

РЕФЕРАТ

Subject matter of the dissertation: Improving the use of information technology in enterprises social-cultural service and tourism (for example, firms OLYMPUS Pegas touristik).

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Custom Organization: Pegas Touristik is one of the largest Russian tour operator.

Topicality of the research is that the entry of modern information and computer technologies in various spheres of human activity, to date, is the most important factor in increasing the efficiency of the processes, the importance of which has not yet been fully grasped by many enterprises of the tourism industry.

Objective is to develop measures to improve the effectiveness of information technology, as is the lighting problems and prospects of the use of information technology in enterprises social-cultural service and tourism.

Tasks:

1. An analysis of the literature on the research topic;
2. Create the role and impact of information technology on the development of social-cultural service and tourism;
3. Consider the main points of virtualization automation of enterprises socio-cultural service and tourism;
4. Experience in the use of multimedia technologies in socio-cultural service and tourism;
5. Generation description of the travel agency Pegas Touristik;
6. Used to analyze the travel agency Pegas Touristik information technology;
7. The potential of new information technology firms Pegas Touristik.

Theoretical and practical significance of the research:

The theoretical value of the study is to identify the theoretical aspects of the use of information technology in management and in refining the concepts of leading research: information management, information technology, management optimization software.

The practical importance of the final qualification of the work is that the basis tips to improve the process of using information technologies can help to improve the competitiveness of the company.

Results of the research: Based on the studies of the theoretical aspects of the use of information technology in the socio - cultural services and tourism can draw conclusions.

1. Information has become a powerful resource in addressing socio-economic problems of the society. One of the first in this series is IT.

2. Implementation in practice of all parts and components of the tourism industry of modern information technology can significantly expand and improve the reception and service.

3. The greatest impact of modern computer technologies on the creation and promotion of tourist product.

4. There are the following areas of automation activities in tourism:

- Information search and booking and reservation system;
- own online booking system tour operators;
- workflow automation program.

5. The emergence of multimedia systems produced almost revolutionary changes in the field of education, science, art, and in many professional fields. Multimedia technology provides the ability to work with audio and video files, which opens up new ways of using computer technology in the field of socio-cultural service and tourism.

After examining the activities tourists firm OOO "Olympus» Pegas Touristik, and analyzing the practice of the use of information technology firm, we have reached the following conclusions:

PegasTouristik - one of the largest vertically integrated travel companies, one of the leaders of the tourism industry.

1. Tourist agency OOO «Olympus» Pegas Touristik provides services for the organization of tourist recreation at the highest level in Europe and Asia.

2. Firma OOO «Olympus» Pegas Touristik is a brand agency that gives it several advantages:

- the exclusive right to use the well-known brand in the territories;
- increase the flow of customers to 30% due to brand recognition and extensive customer network;
- increased commission from tour operators;

3. In its activity, the company makes extensive use of modern information technology, such as:

Operating system WindowsXP, the bundled software MicrosoftOffice, which includes programs: Word, Excel, Access, PowerPoint, Outlook, etc.;

1-C: Accounting software for the automation of accounting and taxation;

To implement the various payments the company uses a system of "Client-Bank".

OOO "Olympus» Pegas Touristik uses the services of a software-software itself.

Travel Agency, OOO "Olympus» Pegas Touristik uses the following types of advertising on the Internet:

- Line advertising in tourist portals.
- Residence in search engines and directories.
- off-line advertising

OOO "Olympus» Pegas Touristik used for promotional and information purposes booklets and catalogs.

4. Based on this research, we have formulated proposals for the introduction of new information technologies:

Using a tour company OOO "Olympus» Pegas Touristik additional features of the program SAMO travel agent, as follows:

- The history of relations with tourists;
- Consideration of the effectiveness of advertising;
- Built-in e-mail, sms-sending.

With these functions, you can inform customers about new promotions and the ACT, report changes on request, to gather feedback about the rest, congratulations to the holidays.

In addition the company "SAMO-Soft" search service developed "Andromeda". It provides an opportunity to seek proposals for the specified criteria in the database operators and book them.

To increase the number of visits to the site travel agencies, OOO "Olympus» Pegas Touristik consider appealing the use of banner ads. To attract attention, to interest the visitor, cause a desire to visit this informative resource.

As part of the tourist enterprise appropriate to establish a system of information services to customers. Its purpose is - providing information support for the proposed tours.

Recommendations: Based on this research, we have formulated proposals for the introduction of new information technologies:

Using a tour company OOO "Olympus» Pegas Touristik additional features of the program Samo travel agent, as follows:

- The history of relations with tourists;
- Accounting advertising effectiveness;
- integrated e-mail, sms-sending.

With these functions, you can inform customers about new promotions and the ACT, report changes on request, to gather feedback about the rest, congratulations to the holidays.

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