The Impact Of Internet Technologies On Tourism Development

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Abstract. Today, before going to the country, every tourist is curious about the peculiarities of that country through the Internet. In today's language, he organizes an online trip to the country first of all. This article talks about the role and importance of Internet resources in the development of tourism today.

Key words. Mobile internet, tourist sites, business card sites, corporate sites, online stores, thematic sites, internet portal.

Nowadays, interactive services provided through websites in our republic play an important role in saving entrepreneurs time and money. The development of mobile technologies is also noteworthy in this. Internet technologies play a decisive role in the tourism sector, allowing enterprises to reach a wider audience, simplify operations, and improve the overall customer experience. In recent years, a large number of information resources have been developed for the timely collection, control, analysis, and processing of information on various aspects of the tourism industry. However, they have not yet been integrated into a single Internet information system. In recent years, the tourism industry has undergone significant changes due to the rapid development of Internet technologies. From online booking systems to virtual reality experiences, these technologies have revolutionized the way travelers plan, book, and experience their trips. In this article, we will examine the classification of Internet technologies in the tourism sector and their impact on businesses and travelers. Some common classifications of Internet technologies used in the tourism industry include: online booking systems, travel aggregator websites, mobile applications, social media platforms, virtual reality (VR) and augmented reality (AR), Big Data and Analytics, blockchain technology, artificial intelligence (AI). These are just a few examples of how Internet technologies are transforming the tourism industry, making it more efficient, customer-centric, and innovative.

A research project to study the classification of Internet resources in tourism will likely involve a combination of qualitative and quantitative methods. A mixed methods approach combines deep insights with statistical analysis to provide a comprehensive understanding of the topic.

Data Collection:

a. Literature Review: A comprehensive review of the existing literature on Internet technologies in the tourism industry to understand the current classification framework, trends, and challenges.

b. Surveys: Develop and distribute questionnaires to tourism industry professionals, travelers, and technology professionals to gather insights on the use and impact of Internet resources in tourism.

c. Interviews: Conduct interviews with key stakeholders such as tourism businesses, technology providers, and industry associations to gain qualitative perspectives on the classification of Internet resources.

Sampling:

a. Population: Identify a population of interest that may include tourism businesses, travelers, technology providers, and industry professionals.

b. Sampling method: Use purposive sampling to select participants with relevant knowledge and experience in the tourism and Internet technologies sectors.
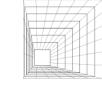
Data analysis:

a. Qualitative analysis: Analyze interview transcripts and open-ended survey responses using thematic analysis to identify common themes and patterns related to the classification of Internet resources in tourism.

b. Quantitative analysis: The use of statistical tools to analyze survey data and identify trends, preferences, and correlations between various Internet resources used in the tourism industry.

Mobile Internet – (English: mobile Internet) - a technology for wireless access to the Internet based on the WAP protocol. For transmitting requests in mobile communication networks, the packet data transfer service GPRS (general packet radio service) or CSD can act as a transport. It provides a high level of service, especially for effective business management.

A site is a general concept that can be divided into several types depending on its appearance and function.

Business card sites are the simplest site, consisting of 3 or 4 pages about a person or a company. Creating such a site does not require much money. The purpose of companies having this type of site is to provide complete information about themselves, to announce their services, prices and contact information to Internet users.

Corporate sites are complete, complex sites. Sites of this type provide complete information about the company, their products (including photos), and prices. Users can also leave their opinions and place orders through the site. Various types of interactive services may also be available.

Online stores - a site for those who start trading online. This direction is now developing in our country. The site will mainly contain information about products, their prices, payments. The main page will be presented with pictures of new goods.

Promo sites - sites created for a certain period of time. A site created for some conferences, exhibitions, concerts. After these holidays, the site should be closed, but in most cases this is not the case, the site continues to work with old messages. This is the result of negligence.

Internet portal - a large site that provides links to other sites. A site that correctly directs Internet users. It stores a large number of links and provides various types of information (weather forecast, announcements, forums, games). The main thing is that it should be simple, the user should immediately understand where to go.

A blog is a person's online diary, where he writes down his thoughts on a topic. Readers express their views on this idea.

Service (English service) is the provision of quality services to the population in various areas of everyday life - in a store, hotel, etc., and the services themselves.

Tourist servers

If services are provided via the Internet, they are called web services. Examples of these include: e-mail, search, catalogs, directories, interactive educational systems, weather information, etc. Currently, online service services are widely provided by websites. Examples of tourist web services include: booking tours, booking hotels, booking tickets, searching for tourist products. These web services are provided directly by websites located on web servers, let's get acquainted with some of them:

Skyscanner.ru tourist server. This server has been operating since 2010. It allows you to instantly get information about airline tickets and compare their prices. For this, it includes 600 airlines and 670,000 routes covering 200 countries.

Travel.ru tourist server. This server has been operating since 1997. On average, up to 50,000 guests use it per month. It contains information about 4,500 travel agencies and about 3,000 tours. You can book a tour directly from the site itself.

Uzbekturizm.uz tourist server. ―The official tourist portal of the Uzbekturizm Milly company. Meros.ziyonet.uz tourist server. An information site on the cultural heritage of Uzbekistan, created under the ZiyoNET portal. It contains information about more than 340 historical and cultural objects in our country, which are marked on the map of Uzbekistan. Text information about each object is enriched with one or more photos of this object. Information is provided on whether the objects are protected by the State or included in the UNESCO World Heritage List.

Welcomeuzbekistan.uz tourist server. ―The official tourist portal of the Uzbektourism Milly company.

Orexca.com tourist server. This server has been operating since 2003. The main goal is to satisfy the interest in the countries of the Great Silk Road and offer tour booking services via the Internet.

We make several proposals to increase the role of Internet technologies in the tourism sector. Strengthening online presence: encouraging tourism businesses and destinations to have a strong online presence through websites, social media platforms and online booking systems. This helps to attract a wider audience and facilitates seamless booking and communication with potential travelers. Offer personalized recommendations: Use artificial intelligence (AI) and machine learning algorithms to provide travelers with tailored recommendations based on their preferences, past behavior, and demographics. This can enhance the customer experience and increase engagement with tourism products and services. Offer online booking incentives: Offer exclusive offers, discounts, and promotions for travelers who book their trips online. Offering online booking incentives can encourage more travelers to use digital platforms and simplify the booking process for customers and businesses. In conclusion, this article highlights the importance of classifying Internet resources in tourism to optimize their usefulness and impact on the industry.

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