using the evolutionary curve proposed by J. Kachmarek, A. Sasyak and B. Vlodarchyk [5] it can be concluded that the age of global mass tourism, which became one of the reasons behind the spread of the global pandemic and at the same time has fallen «victim» to it, is nearing its end (*Fig. 1*).

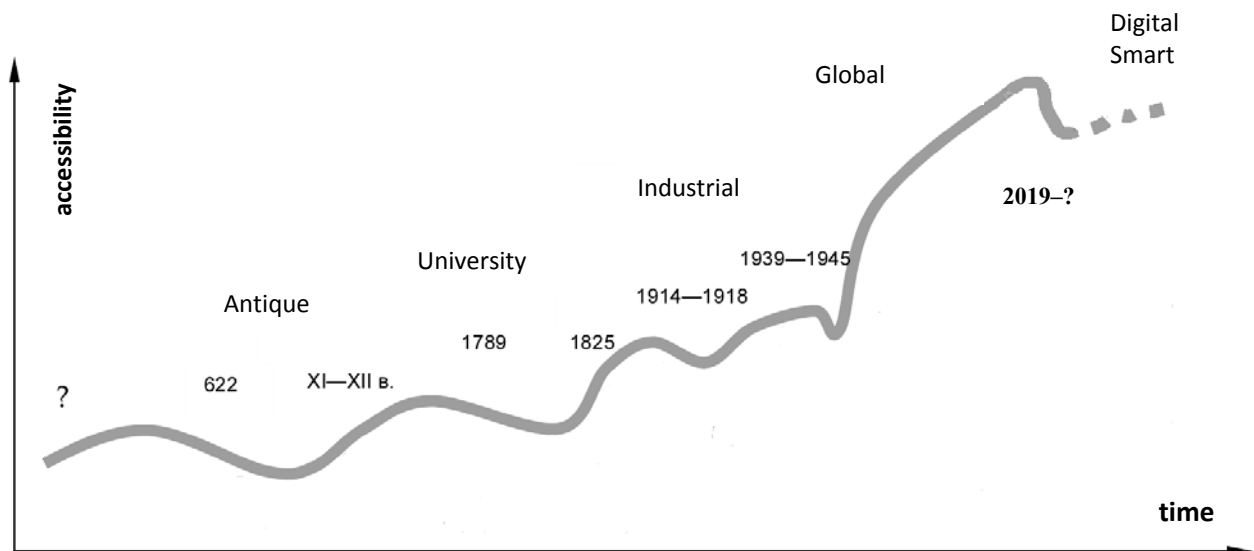


Fig. 1. Stages of tourism industry evolutionary development

Source: updated by authors by using data from [5].

The idea of the tourism industry being on the doorstep of a new era of evolutionary development is supported by I. V. Yatsyshyna, who believes that smart tourism is a separate step in the development of the industry, as far as physical and managerial aspects of tourism belong to the digital field and new levels of intelligence are achieved in tourism systems; the ways of creating, exchanging, consuming and sharing the tourism experience are undergoing radical changes [13]. O. M. Tunic in his study defines digital and smart tourism as synonyms and highlights the fact that smart tourism (sustainable, meaningful actions that lead to responsible trips) should be considered not as an industry but as a catalyst for change that occurs when tourists make conscientious tangible actions that make travel responsible and modern [11].

Summarizing the scientific research in the field of smart digital tourism the following list of principles and conceptual foundations constituting the new stage in the evolution of tourism can be formulated, relevant both in the coming years and in the medium term:

- permanent innovations in technologies of tourist activity, creative approach to creation of tourist products, development of creative tourism, tourism of emotions and impressions;
- sustainable development, environmental and social responsibility of the tourism as a business, preservation and promotion of regional-level tangible and intangible cultural heritage and authentic culture amid the local, mostly rural population;
- comprehensive accessibility of tourism: infrastructure, transport, information, economic and social accessibility;
- effective and professional management of tourism destinations, development of stakeholder management in regional tourism; cooperation between and integration of tourism business, public and local population, territorial communities, national and regional authorities; pro-active public-private partnership; creation of tourist clusters ;
- e-tourism, mass implementation of digitalization elements and tools in tourism; transition to information and communication technologies at all stages of the tourism process and throughout the entire tourism industry value chain; intensive use of digital services, interactive business models and new formats of information to promote its competitiveness and quality.

