The Role of Online Tourism

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Abstract: In this paper, the changes in tourism industry caused by the introduction of Internet technology and advantages and disadvantages of using the Internet in contemporary business travel agencies were analyzed. Through this work, the impact of the Internet technology on marketing activities of contemporary travel agencies was also analyzed.

Keywords: The Internet, tourism, travel agency, marketing, user

Introduction. Any commercial relationship between subjects of production and consumption is established by specific communication technology. From oral transmission, through fairs, printing press, telephone to television and electronics, i.e. information technology, technology of the communication market has been changing, and consequently the market relations character has changed. Electronic technology has allowed for the first time in history for market participants to simultaneously communicate at a distance, which introduced a new era in the field of marketing communications. The network of communication satellites has enabled the fastest information transfer among all parts of the world, i.e. the Internet. The Internet, as a set of networks around the world, represents the biggest computer system which allows receiving, process and exchange of information to millions of computer users. A huge amount of data can be accessed at any time and any place allowing the user of the Internet a global access. The Internet technology provides a new way of conducting business in all electronic sectors. The Internet technology has become an important source of information according to which various business strategies of subjects in tourism industry are formed. With the help of the Internet, a new possibility appeared for subjects in tourism industry to successfully promote and sell services and products to comply with demands, needs and desires of consumers.

Online marketing includes all efforts of marketing that utilize an electronic device and the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and potential customers. Online Marketing is the process by which customer relationship is maintained by facilitating exchange of information and ideas about the products and services. It is a medium which helps satisfy the goals of buyers and sellers. The role of online or Internet marketing in recent marketing is no longer a minor one. Internet marketing is a essential part of the success of any organization. From IT support to lead generation to sales, Internet marketing is beneficial to nearly every aspect of the business. The world is witnessing major developments in communications due to the intensive spread of technology and information through the Internet through different mediums such as the Smartphone, social media platforms, and the electronic word-of-mouth. The appearance of new technologies in the field of information and communication, particularly the Internet has totally changed the dynamics of market as well as increasing the power of consumers.

Online tourism is the best long-distance excursions and virtual tours. The trend this summer is online tourism. You can go anywhere in the world with the click of a few buttons on your smartphone or computer, and such tours are absolutely free. So if you can't imagine your life without travel, virtual

tourism is what you need. Online tourism covers many areas. Examples include virtual travel, hotel reservations, online booking of air tickets, rental services, online table reservations in restaurants, and other types of tourism services.

Let's start with the fact that virtual travel is gaining popularity today, and one of the main reasons for this is the pandemic. Due to the pandemic around the world, almost everyone was forced to stay at home. This has caused great damage to the tourism industry. Travel agencies that offer their services only online have survived the crisis. #QuarantineTravel - With this hashtag, you can find nearly ten thousand publications that tell you about the amazing places on the planet, reveal secrets and share useful travel tips. By the way, anyone can create their own travel blog. Maybe you would like to tell us about the historical buildings and beauties of your city, as well as the sights?

A few years ago we could travel freely around the world, but we always thought it would continue like this. Time has shown us that we do not know what will happen tomorrow. It is unknown what lies ahead. In the next two years, humanity has gone through difficult times. Like all the difficulties of the past, this time it has overcome the test. we believe in our teeth.

Thanks to the development of modern technology, you can travel around the world without leaving your home, and this is not a fantasy, but a reality. Online cameras, virtual tours, high-quality video and photography, specialized sites significantly expand the possibilities of understanding the world. You may not be able to chat with the locals or taste local food, but the opportunity to travel in quarantine is valuable. Virtual travel is becoming more popular and has reached a new level in 2020-2021. If in the past you could see different parts of the world with cameras installed in special services or pre-recorded videos, today the whole direction of online tourism has been formed. I think this format of travel has great potential and smartphones , thanks to computers and the Internet, has an audience of millions. Personally, I think virtual travel is fun, because virtual travel can also serve as a foundation for future real travel. Another advantage is that people with disabilities and low income For those who find a virtual tour, this is the right type of service, which allows them to sit in their seats without leaving home and be in real time anywhere in the world for only $ 5-10.

Obviously, online tourism cannot be compared to the emotions and impressions of a real trip. However, in modern conditions, we have ways to get acquainted with our beautiful world virtually, gain new knowledge and learn useful tips for future travel. Let's take advantage of these opportunities, take care of our health, and plan real trips for the future. We all know that the hotel business is one of the most lucrative industries in tourism. In the global tourism market, hotel systems are well developed and can serve as a model in all respects, including the fact that today they are attracting customers with the help of information technology. We are talking about the online form of hotel reservations. Today, there are four Global Distribution Systems (GDS) in the travel business: Amadeus, Galileo, Sabre and Worldspan. The services of these systems are used by more than 800,000 travel agencies around the world. These systems allow you to book a hotel room, including a variety of travel services. The first such system was created in the early 60s of the twentieth century and was mainly used in the aviation industry. This allowed us to keep track of flight schedules, availability of free seats, and ticket prices. In the early 1970s, many travel agencies, which had spent a lot of time on manual reservations, realized the advantages of GDS systems and began to install in-flight reservation systems. Sabre was one of the first companies to establish the system, and it is still operating. Using the GDS system, travel agencies have significantly reduced time costs and increased work productivity. Today, the GDS system is used not only for booking air tickets, but also for booking hotels, cruises and cars. Hundreds of thousands of travel agencies connected to the terminals of Amadeus, Galileo, Sabre and Worldspan global booking systems can offer a range of online booking services to their customers. Therefore, the agent of any travel company can easily find the hotel for the customer, see the price, availability and book using certain orders.

