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## DIGITALIZATION OF TOURISM ENTERPRISES IN CRISIS

### Summary

The article is devoted to the study of digitalization of tourism business and its definition. Based on the studied data, a definition of digitization is proposed. The state of the tourism industry and the innovative component of economy at the current stage is analyzed. The main principles of digitization are highlighted, examples of digital transformations of different levels at tourism enterprises are considered: work with clients, operational business processes and the general business model (management). The following general philosophical, general scientific and specialized methods were used: analysis and synthesis, descriptive method, and statistical and graphic method of data presentation. Using the method of description, we have indicated the results of the scientists' research on this topic. The analysis and synthesis of the main principles of digitalization processes of tourism enterprises are highlighted and determined. Statistical and graphic presentation methods are used in the analysis of trends in the impact of crisis phenomena on tourism in general and the presentation of research data in a form optimized for perception. The author analyzed the current condition to implement the innovative element of tourism business enterprises, defined the concept of "digitalization" and indicated the main principles of its implementation. The developed step-by-step system and the proposed principles of digitalization can be used by stakeholders in the process of analyzing the readiness of enterprises for digitalization. Further scientific research is planned as a study of the business processes of tourism enterprises, providing recommendations in the field of strategic management based on digitalization tools.

*Keywords:* digitization, digital transformation, stagnation, crises, business optimization.

*Number of sources – 23, number of tables – 1, number of drawings – 1.*

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