In the context of this study, we consider it necessary to review in a more detailed manner only the last two conceptual features of smart tourism and expand the content, objectives and issues of tourism destination management. According to the UNWTO definition, destination management consists of the coordinated management of all the elements that make up a tourism destination [14]. Danish tourism experts O. Jorgensen, K. Cooper, and D. Fletcher identified four interrelated

components of a tourism destination, better known as the «4A» model. Subsequently, D. Bukhalis in his research [13] expanded this model by two additional elements thus transforming the model to «6A»:

- Attractions: natural and anthropogenic tourist resources, objects, cultural heritage and living culture phenomena, events, etc., which attract tourists and encourage travel;
- Accessibility: the feasibility, simplicity and convenience of arrival to the destination, the availability of well-established transportation and communication links between the destination and consumers / outside world;
- Amenities: associated tourist services and goods that are offered at the destination to ensure convenience and create comfort for tourists (accommodation services, restaurants, other specialized tourism facilities and utilities in the region);
- Ancillary services: ancillary services and goods offered at the destination to both tourists and locals (retail, banks, post and communications, health care, law enforcement, etc.);
- Activities: a set of actions and interaction between destination management and local tourism organizations so as to provide a meaningful and safe stay of tourists in the destination according to the travel goals and motives (recreation, entertainment, knowledge, education, treatment, business goals, etc.) and organization of their leisure;
- Available packages: offering and promoting regional tourist products that have been already pre-formed and prepared for sale in foreign markets by marketing organizations of the destination.

In the light of total digitalization of the tourist process and tourist services in the destination, a separate element of the tourism destination, in our opinion, can and should include the opportunities of creating digital services to be used by tourists, travel agents, travel service providers and travel organizations. Such services are directly related to all other elements of the tourism destination model but are viewed as a separate functionality and task of destination management. This warrants a supplement to the classic model of the seventh element «Applications of digital services» thus transforming it in the «7A» model of the tourism destination (*Fig. 2*).

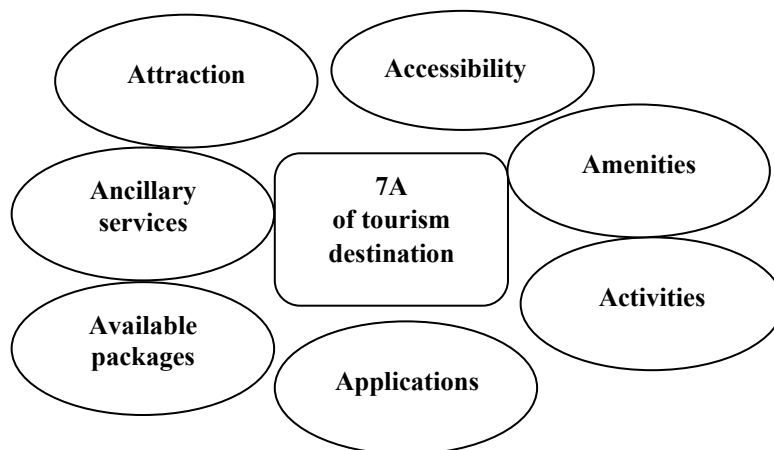


Fig. 2. Model «7A» of a tourism destination

Source: developed by the authors on the basis of [12; 13].

We believe that destination management entities need to monitor and study successful innovation experience and implement it in destinations as a specially defined package of digital travel services in order to understand the priorities of digitalization at the regional level, close gaps and reduce the reputation risks of the tourism destination in the market. This package will be created on the basis of scientifically sound techniques, systematization and classification. In our opinion, even if there are multiple criteria that should be applied to such systematization, their list is far from being exhaustive and can be constantly updated and changed. Let's consider some of these criteria.

By criterion of the life cycle, all consumers of tourist products (digital tools and services) can be classified as products targeting:

- pre-tourists; these are tourist products developed to trigger initial interest, search and purchase of a tourist product;
- tourists; these are tourist products developed as service delivered on the route during consumption of the tourist product components and implementation of the tour;
- post-tourists; these are tourist products developed as services delivered after the tour, during evaluation of the trip, collection of complaints, reviews, the formation of tourist impressions and experiences.

