

THE ASPECT AND INFLUENCE OF USE THE GLOBAL INTERNET IN TOURISM

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Abstract: *the article deals with the aspect and influence of use the global internet in tourism. Tourism today is a global computerized business, which involves the major airlines, hotel chains and tourist corporations around the world.*

Keywords: *Internet, economics, information technology, communication systems, tourism.*

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Today, the Internet is one of the main objects of information. For any question, the answer can be found on the Internet. The Internet is an inexhaustible source of information. This is a fast connection and access. Internet possibilities are endless, and every day we can be witnessed of it again and again.

In every second millions of people are communicating. What was the creation of file-sharing resources? The desire of people to communicate has grown in the creation of numerous social networks. There was many on-line, chats, websites, and the number is increasing on a gigantic scale.

Tourism today is a global computerized business, which involves the major airlines, hotel chains and tourist corporations around the world. Modern tourism product becomes more flexible and individual, more attractive and affordable for consumers.

The personal computer and the Internet, their availability and reliability, promote the penetration into all spheres of the society of the new information technologies. These technologies are perhaps the first in the history of mankind, providing a productivity growth in the service sector. This is the case today, and in tourism. After all, tourism and information are inseparable: the decision about the trip is taken based on information; the tour itself at the time of purchase - just the same information; information exchanged hundreds of times a day all participants travel market. So, we need to be able to work with information, collect, process, and based on it to take the right decision.

By taking advantage of computer technology, modern travel company, confidently and successfully operates today, laying the foundation for future prosperity. The relevance of this study due to the development of automation and the use of electronic technology in the field of tourism industry. Promotion of standard information technology contributes to more efficient management of maintenance activities of travel agencies. Advertising on the Internet is interactive. If the company daily monitors the state of the market makes a new special offer, changes direction according to the current situation, then it is successful, because of the promotion of the product through the Internet. Online tourism is becoming one of the most effective vertical markets, where 64% of transactions conducted through the Internet, while in the rest of the figure is between 30% and 40%. Well-known fact that the effectiveness of direct marketing of tourist services in the media is reduced. The search for alternative forms of advertising results in the travel agency to the idea of its own presence on the World Wide Web. The first and one of the most important steps is to create a site. It is now difficult to imagine effective work travel company without its own website. For the tour operator it is extremely convenient channel of communication with the agencies to a travel agent - quick access to the customers.

The huge tourist market competition in Internet advertising is the most convincing proof that the advertising of a travel company in the Internet gives tangible results at the lowest cost. At the moment, a rare tourist company dispenses with internet-on-advertising, because in today's market it is not permissible to disregard such an active source of customers. The fight for the best promotional item starts long before the start of the tourist season, and despite the large number of tourist sites, the most advantageous positions require advance booking.

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