

EFFECTIVENESS OF APPLYING OF LOGISTICS INFORMATIONAL SYSTEM IN THE TOURISM INDUSTRY

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The role of information technology as an important tool to improve enterprise efficiency increases in the modern world. Modern features of creation, promotion and sale of tourist products the use of information technology.

Tourist industry has refocused from service of single organized groups of tourists to the extensive activities aimed at meeting the needs of thousands of individual tourists through the use of modern information technology. The national tourism industry has some problems with the use of new information technologies, due to the low level of development of information and communication infrastructure, lack of database of tourist facilities in some regions, low computer literacy of older people, etc.

Continuous development of the global economic system causes the penetration of information technology in all areas of life. In particular tourism business in modern conditions is impossible without the use of certain information systems. Information and tour activities are inseparable. The decision on the purchase of a tourist product made on the basis of certain information, even the tour is also information. The constant flow of accurate and timely information is a prerequisite for success of the travel company.

Logistics Information System is a collection of organized and interrelated processes that regulate the activity of tourist businesses. It includes the following elements: hierarchical structuring and building of networks; computer

software and the use of standard software. Phenomenon of vertical and horizontal integration is often observed in the logistics information system of tourism. The essence of vertical integration is the availability of information links between tour operators, travel agencies and suppliers of tourism products. Horizontal integration is the information links of travel agencies at the same level.

The use of logistics information system enables a travel agency to sell tourism products efficiently. Travel agency supervises the sale of services, adjusting them according to market conditions in any segment. This improves the quality of services and level of profitability.

Effective use of information technology is a prerequisite for the success of the tourism organization. Tourist industry includes set of organizations of different profiles: transport, service, trade and others. These organizations are usually geographically separated but require continuous coordination to provide travel services. All this leads to the need for the use by logistics information system of all elements of interlinkages at every stage of service. Besides introducing the work of travel agencies logistics information system makes it possible to shorten the duration of the operating cycle, improve the quality and expand the range of services to increase the flexibility of the service process. Thus, the use of information systems in the tourism business makes it possible to gain a competitive advantage and leading position in the market.