

USE OF VIRTUAL AND INTERACTIVE TECHNOLOGIES IN THE FIELD OF TOURISM

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Abstract

Today, the tourism sector has undergone significant changes in connection with the introduction of new computer technologies. Effective development and operation of tourism enterprises is impossible without the usage of modern information technologies, because the specificity of the formation, promotion and implementation of a new tourist product requires the use of such systems and technologies that, in the shortest possible time, allowed to obtain reliable information about the availability of vehicles, tourist accommodation, the formation of related tourist services. Modern information systems are used to promote and advertise tourism products, to form the image of companies providing services in the field of tourism, as well as to form a certain brand of tourist destination.

Keywords: tourism, information technology, virtual communities

1 Introduction

The conducted studies indicate that modern information technologies used in tourism can be divided into several categories, namely: reservation and reservation systems; information management systems (packages of financial management of tourist enterprises and hotels); tourist virtual communities; multimedia technologies; e-commerce; geographic information systems; system of support of tourist business in the Internet

Overview

This work discusses the advantages, disadvantages and conclusions on the following issues:

- Information technology used in tourism
- Forms of virtual communities in the field of tourism
- Features of the formation of virtual space in tourism

Decision

The development of informatization of the processes of management of enterprises of the tourism sector, which provide the subjects of tourism activity, the rapid processing, storage and transmission of information, which allows to provide a complete and accurate reference about hotels, railways, airlines throughout the world. The Global Distribution System (GDS), which provides automation of these processes, plays a key role in the development of international and domestic tourism.

Global Distribution System is a general information system that offers the most important distribution networks for the entire travel industry. Interaction of tourists is carried out through global reservation and reservation systems. One connection through a modem with servers that have a corresponding database, travel agencies get access to information about the availability

of services, value, quality, arrival time and departure through a variety of tourist services from their suppliers. Also, tourism operators can contact these databases in order to make and confirm their order.

Tourism is one of the spheres of the economy, in which virtual communities are formed, which are used for the exchange of information, experience experiences. Most tour operators and agents use virtual communities to learn the tastes and preferences of tourist services (more and more successful travel companies create on-site online customer clubs where customers can get the support they need and share their experiences with other clients), sharing experience (in such communities are learning and developing professionals, creating alliances, finding new solutions for the development of the industry, forming brands of companies and products).


In addition to the above-mentioned factors in the formation of virtual communities, the active use of the Internet and modern technologies makes active use of their forms (web-forums, blogs and blog platforms, wikis, chats, mailing lists, social networks, etc.) for the promotion of tourism products, advertising services tourist establishments, accommodation and catering establishments, tourist attractions, placement of reference information.

Geoinformation technologies, which allow mapping the position of tourist objects, used as one of the methods of demonstrating the tourist attractiveness of a region, a separate tourist route or attraction, are popular with tourists. Geographic information technology is a convenient means of obtaining information by users and forms a visual form, the mutual placement of objects, which allows them to determine their spatial localization. Practice shows that most users prefer mobile information technologies when planning, organizing, and traveling, especially mobile applications that are convenient and easy to use.

Conclusion

Consequently, the above-defined forms of virtual communities form the world of informational and cybernetic space, which, unlike geographic, allows us to combine culture and civilization that were historically formed in another space and time. The development of world trends in the expansion of the information space also affects the tourism sector and allows to distinguish a

number of features: within the framework of the formed informational environment a new level of information transmission in real time and space has been achieved; the feature of modern tourism is that it develops at the junction, crossed the main sectors of the information economy-real, monetary and virtual; the formation of virtual culture, virtual tourist communities and the development of virtual travel.

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