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## **E-TOURISM**

Tourism is a major sector of the economy. All developed countries of the world are very interested in the developing of it. In the global economy tourism take the leading position and competed only with oil segment [1].

Travel agencies, hotels and airlines all of them are looking for capabilities to work through Internet. Giants of the European tourism industry have acquired online service for booking tours, hotels and tickets, but high profit of online services makes them to invest in the development of new online destinations.

Among the advantages of the online service of agencies are: round the clock access to online booking, saving time for trips to the office and back, the ability to compare several alternative proposals and reduce costs for market participants. Now you can relax and just go to the Internet and see the services they offer to you.

Today tourism companies offer more than 150 countries around the world, and each of it has its own distinctive image and can positively influence the increasingly varied demands from tourists. Effective development of tourism contributes to the formation of various segments and niches of the international market. Leisure transformed into a leading sector of the world economy.

A characteristic feature of the globalization process in the tourism industry is using of advanced information and telecommunications technologies that enhance efficiency and improve the work of the companies, improve customer service, accelerate all operational procedures, the development of new marketing techniques and distribution channels [1].

The processes of globalization are accompanied by increasing of competition, increasing number of mergers and acquisitions tourist companies. Many market participants reduce activity in its traditional areas and focus efforts in the sector of traveling and tourism, which is considered more profitable.

Tourism today is a global computerized business, which involves major airlines, hotel chains and tourist

corporations all over the world. Modern tourism product becomes more flexible and individual, more attractive and accessible for the consumer.

Personal computer and the Internet, their availability and reliability, promote the penetration into all spheres of society of the new information technologies. We can see it in tourism too. After all, tourism and information are inseparable: the decision about the trip is taking on the basis of the information; people exchange information about hundreds of times in one day. So, we need to be able to work with information, collect, process and take right decision [3].

Tourism is an activity, full of information. The main of daily functioning of the tourism industry is processing, use and transfer of information. Service in tourism isn't just a consumer or an industrial goods, it's usually bought away from the place of consumption. In connection with this, in the market the tourism depends on the images, descriptions, means of communication and transmission information.

Information is communication center, which incorporates all the tourism companies. The information doesn't provide communication between the representatives of the tourism services like a flow of information; also it can be in the form of services and charges. Services like overnight in a hotel, car rentals, travel packages and places in airplanes don't sent to travel agents who don't keep before sells to consumers. It is transferred and used information about the availability, cost and quality of these services. Similarly, the actual payments are not transferred from the travel agents to the tour provider and commissions – from the tour providers to the travel agents. There are three characteristics of tourism. Firstly, it is a diverse and integrated trade services. Secondly, it is a complex service, both from the point of view of the producer and the consumer. Finally, it's an extensive service. So, tourism - international and domestic, both are the scope of the growing use of information technology [3].

The information technology systems in tourism consist of a computer reservation system, information systems management, airline electronic information systems, electronic transfer of money, telephone networks etc. Travel agents, hotels and airlines are depended on each other. For example, the internal hotel management system can be connected with computer of global networks, which provide the basis for communication with hotel booking systems, which can be accessed by travel agents through their computers. Therefore, we're dealing with an intergrated information technology system, which is distributed in tourism. Summarizing, we can say that the tourism industry operates a system of interrelated computer and communication technologies [2].

In this article were fully disclosed concepts of «tourism» and «Internet». Here it's shown the relationship of Internet and tourism, how simply getting when using information technology.

The relevance of promoting tourism is that the effective operation of any business entity requires time-tested and informed decisions. The Internet industry in tourism is base of the frame that will later hold and operate the company. Will the enterprise successfully on the market depends on how the guide will identify the principles, attitudes and methods of management.

Information technology is an integral part of the work with the consumer. This greatly facilitates the work of tour operators and travel agencies. Provision of products on Web sites allow most users to explore the range, without leaving home [2].

In conclusion, we can say that the market of tourism continues to grow, but the consumers needs are changing every day. If the main function of business is to satisfy consumers' needs, the enterprises should pay attention to the changes in public life and improve methods of management to further the effective functioning of their company.

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