By criterion of the tourism industry branches and elements of the tourism destination, the digital services can be provided to:

- owners, managers and providers of tourist attractions;
- accommodation facilities;
- food establishments;
- farmsteads and rural, green, gastronomic and other varieties of local tourism;
- transport organizations;
- travel intermediaries (inbound and receptive tour operators, travel agencies);
- excursion and insurance organizations;
- public tourism organizations, associations, state and regional tourism management bodies;
- tourist information centers and other organizations representing the interests of the tourism destination, tourist clusters.

By criterion of marketing tools, digital services can be provided for the following purposes:

- design and engineering of a tourist product;
- pricing, logistics, booking and sales of rights for tourist products;
- promotion of a tourist product by means of the marketing communications;
- interactive information support in the process of tourist product consumption.

It should be noted that each item may include more detailed groupings of digital services. For example, digital services designed to promote a tourism product can help create a relevant and comfortable information environment for the consumer and perform certain tasks, in particular:

- provide information to a client through digital services and information channels (maps with current photos of the place, real feedback from visitors and employees of the enterprise);
- promote tourist locations by digitized data in the interactive maps or in special mobile apps/sites, that a client can view in advance, explore the locality, learn the history, make a logistically convenient route;
- commercialize the tourist sector as the developed digital services allow advertising travel services, selling or booking services for different segments of consumers, in particular, for tourists with reduced mobility, tourists with children, tourists wishing more comfort, tourists with animals;
- identify trends and generate new content. Promotion of trend areas, such as eco-tourism, green and rural tourism and active recreation can simultaneously provide interactive display of bicycle paths, facilities for green transport (scooters, electric scooters) on the maps and in the geographic information systems.

The most complex and broad classification of the digital travel services is possible by the functional content and nature of the employed information technology. In this sense we can distinguish the following types of digital services:

- 1) geographic information systems and technologies;
- 2) digital services in various formats (travel sites, portals, mobile apps, web aggregators, marketplaces, dashboards);
- 3) digital services using cloud technologies, NFC, QR-coding, VR, AR, MR, audioguides, 3D-tours, neural networks and neuromarketing, artificial intelligence, gamification;

- 4) technologies and tools of digital tourism marketing, eCommerce, in particular «Internet of Things», sales, promotion and interaction in social networks, messengers, other social media;
- 5) automated communication systems through chat bots and assistants.

Examples of the digital services most relevant for formation of the tourist destination reputation are systematized and presented in *Table 2*.

Table 2

Classification of Digital Services in Tourism and their Characteristics

Type of digital services	Characteristics of digital services
<i>Criterion 1. By the form of the developed product</i>	
Tourist internet-portal (site, web aggregator)	Internet portal (website) comprises logically connected web-pages featuring information from multiple sources using unified procedure in terms of content and design; has one domain name and one or more web hostings. All websites form the global system of the interconnected computer networks whose main purpose is to provide information about a tourist destination.
Mobile apps	Specially developed software is designed for smartphones, tablets and other mobile devices on Android and IOS platforms. Their functionality is determined by the needs of tourists ranging from getting information and viewing pictures and videos to communication or booking air tickets and hotels. Applications are developed directly for a specific destination, such as «VisitLondon» or for a specific purpose, usually commercial digital products such as booking services: «TripAdvisor», «Foodspotting»; booking of accommodations: «Booking.com», booking of air tickets: «Momondo»; route development: Google maps; services of language translators: «Lingopal Voyage», weather forecast: «Gismeteo». This is the endless list of the most famous travel applications and services and the development of this form of digital products indicates their resource potential in organizing travels for tourists and increasing influence on the tourist market. Also, in addition to promotion and information, it is important for many tourist destinations to monetize the products [4].
Web aggregator	Web aggregator is a website that automatically combines data (content) from several sources into one source and visually has a single user interface; also it allows users to add locations. Example is the web aggregator «guide.kyivcity.gov.ua» which allows users to add objects.
Market place	A platform for web users designed to commercialize goods and services including their implementation. Example is «AirBnB», to book accommodations (apartments) [18].
Dashboard	This is the information management tool for visualization of data grouped by content for displaying tourist flow status, most visited locations, average price, average time of staying in the location [19].
<i>Criterion 2. By using advanced technologies in development of the digital products</i>	
VR (virtual reality)	Technology that allows placing a user inside the experience by using human sensations and technical means. An example is the Mykolayiv City, which positions itself as a virtual city with the developed product for the whole city available at https://3d.mk.ua .
AR (augmented reality)	This is the technology of the enhanced version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli delivered via technology.
QR code	Code that can be placed on any media and read using a mobile application. A visitor to a destination or attraction can use it to read information about the object, which is why QR-codes are applied to information boards near sightseeing objects and used for mobile tours. Also QR-codes are used in tourism for replacing paper versions of entrance tickets to attractions, tickets or boarding passes in transport facilities.
3D technology	Technology for developing a visual three-dimensional image of the desired object. An example is visualization of the Zaporizhzhia City tourist locations on the website using 3D technology. More than 80 objects are digitized and now accessible at https://zaporizhzhia.city/places
Gamification	This is the use of gamethinking and mechanisms in a non-game environment to engage end users in problem solving. Gamification elements are used in tourist destinations for quest tours in the museums.
<i>Criterion 3. By the method of communication with the user</i>	
Virtual assistant	A software agent that performs user tasks based on the user location information. Examples of such products are Siri, Google Assistant (Google Now).
Chat bot	The app whose main function is to simulate the process of communication with the user by text or audio messages for the convenience and understanding of the tourist.
Podcast	This is one or a series of spoken-word digital media files that a user can reproduce on portable media players or computers. They can resemble a radio show, a sound show, include interviews, lectures and other spoken-word performances.

