

WIDE DISSEMINATION OF INFORMATION TECHNOLOGIES IN THE SPHERE OF DOMESTIC AND INTERNATIONAL TOURISM

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Abstract: *the article examines the widespread use of information technology in the field of domestic and international tourism. Today, widespread use of information technologies is being established in the field of domestic and international tourism. The information technology system used in tourism includes a computer reservation system, a teleconferencing system, a video system, computers, an information management system, an electronic information system of airlines, electronic money transfers, telephone networks, and mobile communications.*

Keywords: *tourism, modern technologies, communication systems, e-business.*

ШИРОКОЕ РАСПРОСТРАНЕНИЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В СФЕРЕ ВНУТРЕННЕГО И МЕЖДУНАРОДНОГО ТУРИЗМА

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Аннотация: *в статье рассматривается широкое распространение информационных технологий в сфере внутреннего и международного туризма. На сегодняшний день налаживается широкое использование информационных технологий в сфере внутреннего и международного туризма. Система информационных технологий, используемая в туризме, включает компьютерную систему бронирования, систему телеконференцсвязи, видеосистему, компьютеры, систему управления информацией, электронную информационную систему авиакомпаний, электронные денежные переводы, телефонные сети, мобильную связь.*

Ключевые слова: *туризм, современные технологии, коммуникационные системы, электронный бизнес.*

The adopted regulatory framework and theoretical and methodological base for building an effective e-business, taking into account the modern features of the economy of Uzbekistan, are not sufficiently developed. There is no most effective way to create an Internet company that meets the requirements of a market economy, as well as online stores, as well as assess their value.

The technology system is used in all areas of tourism: travel agencies, hotels, airlines and others. In addition, the use of the information technology system by each segment of the tourism system is also important for all other segments. For example, the hotel's internal management system is connected to the computers of the global network, which, in turn, are the backbone of the hotel reservation system, and travel agencies can view this information through their computers. perhaps. Here we see an organized system for the dissemination of information technologies in the field of tourism. The tourism industry has been found to be increasingly active in computer systems and communication systems that are not interconnected computers, telephones and video terminals, but interconnected ones. In addition, some of the components of the tourism industry are closely interrelated because tourism businesses are interdependent.

Given the impact of information technology on the regional tourism sector, the following should be taken into account when developing tourism development plans: the main problems constraining the tourism sector and its development; which directions of tourism are important for the region, which ones are more efficient to spend money on; how to improve the opportunities and image of the area to attract tourists; how to influence the socio-economic development of the region through tourism.

The development of the tourism industry will reduce the unemployment rate in the region, increase the local budget and contribute to the development of the region. Tourism development is hampered by the poor state of tourism infrastructure, lack of policy in this area, lack of socio-economic stability and new visa rules. The problems associated with information support of the tourism business in the country can be solved by using geographic and tourism information systems in tourism management and planning.

The Internet and e-mail are now as common forms of communication as traditional means of communication for tourism development, such as telephone and paper mail. This method of mass communication serves to connect travel agencies and firms, as well as to connect travel agencies that offer their services to real and potential customers. At the same time, the Internet and all forms of mass communication do not serve for the effective development of tourism.

The cheapest and most effective way for travel companies to enter the world market is the Internet. The Internet is more accessible to users anywhere in the world than any other media. The cost of advertising space on the Internet is much lower than that of popular media, but the reach of the audience is much wider. The Internet has other advantages as well: mailing lists, contextual advertising, and banner ads. But it is much more expensive for any travel agency to enter the global market with limited services.

Travel companies can work in partnership or offer their own unique services in their field. In addition to the database of the best offers of such an Internet portal about the merger, online orders for air and railway tickets, which can be made by any payment (credit card, electronic payment), about the territory of the tourist association should include all modern services, such as individualized database tour selection.

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