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DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEXT OF INFORMATION TECHNOLOGY

The development of information technology has a huge impact on many parts of the economy, and the tourism industry is no exception. In this work, we will consider how information technology contributes to the development of tourism and what advantages it brings.

Online Booking. One of the most obvious examples of the use of IT in tourism is the possibility of online booking. Nowadays, tourists can choose and compare hotels, airline tickets, tours and other services on their own using specialized websites and apps. This can save time and get the best price, as well as save on agency commissions.

Marketing and advertising. Information technology plays an important role in promoting tourist destinations and services. With the help of social media, travel companies can easily reach a wide audience and attract more customers. Blogs, video blogs, reviews and travelers' feedback on websites influence the decision of potential customers to choose a particular destination or services as well.

Virtual tours and augmented reality. Virtual tours and augmented reality provide an opportunity for tourists to learn about places and attractions before actually visiting them. Using special apps or virtual glasses, people can get an immersive impression of places without visiting them physically. This can contribute to the decision to travel to a new place or help with choosing a hotel or a route.

Online guides. Thanks to IT, tourists can turn to online guides for information about attractions, local traditions, restaurants, etc. Apps and interactive maps simplify navigation and allow tourists to easily find the information they are looking for. This helps to improve the quality of the trip and increase customer satisfaction.

Safety and communication. Information technology also plays an important role in the safety of tourists. Tracking travelers through mobile apps or GPS devices helps in case of emergencies and improves overall security. In addition, online communication provides many opportunities to connect with locals, other tourists and tour operators, share experiences and get recommendations.

In conclusion, information technology is present in all aspects of the tourism industry and has a positive contribution to its development. They simplify the travel process and make it more accessible, and furthermore enhance the travel experience of tourists. By recognizing the benefits associated with the use of IT, the industry can continue to evolve, thereby attracting more tourists, resulting in a positive impact on the country's economy.

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