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INFORMATION AS A COMMODITY IN THE FIELD OF TOURISM

Informatization is one of the most striking characteristics of the social relations' system of developed countries. Mankind has entered a stage of civilization in which information and knowledge play a decisive role in all spheres of activity. At the same time, information is becoming the most important factor of economic growth in modern society. Lack of necessary information, use of inaccurate or outdated data can lead to serious economic miscalculations. Therefore, the purpose of using information is to reduce uncertainty in the process of making and making management decisions.

The tourism industry is an important segment of the national culture and economy development, one of its most dynamic areas. As the welfare of the population increases, the demand for a tourist product increases, which leads to an increase in the number of tourist offers. In the case of an increase in the number of tourist offers, the amount of information needed to sell a tourist product increases significantly. The problems of information logistics are especially relevant for tourism enterprises, because for effective economic activity in modern conditions it is necessary to operate with fresh information, process it and provide quality interpretation as a product of sales, resulting from the peculiarities of tourism as a commodity [3].

The growing interest of tourists in other cultures, a large number of advertisements, the availability of information increase the opportunities for communication between peoples, which allows ordinary citizens to understand each other better. The main purpose of the tourist enterprise is to provide tourist services, which is impossible without reliable, complete, accessible information. There are constant changes in the management of the tourist enterprise, which leads to the improvement of management decisions, which are based on the process of information transformation.

The development of modern tourism business is impossible without the organization of its information and analytical support, which is a key element in the decision-making system. On the one hand, information becomes easily accessible due to modern means of automation and access to the Internet, on the other - its large amount and possible inconsistency is a big problem for an adequate assessment of the situation. Therefore, determining the minimum number of parameters that allow you to build an information space, and the development of ways to update and update them are one of the main elements of information and analytical support for business [1].

The complexity of information support of a tourist product is due to the inability of tourism entities to track and maintain a large information base. This situation creates difficulties for both tourism enterprises, tourism infrastructure entities and tourists. Thus, travel agencies are forced to increase the number of managers in various fields, who, implementing a travel service, provide tourists with the necessary information. The production and sale of a tourist product involves not only the subjects of tourist activity (tour operators, travel agents, tour agencies, tourist organizations), but also other industries for which tourist services are not the main activity. It is information that links tourism and other sectors of the economy.

Tourist activity is information-rich, unlike other types of economic activity. However, one feature stands out - the connecting center that keeps different manufacturers within the tourism industry is information. Information flows, that provide links between travel service providers, go not only in the form of data flows, but also in the form of services and payments. Travel services (eg: hotel accommodation, car rental, package tours and airplane seats) are not sent to travel agents, who do not keep them until they are sold to consumers. Information on the availability, cost and quality of these services is transmitted and used. Similarly, real payments are not transferred from travel agents to travel suppliers, and commissions - from travel suppliers to travel agents. Since the service in tourism cannot be exhibited and considered at the point of sale as consumer or manufactured goods, it is usually purchased in advance and far from the place of consumption. Thus, tourism in the market is almost entirely dependent on images, descriptions, means of communication and transmission of information [2].

The market of tourist services requires an adequate response of business entities to the availability of timely and accurate information, the ability to comprehend it, draw conclusions and use it effectively in management decisions. Information is a necessary component in the management of a tourist enterprise, as it is the basis of the management process. The significance and importance of information is constantly growing.

The production of services depends much more on information systems than on traditional production systems:

- steady globalization of the market economy, which is due to the growing need for information and more mobile and reliable methods of communication;
- global competition has created a high need for accurate and in-time information that would be quickly transmitted to different geographical areas;
- the growth of global competition and the expansion of regional markets have been facilitated by trade and regional agreements, such as the European Single Market, the General Agreement on Tariffs and Trade, etc.;
- the growth of demand for information systems and supply is due to rapid progress in the field of hardware and software;
- the creation of artificial intelligence, expert systems and neural networks has changed the passive role of information to active for solving problems and decision-making processes;
- increasing the level of computer literacy of the current generation makes a number of demands on the quality and cost of all types of services, including information [2].

Consequently, economics, organization and management of enterprise information is an important strategic resource of tourism businesses. Lack of necessary information leads to uncertainty and to the deterioration of management decisions. That's why it is necessary to operate truthfull, fresh, complete and accessible information in different spheares, including tourism activity.

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