

INFORMATION TECHNOLOGIES IN PROMOTING THE PRODUCT OF A HEALTH RESORT ORGANIZATION

Nowadays, the use of modern Internet technologies in the promotion of tourist product is fundamental in the market of tourist services, it ensures the successful functioning of health resort organization in the market and its ability to meet the needs of consumers. To successfully conduct business and gain competitive advantages, managers use advanced ways to attract customers and adapt their offers to the target audience [1].

Health resort organizations that carry out commercial activities in the Internet have the goal to maximize the use of available financial, technical-technological, personnel, information, legal and a number of other resources to ensure stable development of health tourism organizations. Business strategy should be formed based on the assessment of the resources of the enterprise itself and the state of the external environment.

The introduction of electronic technologies into the Belarusian health tourism industry is gradually going on. Online tools are being added to traditional ways of operation, which allow improving the quality of customer service, achieving high labor productivity and expanding sales boundaries.

Nowadays, any user of the Web can become a buyer of a tourist product. Even sites that claim to be nothing more than an introductory booklet «bring» more than 20 % of customers to the office of the company that owns the site [2].

The following forms of using the global network are of particular interest to health resort organizations of the tourism industry: interpersonal communication and effective communication; advertising and promotion of the tourist product; marketing research; electronic presentation of the organization and its product; use of the possibilities of electronic international and interregional tourist exhibitions, fairs; use of the reservation and booking system; self-purchase of a trip; use of electronic catalogs of the tourist product, receipts, timetables of different types of transportation; obtaining operational information on tariffs and prices; use of the Internet for mutual settlement, etc. [1].

While creating your Internet business, first of all, attention should be paid to the following aspects: 1) accuracy of information on the site; 2) promotion of the site; 3) search for new forms of interaction with the client; 4) design and structure of the site; 5) ensuring an economical mode of updating during the operation of the site [3].

Promotion of tourist product in a health resort organization with the help of Internet technologies should include: analysis of marketing oppor-

tunities; formation of marketing strategy; forecasting consumer needs; creation of interface for work with a consumer; creation of marketing program; collection and analysis of data about each consumer; analysis and evaluation of the effectiveness of the Internet campaign.

References

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