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## **THE ROLE AND OPPORTUNITIES OF INFORMATION TECHNOLOGY IN TOURISM**

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### **ABSTRACT**

*The article provides an overview of innovative services based on information technology (IT) and successfully used by domestic and foreign tourism enterprises. The considered three areas of IT allow us to conclude that they serve as a source of innovations that can bring the activities of a tourism enterprise to a higher level of quality of products or services. Promotion of any activity and production sphere is impossible without the introduction of new technologies and scientific achievements, improvement of existing models, taking into account changes in the market and the needs of the buyer, as well as without the ability to be mobile among competitors. Such changes determine the innovative way of the industry development. Tourism innovation is innovation and fresh ideas in travel and recreation. The result of the introduction of such innovations is an increase in the tourist flow and an increase in profits.*

**KEYWORDS:** *Innovation, Information technology, Tourism, Hospitality, Mobile applications.*

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