

E-TOURISM AND SOCIAL MEDIA IN TOURISM AND HOSPITALITY

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Abstract. *Tourism is a large sector of the economy. All developed countries of the world have long been interested in its development. In the world economy, tourism has taken a leading position, competing only with oil production.*

In modern domestic and foreign literature, many approaches to the definition of the concept of "tourism" have been worked out.

These approaches are based on various characteristics and can be combined into several groups:

- *tourism as temporary movement of people, their location outside the permanent habitat and temporary stay at the site that is of tourist interest;*

- *tourism as a complex socio-economic system, the basis of which is a diversified production complex, called the tourism industry;*

- *tourism as a segment of a market economy, in which various enterprises of the economic complex interact to offer a product that satisfies the tourist interest;*

- *tourism as temporary visits of citizens and stateless persons in their spare time from their permanent place of residence to health, cognitive, professional, sports, religious, business, educational and other purposes for a period of at least 24 hours and not more than 6 months and without engaging in paid activity in the place of temporary stay.*

Keywords: *tourism and hospitality, social-media, e-tourism, virtual.*

The last definition of the concept of "tourism", in our opinion, is the most complete, as it takes into account all the signs that distinguish tourism from travel and other types of movement. The most important characteristic determining tourist movements is the person's free time. Under the free time in tourism should be understood the time of vacation, vacations, weekends and holidays, time after retirement. The second most important sign of tourism is the goal of displacement. The definition clearly identifies these goals: health, cognitive, professional, sports, religious, business, educational. The third sign establishes the time frame for tourist travel-at least 24 hours and not more than 6 months, which is extremely important for tourism statistics and the economy of the tourist industry. The fourth sign, characterizing tourist movements, provides for the impossibility of engaging in paid activity in the place of temporary stay. This means that, in addition to free time, a tourist should also have free cash, which he is

ready to spend for certain purposes related to rest and recovery of the body.

Modern tourism is a phenomenon, on the one hand, young, since it became mass only after the Second World War; on the other hand, tourism has deep historical roots, for travel is known to mankind since ancient times.

In the history of tourism development, it is common to distinguish four stages:

- before the beginning of the XIX century.
- prehistory of tourism;

- the beginning of the XIX century. - the beginning of the XX century. - Elite tourism; the emergence of specialized enterprises for the production of tourist services;

- the beginning of the twentieth century. - before the Second World War - the birth of mass social tourism;

- after the Second World War - a modern stage - mass social tourism; formation of the tourist industry as an interbranch complex for the production of goods and services for tourists.

This periodization is based on the following criteria: technical and economic prerequisites, social prerequisites, target functions of tourism at different stages of development. At the first stage of tourism development, the main motives for travel were trade, educational goals, pilgrimage and treatment. In the Middle Ages, the religious factor of travel is intensified - the worship of the shrines of Christianity and Islam. In the Renaissance, the religious component of tourism was somewhat weakened, while the educational and cognitive motives of travelers were strengthened. A feature of travel until the beginning of the XIX century was the primitivism of vehicles; the journey was not an end in itself, but a necessary condition for the achievement of the actual goal: trade, expansion of the educational horizon, treatment, pilgrimage. All travelers were united by one quality: they were a minority, the elite of society.

The most important role in the development of tourism was played by revolutionary changes in the development of transport: the invention of a steamer (by the American Robert Fulton in 1807) and the locomotive (by the Englishman George Stephenson in 1814), the improvement of postal communication, accompanied by the expansion of the road network in Europe. All this has determined the reliability and speed of movement while reducing the cost of travel. In the middle of the XIX century, there were the first shipping companies, which were the basis of cruise tourism. During the second stage of development of tourism in the society, processes such as changing the ratio of working time to rest time take place. In Germany in 1873 for the first time paid holidays were introduced, there was a reduction of working hours in favor of free. Improving the quality and reliability of transport along with their cheaper prices, as well as a gradual reduction in working hours, led to a significant increase in the flow of travelers. During this period, there are specialized accommodation facilities for the service of travelers. In Germany, in 1801, a first-class Badischer Hoff hotel was opened in Baden-Baden, the Rigi-Klisterli Hotel was built in Switzerland in 1812, and in 1859 the Grand Hotel Schweizerhoff opened in the town of

