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THE IMPACT OF DIGITIZATION
ON THE SERVICE SECTOR DEVELOPMENT

Every day, the service sector is becoming more and more important for the economic development of many countries. The transition of the world economy from agriculture to machine production took place over many centuries, but the development of the service sector is much faster. The world is in the midst of radical changes, which indicate an increase in the influence of the service sector and the digitalization processes of many industries. The level of the service sector development affects the quality of life of the population. In many countries, the volume and composition of service services is constantly increasing and expanding.

The service sector is also distinguished by a different nature and structure of investments, a different composition of the workforce (more than 2/3 of finance and labour are involved in the service sector). In recent decades, there have been not only shifts in the sectoral structure of the world economy, but also a significant increase in the share of the population employed in the production of services. In many countries of the world, this indicator exceeds the corresponding value for industrial production. Thus, the largest share of people employed in the service sector in 2015 was in Luxembourg (80% of the employed population), the USA (79%), the Netherlands (77%), Great Britain (76%), Sweden (76%), Australia (75%), Canada (75%), France (74%), Belgium (73%), Denmark (73%) and some other countries [1].

Digitalization has had a large-scale impact on service enterprises and has completely changed them in many types of services. As part of the digitization of the service economy, the key approaches to customer service are changing:

– with the help of digital Internet technologies, the client finds the service he needs and its provider;

– forms and sends a request for receiving a service; - pays for the service and receives it.

Information technologies radically change the way many services are provided, destroy national barriers and borders, and create a different reality. Entire service sectors – from banking to accounting and computer programming – can now be carried out anywhere in the world and delivered to consumers in seconds [2].

Digitalization processes are especially relevant for tourism infrastructure. Trade and transport companies, enterprises of the tourism, hospitality and public catering industries got the opportunity to expand the target audience and improve the quality of service. Many hotels use interactive maps that allow you to learn more about attractions, provide guests with games in augmented reality mode.

The constant growth of the number of consumers of tourist services during the formation of the information society, the formation of digital reality leads to the improvement of service. In order to obtain accurate statistical data on tourist visits to the Odesa region, the regional authorities have launched a pilot project on monitoring the flow of tourists using Big Data technologies. Without this, it is difficult for the city authorities to sum up the results of the season and implement a new program to ensure greater attractiveness of the region. If previously there were enough statistical data on the number of tourists served by tour operators and travel agents, today the number of people who seek help in organizing recreation has decreased. Recently, there has been a trend towards individual travel planning with the help of digital technologies.

In Odesa region, a pilot project on monitoring the flow of tourists using mobile communication has started since 2016. The operator's network allows you to track where the subscriber came from. So, last year, the largest flow of tourists in the region in the «Kyivstar» network was from Kyiv, Mykolaiv and Vinnytsia regions (in total – more than 40% of the domestic flow), and Russia is still the leader among tourists from foreign countries. Monitoring allows you to see where tourists were most of the time – for example, in Odessa, Zatoka or other resorts. Based on this data, it is possible to understand which specific places are in demand and need more detailed attention [3].

Big data makes it possible to understand in which regions of the region the tourist brand needs to be adjusted and strengthened, to change marketing actions and work with tour operators to increase the tourist attractiveness of the region. The fact that a similar project will be

implemented in the Kherson and Vinnytsia regions shows how relevant and timely this project is.

In addition, Big Data technology makes it possible to analyze population migration in the country, as well as to assess the situation and existing problems and predict the future load on the infrastructure of the city and region. The long-term collection of big data and their analysis allows not only to assess the situation and see existing problems, but also makes it possible to make a forecast for the future - what will be in demand among the population, where the load on the infrastructure will increase and what can be done to solve these tasks in the most rational way.

Conclusion. The processes of digital transformation are the driving forces that stimulate the development of the service sector. Enterprises in the field of services, which strive to develop stably and maintain stable competitive positions, must necessarily follow modern trends in digitalization of business and develop modern technologies of Internet communications. They should take into account in their marketing strategies objective trends related to both 1) the development of digital technologies and 2) modern features of purely communicative influence on customers, the impetus for which is given by the possibilities of using the Internet.

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