Source: author's development.

Currently a tourist site remains one of the main formats and tools of reputation management for positioning a tourist destination on the Internet. Analysis of information about the number of visits over a period of time from the world and regional tourist sites allows assessing their effectiveness in promotion of the regional tourism product. This indicator can be considered as an indicator of success or Key Performance Indicator (KPI) in relation to the effectiveness of the destination site and use of the positive experience of its formation. The KPI rating of the world tourist destination sites as of August 2021 is presented in *Table 3*.

Table 3

KPI of the world tourist destination sites

Tourist destination	Digital Services (tourism sites)	Availability of mobile application	Number of visitors (thousands)
Berlin	https://www.visitberlin.de/en	https://www.visitberlin.de/en/about-berlin-app	902 697
Amsterdam	https://www.iamsterdam.com/en	https://www.iamsterdam.com/en/plan-your-trip/practical-info/amsterdam-apps	757 978
Dublin	https://www.visitdublin.com/	-	91 324
Batumi	https://gobatumi.com/ru	https://play.google.com/store/apps/details?id=gobatumi.droid&hl=en	10 671
Bratislava	https://www.visitbratislava.com/	https://www.visitbratislava.com/media/download-app/	55 045
Krakow	http://krakow.travel/	-	44 293
Dubai	https://www.visitdubai.com/uk	https://apps.apple.com/us/app/dubai-tourism/id925400191?ls=1	1 094 322

Source: developed by the authors using online analytical service at: <https://be1.ru>.

Analysis of KPI of the regional tourist destination sites in Ukraine as of August 2021 shows low scores while for some tourist destinations with quite big tourist flow the KPI data are not available (*Table 4*).

Table 4

KPI of the regional tourist destination sites of Ukraine

Tourist destination	Digital Services (tourism sites)	Number of visitors (thousands)
Ukraine	https://ukraine.ua	117 851
Odesa	https://odessa.travel	5 670
Vinnitsa	https://vinnytsia.city	3 250
Kyiv	https://kyivcitytravel.com.ua	1 640
Kharkiv	http://kharkiv-travel.com.ua	Statistics are not available
Dnipro	https://dnepr.in.net	Statistics are not available
Lviv	https://lviv.travel	Statistics are not available
Khersonska region	https://visitkherson.gov.ua	Statistics are not available

Source: developed by the authors using online analytical service at: <https://be1.ru>.

The indicated sites contain the main sections that encourage tourists to get acquainted with the displayed information, explore important data, which increases the number of visits to the site. Comparative analysis of the structure and information content of the world tourist destination sites are given in *Table 5*.

