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THE ID SYSTEMS IN THE GLOBAL TOURIST SPACE: PROBLEMS AND PERSPECTIVES

The purpose of the research. The purposes of the article are to find out the role of the modern information and communication technologies and systems in the global tourist space, to understand the specific features of the functioning of technologies and systems of tourist ID cards in the global tourism sector and to study the problems of their adaptation and the prospects of their implementation in Ukraine. **Methodology.** The methodology of the research is based on the culturological reflection. The author uses the historical, systemic, structural-functional methods and the method of the event-analysis. **Scientific novelty.** The scientific novelty of the research is to substantiate the need to introduce the tourism ID systems as a kind of information and communication technologies in the national tourist area. Basing on the analysis, the author identifies the problems and perspectives of their using in Ukraine. **Conclusions.** We have fulfilled the following tasks to reach the purposes of the research: 1) explored the specifics of the Internet systems as a kind of information and communication system of technologies; 2) determined the necessity of using ID cards in the tourism sphere to ensure and implement the comprehensive highly-qualified tourist services as well as an effective strategy for the development of domestic tourism at the national and international levels.

Key words: information and communication technologies; ID technologies and systems; tourist ID cards; tourist space; strategy of tourist development.

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ID системи у глобальному туристичному просторі: проблеми і перспективи

Мета статті - з'ясування ролі сучасних інформаційно-комунікаційних технологій і систем у глобальному туристичному просторі, осмислення специфіки функціонування технологій і систем туристичних ID карток у глобальній туристичній сфері, виявлення проблемних моментів їх адаптації та перспективи впровадження в Україні. **Методологія** дослідження ґрунтується на культурологічній рефлексії із застосуванням історичного, системного, структурно-функціонального методів та івент-аналізу. **Наукова новизна** полягає в обґрунтуванні необхідності впровадження туристичних ID систем, як різновиду інформаційно-комунікаційних технологій у вітчизняному туристичному просторі, а також у виявленні на основі здійсненого аналізу проблемних питань та подальших перспектив щодо їх використання в Україні. **Висновки.** Відповідно до поставленої мети було вирішено такі завдання: 1) розкрито специфіку ID систем, як різновиду інформаційно-комунікаційних системі технологій; 2) обґрунтовано необхідність використання ID карт у туристичній сфері задля забезпечення та реалізації не лише комплексного висококваліфікованого обслуговування туристів, а й ефективної стратегії розвитку вітчизняного туризму на національному і міжнародному рівнях.

Ключові слова: інформаційно-комунікаційні технології; ID технології і системи; туристичні ID картки; туристичний простір; стратегія туристичного розвитку.

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ID системи в глобальному туристичному просторі: проблеми і перспективи

Цель статьи - выяснение роли современных информационно-коммуникационных технологий и систем в глобальном туристическом пространстве, осмысление специфики функционирования технологий и систем туристических ID карт в глобальной туристической сфере, выявление проблемных моментов их адаптации и перспективы внедрения в Украине. **Методология** исследования основана на культурологической рефлексии с применением исторического, системного, структурно-функционального методов и ивент-анализа. **Научная новизна** заключается в обосновании необходимости внедрения туристических ID систем, как разновидности информационно-коммуникационных технологий в отечественном туристическом пространстве, а также в выявлении на основе проведенного анализа проблемных вопросов и дальнейших перспектив по их использованию в Украине. **Выводы.** Согласно поставленной цели были решены следующие задачи: 1) раскрыта специфика ID систем, как разновидности информационно-коммуникационных системі технологій; 2) обоснована необходимость использования ID карт в туристической сфере для обеспечения и реализации не только комплексного высококвалифицированного обслуживания туристов, но и эффективной стратегии развития отечественного туризма на национальном и международном уровнях.

Ключевые слова: информационно-коммуникационные технологии; ID технологии и системы; туристические ID карты; туристическое пространство; стратегия туристического развития.

Actuality of Research. The intense and radical global transformations, caused by the speed of the introduction of innovative information and communication technologies in all spheres of public activity, show that humanity is on the verge of the Fourth Industrial Revolution. According to K. Schwab, the founder and

the president of the World Economic Forum in Davos, it does not have any analogues in the history of mankind by its scale, volume and complexity.