Interlaken in central Switzerland. During this period, luxurious hotels were built, which serviced representatives of aristocratic circles and higher officers. In the second half of the XIX century, the tourism industry expanded its sphere of production: tourism facilities were added to the accommodation facilities, the task of which included the organization of tourist trips and their sale to the consumer. A textbook example is the tourist office of T. Cook, created in the middle of the XIX century. In Great Britain. The first travel agency in Germany - "Reisebuero Stagnen" - was founded in Breslau in 1863. This firm had close contacts with shipping companies and actively sold sea cruise tours. Since 1862, there are also the first catalogs of tourist trips, which reflected the expansion of tourist demand.

The First World War, the economic depression of the 1930s. and the Second World War had a negative impact on the development of tourism. But it was during this period between the two world wars that there appeared sprouts of mass tourism, the heyday of which occurred in the post-war decades.

After the Second World War, tourism acquired a truly massive social character. The industry of rest with the institutes, a product, a production cycle, methods of the organization and management of manufacture began to be formed. This is the period of mass construction of hotels, motels, various kinds of entertainment. Expanded hotel chains, there were hotel families, there was an intensive growth of both inbound and outbound tourism.

After the Second World War, the demand for and supply to the tourism market has undergone radical changes, which give grounds to say that mass conveyor tourism has gradually been transformed into mass differentiated tourism. Conveyor tourism implies relative primitivism and homogeneity of the needs and motivations of tourists, impersonally conveyor nature of the services produced. Differential tourism is distinguished by a diverse paradigm of tourist needs and motivations, the multiplicity of highly specialized segments in tourist demand, the variety of services offered and the pronounced specialization of the tourist offer. The transition from

conveyor to differential tourism occurred simultaneously with the transition from the producer market to the consumer market. It is at this time that new forms of tourism are born, due to the individual and extraordinary needs of tourists.

Tourism in the modern world is manifested in various phenomena, connections and relationships, which determines the need for its classification, that is, groupings according to certain homogeneous characteristics, depending on certain practical purposes.

Travel agencies, hotels and airlines all look with great interest to the possibilities of the Network. If not so long ago, online orders were a small experimental stream, now they have turned into a powerful stream that brings up to a quarter of all revenues. This information sounds for the tourist business even more optimistically, as the figures characterize the state of affairs in a conservative Europe. The possibility of online ordering services, according to the European Commission, provides 36% of all tour operators and 62% of hotels. Almost a third of them receive more than 25% of all orders from users of the Network. Giants of the European tourism industry have long acquired Internet services for booking tours, hotel rooms and tickets, but high returns make them invest in the development of the online direction of new funds. Among the advantages of agency managers call round the clock access to online booking, save time on trips to the office, the ability to compare several alternative offers and reduce costs for the market participants themselves. Now, to rest, it's enough just to go online, type the name of the travel agency and see the services they offer.

Recently the central theme of publications not only of the computer press, but also of mass publications, has become the Internet network, having attracted the attention of information technology specialists, businessmen, ordinary users and the entire civilized world. Currently, the Internet has over 40 million subscribers in more than 100 countries around the world on all seven continents. The popularity of the Internet is said at least by the fact that the number of subscribers of the network is doubling every 10 months. Exchange of information through the network

annually increases almost 10 times. More than 4000 e-mails are transmitted over the network every second. All Internet information technologies can be conditionally divided into information support systems and information exchange systems. The rapid growth in the number of network users began after the appearance of a new service - the World Wide Web (WWW) - a distributed hypertext system for accessing various information located around the world. The world computer network Internet is developing so rapidly that the number of its subscribers and the amount of information resources are almost doubled annually. Do not stay away from this boom and travel business. Only in 1996 in the Internet there were thousands of independent sections of travel agencies, hotels, airlines, dozens of tourist booking systems. Travel agencies should not ignore the Internet in their work. Especially the Internet can not be considered only as a competitor in business, the network can provide invaluable information assistance and add to the traditional a new channel for the implementation of tourist services - electronic.

