

Проаналізовано існуючі методи аналізу функціонування інтернет-ресурсів туристичної галузі. Розглянуто за допомогою інструментів збору web-статистики виділено найбільш відвідувані сайти туристичної галузі України. Виокремлено основні тренди в замковому туризмі України за допомогою сервісу GoogleTrends.

Ключові слова: туристична галузь, інформаційна-технологія, SEO-методи, web-середовище, GoogleTrends.

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## INFORMATION TECHNOLOGIES OF THE ANALYSIS OF INTERNET RESOURCE FUNCTIONING

The Internet is actively used - one of the most cost-effective ways of information placement and interaction between supplier and consumer of tourist services. Many tour companies are already present in the network, paying more attention to the presentation of tourist resources of their areas on the Internet and regional tourist administrations. The quality of tourism travel services is an important socio-economic task for every tourist recreation. Information and technical progress is today not only a key factor in ensuring the effective functioning of the tourism market, but also the most important condition for the process of its sustainable development. The purpose of this study is to test the capabilities of web technologies as a tool for the formation and development of a tourist complex. The existing methods of analysis of the functioning of Internet resources of the tourism industry are analyzed. The use of web statistics tools is considered. In order to increase and maintain the rating of the Internet resource it is necessary to pay attention not only to the quality of content filling, but also to other methods of search engine optimization (SEO). Dedicated basic SEO-methods of internal optimization of web resources. The main tendencies in the field of tourism of Ukraine with the help of Google Trends are outlined. Google Trends is a service that allows you to find out whether you are interested in queries or events that are popular geographically and in time. The requests of castles of the Western region of Ukraine among Ukrainian Internet users for the period from January 2017 to January 2018 are analysed. The findings of the study are that among the Ukrainian Internet users, the most popular are locks that are being restored. Travel companies are aware of the huge potential of the Internet as a marketing tool, which is both a means of communication and a means of business interaction. Thanks to the Internet technologies and marketing functions carried out through the Internet, a sharp increase in the use of the Internet has taken place, which is accelerated by the continuous development of the network resources themselves. With Google Trends, you can find out what's happening right now with search queries and analysing your data, making a prediction for the future.

Key words: tourist industry, information technology, SEO-methods, web-environment, Google Trends.

[1], [2], [3], [4], [5], [6], [7]

web-

web-

(<http://www.me.gov.ua>), (<http://www.turystam.in.ua>),  
(<https://uk.wikipedia.org>), (Facebook.com, VK.com)

web- LiveInternet, GoogleAnalytics, IUA,

top.bigmir (1).  
SEO (SearchEngineOptimization) –

SEO- Google, [9, 10].  
SEO-

SEO

SEO- ( . 2),

top.bigmir

2018 . 1

( [8])

	( )	30 ±			%
1	<a href="https://ua.igotoworld.com/">https://ua.igotoworld.com/</a>	1.24%	8 472	10 608	79.86%
2	<a href="https://www.pochalisnami.ua/">https://www.pochalisnami.ua/</a>	1.18%	9 693	11 605	83.52%
3	Doroga.UA - <a href="http://www.doroga.ua/">http://www.doroga.ua/</a>	0.81%	5 661	6 830	82.88%
4	<a href="https://vokrugsveta.ua/">https://vokrugsveta.ua/</a>	0.56%	1 168	1 655	70.57%
5	<a href="https://www.turne.com.ua/">https://www.turne.com.ua/</a>	0.50%	3 211	4 040	79.48%
6	<a href="https://pilgrim.ua/">https://pilgrim.ua/</a>	0.17%	1 408	1 859	75.74%
7	<a href="http://www.ittour.com.ua/">http://www.ittour.com.ua/</a>	0.14%	3 809	4 703	80.99%
8	<a href="http://www.mansana.com/">http://www.mansana.com/</a>	0.13%	844	1 061	79.55%
9	TurMir.com - <a href="http://turmir.com/">http://turmir.com/</a>	0.13%	1 956	2 276	85.94%
10	VsiTury.com.ua – <a href="http://vsitury.com.ua/">http://vsitury.com.ua/</a>	0.11%	635	761	83.44%