The modern information and communication technologies provide the mobility that gives many new opportunities in the field of tourism. Moreover, it becomes a unique tool for the formation and dissemination of the innovations in the world. J. Urry, the British sociologist, thinks that the tourism looks like such global phenomena as the Internet and the world financial system. Their development is impossible without innovative technologies that reproduce and transform the global nature at the same time. The scientist argues that the transformation of the tourism into the global phenomenon has put it in the center of the world as the «fluidity of the present» [1], and actualizes its research. Due to the digitalization and virtualization, the tourism gets the features of the integrative and multifunctional global sphere and turns into the one of the most profitable sectors of the global virtual economy. All of them need the analysis of the tourist practices, in their interaction with the latest information and communication technologies because they represent as the kind of «global hybrid» [6].

Analysis of Research and Publications. The essence of information and communication technologies, the directions of their application and their impact in the life of people are considered by many philosophers, sociologists, economists, culturologists, etc. (E. Toffler, M. Castells, S. Huntington, A. Neklessa, G. Balandier, J. Habermas, J. Urry, etc.). There are many works on this topic among the foreign and domestic scholars (Z. Bauman, P. Berger, E. Cohen, O. Lisikova, A. Fen`ko, V. Torkatiuk, etc.). They are devoted to the understanding of the tourism in the context of constructing a global tourism space. The various aspects of the information technologies in the tourism area are studied by S. Arimov, V. Baluta, P. Burtsev, A. Halinovsky, O. Hubanov, V. Gulyaev, A. Demash, M. Efremova, I. Zorin, I. Kalashnikov, V. Kvaral'nov, D. Kupinsky, Yu. Mironov, L. Bozhko, M. Morozov, N. Morozova, O. Dmytruk, T. Novgorodtsev, N. Plotnikova, M. Okorokov, M. Robson, F. Ullakh and others.

However, the works, devoted to the issues of the introduction of the tourism ID systems and technologies in the tourism area as the variety of information and communication technologies, are not highlighted in the national scientific discourse.

The purposes of the article are to find out the role of the modern information and communication technologies and systems in the global tourist space, to understand the specific features of the functioning of technologies and systems of tourist ID cards in the global tourism sector and to study the problems of their adaptation and the prospects of their implementation in Ukraine.

Main Part. M. Castells, the Spanish sociologist and the theorists of the information society, at the end of the twentieth century, developed the concept of a new social reality at the end of the XX century. It is the space of the specific «culture, which is virtual. So, it is built up mainly on virtual communication processes». The scientist proves that the «virtuality is our reality», because it is the «fundamental reality, the physical basis. Thanks to it, we plan our lives, join the labour processes, connect with other people, seek for the right information and form our own worldview. We are engaged in political activity and make our dreams» [3].

The intensive development of the information and communication technologies leads to the high level of people's migration in the world, increases the frequency of real and virtual communication contacts. These processes constantly change cultural virtual and real dimensions, combine them and lead to the de-territorialization of the space, where we can see the rapid circulation of various symbolic cultural forms. Thus, it leads to the transformation of the human experience and the emergence of new impulses that change the styles and the principles of people's being, the understanding of such basic categories as time and space. M. Auger, E. Rellf, the anthropologists, argue about the «death of place» in its traditional sense as the specific coordinates of space or points of the start, which are characterized by the historical identity as well as their own content and the appearance of «non-places» in the «fluid modernity» [5].

The contemporary system of relations of the subjects of the global tourist market and the specifics of the creation and provision of the tourist services determine the continuous introduction of innovative information and communication technologies and systems at the different levels of the tourist space (from the development of specialized software for individual tourist enterprises to the global computer networks). The technological innovations open new prospects for the development of the tourism industry. Thus, during the last three years, the rate of the international tourism development, particularly in the Asian-Pacific and the Middle East, has increased significantly. Despite the political, military and economic difficulties and armed confrontation in the East of Ukraine, the national tourism is characterized by a slight increase in the growth of the rate of entry tourism and on a trip [4].