Information - a link in the tourism industry.

International and domestic tourism is a powerful branch of trade in services.

The basis of the tourism industry is firm tour operators and travel agents, engaged in tourist trips, selling them in the form of tours and tours; providing services for accommodation and meals for tourists (hotels, campsites, etc.), their movement throughout the country, as well as management, information, advertising on tourism research and training for him personnel, enterprises for the production and sale of tourist demand goods. Other sectors operate for tourism, for which the service of tourists is not the main activity (enterprises of culture, trade, etc.).

Tourism - information-intensive activities. There are few other industries in which the collection, processing, application and transmission of information would be just as important for daily functioning as in the tourism industry. Service in tourism can not be exhibited and considered at the point of sale, as consumer or industrial goods. It is usually bought in advance and away from the place of

consumption. Thus, tourism on the market is almost entirely dependent on images, descriptions, communication tools and information transfer. However, one feature is highlighted: information is the connecting center holding different manufacturers within the tourism industry. It is the information flows, and not the goods, that provide the links between the producers of tourist services; they are not only in the form of data streams, but also in the form of services and payments. Services (for example, overnight in a hotel, car rental, complex tours and seats in airplanes) are not forwarded to travel agents, which in turn do not store them until they are sold to consumers. Information is transmitted and used about the availability, cost and quality of these services. Similarly, real payments are not transferred from travel agents to tour operators, and commissions are paid from travel agents to travel agents. There are three characteristic features of tourism. First, it is a diverse and integrated trade in services. Secondly, it is a complex service, both from the point of view of the producer and the consumer. Finally, this is an informationally rich service. Therefore, tourism - both international and domestic - is the sphere of the growing use of information technology. The information technology system used in tourism consists of a computer reservation system, a system for holding teleconferences, video systems, computers, information management systems, electronic airline information systems, electronic money transfer, telephone networks, mobile means of communication, etc. It should be noted that this system of technologies is deployed not by tour agents, hotels or airlines, individually, but by all of them. Moreover, the use of the information technology system by each segment of tourism is important for all other parts. For example, internal hotel management systems can be linked to computerized global networks, which in turn provide the basis for communication with hotel reservation systems that, already in the opposite direction, can be accessed by travel agents through their computers. Consequently, we are dealing with an integrated system of information technology, which is spreading in tourism. From the foregoing it becomes clear that the travel industry

is not distributed by computers, not by telephones, by video terminals themselves - there is a system of interconnected computer and communication technologies. In addition, some components of the tourism industry are closely interrelated with each other - in fact many tour operators are involved in each other's activities. All this allows us to consider tourism as a highly integrated service, which makes it even more accessible for the use of information technologies in the organization and management of <http://www.turist-tour.info> "Using Innovation in Tourism"

Reservation systems.

Actively using information technology travel agents and tour operators - without their computer reservation systems, video systems, interactive video text systems - it is impossible to imagine daily planning and operations management. Computer backup systems have a huge impact on the entire tourism industry. About 90% of travel agents in the US and the UK are linked to computer reservation systems. Computer reservation systems provide not only air services, but also overnight stays in hotels, car rental, cruise trips, information about the place of stay, exchange rates, weather reports, bus and railway communication. Such systems allow you to re-reserve all major segments of the tour - from places in hotels and air tickets to theater tickets and insurance policies. In fact, they constitute a universal information system that offers the most important distribution networks for all tourist trade. With one modem connection to the servers that have the appropriate database, travel agents get access to information about availability of possible services, cost, quality, time of arrival and departure for a variety of tourist services from their suppliers. Moreover, travel agents can contact these databases in order to make and confirm their order. The operation and effectiveness of these systems require that the providers of tourist services acquire at least a minimum level of technology (for example, skills in working with personal computers and using network resources in travel agencies) in order to gain access to such systems and be represented on them.

