



Information Technologies in the Tourism Industry

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ABSTRACT

The article deals with the tourism industry, which is widely implementing technological innovations to meet the needs of its customers. In organizations and institutions, information systems are responsible for computers, networks, and data management. The use of technology in the hospitality and tourism industry has helped speed things up and make travel more enjoyable and efficient. Technology helps not only large chain hotels, but can also be useful for smaller companies in the industry.

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Introduction. Information technology supports various types of tourism activities. The increase in the number of people who own computers connected to the Internet in their homes has significantly affected the way tourism consumers make reservations, determine the amount of leisure they want to receive, choose their mode of transport and much more. Along with this, many travel companies continue to explore various areas of application of information technology in order to increase the value

of their services.

Methodology. As a result of our study, in order to ensure sustainable socio-economic development of the tourism industry, the issues of using information technologies in the tourism industry were studied, in connection with this, scientific conclusions and recommendations were developed. In the course of the study, methods of scientific abstract thinking, a logical approach, comparison and a systematic approach were used.

Results. Information technology has played an important role in the hospitality and tourism industry over the past decade. Technology has helped reduce costs, increase operational efficiency, and improve the customer experience. Both customers and tourism businesses benefit from improved communication, booking and guest service systems. Technology has helped the tourism and hospitality industry replace costly human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues.

The Internet has a strong influence on the hotel business and tourism. A client's first exposure to the tourism business is a visit to the website, which includes viewing photos and reviews from past guests. It is important for the tourism business to use online advertising, social media and blogs effectively.

Mobile tablets and smartphones have replaced large desktop computers, many travelers take some kind of mobile device with them on their trip, which helps hospitality businesses inform customers about changes and delays in their booking, offer offers and advertise with GPS tracking.

Information technology is used in tourism firms for many purposes, including product development, tourism marketing, data management, development and communication between tourism partners, operational issues, and customer relationship management.

Tourism around the world has become a relationship and information industry, so it is becoming increasingly important to retain customer data. The need for institutional coordination, monitoring, and the need to exploit existing capabilities at destinations require the use of information systems for effective management and communication.

Tourist organizations constantly improve their competence and provide better services and products to tourism consumers. Information and communication technologies are used for the development of tourism products, training of tourism personnel, marketing, and distribution of tourism products.

Information systems are used in the tourism industry to perform collaborative filtering, such as application software that uses a customer database created by a company or intermediaries to classify customers with similar profiles using characteristics such as travel patterns, preferences as well as interests among other characteristics. based on previously accumulated data. Therefore, the results are used for direct marketing.

Personalization profiling is also a major application of IP in the travel industry. In this case, personalization software is used to track and monitor shopping trends as well as travel consumer preferences. The results are used to customize products and services according to customer needs and preferences. They can also be used for direct marketing.

Information systems allow electronic transactions through electronic payments. Electronic payment simplifies the purchase-payment process and helps to avoid intermediaries. This helps track random relationships to understand the correlation between exposure to a company's advertising and end-buy patterns.

Tourism organizations use virtual reality and webcast applications, which provide tourism consumers with a cyberspace vacation experience via the Internet. This allows customers to have an overview of the destination they are planning to visit. This technology is used by tourism organizations to promote their products and services.

Videoconferencing is used by tourism companies to communicate with each other regardless of spatial location, which allows geographically dispersed tourism companies and service providers to cooperate.

Tourist organizations use computerized booking systems as well as global distribution systems to assist with bookings. CRS allows tourism organizations and service providers to communicate with travel agents. The system helps increase sales as it provides information about available tourism products and is also used in product sales. On the other hand, GDS distributes booking services as well as information services, in particular to retail outlets around the world.

Tourism organizations can reduce communication and operational costs by implementing operating systems, leveraging internal efficiencies, reducing office labor costs, and providing travel consumers with timely access to information.

Discussion. The growth of the Internet and the development of intranets and extranets within and between companies help keep organizations, external partners, departments, and employees within an organization connected.

Intranet and enterprise resource planning systems improve the coordination of departments, functions and processes, which allows the organization to reduce labor costs. Information and communication technologies also support the implementation of an integrated electronic infrastructure.

Interoperability helps improve efficiency and responsiveness, and therefore enables informed decision making. Thus, information systems allow employees of the organization to increase their efficiency, which increases the internal efficiency of the tourism company.

Travel firms use information technology to forecast demand, schedules, and monitor expected carrier throughput rates before deciding on visitor throughput and entering new markets. Information and communication technologies also improve the direct distribution of tourism products, which is a very important function for increasing revenues. The ability to sell products directly to consumers increases customer loyalty to individual organizations and therefore reduces leakage to competitors. At the same time, the organization also strengthens its brand by interacting with consumers.

Conclusion. Tourism organizations use ICT to raise awareness and promotions through website and search engine optimization, pop-ups and newsletters. It provides tourism organizations with the ability to create as well as maintain websites within the company and through its partners. This allows them to achieve a global presence as well as partnerships around the world.

The use of technology in the hospitality and tourism industry has helped speed things up and make travel more enjoyable and efficient. Technology helps not only large chain hotels, but can also be useful for smaller companies in the industry.

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