THE ROLE OF IT AND ICT IN TOURISM INDUSTRY DEVELOPMENT (РОЛЬ ИТ И ИКТ В РАЗВИТИИ ИНДУСТРИИ ТУРИЗМА)

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Abstract : *The article analyzes the importance of IT and ICT in the tourism industry. Moreover, this article contains suggestions and ideas for future development of IT and ICT   in this field.*

Key words: IT, ICT, Tourism, artificial intelligence, E-Services

During pandemic time (Covid-19) tourism industry has lost its value. Majority of tourist destinations, HoReCas closed. Covid-19 created panic among public that contributes to lower demand in tourism industry. This is one of the repercussions of disease spread, as well as the lockdown approach used for the current situation. As a result of this situation, the customer's demand price falls. As a result, according to supply-demand equilibrium, the price of tourism continues to fall in lockstep with demand decline. The governments of tourist destinations need to introduce a mechanism that economy and in the same time developing anti-virus for COVID-19. If prevention actions are not properly managed, the tourism industry will face more decremental effects, resulting in economic collapse. IT-related developments in tourism alter stakeholders' positions by shifting the emphasis from single business management to digital convergence of value chains. IT is critical in providing digital networks and platforms that integrate core information-intensive areas of tourism operations, as well as in synthesizing general systems. Infrastructure for information technology, network communications, operating systems, and so on. Information and information technology (IT) are important economic resources that must be added to the traditional economic resources of land, labor and capital. This is particularly true for the field of tourism due to its reliance on, and production of, information, and the intangible and perishable nature

of the tourism product. Managed in such a way that tourism is both a service and an experience industry, necessitating unique applications. of IT. Because many technological development models are in the manufacturing industries, tourism requires special consideration in its use of IT. Information and information technology (IT) are required to manage the experience and process the information that contributes to the creation of quality tourism in both the private and public sectors. The Internet has transformed both consumer choice and service delivery processes. Clients have become much more discerning and sophisticated. This is because they have obtained excellent customer service and one's standard of living has increased dramatically. As a result, tourists have become more demanding, demanding high-quality products, better value for money, and, perhaps the most importantly, reasonably priced for time. People's time management is expressed in thisHaving been presented with various of tourism products and destinations, experienced, sophisticated, and challenging visitors tend to rely on digital media to gain knowledge about attractions and to central information their wants and needs to suppliers.

E-Tourism. The Effects of E-Tourism on the Marketing Mix ICTs offer new opportunities for forward-thinking organizations to redesign tourism products to satisfy individual needs and satisfy customers' expectations. ICTs have also become a core product, notably for business travelers, who now expect certain conveniences to be available during their trip. The world wide web Web have transformed the operations of promoting tourism and communication. ICTs have the potential to reduce commission costs. Expedia and eBookers will spring up and gain a significant market share, leading in a reintermediation of the sales channel.

E- Airlines. American Airlines launched its SABRE Computerized Reservations Systems (CRS) in 1962 to replace manual reservations on display boards where passengers were listed, and travel agencies had to locate the best routes and fares for their customers in a manual and then telephone for availability, reservation, and confirmation before issuing a ticket manually. The lodging industry is the most under-automated segment of the international travel industry. Property Management Systems (PMSs) were introduced to facilitate the front office, sales, planning and

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operation functions. This was achieved by administering a database with all reservations, rates, occupancy and cancellations, thus managing the hotel inventory. Hospitality organizations increasingly use computerized systems to improve their inventory management, communicate with their interaction with consumers and reduce some of their operational costs.

E-Hospitality ICTs have penetrated hospitality management at a fast pace, integrating the hotel operations, reshaping the marketing function, improving total efficiency, providing tools for marketing research and partnership building, and enhancing customer services, while also providing strategic opportunities. Moreover, buyers progressively expect ICT offices in their rooms; web access by means of the TV and information ports have gotten standard for higher inn classes.