The largest computer reservation systems (reservations) in the international tourism market are AMADEUS, Galileo.

Amadeus is a leading provider of cutting-edge solutions for information technology, distribution and e-commerce for the global travel and tourism industry. By investing in the development of next-generation IT solutions, we are opening up effective opportunities for successful adaptation and growth of your business in the face of high competition and rapid changes. Among our clients and partners are airlines, travel agencies, hotels, car rental companies, railways, cruise and ferry companies, insurance providers and tour operators, as well as corporations and travelers. All solutions offered by the company are divided into 4 groups: Distribution & Content, Sales and e-commerce tools, Business Management and Consulting Services. In 2000, Amadeus became the first company in the industry to receive the ISO 9001: 2000 Quality Management System (ISO) certification. More than 400,000 travel professionals around the world are using Amadeus' main development in the distribution of travel services - the global reservation system Amadeus. The system is designed for booking air tickets, hotels, cars, rail, ferries, cruises and insurance policies. Depending on the market, the range of services available for sale may vary. Amadeus ranks 1st among global distribution systems by the number of travel agencies using the booking system. Amadeus positions are the strongest in such markets as: Europe, Africa and South America. Galileo is one of the most advanced reservation systems in technical terms. It was Galileo that was one of the first to provide the agencies with a Windows version of the reservation system. The Premier program allows agencies to fully automate the work of customer service. For example, to maintain client databases, create your own screen forms and menus, save frequently repeated requests.

Although the cost of booking using a computer is several dollars, taking into account the commission to travel agents, hospitality, credit card and other expenses, the total amount for booking can reach 10-15 US dollars. This cost of booking is quite appropriate in a high-yielding hotel, but is excessively

large for small hotel companies. As a result, the possibility of applying a new reservation technology for private individual hotels is limited by modest financial resources. Fearing the monopoly of global systems, small hotel companies and hotels are forced to design the cost of implementing new equipment and training staff in developing plans for the future.

Galileo International provides services for electronic global resource allocation (GDS) for travel agencies through a computer reservation system, offers innovative solutions based on the Internet. Galileo is a distributor of tourist resources, which allows agencies to create added value and expand the choice for travelers. Galileo International is a member of Cendant Corporation. Headquartered in Parsippany, New Jersey, USA. There are branches of the company in almost every country in the world. (Visit www.galileo.com and www.cendant.com).

The headquarters of Galileo International, which serves more than 80 countries in Europe, the Middle East and Africa, is located in Langley, United Kingdom. The company aims to be a leading provider of solutions for travel business, developing new technologies, offering innovative solutions and providing high-quality services to its customers. Galileo International provides travel agents in more than 47,000 points of sale in 116 countries of the world to access information on timetables and tariffs, the availability of vacant seats, as well as book airfare, hotel rooms, cars, cruises and write out tickets. GalileoT has 511 airlines in the world, more than half of them - in direct access mode; over 50 thousand hotels; 34 car rental companies; 431 tour operator, 9 cruise groups [http://www.galileo.ru/ "galileo"](http://www.galileo.ru/)

Virtual tourism is a fairly new thing, and may not be very widely known. But an ignorant person may wonder how tourism can be virtual. But everything is very simple. Thanks to the development of new technologies, and the wide spread of the Internet, every person can, without going out into the streets, to visit anywhere in the world.

Of course, this type of travel can not be considered an equivalent trip somewhere in real time, because virtuality will not be able to convey all the charm and beauty, for ex-

ample, of Paris. But this type of tourism, at least, can give an idea of a country or a city where you are going on vacation in the summer. Besides, alas, not everyone in our country has the opportunity to go somewhere beyond his dacha, located in the suburbs. Some simply do not have enough money to travel to the country of your dreams, and someone is an indispensable employee at work, and breaking away even for a few days for him will be a serious problem. It does not matter what reasons keep you at home, the main thing is that with the help of the Internet and special programs you can try to distract from everyday affairs, and plunge into another world.

