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THE ROLE OF smart TOURISM destination AS A TOOL FOR sustainable DEVELOPMENT of urban TOURISM

The purpose of the study is to synthesize the principles of smart tourism destination and justify their application for the purpose of development of tourist innovations in urban tourism.

The purpose of this article is also to explore the relationship in the development of "smart destination" and "smart city" as information systems.

Such studies are important in the context of the sustainable development of urban tourism.

Methods. This study used a comparative analysis of modern electronic and literary sources on the topic of smart cities and smart destinations. An analogy method was used to

identify similarities and differences in the development of information systems.

The classification method was applied to study the main features of development of smart destination.

Results. Thanks to smart destination technology, tourists become a resource for development of tourism. This technology also enhances engagement and integration with target audiences.

The implementation of the concepts of smart city and smart destination requires consideration of several important factors that will create favourable preconditions for their implementation.

Smart tourism is the dominant trend in the world now. With smart tourism, locals and tourists alike can interact with a convenient, safe, informative environment.

Smart destinations open up previously unattainable opportunities for businesses to improve their products and services.

The main feature and advantage of a smart tourist destination is its customer orientation.

Scientific novelty. The article analyses the main trends of smart tourism destinations in the world. The components and main directions of the development of smart destinations are determined.

The analysis of modern global tendencies of smart destinations development is carried out.

Practical significance. The results of the study can be used in planning the further development of smart tourism destination in Ukraine and the corresponding adjustment of the policy of tourist innovations.

Key words: tourism, smart destination, smart city, tourism innovation, sustainable development.

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