According to the State Statistics Service of Ukraine «About Tourist Activity in Ukraine in 2017», there is the regional-unbalanced increase of the tourist flows in our country. It is one of the main problems of the domestic tourism industry. It deals with the lack of the information and communication support for the regional tourism potential at the local and state levels, which does not allow to organize the efficient management of tourism flows and to get profits from the tourism activities. Due to the lack of regional tourism homogeneity and imbalance of tourist flows Kyiv, Lviv, Dnipro, Ivano-Frankivsk, Odessa region remain the leaders of domestic tourism in 2017 [2].

In the development of the Ukrainian tourism, this regional disproportion is connected with the low level of the implementation of the innovative information and communication technologies and systems. In

addition, it needs the balanced system of its realization in the domestic tourist area in accordance with the standards of the tourist-developed countries. In this context, we analyzed the following problems: the adaptation of the newest technologies and systems to the tourist area; the development of the national advertising strategy for the promotion of the domestic tourism product in the interregional, national and international markets; the improvement of the mechanism of the information and communication exchange among the subjects of the national and foreign tourist environment.

Thus, the introduction of the newest information and communication technologies and systems will ensure the quality and speed of the tourist service and give an opportunity to meet individual consumer's needs and get the effective feedback. Moreover, it will allow us to increase the competitiveness of the domestic tourist product and the tourist attractiveness of Ukraine and to form the international image of the country in the world by the popularization of the domestic tourism products.

In this perspective, the introduction and adaptation of the newest systems and technologies of the modern comprehensive tourist services in the domestic tourist area (tourist ID systems) become the key issues. First of all, these processes require the understanding of the essence of the tourist ID technologies and systems, and the cultural reflection on the history of their emergence and mass implementation in the world.

The idea of the identification and the special tourist services appeared at the International Student Tourism Conference in the early 1960's in the context of the introduction of the special concessional and integrated tourist services for students. The first step of its implementation was the introduction of the International Student Identity Card («ISIC»). Today, the «ISIC» card is supported by the UNESCO and recognized in 135 countries.

The main purpose of the project was to develop the algorithm for providing students with comprehensive preferential discounts on special offers in the field of tourism. There were the transport services (air, car, rail and water transport), catering and accommodation, visiting cultural, artistic and entertainment establishments, acquaintance with historical- cultural heritage among them.

In 1984, the first tourist system of the integrated tourist services was developed and implemented in Oslo. Therefore, the tourist cards «Oslo Pass» allowed everyone to get significant benefits in their tourist trips. It included the ability to form their own tourist program and choose the agenda of the services. It contributed to the rapid promotion, distribution and modification of the integrated tourist services in different countries.

The idea of the tourist card became a prototype for the emergence of the new electronic forms of the identification and special tourist services. The tourist ID card systems identify the personal data of tourists, give the new opportunities for the efficient functioning of the tourism industry by the streamlining the tourist service, and allow to form the database of the electronic statistics. Moreover, they propose the tourists the standard paid tourist services and the following additional free services: using of public transport within the certain tourist destinations, visiting the national cultural-historical and artistic institutions, parking at public places, etc. Finally, they offer the discounts or bonuses for car rentals, excursions, meals in cafes or restaurants (up to 20 - 50%), entertainments (Tusenfryd moon park, skating rinks and ski slopes, etc.) and special offers in some shops.

The modern travel identity cards, for example «OsloPass» can be bought in many countries around the world – in travel agencies, airports, hotels, city information tourist centers, sometimes in tourist locations, or in the Internet at the global discounting platforms such as Welovecitycards (<http://welovecitycards.com/>) or Globalcitycards. (<https://www.globalcitycards.com/>).

There are many types of electronic travel cards for different age categories: for children (from 4 to 15 years old), adults and the elderly (from 67 years old). The family card is for a family of two adults and two children. A student ticket allows us to get 20% discount on card purchase. The tourist ID cards for 24 to 72 hours' period are the most popular. The map is accompanied by a booklet, which contains all the information about the tourist places of the region, the services of the card, and a mobile application with additional information (audio guides, reservation service and ordering services, etc.).

