INFORMATION RESOURCES IN THE MANAGEMENT SYSTEM OF ENTERPRISES
ІНФОРМАЦІЙНІ РЕСУРСИ В СИСТЕМІ УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

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This article discusses information resources in an enterprise management system. The modern economic theory considers information resources as one of the factors of production, which allows businesses to automate the collection and processing of information, or reduce the costs of these processes. Information as an economic resource brings together other factors of production, improves the organization and orderliness of the economic system, and provides coordination of the actions of economic entities. But we must state that the information resource, in comparison with other resources of the economy, has its own specific characteristics. The rarity problem is also inherent in it, but at the same time, an information product once created can be replicated many times. This is obvious in tourism. Further research needs a review of the automated management systems of tourism enterprises as a whole. This gives prospects for the promotion of those services.
Key words: marketing information system, information resources, information technologies, information management, informatization.

В данной статье рассматриваются информационные ресурсы в системе управления предприятием. Современная экономическая теория рассматривает информационные ресурсы как один из факторов производства, который позволяет предприятиям автоматизировать сбор и обработку информации или снизить затраты на эти процессы. Информация как экономический ресурс объединяет другие факторы производства, улучшает организацию и упорядоченность экономической системы, обеспечивает координацию действий хозяйствующих субъектов. Но надо констатировать, что информационный ресурс, по сравнению с другими ресурсами экономики, имеет свои специфические особенности. Проблема редкости также присуща ей, но в то же время созданный информационный продукт может многократно тиражироваться. Это очевидно в таких секторах экономики, как туризм. Для дальнейших исследований необходим обзор автоматизированных систем управления туристическими предприятиями в целом. Это дает перспективы для продвижения этих услуг.
Ключевые слова: маркетинговая информационная система, информационные ресурсы, информационные технологии, управление информацией, информатизация.

У статті розглядаються інформаційні ресурси в системі управління підприємством. Сучасна економічна теорія розглядає інформаційні ресурси як один з чинників виробництва, що дозволяє підприємствам автоматизувати збір та обробку інформації, або зменшити витрати на ці процеси. Інформація як економічний ресурс об'єднує інші фактори виробництва, покращує організацію і впорядкованість економічної системи, забезпечує координацію дій суб'єктів господарювання. Знання туристичного призначення та розуміння його проблеми передбачає спостереження за туристами на місці курорту, аналіз попередньої реклами та пріоритетність конкурентів. все, щоб мати можливість з'єднати інформацію між ними. Сучасні засоби комунікації дозволяють поєднувати не тільки подібні елементи, але й відмінні. Не тільки мережі об'єднують соціальні теми, але й ці суб'єкти, у тому числі в різних мережах, здатні з'єднувати ці мережі. Але треба констатувати, що інформаційний ресурс, у порівнянні з іншими ресурсами економіки, має свої специфічні особливості. Проблема рідкості також притаманна їй, але в той же час, інформаційний продукт, що був створений, може бути відтворений багато разів. Це є очевидним у туризмі Одним з важливих напрямів інформатизації рекреаційної та туристичної діяльності є створення інтегрованої бази даних про кількісний, якісний та динамічний стан, про взаємозв'язок ресурсного потенціалу та систем RTC, про необхідність існуючих і прогнозування розвитку курортно-рекреаційних і туристичних об'єктів і природокористування. Сьогодні реалізація туристичної діяльності та послуг немислима без використання інформаційних ресурсів та комунікаційних технологій. Їхня цінність для споживачів пов'язана з отриманням та передачею електронної інформації, що є частиною різноманітної туристичної діяльності та пропонованих послуг ділового зв'язку. Тут проблеми та напрями формування системи інформаційного забезпечення рекреаційно-туристичної діяльності: Подальші дослідження потребують перегляду автоматизованих систем управління туристичними підприємствами в цілому. це дає перспективи для просування цих послуг.
Ключові слова: маркетингова інформаційна система, інформаційні ресурси, інформаційні технології, інформаційне управління, інформатизація.

Formulation of the problem. Tourism today is a global computerized business, in which the largest airlines, hotel chains, and travel companies all over the world participate. The modern tourist product becomes more flexible and individual, more attractive and accessible to the consumer.

The personal computer and the Internet, their accessibility and reliability, contribute to the penetration of new information technologies in all spheres of society. These technologies are, perhaps, the first in the history of mankind, providing growth in productivity in the service sector.

