

Using of internet resources in tourism industry

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Introduction. Today's global trends are such that people prefer to find information about anything via the Internet. It's convenient, fast, informative and mobile. That is why the development of tourism in Ukraine should also be promoted through online resources.

Materials and methods. Today there are several reasons for the slow development of tourism in Ukraine. One of them is the lack of information about the objects, which could become the most popular tourist places in Ukraine. The quality of information about tourist sites in the Internet resources impacts on tourism and investment attractiveness of these objects.

In the study of the subject appropriate to use the method of scientific analysis, which includes the study of the subject using practical mentally or dismemberment of its constituent elements.

Results. The Internet is widely used in all sectors of the tourism industry. Tourism businesses are constantly in need of new tools of promotion and sale of tourism products and services marketing information. Also clients are constantly in need of obtaining accurate and timely information.

According to SITA, in 2015 the average sales of tickets via the Internet is 72% (in 2005 the figure was 20%) of total sales.

Today all the hotel chains have made significant investments in e-Commerce and new technologies at all levels. According to research Agency Travelclick using the data of thirty of the largest hotel chains in 2015, 84% of the bookings was done via the Internet.

The quality of presentation of information and of the sites themselves is the face of a tourist facility which they represent.

At the time of writing this thesis I have studied the websites of various European tourist attractions. Such as château de Chambord in France, Corfe castle in Englandii, runaway Kilchurn Castle in Scotland, Bodiam Castle in England, Castle St. Catalina in Spain. Each of them has a website with detailed information about all prices, entertainment, history, and more. Information on these sites is available and set out in a structured way.

28 Nov 2016 online-Google blog Ukraine has published a presentation of the campaign "Digital conversion Ivano-Frankivsk region", in cooperation with Ivano-Frankivsk regional state administration Ivano-Frankivsk city Council. December 1, 2016, they also presented the results of the campaign "Digital conversion of the Kirovograd area", which was implemented by Google Ukraine in collaboration with Kirovohrad regional state administration and Kropivnitsk City Council.

They have created special sites "Travel Ivano-Frankivsk region" and "Travel Kirovograd region", where everyone will be able to find information about the best places of the regions for their holidays. Sites collected a lot of useful information, including 3D tours of interesting places. Such programs demonstrate the interest of local authorities in the regional development. This means that the tourism offerings have a great future.

Conclusion. Thus, the skillful use of Internet resources in the tourism business can raise the level of development of the business in order to increase tourist flows and investment deposits.

References: <https://ukraine.googleblog.com> – Official blog Google Ukraine