

FORECASTING THE DEMAND FOR TOURIST SERVICES OF THE TRAVEL AGENCY'S INFORMATION SYSTEMS

Khusainov Nikita, student

Supervisor - Candidate of Technical Sciences, Associate Professor **Yuriy Skorin**
Semen Kuznets Kharkiv National University of Economics

The sphere of tourist services is rapidly transforming under the influence of computerization of all sectors of the national economy, which covers both the processes of promotion of services and the management of internal data, including demand accounting. In traditional practice, managers of travel companies keep track of customer requests and interests manually or using primitive spreadsheets, which makes it impossible to quickly analyze trends and form strategic information for making managerial decisions. In the context of growing competition in the market, the need to create specialized systems that automate the processes of demand accounting is extremely relevant.

Problem statement

Tourist demand is characterized by a complex nature, which depends on many variables, namely: seasonality; political stability; economic situation; infrastructural accessibility of directions; Weather; local events; cultural holidays, epidemiological risks, etc. A system that would take into account all these parameters and allow tracking changes in demand over time would significantly increase the efficiency of travel companies. Automation of the demand accounting process provides for the possibility of prompt data entry, processing, storage in a structured form, as well as obtaining final statistics or dynamic analysis in the form of filters and reports. The system should provide for such key parameters of requests as the country and city of destination, the number of people, the desired date of departure and return, the expected budget, the category of the tour, the duration of the trip, etc. In the future, such a system can be integrated with a mobile application or a web platform for the end user, but at the development stage, internal demand accounting remains in focus. This allows you to focus on improving the analytical unit, setting up filtering logic, reporting, supporting various user roles (manager, analyst, administrator), etc. This approach contributes to the creation of an optimal functionality, easy-to-use and user-friendly interface solution that has practical value for small and medium-sized businesses in the tourism industry. Thus, the analysis of the subject area allows you to formulate clear requirements for the functionality of the future application, outline the boundaries of the system, determine its main goal, namely, to increase the efficiency of working with customer requests, improve management decisions by accumulating and processing statistical information on the demand for tourist services.

Purpose of the study

The purpose of the study is to develop a business model that allows automating the process of accounting, analysis and forecasting of demand for tourist services of the travel agency's information systems.

Research results

The study was carried out in several stages: an analysis of the subject area was carried out; analysis of functional and non-functional requirements has been carried out; the data model, project architecture and database structure were built; the main modules of the web application, which are characterized by a user-friendly interface, have been implemented; testing was carried out, which confirmed the operability and readiness of the system for implementation.

Main business advantages: relevance; business value; automation of routine processes; transparency of management; scalability and adaptability; formation of an analytical resource.

As a result of the implementation of the web application, the company receives not just a tool for storing requests, but a full-fledged element of the business infrastructure that facilitates decision-making based on objective, structured data.

Conclusions and prospects

As a result of the research, a web application was developed and implemented to account for the demand for tourist services. The system is designed to automate the processes of fixing, analyzing and classifying requests from clients of travel agencies, which allows you to significantly reduce the workload on personnel, increase the efficiency of managerial decision-making and promptly generate reports on the current state of demand. Thus, the results of the study have both theoretical and practical significance for further use in the field of automation of tourist services.

References

1. Obolentseva, L.V. Problems and prospects of formation of the tourist image of Ukraine as an important component of the development of tourism and economy of the state / L.V. Obolentseva, S.A. Aleksandrova, K.O. Petrenko // International scientific journal. – 2016. – №1 . – C. 72-76.
2. M.M., Tsependa. Information systems, communications and technologies in the tourist industry. Manual. / Tsependa, V.Y. Burka // Chernivtsi: Chernivtsi. National. Univ. Y. Fedkovych. – 2024. – 176 c.
3. Redmine Project Management Tool. – URL : <https://www.redmine.org/>.

TASK AND PROJECT MANAGEMENT IN ORDER TO OPTIMIZE PROJECT MANAGEMENT PROCESSES

Kondratiev Alexander, student

Supervisor - Candidate of Technical Sciences, Associate Professor **Yuriy Skorin**
Semen Kuznets Kharkiv National University of Economics

In today's world, project management is a key aspect of the successful operation of organizations. Optimization of project management processes with the help of modern technologies allows you to increase the efficiency of teamwork, ensure transparency of tasks and achieve goals within the established deadlines. The development of web applications for project management is becoming more and more