We can see here the inevitability of informatization of tourism companies caused by a sharp increase in the role and importance of information for their customer base. For the normal functioning of an organization of any scale, it is no longer sufficient only for resources (material, natural, labour, financial, energy) that are traditional for industrial society, it is necessary to know how to use these resources most effectively and to have information about technologies. Therefore, information became an essential resource.

In general, information resources are understood as the entire amount of information available in the information system, alienated from its creators and intended for public use.

Unlike other types of resources (material, natural, etc.), information resources are practically inexhaust-

ible: as society develops and information consumption grows, their reserves do not decrease but grow. Such phenomena, however, cannot be explained by traditional resource-based approaches.

Information is in fact the vital resource that connects managers to each other and feeds them into their decision-making processes.

Each day, companies face new challenges: they must achieve maximum levels of quality and customer satisfaction, launch new products, position and consolidate existing ones, seek greater market share, etc.

Indeed, the main purpose of marketing is to determine the needs and desires expressed or not of the populations in order to propose in a later phase, goods and services that can meet these needs or desires. Thus, marketing can be conceived as the first creative link in the organization that can lead to sales and retention of a target audience for strategic marketing. It is then that we will be able to distinguish operational marketing or 4Ps, namely, the price, product, advertising, and promotion policies.

The successful functioning of enterprises in a market economy depends to a large extent on two main factors: an objective assessment of the general state of the economy by the management and services of the enterprise, market conditions and the nature of market processes in their development and interconnection, as well as the ability to perceive the information produced by the market, to adequately assess, analyse, and correctly apply it.

Facing each one of these challenges implies covering greater information needs day by day and, although statistics, computing, and engineering are highly developed, almost never have all the information that is needed to make marketing decisions, this is due to much to the fact that the economy and people are highly variable. This dynamic, linked to the need to obtain profits, forces companies to require more and better information and to design systems that allow them to obtain and manage it in the best way.

Setting objectives. The purpose of this article is to structure and understand this problem and set up perspectives for companies especially those operating in the tourism sector.

Analysis of recent research and publications. To make the information process efficient, obtain it, analyse it, and make decisions based on it, it develops in the companies, usually in the marketing department, what is known as a marketing information system.

Marketing information collects vital information from various sources, analyses and synthesizes them, and disseminate to the marketing decision-makers. The system provides valuable information inputs to the companies to effectively implement the marketing concept.

Marketing information system (MkIS) is the continuing future-oriented structure of information flow in order to make operational strategies.

In modern business, the product flow and information flow are equally essential. Information is the current that keeps the wires of marketing alive because the flow of marketing information is equally important as the flow of goods and services.

Marketing research, the formal mean of obtaining information, has been playing a pivotal advisory role in the marketing field. The basic need of marketing management is genuine information flow from the market to the decision-maker. Marketing information includes all the facts, figures, estimates, and opinions affecting the quality of decisions for the survival and growth of the business.

These are specially designed methods of providing management with an orderly flow of right information, for the right people, at the right time. Marketing executives gather relevant information adequately and timely from internal and external sources. Quantitative analysis and precise impartial decision-making are the most crucial point of the whole system.

A marketing information system (MkIS) is intended to bring together disparate items of data into a coherent body of information. MkIS is, as will shortly be seen, more than raw data or information suitable for the purposes of decision-making. MkIS also provides methods for interpreting its own information: "A marketing information system is a continuing and interacting structure of people, equipment, and procedures to gather, sort, analyse, evaluate, and distribute pertinent, timely, and accurate information for the use by marketing decision-makers to improve their marketing planning, implementation, and control."

An ideal marketing information system should generate periodic information and recurring studies according to the information needs of marketing management; must update and project information trends based on past and new data; must analyse the information using quantitative models that represent reality (statistical techniques and models).

There are three factors that determined the effectiveness of MkIS: the nature and quality of the data available; the ways in which data is processed to obtain usable information; and the ability of system operators and managers to use the output to work together.

A Marketing Information System consists of three separate data flow systems: the internal accounting system: it is a very rich source of information but the most basic one used by most marketing managers to control order reports, sales reports, inventories, and debts.

The internal accounting system can be used to provide information quickly, this monthly or weekly information can be processed graphically and give rise to short-term forecasts.

