The importance of information technology in the development of tourism

I Chernysh, V Mahovka[*]

Poltava National Technical Yuri Kondratyuk University, Tourism and Administration Department, Pershotravneviy Avenue, 24, Poltava, Ukraine

*Corresponding author's e-mail: irinachernysh@gmail.com

Abstract

The essence and role of information technologies in tourism are considered in the article. It is determined that tourism is an informationally saturated sphere of the economy. Some basic components of the information technology system used in tourism have been identified and examined. The prospects of using information technologies aimed at providing the tourist's needs and technologies oriented to tourist destinations and facilities are shown.

Keywords: tourism, information technologies.

1 Introduction

Tourism, as an up-to-date branch, performs one of the leading functions in the world economy, ensuring the formation of a significant part of the world's gross product. This branch of the economy is developing rapidly and in the coming years will become one of its largest sectors.

The rapid development of the tourism industry generated the need to develop modern information technologies aimed at improving the level of rendering tourist services. The use of information technology in tourism is concentrated in travel agencies, insurance and transport companies, excursion bureaus, hotels, cafes and restaurants, as well as in providing services to individual tourists and tourist groups. [1].

2 Main part

Informatization and virtualization of modern society leads to the formation of a completely new social space, determines the active use of new information technologies aimed at meeting the needs of the tourist: providing personalized advice; Planning of group trips taking into account the individual characteristics of the tourist; Technology "smart" planning of the tourist route, as well as changing and planning the route during the trip; Technology support user during the journey; Technology of centralized storage and processing of information on the journey of perfection of intelligent computer interfaces; Technology for planning and supporting travel anywhere in the world.

Important for improving the competitiveness of the tourist product is the introduction of information technologies oriented to tourist destinations and objects, namely: the development and improvement of information technologies of tourist interfaces of a sensible city; integration technologies for advertising and marketing tourist destinations, tourist routes and services; Methods of introducing intelligent technologies in tourist cities and tourist sites; Technologies of formation and complex information support of tourist routes in cities [2, 3].

3 Conclusions

In modern conditions it is impossible to ensure the quality management of the tourist business without the introduction and application of the latest information technologies. It is their use that ensures the observance by the subjects of tourist activity of a set of interacting and mutually complementary requirements that ensure the quality and competitiveness of the tourist product in modern market conditions.

References

[1] Glebova A O 2012 Innovative technologies in tourism *Economics. Control. Innovation.* **2**(8) Access mode: http://tourlib.net/statti_ukr/glebova2.htm

[2] Melnichenko S V 2010 *Information technologies in management of subjects of tourist activity* Melnichenko / Bulletin of the CSTU **2** 131-43

[3] *Smart tourist destinations: explore how smartness improves competitiveness in the context of tourism destinations* eTourismLab. Bournemouth University Access mode: http://blogs.bournemouth.ac.uk/etourismlab/research-projects/phd-projects/smart-tourism-destinations-explore-how-smartness-increases-competitivenessin-the-context-of-tourism-destinations