

FORMATION PECULIARITIES OF ELECTRONIC DOCUMENTATION IN THE TOURISM SPHERE

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The article describes the importance of electronic documentation use in tourism sphere, the need for its automation processing in order to provide rapid interaction between the travel agency and the tourism information product consumer, the principles of quality management in the formation process of tourism documentation on the basis of analysis and generalization of TQM are highlighted, the formation process of tourism documentation in the form of data flow diagram DFD is generally described

Key words – tourism documentation, electronic documentation, automation processing, quality standarts

У статті описано важливість використання електронної документації в туристичних установах, необхідність автоматизованої її обробки для забезпечення швидкої взаємодії між споживачем туристичного продукту та туристичною фірмою, виділено принципи управління якістю в процесах формування туристичної документації на основі аналізу та узагальнення практики TQM, зображено процес формування туристичної документації у вигляді потоків даних DFD.

Ключові слова – туристична документація, електронна документація, автоматизація обробки, стандарти якості

Introduction

At the modern stage of the information society development, in particular, of the tourism industry, the problem of tourism services administration taking in consideration the needs of the tourism product consumers on the basis of the monitoring and analysis of their requests, demands and proposals becomes more and more urgent [27].

Therefore, the tourism organizations must continuously improve the system of the tourism services provision, thus strengthening the position on the tourism market and increasing the demand for tourism services with the attraction of investment capital in the tourism infrastructure.

Since the tourism organizations process a large amount of information, they have to deal with the documents of various types and purposes. Tourism documentation, as the information product, which quality depends on the quality of tourism services provision, is an important criteria for the management effectiveness of the various tourism processes [15].

It is necessary to use quality standards of the documents management in order to improve the tourism services quality [35, 36]. It allows effectively generate documentation processes, develop a methodology for the documentation management and its implementation in the tourism organizations [21, 22, 44].

It is reasonable to transform documents into electronic form regarding the increasing role of documentation and the need for rapid documents processing. That is why, the electronic tourism documentation is more and more often used in the tourism business [11, 12].

Statement of problem

Electronic documentation should be introduced at all stages of the tourism companies operation with the aim of speeding up the registration and processing of documents, formation of the documentation, the structuring of routes and their optimization [11, 12].

The documents must be processed promptly, centrally, organizing an effective system of electronic documentation management. Effective work with the electronic documentation ensures the success of the entire tourism organization. That is why, the problem of electronic documentation management is urgent and requires detailed examination [3, 15].

A characteristic feature of tourism information is a need for its bringing to the user, that is realization of the interaction between the travel agency and the consumer, tourism information product user.

Processing of the information in the dialog mode should be carried out on the basis of the standard operations and methods of achieving the goal. The sum of all operations forms the technological process, which can be called a man-machine system.

As a rule, the information processing is carried out in a decentralized way in the places of primary data formation, where automated workplaces of the service management experts are organized. Information processing should be carried out not only independently, but in the computer model in accordance with the machine program with the printout on paper or display on the screen.

The interaction between the travel agency and the consumer of tourism information product provides the exchange of information in real-time. A consumer has a goal to obtain results in the process of request making.

Tourism information systems should meet the requirements of simple user adaptation to the system with the output on screen of the help information. Automation of the process of the documentation ordering and its creation plays an important role in tourism.

Analysis of scientific researches

Today many researchers in the whole world are interested in the question of the tourism services quality. They create a theoretical basis, carry out the analysis of the quality services indicators. Authors describe the functioning of the quality systems, develop new algorithms of quality evaluation, insist on the need to assess the quality of tourism services, taking into account the specificity of the tourism organizations activity [8, 13, 16, 17, 25, 32, 33, 39].

In particular, scientists are interested in the issues related to the creation, development and routing of electronic documents [2, 20]. Researchers consider the problem of the electronic document circulation introduction, the stages of the electronic documentation data processing [16, 40, 56]. Great attention is paid to the description of the automation process of the electronic document management, its peculiarities and principles of its functionality [1, 4, 7, 9, 11].

However, it is necessary more carefully to consider and evaluate problems of ensuring the tourism services quality, which can be solved with the help of a proper functioning of the electronic information exchange system.

Purpose of work

Despite a rather wide range of publications on questions of creation and introduction of the electronic documentation, in conditions of intense society informatization, these problems remain extremely topical, in particular, in the sphere of tourism services.

The aim of the article is to investigate the peculiarities of the electronic tourism documentation and establish the role of automation of its formation, to highlight the principles of quality management in the formation process of tourism documentation on the basis of analysis and generalization of TQM (Total Quality Management), to present the formation process of tourism documentation in the form of data flow diagram DFD.