Information System: It consists of collected information about the competition and the environment. They relate to the analysis of the economic, social or political environment.

To use this system in an integrated way requires means to monitor the environment such as specialized journals, professional journals, conferences, colloquia, sector studies, monitoring structure (competitive and commercial) in-house. The alert or watch information collected is usually discussed in weekly or monthly meetings by members of the marketing team.

Marketing research system: We are moving towards this system when the formal studies that are conducted to solve a particular problem are insufficient. Marketing research specifies the information that is needed to address specific marketing issues through the following steps: - a collection of appropriate data, - analysis of data, - and reporting of research results with its implications.

These three systems must be integrated into one system to eliminate the risk of multiple updates, reduce errors, and ensure that all the staff involved uses the same data. For example, updates from daily sales for a particular product are summarized in real time and can be presented in a report and summarized further, again in real time, for meaningful analysis for management. In addition, each level creates a link between disparate sources of information and decision-makers.

A Marketing Information System can include eight (8) subsystems, each associated with a particular area of marketing: 1) sales, 2) forecasts, 3) marketing research, 4) pricing policy, 5) distribution, 6) promotion, 7) new product development, and 8) product planning. All are linked together, as well as non-marketing domains, for the transfer of common data (figure 1).

A key problem for management information systems is the provision of the raw data input and the maintenance of up-to-date information. The company already generates data on sales, revenue, expenses, payments, and other fundamental business information. Marketing departments often have additional databases. The right management information system for your company can use this data in either its current form or import it from a standard format. In this way, the data in the system is always the same data as the company working level is using and generating. If the management information system requires extra processing, the data will be less current and less valuable.

As mentioned earlier, the information available is great, so businesses have to know how to choose the one that is relevant for them; that is why if enterprises want to create effective strategies properly founded, companies cannot make use of improvisation to obtain information. These information systems must be properly established, planned, and organized, in order to obtain the updated data that is needed.

This leads to an issue in the market research because it specifies the information required to address these problems; design the method to collect the information; directs and implements the data collection process; analyse the results and communicate the findings and their implications.

Furthermore, the usability of these systems is a major problem for management information systems. A powerful system perfect for the data of the company is wasted if its employees don't use it. Management information systems fail because their user interface is too complicated, it's too hard to get useful results or the results are not in a useful form when the system generates them. Before selecting your system, you have to check for these issues. The reports have to be easy to understand and relevant to your company. Users have to be able to generate the reports they want with a minimum of training and with little effort.

Presentation of the main material. An important management information system characteristic is the ability to adapt to changes in a company. The available information may change, the reports you want
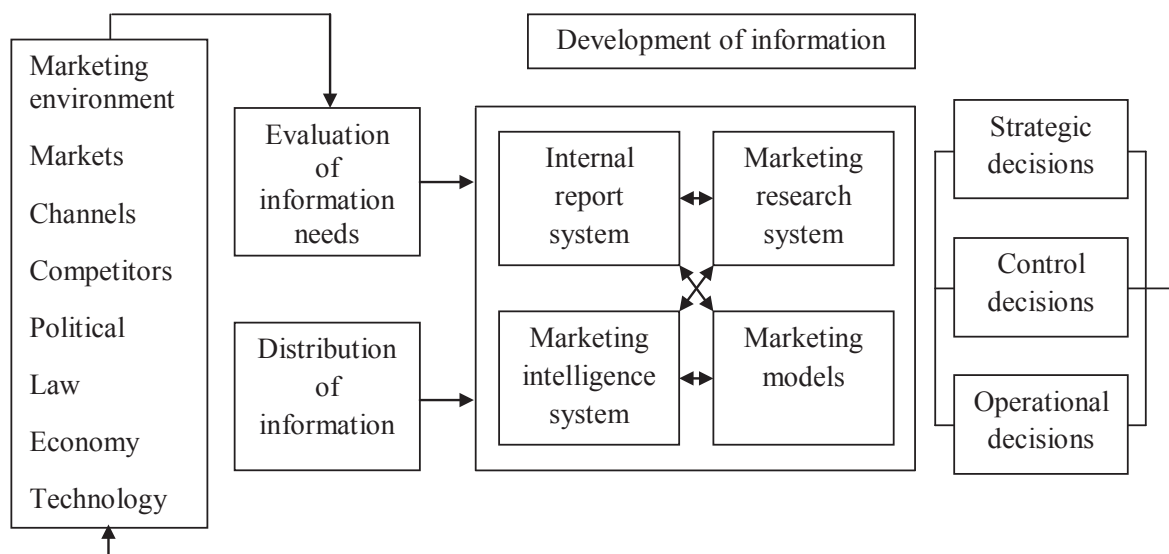

