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The use of modern information technology in tourist information systems on the example of city of Czestochowa

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Abstract

The article presents considerations conducted to demonstrate how important is information these days, when we are faced with the great social and technological challenges. The aim of the discussion was to gain knowledge about the degree of use of information technology to create a modern and functional tourist information system on the example of city of Czestochowa. The study was based on the idea of the need to implement measures aimed at the development and improvement of tourist information systems. Methodological basis for discussion was the analysis of the literature and case study. Results of study conducted on a real dataset illustrate effectiveness of the proposed method.

Keywords: information technology, tourism information system,

1. Introduction

Obtaining and collecting tourist information in today's circumstances is generally not easy. There is one key factor, which is a cause of this: the development of technology that results in a rapid increase in the complexity and speed of processes, while increasing the requirements for the quality and accuracy of their implementation. Hence, it becomes necessary to use appropriate information technology.

Tourist information is one of the most important elements of tourism infrastructure. One cannot have an effective promotion of the region, if it is not supported by an efficient information system. Tourist information systems designed by know are subject to continuous development. One could say that the use of information technology is part of the strategy of development of such systems.

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