Main material

It is necessary to establish an effective system of improving the tourism services quality in order to increase the competitiveness of the tourism business [32, 34, 38, 40, 41].

In accordance with the national standard of Ukraine (regarding ISO 9000:2005) *the quality of tourism information* is a category, reflecting the degree of compliance of its characteristics and properties with the contingent or prospective needs and requirements of the tourism product consumer [13, 35, 36].

One of the effective ways to increase the competitiveness of the organizations is the introduction of quality management systems, as, for example, TQM, quality management system, which is aimed at effective approach to the administration of the organization, based on the participation of all its members and aimed at achieving long-term success by meeting consumer demands and the benefits for all members of the organization and society.

Ukraine has adopted the standards ISO of the 9000 series, that promote and maintain the functionality of the effective management systems of the product quality, taking into account the structure of the organization, introduction of methods, the setting of the documentation processing, use of resources that are important for the implementation of the quality management. In the modern conditions compliance with international quality standards ensures the competitiveness of the organizations in the modern conditions.

These standards comprise eight basic principles of quality management on the basis of analysis and generalization of TQM practice, that top management can use in order to improve the indexes of the organization activities [10, 14, 32, 35, 36, 43, 45, 46]:

- *orientation on the consumer* (the organization must always focus on the product consumer, taking into account its needs, requirements, demands, and expectations in order to increase the competitiveness);

- *leadership* (the organizations have to strive for a permanent advantage over their competitors, in particular, leaders should create and maintain the proper internal environment in order to hold the first position on the market).

- *involvement of workers* (all the employees form the basis of the organization and their full involvement enables the organization with the greatest advantage of using their abilities, which promotes the growth of profitability);

- *process approach* (the organizations should consider their operation and resources management as a process, which must be determined in advance with those who are responsible for its implementation);

- *system approach to management* (the organization should ensure coordination of action between their all units for the efficient and effective operation);

- *constant improvement of the work*(the organizations need constantly to improve their work quality, so that in time to meet the requirements of consumers, providing a positive image and the growth of profits);

- *making decisions based on the facts* (the organizations need to analyze and monitor information, so as to take immediate and effective solutions and to improve the quality of management);

- *mutually profitable relations with suppliers* (the organizations need to create an effective system of information exchange on the basis of mutually beneficial conditions for the establishment of joint products).

These eight principles based on the quality management form the basis for the quality management systems standards, included in the family of ISO 9000 (fig.1).

Introduction of quality management systems helps to eliminate the inaccuracies, inconsistencies, various deviations from the norms of the development, establishment and formation of documentation of the produced product.

In conditions of market economy the successful activity of the tourism companies is provided when the tourism product meets the requirements, demands and expectations of the consumer, has all the necessary consumer properties. It is possible due to the system of work organization, through the interaction between all company divisions, documentation writing, which would comply with quality standards and norms of the design.

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[27].

That is why in the formation process of tourism documentation the most important among the principles of quality management on the basis of analysis and generalization of TQM are such principles (fig.1):

- *orientation on the consumer* (the tourism documentation should meet the needs, requirements and

expectations of the tourism product consumer);

- *system approach to management* (the formation process of the tourism documentation should be considered in a systematic way by ensuring full interoperability between all units of the tourism firms in order to avoid disagreement during the creation of a tourism information product);

- *constant improvement of the work* (the creation of the tourism product is possible due to constant improvement of tourism organization work at the all levels of the tourism firm operation);

- *making decisions based on the facts* (tourism documentation should be formed on the basis of monitoring and analysis of the needs of tourism product consumers and thus it is necessary to make a decision on the creation of a tourism information product on the basis of the facts).

