

INFORMATION AND ANALYTICAL SUPPORT OF TOURISM ENTERPRISES' MANAGEMENT

V. Mahovka

*Poltava National Technical Yurii Kondratyuk University
Management and Administration Department
Pershotravnneviy Av., 24, Poltava, Ukraine
e-mail: mahovkavika@mail.ru*

Abstract

In today's context of globalization and the transformation of the economy of information-analytical component of tourism is an important element of the management system and providing timely, reliable information, dissemination of details about the country and its tourism opportunities, as well as to determine the position of the state in international tourism and information space, identifies opportunities introduction and implementation of modern mechanisms of state regulation of information provision at the national and regional levels of government. Thus, analytical support should be considered as an effective means of improving of management efficiency and level of competitiveness in tourism, which in turn are updated by the need of finding new forms of organization and its implementation in practice in modern terms.

Key words: analytical support, tourism and travel companies.

The basic part

The tourism industry is an intersectoral complex, which consists of a set of tourist business, providing production and sales of tourism products for the domestic and international tourism and straight (accommodation and catering facilities, spa facilities, transport) and indirectly (financial and insurance institutions, commercial enterprises, organizations entertainment and leisure) activities related to tourism. Given the characteristics of tourism and information society there is need to improve information-analytical maintenance of travel companies, involving a system of organizational, technical, technological, legal, scientific, exploratory and provide process control information and communication linkages between all components travel industry [2].

Nowadays, growing interest to travel agencies, hotels, recreational areas to global information using modern Internet technologies that broaden the range of potential customers and interested people together. At the same time, system information and analytical support should be seen as a means to process, function of tourism industry in modeling, monitoring and forecasting of economic, ecological and innovative processes [1].

Thus, information management and analytical support of tourism activities should include the introduction of modern technologies that ensure communication and information, advertising relationship between tourism enterprises, tourists and other stakeholders will optimize internal and external business processes that contribute to sustainable development and higher the competitiveness of tourism enterprises in the global and domestic tourist markets.

References

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