

## CURRENT STATUS OF INFORMATION TECHNOLOGIES DEVELOPMENT IN THE FIELD OF TOURISM

Andriy O. Maksutov

*Ph.D. in Pedagogics, Assistant Professor*

Pavlo Tychna Uman State Pedagogical University

The impact of information technology on the development of tourism is huge, because it is directly related to the increase of work efficiency both as a separate tour operator and the entire tourist industry in general. Today this directly affects the competitiveness of firms in the market. The use of computer networks, the Internet and Internet technologies, and software of all business processes of tourism today is not just an issue of leadership and creation of new competitive advantage, but also the survival on the market in the nearest future.

The modern tourism industry in recent years has significant changes due to the introduction of new computer technologies. The success of the operation of any firm in the market of tourism is practically impossible without the use of modern information technologies. Specificity of technology of tourism products development and implementation requires such systems that would provide data on the availability of vehicles and tourist accommodation capacity, ensure rapid backup and reservations, as well as the automation solution of additional tasks in the providing of travel services (parallel execution of such documents as tickets, invoices, guides, providing settlement and background information, etc.). This can be achieved in terms of widespread use of modern computer technology in tourism to process and transmit information.

Today the formation of tourism products is to use global distribution system GDS, which provide quick and easy booking tickets for transportation, hotel accommodation reservations, car rental, currency exchange, tickets to entertainment, sports programs, etc.

In the tourism industry videotext is also widely spread. It combines computer system backup, email, telex, electronic newspapers. In the UK, about 90% of travel agencies use the system image data Prestel, which is supported by British Telecom company. This system contains information about tourism and travel, and also offers tour operators, rail lines, ferries, hotels and airlines, which is easily accessible to consumers. The system regularly informs about the latest news and changes in all these areas. Videotext technology is popular in France, where the system Minitel is used. At the same time in the United States the use of videotext is limited.

Tourist business is one of the most dynamic sectors of the economy and is an extremely rich information industry. In other words, the collection, storage, processing and transmission of relevant information is an essential and necessary condition for the functioning of any travel company. In this regard, the successful development of tourism involves extensive use of new technologies both in the field of tourism products and its service to market.

Modern computer technologies are actively implemented in the sphere of tourism, and their application is an essential condition for increasing the competitiveness of any travel company. The tourism industry allows the diversity of computer technology, from specialized software products of a private tourist company management to the use of global computer networks. Today many of the latest computer technologies, such as global computer reservation systems, integrated communication networks, media, Smart Cards, information management systems and others are used in tourism.

The impact of information technology on tourism is visible in various stages of creation and development of tourism products. They mostly affect the promotion of tourist product (distribution and sales). This primarily concerns the possibility of forming new marketing distribution channels - the promotion and marketing of tourism product. Thus, we can follow widespread distribution of tourist information via e-mail (direct-mail) in the field of advertising. In recent years, many travel companies have created their own sites in the Internet and used banner advertising.

There is an electronic impact on traditional tourism business in the West. In particular, e-commerce begins to penetrate and implemented into the tourism market. According to German experts, about 25% of the total sales of tourism products could soon be realized through e-commerce. Thus computer technology triggered the creation and application of innovative e-marketing channels of promotion and marketing of tourism products.

Computer reservation system CRS, which had appeared in the mid 60's of the 20<sup>th</sup> century, allowed to accelerate the process of reserving tickets and implement it in real time. As a result, quality of services is improved by reducing the time of customer service, and increase a variety of services, etc.. There were also the opportunities to ensure aircraft loading, flexible pricing strategy implementation, application of new management methods and others.

In today's economic conditions of competitiveness and market economy, no successful travel agency can fully develop and effectively move without modern automated information technologies. Information management technology appeared in the world about twenty five years ago and have come a long way of development. In recent years a sustainable trend of international tourism industry development became active use of profit optimization (systems of fees management). Companies that actively use those systems, receive a significant competitive advantage and achieve noticeable increase in revenue.

Thus, the implementation of information system opens up new opportunities to effective solving of the main problems of tourist business. Operating system allows the travel agency to implement the program of resource conservation by reducing operating costs for maintenance of communication systems, reducing energy consumption, avoiding peak loads, increasing productivity, improving quality of services, and increasing the professional skills of travel agencies employees.