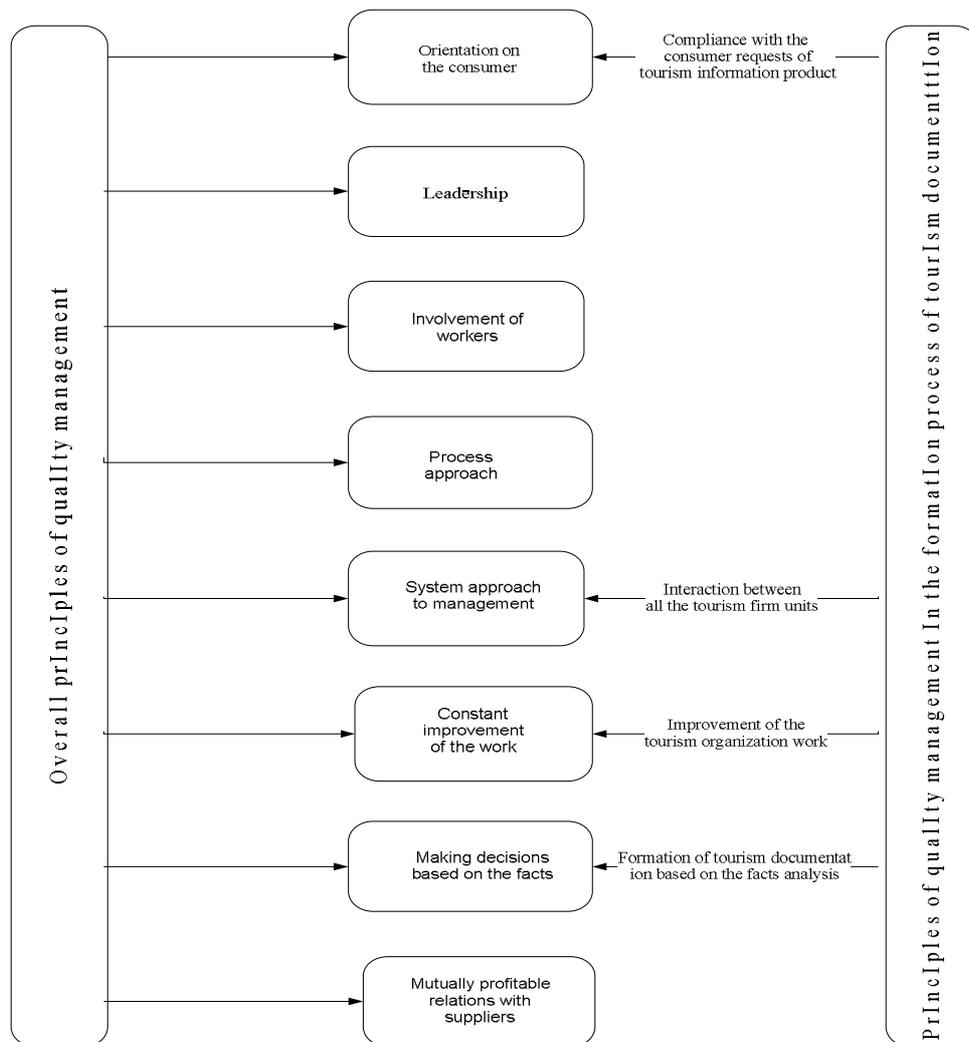


Fig. 1 Principles of quality management on the basis of analysis and generalization of TQM practice

Tourism organization should form a high-quality tourism information in order to ensure qualitative provision of tourism services [27].

The formation process of tourism documentation is generally described on Fig. 2 in the form of data flow diagram DFD.

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.

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.

