

Mobile Applications as a Factor in Promoting Inclusive Tourism

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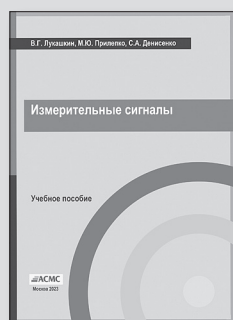
Global digitalization has already become an integral part of everyday life for every modern person, and the focus on developing digital services is characteristic of all sectors of the economy, including the tourism industry. In the given article we have discussed the possibilities and advantages of using mobile applications in the development of the tourism industry. The idea of creating the mobile application Smart excursions adapted for groups of travelers with special needs is substantiated. In conclusion, we have formulated the idea about the potential demand for the developed application to attract tourists, ensure the accessibility of travel, and develop domestic tourism in the country.

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НОВАЯ КНИГА

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