Fig. 1. The structure of a marketing information system

may vary and often the personnel using the system changes. The system you put in place has to allow for revisions in the inputs and outputs, either easily enough through the enterprise's own IT staff or at agreed rates by the supplier. There has to be a simple method of adding and deleting user accounts that you can handle internally because old, active accounts can be a security problem. Indeed, the advertising companies have data figures, but these, as important as they are to understand the context of the brand, or the product sold are not enough.

Knowing a brand and understanding its problem involves observing consumers at the point of sale, analysing past advertising and, in priority, those of competitors.

Today it is rather the excess of information, which poses a problem, it is necessary thus to sort, to discriminate and, above all, to be able to connect the information between them.

The need to gather diverse information resources becomes necessary. In fact, information resource means the resource used by a company or an organization, in the context of its information processing activities, to carry out its mission.

On the one hand, a certain amount of knowledge is the knowledge of people, experts (expertise). The volume of this knowledge is steadily increasing as a result of better and more focused scientific research leading to discoveries and scientific and technical achievements, deeper and broader education of the population, the development and ubiquitous modern means of computer technology, communications, and other factors.

On the other hand, the main and most of the resources are accumulated information that has been recorded on various carriers throughout the historical course of human development and continues to be accumulated and recorded at a very rapid pace (using modern computer and communication tools).

Following on the above Figure 2, it is advisable to divide all IR into two classes: undocumented, which include individual and collective knowledge of specialists, and documented. Documented IR, on the basis of consolidation of information, are divided into text (written), graphics (drawings, diagrams, charts, maps, diagrams, pictures), photo, audio (records, audio cassettes, etc.), video (movies, transparencies, slides, etc.), and electronic documents.

On the basis of information fixation, documented IR can also be divided into two classes: fixed and stored on different types of material media (various materials: paper, canvas, clay, paraffin, photographic film, film, magnetic film, etc.) and converted and fixed in electronic form (computer memory, floppy disk, CD, etc.).

On the basis of authenticity, documented IR are divided into documents-originals and copied or reproduced documents (microfiches, microfilms, photocopies, etc.).

On the basis of thematic affiliation, IR can be divided into many thematic areas and sub-areas of knowledge, for example: scientific resources; social resources; environmental resources; legislative resources; regulatory resources; statistical resources; training resources, etc.

It is quite difficult to use this feature of IR classification since the same resource can contain information on a number of different topics. In this case, IR is included in the relevant types of topics, and thus it can occur many times in different lists.

It should be noted that the exchange of information as a result of communication is inherent in all living nature (by some teachings of the non-materialistic nature and inanimate), but only the man owns the property of deep knowledge of the surrounding world, extraction of various information from it, its analysis and, on this basis, generation and accumulation of new knowledge. It is this – the formation and use of IR – that distinguishes a person from all living things and allows him not only to consciously navigate in the surrounding environment but also to create social wealth around him, build social relations, and provide his vital activity through scientific and technical achievements (figure 2).

It is extremely important that in a certain way collected and purposefully processed information generates new knowledge. Thus, information has a unique property to reproduce knowledge and enhance the effect of their accumulation (summation), which leads to the constant growth of IR.

This can be seen in the corporate management systems, in which information is treated into diverse forms given its economic importance.

This lies in its capacity as an asset, as a competitive and production factor. Poor information behaviour (demand, supply) generally increases the risk of failure of decisions and measures in the various institutions (companies, ministries, professional associations, etc.). Special importance has been gained in information management for the company in connection with strategic planning and innovation management.

In fact, if the information is viewed as an entrepreneurial resource, it must be made accessible to management and thus to planning, organization, and control. The task of information management is to ensure that information is used effectively (purposefully) and efficiently (economically). Information management is thus an integral part and a cross-sectional function of corporate governance.

The enterprise will source its information resources both in and outside its sphere of activity, so we are talking here about corporate information resources.

In fact, information resources are the total amount of data and knowledge circulating in the enterprise, incoming and outgoing from it, materialized in any medium.

