

широкий спектр применения: от выявления бренда той или иной территории до вопросов актуализации турпродуктов.

Литература

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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 для «умных дестинаций». (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 в использовании. 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:

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.

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Table 1

Proposing application Smart Tourism Destination Tools

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
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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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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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МЕСТО МАРКСИСТСКОЙ МЕТОДОЛОГИИ В СОВРЕМЕННОЙ ИСТОРИЧЕСКОЙ НАУКЕ

Аннотация. Рассматривается роль и значение марксистской методологии в исторических исследованиях. Делается вывод о перспективах методологического аппарата марксизма в эпоху установления в гуманитарной науке методологического плюрализма.

Ключевые слова: марксизм, историческая наука, методология, исторический материализм, методологический кризис.

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THE SIGNIFICANCE OF MARXIST METHODOLOGY IN MODERN HISTORICAL SCIENCE

Abstract. The role and significance of Marxist methodology in historical research is considered. The conclusion is made about the prospects of the methodological apparatus of Marxism in the era of establishing methodological pluralism in humanitarian science.

Keywords: Marxism, historical science, methodology, historical materialism, methodological crisis.