If you travel using virtuality you can not touch, smell, rotate, that is, the full effect of presence is not created. But the technology is moving forward, and perhaps very soon these "defects" will be eliminated. Now there is a huge number of various virtual guides, all kinds of photo galleries, as well as special programs that you install on your computer and quietly "travel". Personally, I'm familiar with only one such program, and even then just because I ran into it by accident. It's called Google Earth 5.0, and I think it's identical to other similar programs. To be honest, it's very funny to watch as after entering the destination, the globe starts to spin, and you literally fall down, approaching the indicated destination. In addition to satellite imagery, there are ordinary photographs of cities, and even the bottom of the ocean. In addition to this program, I also came across the name TerraExplorer and it seems that something like Yandex, I do not think that they are very different, here everyone chooses what will suit him. By the way, even on the Hermitage website, a virtual tour of the exhibition halls is offered, though very comprehensive, without details.

Of course, no virtual tour can not be countered by a real journey, but if there are no other possibilities ... It's still better than nothing! Virtual tourism, or as otherwise called Internet surfing, can seriously affect the functioning of the brain. Based on the results of recent studies conducted by American scientists, active Internet users are influenced by the virtual environment, which in turn affects

their way of life. A group of people was studied by neurophysiologists from Los Angeles University. As a result, 12 people were hardly familiar with the global network and its capabilities, while the other 12 were active Internet users. The scientists analyzed some areas of the brain from the subjects and concluded that Internet surfers have a significant ability to filter out information, and they can make vital decisions much faster, which involves exchanging text messages with the same users and with a stable search for information on different network resources. However, American scientists warn that a long time in virtual worlds besides the positive consequences for Internet users also has negative. First of all, they discern the loss of the ability to recognize facial expressions, the deterioration of real communicative abilities and the weakening of human adaptation in the social environment

The time of holidays is approaching, your friends and colleagues are going to rest to the warm sea, and you, unfortunately, will have to be content with small ones, because you spent your savings on the latest computer equipment. But it does not matter, as they say, who interfered, that will help. At your service all virtual space. You can use the virtuality to visit anywhere in the world, at well-known resorts and very small, but very fashionable.

The detailed data on climatic, weather and natural conditions in one or another place will make tourism virtual virtually tangible. You can even with knowledge to discuss with friends the weather on the Red Sea, say, in the second half of June, as if you yourself were resting at this time. Having got on the necessary site, you can be aware of everything and everything happening in the place of interest and time of interest. Studying reviews on resort forums will also be beneficial. You will understand where tourism will be more valuable in terms of obtaining unforgettable impressions

Virtuality will help you choose the option of a real vacation in the future. Having traveled virtually across countries and continents, comparing the living and rest conditions, provided tourist services and prices for them, you can quite well imagine what you expect when traveling to this or that country, and also help

you decide on the choice of a tour operator whose services in This case will have to be used.

But even if the voyage does not take place in the near future and you can not go anywhere beyond your own dacha, it does not matter. Sitting with a laptop on the lawn, you can easily imagine yourself in the snow-covered Alps or on the sun-drenched coast of Cyprus, or even in a more exotic place. And all this pleasure for your service is completely free. In addition, tourism by virtuality is absolutely not necessary to make one. You can take this journey with your loved one or friends. This is even better, there is an opportunity to exchange opinions, impressions, develop new tourist routes, etc.

In general, there are lots of options and which one you will choose - this is your personal business. The main thing is that virtuality opens enormous opportunities for tourism. And the impression in this case you get is not virtual, but the most, that neither is, real. Therefore, virtual tourism is a very promising and very exciting thing!