Tour operators who offer e-tours Tour operators must constantly interact with all of their partners, including the principals of accommodation and transportation. Information and communication technologies (ICTs) are also critical for tour operator package distribution. The use of the Internet, Intranets, and Extranets as strategic tools benefits tour operators in a variety of ways. Coordination and timely information exchange are critical because they enable tour operators to coordinate activities, solve potential problems, and ensure that customer requirements are communicated to all principals delivering the tourism product. ICTs play a critical strategic role for tour operators. For example, consumers can change their tourism package online and create their own itinerary by allowing them to extend their trip, change their accommodation, meal plans, and add value – such as car rentals and scuba diving lessons. However, it is clear that tour operators must shift their focus from information provision and reservation mechanisms to a strategic role of adding value to the product and process. As a result, tour operators will need to reassess their core values and identify specific market segments that they can serve in the future. Travel agencies on the internet ICTs have significantly improved the internal organization of travel agencies. Travel agencies have achieved significant synergies, efficiencies, and cost savings by integrating their back-office (e.g., accounting, commission monitoring) and front-office (customers' history, itinerary development, ticketing, and

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communication with suppliers) functions. Tighter financial control can be achieved because branch office transactions can be automatically reported back to the head office. Furthermore, transactions provide invaluable marketing research data, which can almost instantly report market movements and aid strategic changes. CRM enables agencies track the activity of their performance, control, and competitiveness at the individual level. Storing information in a data warehouse can also assist them in developing proactive marketing tools to target individual customers with quality goods, increasing the value added services offered to each customer, and defending themselves against disinterruption. Hence, agencies need to utilize updated ICT on par with the suppliers and customers usage. The E-Destinations Destination Management System (DMS) was used to integrate the entire tourism supply at the destination. Their ability to integrate all stakeholders at destinations and reach a global market demonstrates their contribution to strategic management and marketing. DMS provides innovative information and occasionally facilitates reservations. Destination Integrated Computerized Information Reservation Management Systems (DICIRMS) address the entire range of needs and services required for specific destinations by both tourism enterprises and consumers. DICRIMS serve as the information infrastructure for all stakeholders, including consumers, principals, distributors, and destination marketing organizations, to communicate and conduct business. Additionally, the capacity for artificial intelligence to perform tasks that have traditionally required human cognitive function has made it especially useful for those in the travel industry, because deploying AI can save businesses time and money, while potentially eliminating human error and allowing tasks to be performed quickly, at any time of the day. Most hotels and resorts rely heavily on providing excellent customer service to build their reputation, and AI technology can help in a variety of ways. Artificial intelligence, for example, can be used to improve personalisation, tailor recommendations, and ensure quick response times even in the absence of staff. Examples of Artificial Intelligence in the Tourism Industry

- Chat bots and online customer service,
- Face-to-Face Customer Service,
- Data Processing and Data Analysis,

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- Virtual Reality & Augmented Reality

Traveling is an important aspect of tourism, so online reservations, particularly for lodging, play an important role. More information process awareness is required, as is ICT training at various levels of tourism, travel, and hospitality enterprises. As a result, tourism education in every country should focus on ICT trends and work on ICT penetration into the masses, which are critical for its success. It is worth noting that this is the most efficient way to conduct business in the tourism industry. In this regard, tourism organizations should offer more services to customers that are easily accessible to everyone in their locations. Tourism websites should be upgraded and updated on a regular basis. There is a need for more B2C and B2B payment options via mobile phones for their bookings. To maximize business potential, enterprise websites should be upgraded and updated with the most recent technologies. Governments and businesses should encourage and train the industry to use social media effectively. Governments should make high-speed Internet accessible and affordable to the general public, and computer system prices should continue to fall. Stakeholders should have easier access to global Internet quest. ICT can be used by businesses to merge all divisions. Power outages should be stopped, and the government should have high-speed internet connectivity. Mobile commerce (for example, promotion, payments, and so on) should be encouraged by the government and integrated into the tourism industry. To boost tourism business operations, existing information and communications systems must be revised, improved, and seamless integration implemented both internally and externally.

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