Corporate information resources are divided into three groups: own, acquired, and received from the
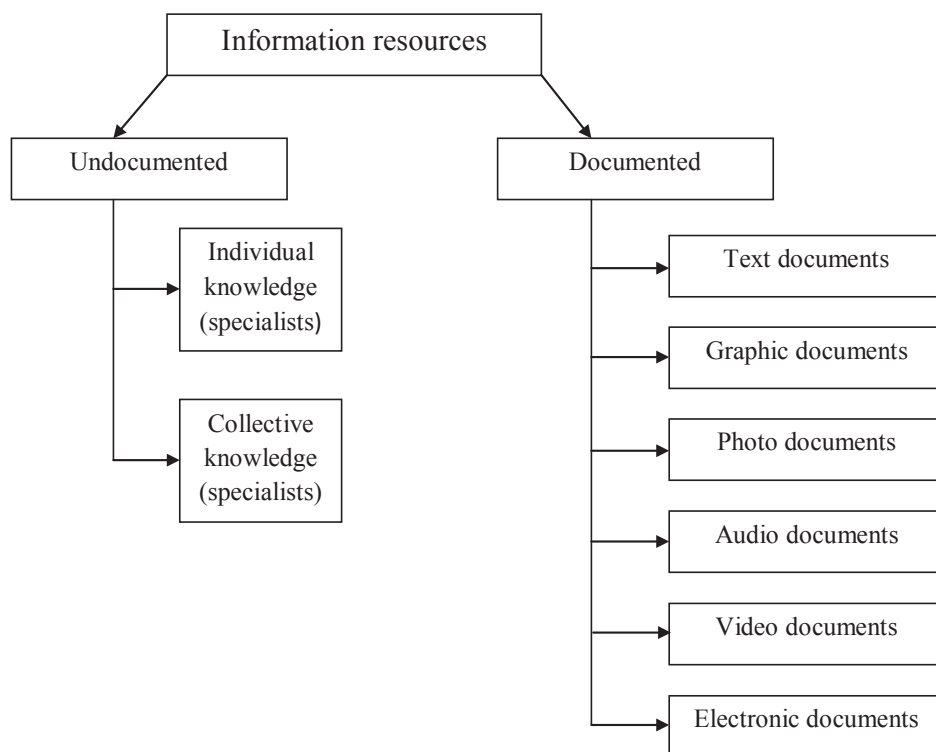
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                    ┌─────────────────────────┐
                    │  Information resources  │
                    └─────────────────────────┘
                    ┌───────────┴───────────┐
          ┌──────────────────┐      ┌──────────────────┐
          │   Undocumented   │      │    Documented    │
          └──────────────────┘      └──────────────────┘
                   │                          │
        ┌──────────────────┐         ┌──────────────────┐
        │    Individual    │         │  Text documents  │
        │    knowledge     │         └──────────────────┘
        │   (specialists)  │         ┌──────────────────┐
        └──────────────────┘         │ Graphic documents│
        ┌──────────────────┐         └──────────────────┘
        │    Collective    │         ┌──────────────────┐
        │    knowledge     │         │  Photo documents │
        │   (specialists)  │         └──────────────────┘
        └──────────────────┘         ┌──────────────────┐
                                     │  Audio documents │
                                     └──────────────────┘
                                     ┌──────────────────┐
                                     │  Video documents │
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                                     │Electronic documents│
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Fig. 2. Classification of information resources

third parties. Own – those that are generated within the enterprise, the rest come from the outside.

There are many means and channels for internal communication, whether written, oral or technological. Choosing the channels that best suit the needs of the company, its economic potential or the volume of personnel to manage, is a job that must be done with meaning.

Own information resources, depending on the material carrier are divided into electronic and paper. The latter, as a rule, paper documents management and organizational and administrative nature.

Electronic – information resources entered in the computer memory. Management documents reflect the production, economic, financial, and other operations performed in the course of the operation of the enterprise. Such documents include planning, accounting, analytical, statistical, marketing, logistics, design, and technological (labour, material, and technological norms) and so on.

Documents of organizational and administrative nature are divided into the following groups:

- organizational (tasks and objectives of the enterprise, the structure of the enterprise, the staffing table, the articles of association of the enterprise, etc.);
- administrative (orders, instructions, instructions, instructions, etc.);
- reference (letters incoming and outgoing, acts, references, reviews, abstracts, library collections, etc.);
- other (patent, legal, and other documentation).

