

Возможно, в будущем бренды будут выполнять роль кураторов, где будет создана еще большая видимость самостоятельных действий покупателей. Если сейчас покупатели сами совершают покупки в интернет-магазинах и могут оказывать услуги друг другу на онлайн-платформах брендов, то в будущем эта игра может еще больше усложниться, а роль брендов в этом станет менее заметной.

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РАЗВИТИЕ «УМНЫХ ИНСТРУМЕНТОВ» ДЛЯ ТУРИСТСКОЙ ДЕСТИНАЦИИ КАК ЭЛЕМЕНТ ЭВОЛЮЦИИ ТУРИЗМА

Аннотация. Внедрение современных технологий — обязательное условие оптимизации туристского опыта, учитывая широкий инструментарий «умных» (smart tourism destination tools). Туристские инструменты для «умных дестинаций» — это приложения помощники, позволяющие изучать информацию о туристском направлении. Данные инструменты (в отличие от классических гидов, путеводителей и карт) облегчают планирование поездки, учитывают предпочтения туриста, легки и эффективны. Данное исследование содержит обзор различных «умных инструментов» для туристской дестинации и описывает многофункциональное инновационное устройство, доступное для реализации в туристских дестинациях.

Ключевые слова: смарт приложения, смарт инструменты в туризме, смарт дестинация, смарт туризм, гаджеты.

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DEVELOPMENT OF SMART TOURISM DESTINATION TOOLS FOR IMPROVEMENT OF TOURISM

Abstract. Nowadays, implementing modern technologies is a must in optimizing a tourist's experience especially when describing smart tourism destination tools (STDT). Smart tourism destination tools are friendly applications which can be used by the tourist in exploring the information of tourism destination via mobile phone. In conventional tourism, tourists usually search for information with the help of a tour guide, information contained within a map or tourist guidebook. For many people comprehending this is complicated, but if there is an easy-to-use tool to help plan trips, find preferences, gain knowledge, funds, or use time more effectively and efficiently, a tourist's trip will be more valuable, convenient and easier. This review will evaluate different smart tourism destination tools and propose one smart tourism destination application that includes many innovative features such as features of tourist information services and is likely to be implemented in the tourist destination.

Keywords: smart application, smart tools, smart destination, smart tourism, gadgets.

Smart tourism is simply a modern application that can be applied in the tourism industry. SMART Tourism tools are a combination of mobile hardware, software, and networks that enable interactivity between tourists, stakeholders, and physical objects [1]. Smart tourism destination tools (STDT) are friendly applications which can be used by the tourist in exploring the information of tourism destination via mobile phone.

In conventional tourism, tourists usually search for information with the help of a tour guide, the information contained within a map or tourist guidebook, and even open many applications to check their

needs from various travel applications. Several applications have various features for providing information to tourists. For example, in Traveloka does not have features such as a map and weather information [2], while in Google maps the tourist can open the information [3] and check the weather condition provided by Google [4]. In Agoda does not have provide features of such as trains ticket, top up data packages, and travel insurance [5], while in Traveloka the tourist can get some of these features easily. Unfortunately, there are still some lacks in these applications such as their features are not complete and not up to date, so that the tourists have to open many applications to see their many needs from various travel applications.

Based on the literature review related to smart tourism destination tools [6], what needs to be considered is the creation of friendly applications to provide solutions, especially towards the progress of tourist destination. The STDT application which is divided into several features (fig. 1).

This application also provides several categories; video, article, Instagram, and messenger. It is equipped completely with comments, suggestions, and ratings for reviews so that business entrepreneurs can improve their services.

For developing STDT there is the need for collaboration between the community at the tourist destination, the government, and NGOs (non-governmental organizations). The government as a role to play creating funds, awareness and proper training in this respect. Nevertheless, it is not the responsibility of the government alone, but also communities can contribute actively to utilizing technology to deliver solutions that provide positive social impacts.

Thus, smart tourism destination tools can be applied efficiently, so tourists can have easy access to information, services, to accommodate their many needs for more valuable experience without open any other application, in order to increase the number of tourists at tourism destination and increasing its popularity.

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1. Smart Information & Services
 - Maps by GPS
 - Restaurants, hotels, apartments, events, attractions, car and bicycle rental, wi-fi hotspot, and transportation (trains ticket, public transportation, bus and shuttle)
 - Virtual story of tourist destination
 - Promos
 - Occupancy hotel per day
 - Alerts about traffic, police, and hazards

 2. Smart Management
 - Entrance fee
 - Data of visitor management

 3. Smart Monitoring
 - CCTV
 - Weather
 - Temperature
 - Information natural disaster

 4. Smart Atmosphere
 - Master class

 5. Smart Facilities
 - Parking area
 - Payment of method
 - Travel insurance
 - International top-up data packages
 - Personal belonging list
 - Recommendation places and tour quotation
 - Entertainments
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Fig. 1. Proposing application Smart Tourism Destination Tools

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ПРОФЕССИОНАЛЬНОЕ ОБРАЗОВАНИЕ ЛЮДЕЙ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ

Аннотация. Статья посвящена актуальной на сегодняшний день проблеме предоставления профессионального образования людям с ограниченными возможностями здоровья. Автором было проведено эмпирическое исследование, в результате которого были выявлены барьеры и преимущества осуществления профессионального образования для людей с инвалидностью на базе Профессионально-реабилитационного центра, а также сформулированы рекомендации по формированию образовательного процесса в учреждениях высшего и профессионального образования.

Ключевые слова: инклюзивное образование, профессиональное образование, люди с инвалидностью, люди с ограниченными возможностями здоровья.