The analysis shows that the most rational structural model of a tourist destination site should consist of the following information packages (content): accommodation, meals, tourist facilities, transport interchanges and maps. This affects the site popularity and traffic improving the reputation of the tourist destination.

Table 5

Structural analysis of the world tourist sites

Content	Tourist destination						
	Berlin	Amsterdam	Batumi	Krakow	Dublin	Bratislava	Dubai
Availability of City Card service	+	+	+	-	+	+	+
The site is translated into more than two languages	+	+	+	+	-	+	+
Search function	+	+	+	+	+	+	+
How to get to the city	+	+	+	+	+	+	+
How to move around the city	-	+	-	+	+	+	+
Accommodation	+	+	+	+	+	+	+
Food	+	+	+	+	+	+	+
What to see	+	+	+	+	+	+	+
Guided tours	+	+	-	+	+	+	-
History of the city	-	+	-	-	+	-	-
Shopping	+	+	+	-	+	-	-
Souvenir shops	-	+	-	-	-	-	-
Local advice	+	-	-	-	+	-	+
City map	+	+	+	+	+	+	+
Weather	-	+	+	+	-	-	-
Exchange rate	-	+	-	-	-	-	-
Events	+	+	+	-	+	+	+
City news	+	-	+	-	-	-	-
Pharmacies, medical centers	-	+	-	-	-	-	-
Reviews about the city	-	-	-	-	-	-	-
Flights	+	-	-	-	-	+	+

Source: developed by the authors.

Currently, the digitalization status of the national tourist destination «Ukraine» is at the initial stage of formation. Digital services and technologies in the Ukrainian tourism sector are presented by the following:

1. Virtual visualization of Ukraine including all regions at <https://virtualukraine.travel>;
2. AR technology (augmented reality), implemented in Mykolayiv at the object of archaeological excavations in the settlement «Wild Garden» and in Kyiv at the objects of archaeological excavations «Tith Church».

3. Podcast about the regions implemented at Cherkasy region portal <http://brand.ck.ua/>

Unlike Ukraine, countries of the world with the developed tourist sector actively use innovative information and communication technologies to maintain interest in the tourist facilities and resources, attract new tourists, create exclusive tourist products and improve comfort [2].

The main areas for increasing the effectiveness of digitalization tools in tourism are the integrated and targeted use of the digital channels to promote tourist destinations on the Internet, the use of Internet marketing tools in tourism [1], which include:

1. *Search Marketing* based on the principles of placing information in search engines by keywords about a tourist destination. «Visit» is one of the most common words used to promote a destination. For example «VisitLondon, VisitBatumi, VisitBarcelona»;

2. *Classified Advertising* based on the brief messages under a single title. For example, the call to travel «Top 10 trips in the fall of 2021»;

3. *Display Advertising* based on posting brief visual messages with pictures — banners;

4. *Email Marketing* based on the principles of sending messages to potential consumers. It is actively used by the tourist business actors and by tourist destination sites. For example, tourist information centers indicate an e-mail address through which the visitors receive information about events, recommendations for visiting tourist sites and other necessary information;

5. *Cross-marketing* provides links to partner sites. For example, often the sites of one destination may encourage a client to visit another destination;

6. *Podcast* is a new way of promoting travel products by creation of the real-time audio content for listening;

7. *Social media marketing and blogging* is a special method of promoting tourism products and one of the effective ways to manage the reputation of a tourist destination, which allows sharing information instantly, influencing the opinions of others and conveying emotions [2].

To the author's opinion, digitalization will affect the development of tourist destinations by:

1) increasing the arrivals of individual tourists through the use of various digital products (mobile apps, websites);

2) changing the worldview of tourists and the format of providing tourist services due to global informatization and availability of information, the ability to form an individual travel package independently using the services of SkyScanner, Booking.com, Tripinsurance;

3) personalization of the tourist and a new format of consuming the tourist services based on the emotions received from the Internet information according to the tourist's psychotype.

Conclusion. With this in mind, digitalization as a tool for building the reputation of a tourist destination critically changes the nature of the tourist intermediary business and perception of the content of tourist services by potential consumers. Due to the global transformation of the tourism industry, transfer of innovative information and communication technologies and their active implementation in the destination management, it is certain that digitalization will remain an effective tool for building a reputation of a national or regional tourist destination in the near future.

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