The information resources received from outside may be either paid (purchased) or provided by out-side organizations in accordance with arrangements or obligations (resources received). Both these and others can have both a paper presentation form and be transmitted over information networks.

External (incoming from outside) information resources arise in the external environment and reflect the economic, social, market, technological, banking, tax, insurance, and other relationships, in which enterprises with other economic entities are located. The form of existence of such information resources is websites, electronic documents, and documentary data stores.

The acquired information resources include periodically performed paid analytical services. For example, in various consulting firms, it is possible to order the analysis of exchange rate dynamics, cross rates of currencies, dynamics of securities, rates of the attracted rouble and other deposits, information on competitors, trends in changes in the business environment and the state of international markets, etc.

Unlike the acquired, the information resources obtained reflect business relations with partners, as well as relations with higher or lower standing organizations. Content information resources of this class record information received from banks, insurance, tax, and other organizations. A special place in this class is occupied by Internet resources of individual ministries and departments.

With the passage of time, there are more and more different organizations that, seeing competitiveness increase, feel the need to incorporate innovations to survive. The most "fast" begin to understand the value of information management to globally guide

their business. This means a structural change of the entire informative system of the institution, a restructuring that allows us to better perceive the variations of the environment and, in this way, to give answers in accordance with the moment.

Information management is the new name of the development. Are the professionals (librarians, documentalists) ready to accept the challenge? We believe that information professionals are in an adequate situation, they have knowledge, resources, capacity, and conditions to maintain a sustainable leadership in the organization of information but they have to determine what they believe their position should be and fight for it. We must start from the basic criteria, restructure the concept of the information scientist to adapt it to the new, complex, and changing needs of the tourism companies.

Information is a vital resource for any organization, and good use of it can mean the difference between success and failure for a company. The success of an organization no longer depends only on the way, in which each person manages their material resources but it is more important to make good use of intangible assets such as know-how, customer knowledge, and market, etc.

The concepts of management information system were developed to counteract such inefficient development and ineffective use of the computer.

The management of information system concept is vital to efficient and effective computer use in the business of two major reasons:

- It serves as a systems framework for organizing business computer applications. Business applications of computers should be viewed as interrelated and integrated computer-based information systems and not as independent data processing job.

- It emphasizes the management orientation of electronics information processing in business. The primary goal of computer-based information systems should be the processing of data generated by business operations.

The management information system provides the following advantages.

1. Facilitates planning: MIS improves the quality of plants by providing relevant information for sound decision-making. Due to an increase in the size and complexity of organizations, managers have lost personal contact with the scene of operations.

2. Minimizes information overload: MIS change the larger amount of data into the summarized form and thereby avoids the confusion, which may arise when managers are flooded with detailed facts.

3. MIS encourages decentralization: Decentralization of authority is possibly when there is a system for monitoring operations at lower levels. MIS is successfully used for measuring performance and making the necessary change in the organizational plans and procedures.

4. Brings coordination: MIS facilities integration of specialized activities by keeping each department aware of the problem and requirements of other departments. It connects all decision centres in the organisation.

5. Makes control easier: MIS serves as a link between managerial planning and control. It improves the ability of management to evaluate and improve performance. The used computers have increased the data processing and storage capabilities and reduced the cost.

6. MIS assembles, process, stores, retrieves, evaluates, and disseminates information.

Informatization of the tourist space is an indispensable condition for the successful functioning of the subjects of tourism. Thanks to the latest technologies it is possible to improve the information, methodological and technological components of the management system at the business and government levels in the field of international tourism.

Returning to the specificity of tourism, it should be noted that it is information that is the basis for the activities of travel agents and tour operators. Therefore, in the face of constantly growing competition, the use of information technology becomes very important.

For some years now, organizations have recognized the importance of managing the information resources in their sphere of activities.

When many people wonder why studying information systems, it is the same as asking why someone should study accounting, finance, operations management, marketing, human resource management or any other important business function. What I can assure you is that many companies and organizations have succeeded in their objectives for the implementation and use of Information Systems.

In this way, they constitute an essential field of study in business administration and management.

