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The Importance of Cloud Technologies in Attracting Foreign Tourists

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Abstract

The rapid growth and development of technology, the use of cloud technology has become a major platform for small and large tourism firms. Cloud technology simplifies the overall delivery of services and resources, helps keep costs under control, and makes a big difference in the conduct of global business

Keywords*: Cloud technology, blockchyen, bitcoin.*

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Introduction

Tourism has become one of the fastest growing economic sectors in recent years, with significant changes over the past few years turning the tourism industry into a digital look, where consumers can easily connect to travel websites and share their experiences. were able to share. This has had a significant impact on the perceptions, assumptions, and decisions of actual and potential travelers. According to the United Nations World Tourism Organization, Internet use worldwide for tourist arrivals and holiday bookings has increased by 4.6 percent (or 52 million people). It is important for tourism participants to master the latest advances in information technology and use cloud technologies to do so, as it is the basis for more efficient and competitive services to promote tourism as a tool for sustainable development.

Cloud technology is a convenient and responsive model for providing access to a general group of configurable computing resources (such as networks, servers, memory, applications, and services) that can be quickly accessed and removed with minimal management effort or maintenance.

Cloud technology is one of the most popular technologies in computing systems, and it provides resources and capabilities with remotely available information technologies, including networks, servers, applications, and services. In addition, cloud technology is used as a way to dynamically increase capabilities or add capabilities without investing in new infrastructure, training new employees, or licensing new software. This computational paradigm may also constitute the provision of computing services similar to utilities. In addition, cloud technology provides unlimited flexibility, good reliability and security, which allows new trends in the industry and its affiliates to customize their services, as well as high-level availability information, without worry.

Cloud technology is an Internet-based technology where virtual hosts provide customers with software, infrastructure, platforms, resources, and hosting on a fee-for-service basis. This allows users and customers to focus on their core business rather than managing different facilities. Cloud technology customers do not own the basic infrastructure, but it rents it from a cloud service provider, which then handles the final resources management and maintenance. In this case, the tourist is the consumer of a smart tourist destination. The tourist sends a request about the destination and receives a response with the solutions found to help the tourist make a decision. The solution can include recommendations about interesting locations and objects in the location, expanding context information, recommendations on transportation, and so on. Tourists can leave feedback about the destination. In addition, cloud technology provides a communication platform where tourists can discuss the destinations they have visited or seen with other tourists.

From a tourism perspective, Android-based phones offer a smart travel planning app that can be accessed via mobile devices located in a cloud infrastructure for travelers around the world. Smart mobile travel planning apps typically provide a dynamic view of places, e.g. combined with hotel or venue ratings, attractions, and popular social networks, these tourists can easily access the real opinions of previous users. As a mobile cloud computing application, the electronic travel guide system provides seamless access to cloud data, and this information should not be on the user's mobile device, but will be downloaded to the user's device depending on the current location and Internet status.

In order to increase the efficiency of the use of cloud technologies in our country, it is necessary

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to work not only on the use of one network, but also on new applications. For example, the development of programs to attract foreign tourists to promote our country in the virtual world of the Internet. At the same time, it is necessary to attract tourists to the developed shows in the virtual world, to increase the attractiveness for tourists with virtual shows. The virtual world has to be so perfectly prepared that everyone who watches it has to be able to take their minds out of the real world. The role of advertising in the program is of great importance in attracting tourists. But advertising should not be exaggerated, but in a way that makes everything interesting.

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