WORLD WIDE WEB AND SOCIAL COMMUNICATION

Peculiarities of the open web-resources use in the formation process of tourism documentation

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Abstract – In this article the main peculiarities of open web-resources use in the formation process of tourism documentation are described, the data flow diagram of such process is presented.

Key words – open web-resources, tourism documentation, data analysis, tourism documentation gaps, data flow diagram, data repository.

I. Introduction

Nowadays Internet is one of the main information. That's why it is very popular to use in the process of data extraction web-resources of various access types. Among them are *closed* (accessible only for certain users), *semi-open*, (accessible after registration) and *opened* (totally available for all users).

Open web-resources contribute to a more rapid dissemination of information, editing capabilities and are characterized by a greater degree of reliability and subject description.

II. The use of open web-resources

In recent years tourism service is greatly developed. A wide range of information technologies is used in the formation process of tourism documentation, which should be of high quality, unique in the understanding and meet all the design criteria, because it is the key component of the effective tourism business[2].

In order to get the information in a simple and quick way it is favourable to use open web-resources, available for a wide range of users, which are the basis of such information environment as the Internet.

Sometimes such resources may contain information of pure quality, therefore, it is necessary always carry out a large number of data and make analysis in order to filter the data and avoid misinformation, the spread of false data for the purpose of consumer confusion.

Take into account the tourism sector, such misinformation can take place when competitors deliberately want to weaken the position of opponents within the tourism market.

Dissemination of false data, in particular, may be on the forums, where consumers of tourism product leave their opinions about service. Very often even the tourism firms can distribute advertising that absolutely does not match reality.

Therefore, it is important always to analyze the data to compare information from different sources, view both positive and negative reviews focus on the prestige of the forum, taking into account the subjective characteristics of the source, identify the level of interest in disseminating information.

Information, obtained from different data sources should be adequately analyzed using all the rules of the analysis depending the type of data source [2,4].

Tourism organization should form a high-quality tourism information in order to ensure qualitative provision of tourism services.

In order to increase the competitiveness of the tourism product tourism firms must constantly improve working conditions by providing appropriate climate in the company and make a decision on the creation of a tourism information product on the basis of the requests analysis of tourist product consumers and the tourism market in a whole[1].

The formation process of tourism documentation is generally described on Fig. 1 in the form of data flow diagram DFD.
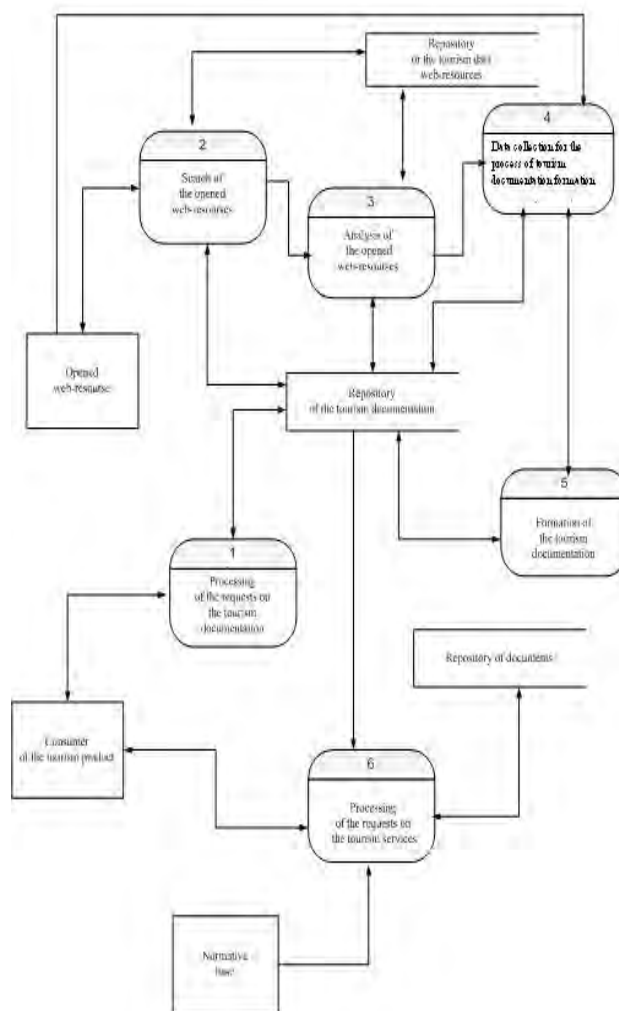

Fig. 1. Data flow diagram of the formation process of tourism documentation based on the open web-resources

In the Internet the information is constantly updated and, therefore, there is a high probability that it is not outdated. That's why, it is reasonable to choose open web-resources for formation of the tourism documentation.

The openness of the resource gives the opportunity to make access to the necessary sources structured and unstructured, that allows to carry out the selection of the most reliable data by comparing different sources[2].

In order to create a tourism documentation on the basis of open web resources firstly it is necessary to process requests for tourism information, analyze customer opinions on the tourism product and identify the gaps in the provision of adequate and full information about the tourism product [1, 3].

After processing the request, when it is found that the data is not enough it is necessary to perform a search of the open web resources, which would contain the necessary information to fill gaps in the tourism documentation, and make a catalogue of open web resources.

Previously chosen open web-resources should be analysed to identify those that mostly meet the requirements of a request for tourism information, and after the extraction of the necessary information from the directory of selected web resources form the necessary tourism documentation.

Tourism documentation is an information product, the quality of which depends on the quality of tourism services rendering [4, 5].

That's why the main task of the manufacturer of the tourism product is the creation of appropriate conditions for the introduction into circulation of such documentation, which would primarily meet the needs of consumers, requirements of society and technical standards [4,5].

High-quality tourism documentation enables quality rendering of tourism services.That's why it is very important to analyse the information content of tourism documentation regarding modern standards of its formation [5].

Formation of tourism documentation is a complex process, which requires investment of time, involvement of highly skilled specialists, introduction of electronic information technologies of information processing, means of grouping, identification of tourism information sources, logical analysis of materials, selection of data extraction methods, aggregation of data to a unified format, affordable for the tourism product consumer through consolidation of the processed information.

So, today all tourism organizations operate with large amounts of data that need to be consolidated. The consolidation of information requires the use of a common data format.

Conclusion

The availability of the required information plays an important role for the efficiency of its proccessing. Free access of different sources leads to greater reliability of the obtained results.

Open web-resources facilitate rapid access for various data sources. Using search engines, it is possible to collect a large amount of diverse tourism information.

In the formation process of tourism documentation based on open web-resources is appropriate to use the data consolidation, since the information web-sources are characterized by significant fragmentation of data and heterogeneous of theirs structure, and through the mechanism of consolidation it is possible to form a holistic tourism resource.

Intensive development of tourism industry, the demand for tourism product need the development of data collection and processing information technologies for the efficient and reliable rendering of tourism services.

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