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ROLE OF INFORMATION TECHNOLOGIES IN TOURISM INDUSTRY

**РОЛЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ
В ТУРИСТИЧЕСКОЙ ИНДУСТРИИ**

Nowadays international and inner tourism are two of the most important parts in the service market. By the way, modern tourism is also a global computerized business, which means that it based on a lot of *information technology* (IT) *resources*. Plenty of large airline companies, hotels and travel agencies are involved in this business. With the help of IT they and their services are becoming more individual, flexible, and, more importantly more accessible and affordable for every customer.

One of the main problems with travel agencies and hotels is their inability to provide these services without usage of internet. Customers pay for them beforehand and, most of the time, from distant places. For example, people are tended to buy *flight tickets* for approximately fifty-four days in advance, especially if they travel with a family, otherwise they will probably miss all good seats, if they even remain. The same problem comes with traveling *by train*. And this is where *online booking services* are the best solution. With their help you can book a flight or a train trip right from your home, and, if something unexpected happens, you can refund your ticket and cancel your trip with a couple of mouse-clicks.

Also internet opens different possibilities for gathering information and feedback from different customers with ease. Customers may write a review about any agency or some specific service and if feedback is positive this will encourage other customers to use those services. But if feedback is negative, this can tell a company, what they do wrong. They will know what they need to change in order to get more positive reviews and earn more profit. For example, one of the most famous internet hotel booking services, *Booking dot com*, uses this review system to gather information from its users, and allows them to rate certain hotel's services, like wi-fi, comfort, price and quality ratio from zero to ten, etc. [1].

An important role in promotion of tourism products is played by *Geographic Information Systems* (GIS). Its common definition is "a powerful set of tools for storing

and retrieving at will, transforming and displaying spatial data from the real world for a particular set of purposes". In this way, GIS can be considered as a powerful tool for the management and decision-making process in tourism. As a powerful tool, it combines a geographical analysis with an attribute analysis, focusing on a better data interpretation process [2].

GIS provides a lot of important information for working in the tourism business:

• information about natural conditions for organization specific forms of tourism and recreational activities;

• historic and excursion potential of cities and administrative divisions;

• hotel industry and transport provision features;

• tourism personnel provision;

• possibilities, problems, provision conditions of main and additional services in the tourism business.

Thus, usage of IT allows us to create an unite informational tourism space, in which all participants (tour operators, tourists, customers) have the opportunity to promptly, in real time, post or request the necessary information, which has all the necessary concepts: "understandability" and "truthfulness". Development and application of IT allows to effectively organize not only the work of tourism organizations, but also its certification assessment.

References

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