Amadeus is the oldest of all modern air travel booking systems, developed in 1987 and fully

operational since 1992. Amadeus is the most popular computer-based booking system in the world. The offices of 64,000 travel agencies on five continents use Amadeus to book flights, hotel rooms, ferries, car rentals and excursions. There are 750 airlines, 64,000 hotels, 50 car rentals, 13 ferries, and 11 cruise companies to book through Amadeus.

Sabre is a computer-based booking system that provides its users with the most reliable travel information in the system, as well as information about schedules, availability, prices and airline policies. In addition, Sabre allows you to book and issue air tickets, boarding passes, itineraries and other transportation documents. The Saber system also includes travel information such as currency conversions, medical requirements, visa guidelines, weather and local attractions. The company covers 56,000 agency offices on 6 continents, in 112 countries, and handles 37% of airline bookings worldwide. The company is supported by 8,900 people in 45 countries.

Galileo is a whole complex of built-in systems, each of which has access to complete information and resources for 527 airlines, 202 hotel chains, car rentals in 14,500 cities, as well as cruise bookings. designed to ensure use. You can view information about trips, theater tickets and their prices, weather, visas, vaccinations, credit cards and more. The Galileo system is already in use in 38,000 agencies in Europe, America, Asia and Africa.

Worldspan is an information system that mainly makes reservations for air transport (487 airlines), hotels (39,000 hotels and 216 hotel chains), tour agencies, theaters, car rental companies (45 major rental companies). The system is used by more than 25,000 travel companies around the world. Analyzing these systems, we can say that a hotel that offers its products in GDS systems will immediately have access to millions of potential customers and more than 800,000 travel agencies. In this case, the hotel will significantly increase its efficiency by reducing various types of costs.

We all know that tourists want to taste the national cuisine of a region after a trip. The role of restaurants is great in this. In the modern restaurant industry, there are a growing number of new applications and services aimed at improving the quality of service. The most popular online booking service in the world is OpenTable, which serves its customers when booking a table in the United States and 19 countries around the world. But there are other services that provide a different service. For example, Resy and Table8, they pre-book a table in high-end and hard-to-find restaurants and then sell it to their customers. The service costs around $ 20. and this price may vary depending on customer demand. Booking tables online can be both beneficial and detrimental to restaurants. First of all, online booking is very convenient for customers, and customers do not have to spend as much time in the restaurant as before. It also helps customers to gather accurate information about themselves as a result of online booking and send them notifications about changes to the menu from time to time, which leads to an increase in the number of customers and increased revenue.

Uzbekistan is so rich in tourism resources that it is possible to create almost all types of tourism. We all know that today there are dozens of types of tourism in our country, including sports tourism, pilgrimage tourism, extreme tourism, gastronomic tourism, ethnic tourism, ecotourism, youth tourism, cultural tourism and others. To date, the number of hotels for foreign and domestic tourists in Uzbekistan has reached 966, and construction is underway on 138 more. The sharp increase in the flow of tourists to Uzbekistan has led to the creation of new tourist facilities in the regions by businesses, and over the past year, 40 hotels with a total capacity of 2,038 beds have been built and commissioned in the regions. reservation is available. You can book a room in a hotel that is convenient for you through the following sites mybooking.uz and booking.com. We will talk about the level of development of online tourism in Uzbekistan and its importance. Currently, the State Committee for Tourism Development has launched work to develop online tourism and support entrepreneurs and startups. The State Committee for Tourism Development and the National PR Center under it are working on the launch of online-tourism.uz, a website that allows virtual tourism in Uzbekistan. This will be the first platform to offer virtual travel

around Uzbekistan. The work being done is yielding results. Currently, there are sites for tourists such as www.uzbekistan.travel.uz, www.uzbekistan360.uz, www.3d.museums.uz. On these sites you can see the famous cities and sights of Uzbekistan in 360 °. The project between Global Digital Heritage of the United States of America and the National Association of Electronic Mass Media of Uzbekistan, the Uzbek Cinematography Agency is also a proof of the ongoing work. The project will be implemented in Samarkand and will allow to restore the original appearance of historical objects with the help of unique technologies and travel to buildings in VR (Virtual Reality) format. , Digitization will be carried out at the Ulugbek Observatory, Registan Square and Juma Mausoleum.

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