With the passage of time, there are more and more different organizations that, seeing competitiveness increase, feel the need to incorporate innovations to survive. The most "fast" begin to understand the value of information management to globally guide their business. This means a structural change of the entire informative system of the institution, a restructuring that allows us to better perceive the variations of the environment and, in this way, to give answers in accordance with the moment. This means that organizing any type of institution as an information system is not only to include an innovation but also to prepare it so that it can always be in a "state of innovation." Information management must collaborate with all the innovations that the organization intends to incorporate in a fast and timely manner, and it must be an innovation.

Therefore, information management in organizations is a factor that can not only influence the development of the activity but also the position it occupies

in the same institution. In a word, the consumption of information contributes to increasing productivity, as well as competitiveness, efficiency, and effectiveness.

Information is a valuable and expensive resource; therefore, it needs a meaningful strategy. The managers and/or responsible of the institutions must make use and management of the information as one more type of resource, that is, they must attend to their productivity and effectiveness, which will contribute to achieving greater successes.

Information resources management, consequently, is the managerial link that communicates the information resources with the objectives proposed by the institution.

F.W. Horton and C.F. Burk devised a methodology to identify information resources in organizations. This methodology is a process that can be applicable to any type of organization, at any hierarchical level of the same, or in all of it.

It consists of four parts and through it you can get to know what are and where are the information resources of an organization, in addition to knowing who uses it, with what cost and what is the result obtained.

In the first phase, all sources, systems or services that are carried out in the institution must be gathered. As a result, an inventory of all the potential information resources that can be used by the organization will be obtained (infomap1) * In the second phase, once the infomap is obtained, the costs and values of the same are analysed to determine how much expensive and how important they are. In this way, the cost-value relationship (weighting of the infomap2) will be obtained. * In the third phase, after a deep analysis relating the potential resources that we describe in the first phase with the structure of the organization, the obtained data are organized and presented (ranking of information2). For this, they suggest using, among other tools, the matrices, because these will help us to determine where the potential resources are located based on the role of the user, the person in charge of the sector/area that works with respect to them. That is, it determines which group uses, distributes or manages the resources that were identified at the first stage.

In the fourth and last phase, what is found is summarized in the context of the objectives proposed by the organization, in order to point out the organizational information resources, as well as to point out the weaknesses and strengths that it presents; as well as, a set of recommendations, such as: determining responsibilities with respect to the use and management of strategic information resources; start using more frequently the information resources that are not used and that due to their particularities would speed up the activities of the organization, databases that have to be joined, possibility of developing an intranet, etc.

The librarians, documentalists, we occupy a privileged situation for the handling of information, for their knowledge and skills. But we must always bear in mind that, as information managers have inescapable functions to fulfil (not losing sight of, the type of institution in which we are), such as:

• Position the role of the professional as an information manager, consolidating coherent, efficient and effective internal organizational policies.

• Manage the efficient acquisition, processing, storage, and dissemination of information within the organization and in relation to its environment.

• Propose appropriate technologies for the treatment of information.

• Update the infomap and effect its diffusion.

• Harmonize the requirements of the different users.

• Coordinate and supervise the operation of computer resources.

• Evaluate the information products and services used by the organization.

It is essential for the professional to establish bases that facilitate the informational flow, and therefore, the development of the functions assigned to him. That is to say, that communication channels must be known and the line of communication must be as direct as possible.

One of these areas is to develop a much more direct function oriented to the satisfaction of real information needs. Devote, perhaps, less attention to traditional routine activities and face the challenge posed by the new information technology, in the context of solving the varied and changing needs of different user groups (including the organization as a whole).

With information technologies, great benefits have been achieved, such as better understanding the needs of customers, offering better service delivery, reaching a greater number of customers and optimizing their resources, thus increasing their efficiency. The most relevant cases of IT application in tourism are online reservation systems, Internet service sales, and data mining systems. It is concluded that well-applied information technologies translate into a better interaction between hotels, restaurants, travel agencies, and airlines with their clients, thus achieving benefits for all.

In Marketing, there is a difference between the search for information that the consumer performs internally and externally.

Quoting Gil and Berriel (1999) the data warehouse can be used by hotels to develop concepts that give them new facilities, such as the design of new products adapted to each client, adjust the profile of the demand, identify the potential of franchises , manage the budgets of different areas, analyse productivity, investigate equipment failures, analyse and locate new markets, evaluate the quality of the service provided, analyse the impact of promotions, determine the productivity of employees in relation to the satisfaction of customers, etc.

