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## **INFLUENCE OF INFORMATION TECHNOLOGIES ON THE DEVELOPMENT OF TOURISM**

In conditions of globalization tourism is one of the leading spheres of economic activity, which determines the interest of different countries in its development. Today, in the global economy, tourism has emerged occupying a leading position and it is one of the largest and most dynamic sectors of the economy. High rates of its development, large volumes of foreign exchange earnings actively affect various branches of the economy, which contribute to the formation of its own tourist industry.

Successful development of tourism affects such key sectors of the economy as transport and communications, trade, construction, agriculture, etc. In turn, the peculiarities of the implementation of tourist product do not allow talking about complete market without appropriate information provision [2, p. 55]. It is the information flow that provides links between tourism service providers. Without use of information technology, none of the spheres of life can be dealt with, since each, and in particular the tourism sector requires the processing of a large amount of information and information services [1, p. 48]. Thus, the creation of developed tourism industry with the use of advances in the field of information technology is important as one of the effective areas of structural adjustment of the Ukrainian economy.

Modern tourism is a global computerized business. It involves large airlines, hotel complexes and travel agencies around the world. Thanks to the information technology, the tourist product becomes more individual and flexible, and also more accessible to each consumer [5, p. 61].

Here is a list of the most important and unique properties of information technology, which place them on a priority place in relation to industrial and social technologies in the field of tourism:

1. IT allows to intensify and effectively use the information resources of society, which today are the most important strategic factor for its development. Experience shows that the activation, dissemination and effective use of information resources allows obtaining substantial savings of other types of resources: raw materials, energy, minerals, materials and equipment, human resources, social time.

2. IT optimizes and automates many cases, information processes, which in recent years increasingly take place in the life of human society. It is well known that the development of civilization goes towards information society where objects and results of work of most employed are no longer tangible assets, but mainly - information and scientific knowledge. Currently most developed countries, the majority of the employed population in its activities in one way or another are connected with preparation, storage, processing and transmission of information, and therefore have to develop appropriate and practical use of this information technology processes.

3. Information processes are important elements of other more complex production or social processes. Therefore, information technology is often used as a component of relevant production or social technologies. Information technology today plays an extremely important role in providing information interactions between people, as well as in the systems for the preparation and dissemination of mass media. These funds are quickly assimilated by the culture of our society, since they not only create great conveniences, but also eliminate many industrial, social and domestic problems caused by the processes of globalization and integration of the world community, the expansion of domestic and international economic and cultural ties, the migration of the population and its all more dynamic moving around the planet. In addition, the traditional means of communication (telephone, telegraph, radio and television) in the social sphere are increasingly used electronic

telecommunication systems, e-mail, facsimile transmission of information and other types of communications.

Analyzing the impact and importance of information technology on the current stage of development of the tourist services market, it is possible to make well-grounded conclusions that this role is strategically important, and the importance of these technologies in the near future will grow rapidly. The ability to work with information, collect, process and make the only correct decision on it, to develop information standards today is the basis for the successful organization of tourism business in the future. The importance of IT tourism is also determined by the fact that they provide multiple productivity growth in the service sector. These technologies will play a decisive role in the technological development of the state.

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