

# **CONSOLIDATED INFORMATION RESOURCE FOR ORGANIZING TOURIST TRIPS**

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Nowadays the activity of modern travel companies is unimaginable without the Internet. The internet is used in almost all of its basic business processes, from searching and attracting customers as a communication and marketing tool, and ending with the formation of services range.

The organization of tourist trips using consolidated resource will not only reduce the cost of communications, but with also get a real opportunity to develop work for all market participants as a single tourism office. Working with global reservation systems through the Internet allows a travel agency not only to provide all the market participants with timely and accurate information on pricing and portfolio at any given time, but also allows to monitor the passage of the order at all stages of its implementation.

Creating a consolidated information resource for the organization of tourist services offers new opportunities for effective solution of the basic tourism problems. Exploitation of resource will allow travel companies to implement resource conservation programs by reducing the operating costs of maintaining communication systems, increase productivity, improve quality of services, work and enhance the competencies of the employees of travel companies. It could also facilitate and simplify resource potential customers organize your holiday. Given the current state of the tourism market to provide services, the article suggested the possibility of organizing tourist trips using a generated consolidated resource. Use case diagrams, sequence diagrams and context, with which you can visualize the process of consolidating information market of tourist services were presented.

Keywords – tourism business, information technology, consolidated information resource, website, tour trip.