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THE OPPORTUNITY OF THE NEW TECHNOLOGIES FOR TRAVEL AGENTS AND TOUR OPERATORS

Abstract: This article discusses the opportunity of the new technologies for travel agents and tour operators.

Keywords: tourism, tour operator, travel agents, new technologies.

Tourism today - 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 on the basis of 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, thanks to 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.

You must create a promotional site that maximizes fully and specifically to introduce this type of tourism, using various marketing techniques that have interested customers not only buy a tour, but to become a regular customer. The Internet provides such an opportunity, and promotes tourism products on the market as one of the cheapest forms of advertising.

This concept is much broader and is a set of relations and unity of relations and phenomena that accompany the person travels. Rapid development of tourism, large amounts of foreign exchange earnings to actively influence the various sectors of the economy, which promotes the formation of their own tourist industry. In the tourism industry accounts for about 6% of the world gross domestic product, 7% of world investment, every 16th job, 11% of global consumer spending. Thus, nowadays one can not ignore the huge impact that the tourism industry in the world economy. An important feature of the present stage of development of tourism and changing its organizational forms is the penetration of the tourist transport business, commercial, industrial, banking, insurance and others. Companies.

Travel agencies, hotels and airlines are eyeing with great interest to the possibilities of the Web. If not so long ago online orders were small experimental brook, now they have become a powerful stream, which brings up to a quarter of all revenues. This information sounds for the tourist business
even more optimistic, because the numbers characterize the situation in conservative Europe.

The possibility of online ordering services, according to the European Commission, providing 36% of all tour operators and 62% of hotels. Almost a third of them received more than 25% of all orders by Internet users. Giants of the European tourism industry has long acquired the online service for booking tours, tickets and hotel rooms, but high return forces them to invest in the development of new means of online destinations.

Among the advantages of the heads of agencies called clock access to online booking, save time on trips to the office, the ability to compare a number of alternative proposals and reduce costs for market participants themselves. Now, to relax, just go online, type in the desired name of travel agency and see the services they offer.

Moreover, the use of each segment of tourism information technology systems has implications for all other parts. For example, internal management of the hotel may be associated with computer global networks, which provide, in turn, is the basis for communication with hotel reservation systems, which are already in the reverse direction, to travel agents may be available through their computers. Therefore, we have to deal with an integrated system of information technology, which is distributed in tourism. From the foregoing, it is clear that the tourism industry is not subject to the computers, not phones, video terminals are not alone - there operates a system of interrelated computer and communication technologies.

In addition, the individual components of the tourism industry are closely linked to each other - in fact many tour operators involved in each other's activities. All of this allows us to consider tourism as a highly integrated service that makes it even more affordable for the application of information technology in the organization and management.
Actively use technology travel agents and tour operators - without their computer reservation systems, video systems, interactive video text - it is impossible to imagine the daily planning and operations management.

Computer reservation systems have a huge impact on the tourism industry. About 90% of travel agents in the US and the UK are connected to computer reservation systems. Computer reservation systems not only provide air services, but also spending the night in hotels, car rentals, cruise trips, information about the place of stay, exchange rates, weather reports, bus. Such systems can back up all the major segments of the tour - from beds in hotels and air travel to theater tickets and insurance policies. In fact, they constitute a universal information system offers an important distribution network for the whole of the tourist trade.

One connection via modem to the server with the appropriate database, travel agents have access to information on the availability of possible services, cost, quality, time of arrival and departure for the diverse range of travel services from their suppliers. Moreover, travel agents can contact these databases in order to make and confirm your reservation. The functioning and effectiveness of these systems require that tourism providers have learned at least the minimum level of to obtain access to such systems and to be presented to them.

Intense competition in the sector of tourism services makes the search for original solutions. One of the ways to improve the efficiency of promotion here - the use of online advertising. More recently, a rather innovative means of promoting modern internet advertising turns into affordable and effective communication, and the choice of the company is the tool in the arsenal of marketing is increasingly dictated by common pragmatism. In recent years, the rapidly increasing demand for new and modern and the most effective forms and
methods of advertising provide various types of tourism. Among them is the use of Internet technology, demonstrating the increasingly high performance.

That the Internet is able to provide tourist enterprise opportunities, oriented the advertising appeal to the desired target audience. One of the main advantages of the World Wide Web is a very fast feedback from the users of the advertising information. This unique feature allows the flexibility to change the entire strategy of the campaign itself during it.

Thus, the possibility of maximizing the efficiency of the advertising budget. Comparative analysis of traditional media and forms of advertising with promotional activities in the network also allows you to evaluate the other advantages of this communication. It should also be emphasized that the Internet offers many tools (websites, banners, e-mail, conferences and so on.)

To influence the target audience the advertiser. The most affordable advertising on travel portals today is publishing information about tours in the databases. This method of promotion used, even firms that do not have their own Internet representations. The possibilities of online advertising are not limited tourist sites. A useful advertising platform for travel agencies are, for example, search engines.

Modern tourist sites accepted conditionally divided into sites, business cards, websites, storefronts and online shopping. For tourism companies is the most effective placement of banners on specialized sites, or sites that have sections for tourists.

Many tourist portals now have the opportunity to place targeted banner advertising, which is more expensive type of promotion, but the costs are compensated by the fact that the effect is the desired target audience. In order to maximize the efficiency of the tourist site of the enterprise as an advertising medium to work on them should be involved in the most professional designers and marketers.
References
