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FEATURES OF FORMING A TOURIST DESTINATION AS AN ELEMENT OF A SMART CITY

Purpose. Consider the problems of a tourist destination on the example of a capital city with an emphasis on the structure, mechanism, basic elements and stages of high-quality tourist services, in the context of the formation of the destination "Kiev" as an element of a modern smart city.

Methodology. Analytical, statistical, graphic, systemic and comparative geographical methods were used.

Approbation. The main conceptual issues of the formation of tourist destinations and the problems of their accompanying components were studied by domestic scientists(M. Boyko, Y. Zabaldina, A. Mazaraki, S. Melnichenko, I. Smirnov, T. Tkachenko and others) and were tested in the previous works of the authors of this article.

Scientific novelty. The communication relationship of tourism service providers with their consumers is dictated by the availability of modern technologies, approaches and methods of forming tourist destinations as components of the smart tourism model. Today, the available theoretical, methodological and practical studies of smart tourism and smart destinations are controversial, given the fact that the scientific literature has not yet formed clearly theoretical constructions that would make it possible to formulate the main components of relationships in a smart destination. In this article, the authors have proposed an algorithm for the formation and development of the capital's smart city, using the example of the Kiev destination.

Practical significance. The article raises controversial issues related to the realities of modern life of people in the framework of innovative approaches to the activities of the tourism sector in Ukraine, with its problems, challenges and practical solutions. The publication materials can be used in the educational process in higher educational institutions that train specialists for the Ukrainian tourism industry, the practical activities of travel operators and agencies, in the process of work of departments and professional institutions, relate to the tourism system of providing services or the processes of studying the issues of the introduction of innovative technologies into the tourism sector of Ukraine.

Key words: smart city, tourist destination "Kiev", basic elements of a tourist product, an algorithm for the formation of destinations.

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