One of such ideas is actively developing direction in the virtual entertainment industry - creation of three-dimensional Internet resources. The technological base for the implementation of this project has been created for a long time. However, there are factors hampering the development of this direction and its accessibility for users around the world

The fact is that the basic condition for the correct operation of "three-dimensional" Internet resources is the data transfer rate, much higher than the average values that most providers now offer. However, nothing stands still. Since for Internet providers working in large cities already now records are set to increase the maximum data transfer speeds of up to 30 megabits per second or more, we can conclude that a full-fledged 3D Internet is just around the corner. What is so good about 3D Internet, and how does it differ from the Internet to which we are so used? First of all, this is a qualitatively new level of virtual entertainment. Imagine an interactive three-dimensional world in which you can stroll around the Internet shop the way you do in reality. To examine the goods from all sides

and before you buy it, ask the questions that are of interest to the virtual consultant. Go through the streets and see the sights of the city that you are just planning to visit. Imagine that you can walk along the streets of London, see the Statue of Liberty, admire the landscapes of fabulous New Zealand, visit the North Pole, touch the pyramids that keep your thousand-year-old secrets among the Egyptian sands ... And all this you can be done before lunch.

Many of us like to luxuriate in the sun on the seashore, enjoy the dangerous descents on rapids on the canoe or dream of just walking around in different cities, admiring the views, sitting in a cozy cafe for a cup of coffee or a cocktail. Unfortunately, not always we can afford to receive such desired impressions. The reasons are banal: there is not enough money, time, does not let loose a tenacious web of everyday problems. Yes, and often only from the idea of how many different papers you need to make out to cross the border, and now you do not want to go anywhere. Fortunately, in this age, when there is a worldwide network, tourism is no longer so inaccessible. It will be enough to have a computer and access to the Internet. You ask, how can you travel in this way? Very simple. Virtuality gives people truly unlimited opportunities. Such popular sites as Google and Yandex, in addition to its main function of search engines offer a lot of other applications. Including maps of all corners of the world. But if you look at the scheme rather boringly, and even the appearance of photos from the satellite, although it animated, but still did not make the picture realistic enough, now you can literally walk around the cities. Yes, yes, a few mouse clicks, a couple of clicks on the keyboard buttons, and now you are already fascinated by the Eiffel Tower, pass through the gloomy streets of foggy Albion, admire the views of Stockholm. And around - real people, cars, trains. It seems that they just stopped for a second, thought, and in a moment will continue their journey. In addition, these portals provide countless photographs of the most diverse places on the globe. Also, Google gives you the opportunity to travel completely free of charge and in the most comfortable conditions for you by

train from Moscow to Vladivostok. Under the romantic knock of the wheels you can admire the most beautiful places of Russia: Lake Baikal, Yenisei River, Barguzin Mountains. You will have 150 hours of observation of the landscapes of our Motherland. If you wish, you can listen in parallel to the works of the great Russian classics

For fans not only to see, but also to read and discuss, there are a lot of tourist forums and sites. You can find detailed illustrated diaries of hikes, water, foot and even ski. If you are interested in more "cultural" tourism, then you can find photoreports and stories about trips to foreign countries in blogs.

Thus, it is quite obvious that, for example, tourism, as an entertainment industry, after a three-dimensional Internet is available to a broad user, will be forced to make room, giving it a certain part of its niche. Tourism, albeit unrealistic, will be accessible to those segments of the population who previously could only dream about it. Virtual tourism will become a completely familiar and easily accessible way to visit places you only knew about by hearsay.

Still what what that couple of years ago it seemed that travel, not requiring even an exit from the house - it's something from the field of science fiction. But life does not stand still and we have more and more options for such a holiday. Currently there are special services, thanks to which, you can, without leaving home, explore many interesting places. Of course, the choice of such places is not too large, but their numbers are growing very quickly. Such services allow you to be in another place in the world, and use panoramic 3D views to look around. Another type of similar services allows, as it were, to fly over the sights of many cities in the world. From a bird's eye view, you can see the Statue of Liberty, or the Pyramid, or the Eiffel Tower. The choice of such places is great and does not cease to grow.

Recently, services have become popular that offer 3D tours not for resorts and attractions, but for well-known shopping centers, shops and restaurants.

Virtual travel has both disadvantages and advantages, as in other things and in any other

phenomenon. Let's take a closer look at all the advantages and disadvantages of virtual travel

Pros:

- The most significant and obvious plus is saving. You do not need to spend a lot of money on the road, paying for hotels, food and other things. All you need is Internet access.

