

**Ganna Iefimova, Doctor of Economic Sciences, Professor**  
**Vlada Lazarenko, Master's Student**  
*Admiral Makarov National University of Shipbuilding*  
*Mykolayiv, Ukraine*

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## **TRENDS OF THE SMART-TOURISM DEVELOPMENT IN THE CITIES OF UKRAINE**

The development of the digital economy fundamentally transforms the model of many types of economic activity, especially the tourism industry [1]. The digital economy is not a separate type of activity, it forms the basis for the development of an effective system of economy, social sphere, entrepreneurship and society. Digital transformation has a vector for solving the problems of national security and business competitiveness of a certain country at the international level.

In the conditions of the global information networks development, not only businesses and institutions, but also entire cities and regions began to offer their tourist products to a wide range of customers, introducing SMART technologies into their activities. Combining innovation, marketing and information, this tool is becoming the most popular way to attract tourists to the city, advertise what is happening there, effectively shape the tourist image of the place and ensure comfort.

The term SMART was introduced into scientific circulation by management theorist, American scientist Peter Ferdinand Drucker in his work "The Practice of Management", which he wrote in 1954 [2]. SMART is an acronym for determining the characteristics of a set goal: Specific, Measurable, Achievable, Realistic, Time. So, the researcher was convinced that if the planned goal is "reasonable", that is, it will meet the set criteria, it will be possible to achieve it.

Speaking about the description of the SMART category from the point of view of city development management, the analysis of modern interpretations of SMART city determines its rather broad explanation. Usually, in this sense, the concept is aimed at ensuring a high standard of living of the population and its economic growth through the active

involvement of innovative technologies in the life support processes of the city. In other words, the smartest cities in the world are cities that use all their resources to improve people's quality of life.

The main characteristics of a "smart city" include the following concepts: smart economy, smart mobility, smart environment, smart people, smart lifestyle, smart governance.

The main vectors of SMART technologies for the development of the tourist product in the city should be [3]:

1. Segmentation of the tourist public in the city.
2. Implementation of cloud technologies and the Internet of Things in all spheres (environmental, transport, tourism, administrative, medical, social) and increasing the number of places of Wi-Fi use (including public places and transport).
3. Creation of a city tourist mobile application.
4. All tourist sites (including museums, parks, monuments, etc.) should be equipped with QR codes to access text, graphics, 3D models, audio information (audio guides) in many languages.
5. Consideration of the possibility of introducing a single tourist ticket (City Tourism Card) for all types of transport available in the city, as well as tourist Internet cards (for example, involving the capabilities of NFC technology on mobile devices).
6. Placing webcams near the main tourist objects of the city (in particular, parks, squares, monuments, etc.), as well as placing information about this or that object on signs in different languages (priority for Ukraine: Ukrainian, English, Polish, German, French and Chinese) with QR codes.
7. Re-equipment of all public transport stops with smart elements in English with information about the route of a certain type of transport, route scheme, transfer options and arrival time at public transport stops, introduction of electronic anti-vandal sensor maps (using Google maps technology), where the user of the transport service can choose a language that is convenient for him and make a route (after viewing transport schemes), and at the same time see the movement of public transport on the transport highways of the city online.
8. Creation of electronic boards in museums, thanks to which visitors will be able to view information about a particular exhibit or museum exposition in any language, download an audio guide in a foreign

language to a mobile device using a QR code, learn about hotels, restaurants, tourist information city objects, leave a review, etc.

9. Interaction of local self-government bodies and the public with collective means of accommodation with the help of electronic panels, where visitors can plan their route and save it on their own smartphone, choose a tourist object, book tickets, find the necessary information in a language convenient for them, leave feedback if desired. This tool allows you to broadcast tourist information about the city from the corporate (internal) television of hotels with the option of choosing the accompanying language.

10. Ensuring the availability of tourist facilities for the less mobile population and persons with physical disabilities. For this, informational signs about tourist objects should be placed at different heights (for people of different heights) and with the use of large font, and at the most prominent attractions there should be tables with Braille.

11. All aspects of a SMART destination should be useful to both tourists and the local population.

Thus, the implementation of modern technologies at the municipal level is primarily aimed at optimizing and improving the quality of tourist services. An example of such effective solutions for the development of the tourist sphere of the city is the implementation of the City Card.

City Card (tourist card) is a useful and innovative service that allows you to visit many attractions, museums, galleries, popular restaurants and clubs, entertainment centers of the city, use municipal transport services, book rooms in hotels and hostels, and that's not all. requires the purchase of separate tickets. In fact, it is a modern way to visit all the most outstanding and significant places that the city has to offer, and save you a lot of time and money thanks to free preferences and discounts, including the payment of goods and services.

Most often, together with the City Card, tourists can get a city map, a guidebook and a catalog with a list of attractions, museums and excursions.

Key features of City Card [4]:

- 1) the validity period lasts a maximum of 10 days;
- 2) age category: cards for adults, children, students and pensioners;
- 3) area of operation: one city, city and region, several cities;

4) the size of the discount: free travel to interesting places and attractions or get only a certain discount on travel;

5) availability of free transport: some cities offer cards that do not include free travel in public transport, which is convenient for travelers who travel by their own car.

The City Card idea is convenient not only for tourists, but also for management, because it is a tool for uniting different types of tourism in the city around a common goal: maximizing revenues to the local budget and increasing the revenues of enterprises due to the increase in the number of tourists.

As a conclusion, we note that SMART technologies are the basis of innovative solutions not only in the integrated management of cities, but also in the development, construction and promotion of tourist products in the city. This, in turn, improves the service of both city residents and tourists, systematizes information about the city's tourist resources, organizations that provide transport, accommodation, food and leisure services.

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