And it is that the client has become the epicentre and object of desire of tourist companies and destinations, that strive to develop increasingly sophisticated technological systems to inspire, sell, loyalty.

Satisfaction, besides being one of the main consequences of marketing activity, relates different processes that culminate in the act of purchase (in this case, the visit of a destination) and consumption during the stay at the destination. Therefore, satisfaction is the result end of the activities carried out during this purchase and consumption process (information search, among them). Therefore, it is also done an analysis of satisfaction, obtained by assessing some remarkable aspects of the tourist destination and of a general form as a whole from the trip.

Since the Internet and smartphones are helping tourists to be more independent in planning their stay and in their destination orientation, these centres are experiencing declining ridership.

Tourists actively process the information obtained from the different sources, but do not make judgments about the product or service based only in this information, but combine it with other experiences and prior knowledge to develop attitudes and intentions and reach the purchase decision the information derived from this research represents an added value for the design of marketing strategies, in general, and promotion of destinations in particular, of suppliers, intermediaries that they market tourism products and public institutions that promote the destinations.

Though tourists and travellers are overwhelmed with tourist information and, at the same time, grapple with the difficulty of judging the credibility of the sources, as well as the quality and authenticity of the content. Overwhelmed by this wealth of information, visitors often rely on their intuition, their memories or their friends' recommendations to evaluate the tourism experiences offered to them. Although the legitimacy of tourism businesses is not fundamentally in question, they must review their mission, their contribution and how they operate. These institutions face new challenges such as value creation, economic performance, and the integration of recent technological advances.

Sometimes an enemy, sometimes an ally, technology puts pressure on the role of tourist information offices. In addition to providing quality information, these institutions now have the challenge of giving tourists a real taste of the destination that goes beyond what they can see on the Web.

Services such as overnight in a hotel, car rental, package tours and seats in airplanes are not forwarded to travel agents, who 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. In fact, information about payments and receipts is translated.

Three characteristic features of tourism:
1. A diverse and integrated trade in services.
2. Tourism is an integrated service.
3. This is an information-rich service.

Thus, tourism, both international and domestic, is the sphere of the growing use of information technology. It uses an information technology system that consists of:
- computer backup system;
- systems for holding teleconferences, video systems, computers, information management systems;
- electronic information systems for airlines;
- electronic money transfer, telephone networks, mobile means of communication, etc.

It should be noted that this system of technologies is used not only by travel agents, hotels or airlines separately, but by all of them in general. Moreover, for all segments of the tourism market, it is important to use the information technology system by all other participants in the sale and purchase of the service.

For example, internal hotel management systems are connected to computer global networks, which in turn provide the basis for communication with hotel reservation systems, which, already in the opposite direction, are available to travel agents. Consequently, we are dealing with an integrated system of information technology, which is spreading in tourism. In addition, some components of the tourism industry are closely interrelated with each other – in fact, many tour operators are vertically or horizontally involved in each other's activities. All this allows us to consider tourism as a highly integrated service, which makes it even more receptive to the use of information technology in organization and management.

As a result of the use of IT, the safety and quality of tourism services are increasing, and their apparent human content is not changing at all.

Conclusions from the conducted research. As we saw earlier, an information resource management system helps ensure that resources are used effectively. All types of business information systems have had to evolve due to the use of new technologies, for their automation in all their operational processes, as base systems that work for their decision-making, with the different types of levels, becoming in fundamental tools to acquire competitive advantage towards new markets, and implementing and using maximum stability in the market.

We live in an era where the common denominator of progress will be the wise application of information, science and technology, in the production of goods and services for the satisfaction of social needs, as well as the adequate use of resources to increase the wellbeing of society and man. In other words, we are talking about the correct management of information.

Define the requirements for the company's information system through the participation of all those people who have a personal interest in the effective

management of it. Plan, design, build, practice, and implement the enterprise's information system. Periodically review the effectiveness of the system in terms of achievements in the management of resources in the capabilities of companies in general and tourism companies in particular. Nowadays, much attention is paid to the development of tourism and the improvement of tourist and excursion services. Improving the quality of service and expanding and promoting the range of services provided can possible only with the use of the latest information technologies. We can see in this assessment that marketing technologies can play a significant role in the tourist company management.

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