- Traveling without leaving home, you do not risk your health and life. You will not break on the plane, do not get poisoned by exotic food and do not drown in the ocean.
- Virtual tourism is also an excellent means for overall development. After all, you have the opportunity not only to admire the beauty of nature, but also to visit the best museums in the world and see all the main attractions. Most services provide not only viewing of these places, but also provides an explanatory text about these places and places of interest.

Minuses:

- Obviously, virtuality limits many of our capabilities. In particular, you do not have the opportunity to smell, taste, you can not sunbathe, and soak up the ocean. All the disadvantages are connected with this factor. While the technology has not reached the level at which they can offer you the full effect of presence.

- But, nevertheless, for those people who for any circumstances can not afford a real trip, virtual tours are a good alternative to real travel.

Conclusion

Thus, virtual tourism is very convenient, rapidly developing, but at the same time it is bad for modern society, we begin to lose the sense of reality. Today computers are no longer just computing tools. They can offer us a new world, creating an illusion, and perfect, everything that we know, touch and feel. Exciting words "virtual tourism", no doubt, symbolize the emergence of a new standard of computers at the turn of the XXI century and in the field of tourism. The ultimate goal of "virtual tourism" is to enable us to feel, see, travel, study, work and live within the world, which is nothing more than a perfect imitation.

Imaginary reality can become a drug of the 21st century. A drug that will enslave people faster than everyone is known before, because

the world represented by virtual reality is much more attractive than what actually surrounds us.

A lot of controversy still exists around virtual reality systems. And it is necessary to weigh all the pros and cons before making a final decision, to apply such systems in practice or not. In the meantime, people of different ages play games, travel the same museum or monuments of architecture through the Internet, using helmets of virtual reality and "magic glasses". Perhaps in a few years all communication will be carried out in a virtual world, and one does not have to shake in the bus to go to a friend's house - it will only be necessary to put on a helmet or suit and immerse in the virtual world. And who knows if it's good or bad.

Virtual tourism is quite accessible in our time - for example, it's guides to the museum of the world on digital media in particular with the help of the hypertext and multimedia World Wide Web. Of course, virtuality will never replace real sensations. Let even soon it will be possible to smell the flowers on the flowerbeds of Berlin, and to feel the heat in the desert of Sahara and the cold of Antarctica. But now we at least have the opportunity to dilute the gray spot with a bright patch and once again dream about going to the cherished "there".

Is virtual tourism possible? The answers to this question can be different, but I will state that virtual tourism can not exist at all. Because visiting other countries whether resort towns in these countries is virtually impossible. The human factor is important here.

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ЭЛЕКТРОННЫЙ ТУРИЗМ И СОЦИАЛЬНЫЕ МЕДИА В СФЕРЕ ТУРИЗМА И ГОСТИНИЧНОГО БИЗНЕСА

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Аннотация. Туризм - это большой сектор экономики. Все развитые страны мира давно заинтересованы в его развитии. В мировой экономике туризм занял лидирующие позиции, конкурируя только с добывчей нефти.

В современной отечественной и зарубежной литературе было разработано много подходов к определению понятия «туризм».

Эти подходы основаны на различных характеристиках и могут быть объединены в несколько групп:

- туризм как временное перемещение людей, их местонахождение за пределами постоянной среды обитания и временное пребывание на участке, представляющем интерес для туристов;

- туризм как сложная социально-экономическая система, основой которой является диверсифицированный производственный комплекс, называемый туристической отраслью;

- туризм как сегмент рыночной экономики, в котором взаимодействуют различные предприятия экономического комплекса, предлагающие продукт, который удовлетворяет туристический интерес;

- туризм как временное посещение граждан и лиц без гражданства с целью оздоровления, познавательной, профессиональной, спортивной, религиозной, деловой, образовательной и другой целью в течение не менее 24 часов и не более 6 месяцев и без привлечения оплачиваемой деятельности по месту временного пребывания.

Ключевые слова: туризм и гостеприимство, социальные медиа, электронный туризм, виртуальные.