We can meet the analogue of the «OsloPass» travel card in the biggest cities of the world. They are called «City Pass», «LondonPass», «Pariscitycard», «BarcelonaCityPass», etc. There are «guest tourist cards», a «tourist card», a «tourist ID card», the «only tourist card», a «tourist passport», etc.

Each tourist country (city or tourist destination (cluster)) initiates the development of its own card with the appropriate form of the integrated tourist service and a totality of the travel services, taking into account local unique tourist particularities. Sometimes, we can have several offers of the similar tourist cards in one city. It ensures the formation of a sustainable image of the certain tourist destination and promotes the development of the regional tourism.

It is also important that modern tourist cards are usually nominal. Therefore, the ID system allows us to record statistical information about the tourist and his/her tourist activity, to form and distribute tourist flows, which contributes to the development and implementation of the regionally balanced policy of the tourism development. Germany, Austria, Switzerland, as well as other countries with large tourist flows have such type of the ID system. Recently, the «Czechtourism» Agency has reported about an algorithm to introduce the single national tourist card of the Czech Republic in the media. It is positioned as a «smart card».

Based on the experience of other well-developed countries, «the Czechtourism» creates the mechanism, which combines the three dozen urban and regional tourist types of ID cards, which annual sales reach the hundreds of the thousands and show their great popularity among tourists. They suppose that this national ID network will operate throughout the Czech Republic and will become a tourist reliable guide to the regions of the country as well as optimize the system of maintenance of the numerous tourist flows. At the same time, the users can choose between a plastic card and a mobile application that will generate quick response codes (QR) as e-tickets and discount flyers in the tourism industry.

In the first year of implementation, the national tourist ID card will be issued free of charge, and from the second year it will be payable. However, its purchase will allow tourists to save a lot of money visiting «unknown» tourist destinations with a great tourist potential. In its developers' opinion, this approach will promote the new destinations as well as reduce the tourist flows to such traditional tourist destinations as Prague, Czech Krumlov, Kutna Hora [7].

In Ukraine, the authorities are still making the attempts to introduce the tourist ID cards in Kyiv («KyivPass») and Odessa («ODESSACARD»). Formally, the complex tourist service with the use of the ID system was first launched in the capital on the initiative of the Kyiv city administration, the Kyiv Tourist Information Centre and the Kyiv Tourist Alliance. It was widely announced in August 2017 in all leading mass-media in Ukraine as the achievement in the increasing of the tourist flows. However, the introduction of the ID system in the tourist area of the capital is accompanied by the following considerable technical and organizational difficulties: the lack of a well-thought-out algorithm for the practical implementation of this system; the lack of the interest of the state institutions in its effective functioning; the informational and technical «illiteracy» and «atavisms of the Soviet service» of the service field staff. This situation requires the urgent solution at the state level. Moreover, the incapable algorithm of the implementation of the tourist ID system does not ensure the implementation of tourism policy as a «soft power», aimed at the forming a positive image of our state.

Conclusions. Thus, the innovative information and communication technologies and systems are the key factors of the successful development of the global tourism industry and its actors.

The ID systems give tourists the unique opportunities to vary the services and form the individual routes within the tourist destinations with a specific list of locations in the suitable order and time.

In our opinion, the introduction of the ID technologies in the national tourist area will overcome the regional disproportion of the domestic tourism, ensure its functioning and indicate the prospects for further development. These measures will increase the competitiveness of national tourism in the circumstances of the regionally balanced and systematic introduction of the newest information and communication technologies in accordance with the standards of the tourist-developed countries of the world. So, it requires the creation of a highly qualified team of specialists in tourism and IT systems and technologies; the development of special software on the basis to broadcast the unique authentic tourist offers in the global tourist area, aimed at meeting the diverse demands and tastes of the consumers from different regions of the world. This policy of «soft power» will positively affect the dynamics of tourist flows both at the national and international levels. Finally, it will lead to the transformation of the tourism industry from the service to the organized tourists into a diversified area of the activity, aimed at the interests of millions of tourists.

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