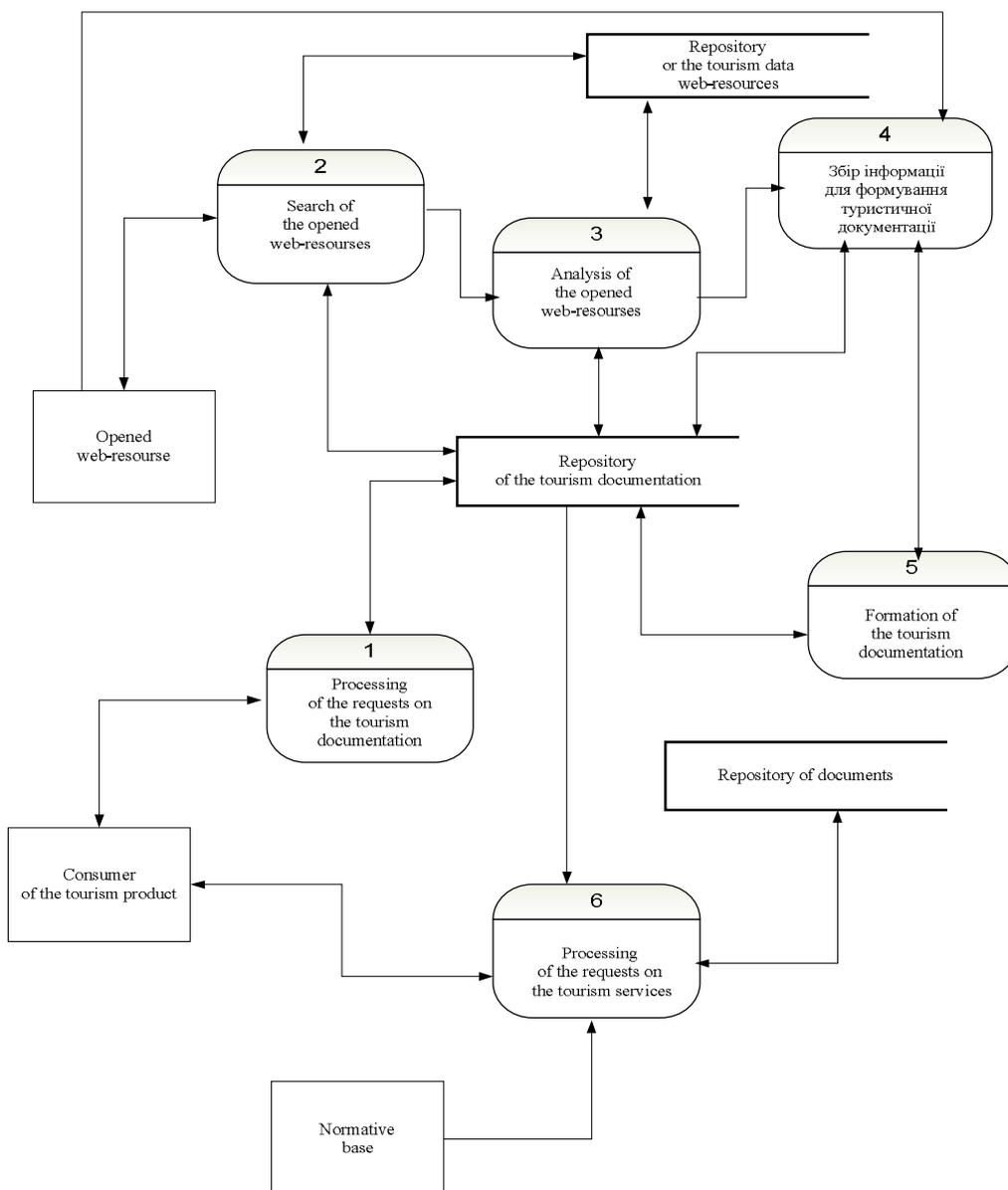


Fig.2 Data flow diagram of the formation process of tourism documentation based on the open web-resources

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 are 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 company has a large volumes of information, so it is necessary to create information system of its quick processing. First of all it is important actively to use electronic document management, develop the system of the efficient processing of electronic documents. In order to achieve this it is necessary to create unified documentation systems taking in consideration the specificity of work with electronic documents [24, 26, 29, 30, 37].

The use of electronic documentation allows to automate the processing of documents, contributes to the creation of a single information space, creating an information hub of documentary systems, significantly increases the effectiveness of tourism activities, speeds up the movement of documents in the

tourism segment, reduces the complexity of the document processing and time losses [11, 12, 18, 19, 31].

Automation of electronic document circulation speeds up the work with the documents, their registration and the transfer to recipients and are essential to improve the effectiveness of the management system in a whole [4, 47].

Electronic documents have some form of representation, necessary for the analysis and adjustments, which can be transmitted to other members. In this documents information is in the form of electronic data, including compulsory requisites of the document [6, 23, 30].

Constant exchange of the necessary pre-processed information is an important element of effective management of the tourism business. It is necessary to provide conditions for rapid transfer through channels of large volume of information without loss of credibility, integrity, and authenticity of data, without delays in the processes of delivery. Electronic document management speeds up the work with the documentation, its registration and delivery [19].

In order to accelerate the formation processes of the documentation it is necessary to create a predefined document templates filing information in the automated way. Document templates this is the general structure of selected types of documents and their attributes (destination, contents, address, reference number of the document etc.). In other words, this is formatted in a certain way blank of document, which is stored in a separate file and is used as the basis for the creation of new documents of a certain type. To facilitate the formation process of tourism documentation, it is necessary to use existing and create new templates with a desired sustainable structure and parameters of the design for the introduction of obtained and processed consolidated information.

The information system of electronic document circulation ensures an effective exchange of information with the help of the technical tools within the tourism agencies and between the various tourism organizations and quickly satisfies the users requests [5].

Conclusion

A characteristic feature of tourism electronic documents based on its formation by the information extraction from the open web-resources is the ability to ensure the interaction between the travel agency and the consumer of the tourism information product.

Processing of tourism information must comply with the ISO standards, as well as the quality management system of TQM. In the formation process of tourism documentation the most important among the principles of quality management on the basis of analysis and generalization of TQM are: orientation on the consumer, system approach to management, constant improvement of the work, making decisions based on the facts.

Use of tourism electronic documentation gives the opportunity to automate the processing of documents in a single information space. The formation process of tourism documentation is presented in the form of data flow diagram DFD

Automation of electronic document management provides fast transfer of a large volume of information within information channels without loss of credibility and integrity of the authentic data, that significantly increases the efficiency of tourism activities.

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