

Отже, підвищення рівня цифровізації діяльності учасників ринку логістичних послуг дозволяє: по-перше, відповідати зростаючим вимогам до поставок; по-друге, здійснювати свою діяльність ефективно, прозоро, точно в термін; по-третє, стимулювати логістичних операторів до підвищення процесів ефективності й впровадження інноваційних технологій.

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#### PROSPECTS OF INNOVATIVE DEVELOPMENT OF THE TOURIST SPHERE

Under the conditions of an effective state innovation policy, the domestic tourism industry should have become a point of GDP growth, a powerful source of replenishment of state and local budgets, a catalyst for the rapid development of the labor market, and improvement of the quality of life. However, as a result of the global pandemic of COVID-19, the tourism sector suffered one of the biggest blows from all sectors of the Ukrainian economy. Because of this, the determination of effective approaches to the formation of an innovative model of tourism development in modern conditions is becoming particularly relevant for the country. The emergence of the information society, which forms a digital, virtual reality with specific social, cultural, and consumer practices, has largely determined innovative processes in the field of tourism. Therefore, the development of tourism as a special socio-cultural phenomenon, which combines both the historical and cultural heritage of the state and the most modern information technologies in the field of territorial development and communications, is an urgent issue at the present stage.

The structure of innovation potential can be represented as a set of three components:

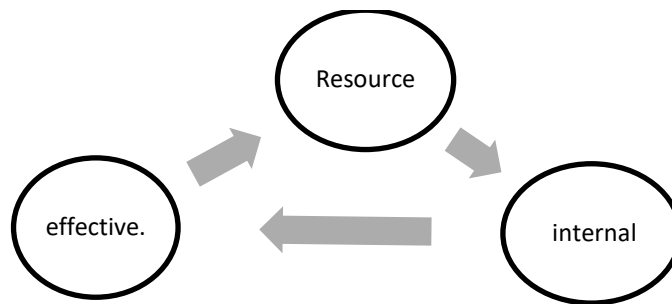


Fig. 1. Structure of innovative potential

The resource component includes the resources of the subject of economic activity: material and technical, informational, financial, and human. The internal component reflects its structural and institutional composition, management policy, functional approaches to management. The third component of the potential reflects the actual results of its implementation [1]. The development of the digital economy forms the main trends in the development of the tourist market all over the world, including in Ukraine. According to experts, the most important among them are:

- "globalization of tourism business;
- active development of transnational Internet resources;
- convergence of tourism service providers and consumers;
- emergence of new distribution channels;
- mass exit of offline companies to the Internet;
- changing the consumption model: personalization of the approach in travel organization;
- using mobile applications"

Fig. 2. The main trends in the development of the tourist market [2].

Modern technologies allow tourists to independently plan and organize their trips from start to finish: buy inexpensive tickets for all types of transport, book accommodation, make routes, entertainment program. The most common innovations in tourism related to digital technologies are innovations in the field of transport services and accommodation services (electronic booking, electronic tickets, electronic visas). One of the earliest innovations is the "electronic ticket" service, as well as electronic sales in general, which make it possible to receive the necessary information. In recent years, the wishes and demands of customers for the service have grown quite a bit. With the advent of such solutions as Skyscanner, Airbnb, Couchsurfing, Maps.me and low-cost, independent travel has become even more accessible. But in the globalized world, people are increasingly concerned not so much about money as about time spent, so the relevance of travel companies is higher than ever. However, companies need to develop flexibility and build the most personalized communication in order to satisfy the needs of demanding customers.

Virtual digital technologies play not the last role in this. One of these technologies is a 3D panorama - a special photograph covering the entire space around one specific point: 360°

horizontally and at least 180° vertically. A virtual 3D panorama is collected from several photos taken with a wide-angle lens and combined with the help of software into one seamless image, which creates a complete impression of the client's presence at a certain point. In the case of combining several 3D panoramas connected by direct or cross transitions, we can talk about 3D tours. Currently, some travel agents can offer potential customers to take a virtual 3D tour before buying a real tour, but in the future such tours may replace real ones.

The presence of sharp competition and wide opportunities in the application market determines the feasibility of the development of this direction in providing conditions for the creation and launch of new generation digital platforms.

The tourism industry, thanks to the emergence of new digital technologies, is at the stage of another transformation. The new technologies that are being created allow the tourist to work directly with the producer of the tourist service, which contributes to providing the consumer with a higher quality and inexpensive product, increasing the producer's responsibility.

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## KEY ROLE OF SELF-MANAGEMENT AND SELF-DEVELOPMENT DURING MARTIAL LAW

With the beginning of the active phase of the war, life changed dramatically, there is a heavy need to adapt to the circumstances. In this difficult time for our country, a lot depends on each of us, because every day we face new challenges, and our future strongly depends on our ability to overcome such difficulties. Moreover, some solutions may even be lifesaving, depending on the severity of a specific situation. That is why the study of self-management is relevant than ever before and needs detailed study in the context of martial law.

In general, self-management is our ability to manage our behaviors, thoughts, and emotions in a conscious and productive way. Someone with strong self-management skills knows what to do and how to act in different situations. Self-management means you understand your personal responsibility in different aspects of your life, and you do what you need to fulfill that responsibility.<sup>[1]</sup> Also, self-management comes into play to help you become more self-aware. All these factors are crucial during martial law, because they allow you to cope with the situation while maintaining your physical and psychological health.

At the moment, almost the entire methodology of self-management refers to a stable peacetime, not taking into account extraordinary situations. Some of the tools of self-management need to be adapted and updated to meet our difficult reality. For example, the method of setting priorities, ALPEN method, the «Getting Things Done» framework, Eisenhower analysis, the concept of biorhythms,<sup>[2]</sup> etc. they all need a thorough revision.

Another important component of self-management is self-development, which probably suffers the most during martial law. This is due to the fact that a person loses hope for a better future, which results in a lack of self-motivation for any action on self-development. Usually,