2

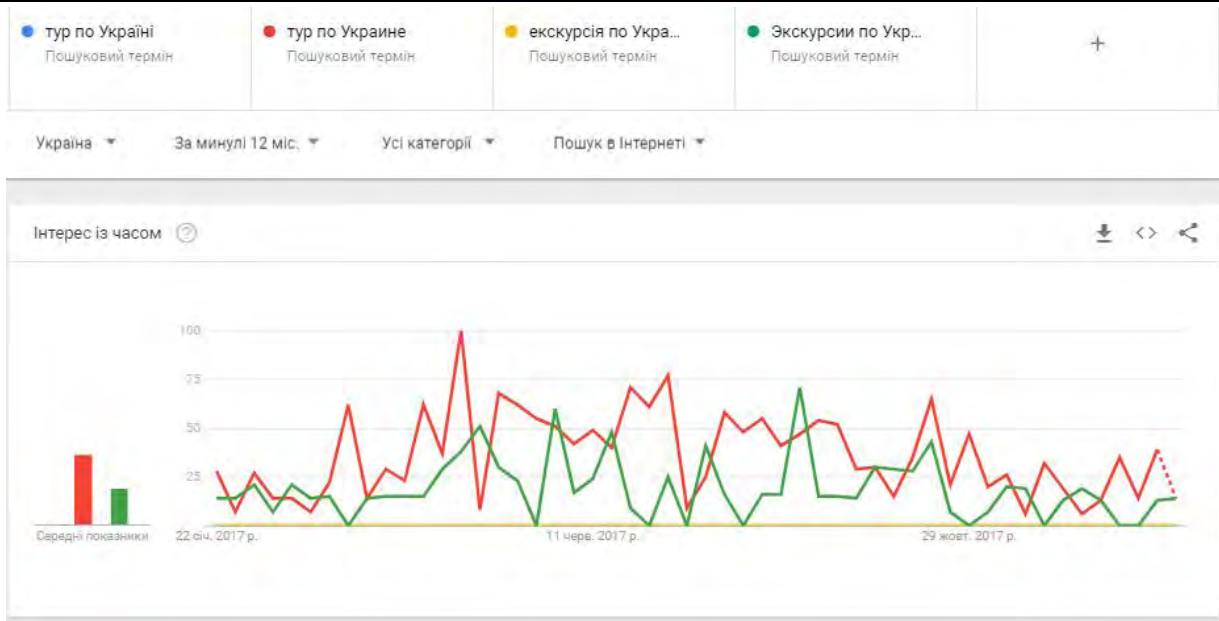
SEO-

[11]

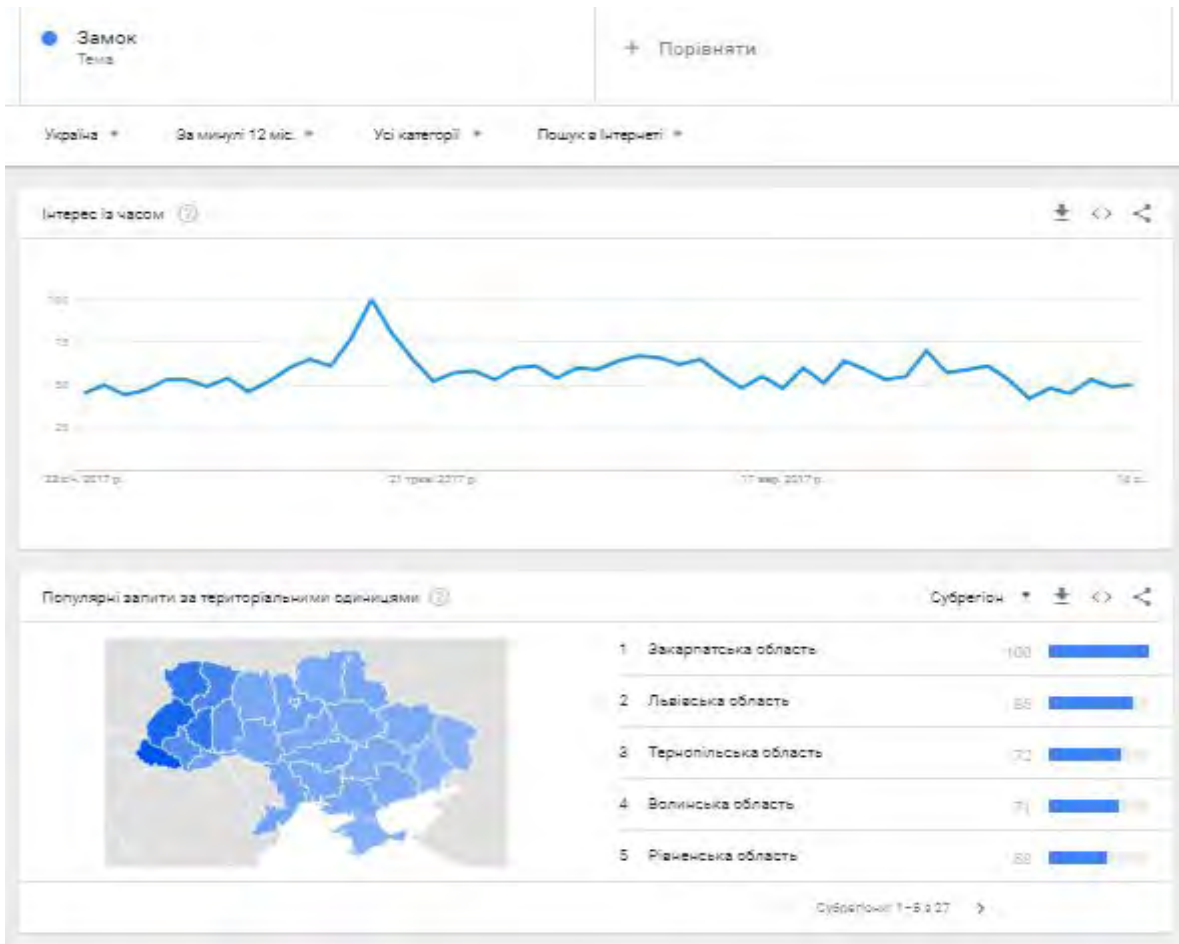
(CRO) -	CRO ( - ConversionRateOptimization) - 2015 [5].
	(Siri, Microsoft Cortana)
	SEO – SEO

web-

GoogleTrends.



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