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ONLINE BOOKING ON THE SERVICE WEBSITE

ON RESERVING HOTELS ON THE INTERNET HORSE21

Purpose. The purpose of the article is to analyze the technological features of the online booking system as an example Horse21.

Methods. Used research methods such as: system, analysis of literature and Internet sources, comparative, statistical.

Results. As a result of the study, the importance of modern information and communication computer technologies that are currently most widely used when booking places in collective means of accommodation, their advantages and the main directions of online booking development in the tourism industry have been determined. The main attention is paid to the features of the online booking technology on the Horse21 website.

Scientific novelty. The possibilities of using modern information and communication computer technologies in the implementation of online booking through the Horse21 system are determined.

The practical significance. Based on the analysis the online booking technology on the Horse21 system site identified six successive stages of actions aimed at booking places in collective means of accommodation. The results are intended to promote the further development of the use of online booking systems.

Keywords: tourism, hospitality industry, reservation systems, modern information and communication computer technologies, online booking, Horse21.

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