

The Role of Information Technologies in the Field of Tourism

Salimova M.X SamSU ,

Salimova S.X SamSIFL,

Ashurova Sh.M SamSIFL)

Abstract:

This article provides information about tourism and information technologies. At the same time, this article highlights the advantages of innovative, digitized and information technology-related tourism with vivid evidence.

Keywords: travel, ICT, tourism industry, marketing, online travel agencies, potential customers.

Introduction

The term tourism is derived from the French word "tour" and means travel. That is, it is considered one of the types of active recreation. Tourism is defined as the departure (travel) of a certain person from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional or other purposes. Information technology is derived from the English term Information Technology (IT), which is a set of certain fields that cover computer systems, software, programming languages, data, data processing and storage. Information technology (IT) is studied as a part of information and communication technology (ICT). In general, it seems that these two concepts, which are very different from each other, have no connection. But nowadays, due to the fact that information technology is gaining its place in every field, we can see that the tourism sector is being turned into one of the leading sectors in connection with the IT sector.

There are only a few advantages of the tourism industry created in connection with IT. For example, in enterprises, it helps to establish relationships with customers, track customer and

employee behavior, and create marketing-based companies. In today's digital age, information technology has become an important tool for tourism industry enterprises. With increasing reliance on smartphones and the Internet, travelers and business owners alike are embracing technological advances to enhance their travel experience and drive business growth.

One of the key benefits of technology in the tourism industry is its ability to connect potential customers with businesses. The growth of online travel agencies and booking platforms has made it easier than ever for travelers to search, compare and book accommodation, flights, tours and other travel services. These platforms provide a convenient one-stop shop for consumers while also giving businesses access to a wider customer base that they might not otherwise be able to reach.

Tourists visiting different foreign countries mainly need static and dynamic information. Examples include detailed information about location, climate, attractions, history, available facilities, and more. Information about airline, train and bus schedules, transportation, accommodation units and current availability of such facilities is dynamic as it may change frequently. If this information is collected, stored and distributed in real time, it will be convenient for tourists visiting other countries.

In addition, technology allows businesses to share information about their products and services with potential customers. Through websites, social media platforms, mobile applications and virtual reality experiences; businesses can present their offerings in visual and engaging ways that help attract consumers' attention. By providing detailed descriptions, high-quality images or videos of their properties or locations; companies can effectively communicate what they have to offer. For example, Asel Smolyar's presentation on the topic "The role of information technologies and social networks in tourism" within the framework of the Tashkent international tourism fair "Tourism on the Silk Road" held on November 17, 2023 and reflected on strategies and methods of effective use of digital media to improve the quality of service to visitors.

Conclusion

In short, tourism is one of the important sectors that develop the state economy. As a result of the integration of tourism and information technologies, enough opportunities and facilities are created for tourists visiting the country.

REFERENCES:

1. Кодыш Э.Н. Соревнования туристов. – М.: Профиздат, 1990
2. Константинов Ю.С. Туристские слеты и соревнования учащихся: учебнометодическое пособие. - М.: ЦДЮТиК МО РФ, 2003
3. Константинов Ю.С. Туристские соревнования. – М.: Гео, 1995
4. Кошельков С.А. Обеспечение безопасности при проведении туристских слетов и соревнований учащихся. – М.: ЦДЮТур МО РФ
5. Куликов В.М. Топография и ориентирование в туризме. – М.: ЦДЮТур МО РФ
6. Маслов А.Г. Подготовка и проведение соревнований. – М.: Владос, 1997