

MAIN APPROACHES TO MONITORING AND ANALYZING THE QUALITY OF TOURIST DOCUMENTATION

P. Zhezhnych, O. Sopruniuk

National Lviv Polytechnic University, Department of Information Systems and Networks

In terms of intensive globalization and significant development of the information society observed rapid growth of tourism service and the rapid development of the tourism industry. Tourism become more powerful factor in strengthening the prestige and growth of the country's income, a dynamic form of international trade in services, means of communication, self-development, improving education and general culture, expand business contacts, accelerate innovation processes.

That is why today the problem of monitoring and improving the quality of tourism services is imperative for the travel trade.

At the present stage of transition to a market economy, tourism is one of the priority areas as internal and external economic activity of the country and it's regions. In recent years, tourist flows are increasing in all countries. However, Ukraine areas of tourism businesses are not still sufficiently developed. The main reason for this - inappropriate informing about the tourism product that is connected with inability of tourist activities generate and track a large information base.

As a result of increased competition in the international tourism market national product becomes less attractive and competitive. To solve this problem, we need to create high-quality tourist documentation which is not only an effective way of providing information, but also the key to the success of tourism activity.

Tourist documentation - is an information product, the quality of which depends on the quality of providing of tourist services. Therefore, the main task of producer of tourism product is to create the right conditions for the introduction into circulation of such documents that primarily satisfy customers needs, meet the requirements of society, standards and specifications. Only then can we talk about truly unconditional competitiveness of tourist agencies.

Modern tourism is characterized highly dynamic, a significant number of its participants and its rapid spread. In such circumstances, there is an urgent problem of operative informing about tourist attractions in particular through automated information systems.

For providing of quality of travel services need to carry out constant monitoring and analyzing of the quality of tourism documentation that will significantly improve tourist servis. Based on an analysis finds out deviations from the standards of quality design and providing of information and possible reason of low quality tourist services.

It is necessary to develop comprehensive programs of developing of the tourism industry to predict its development and planning tourism activity. The organization of travels and tourist services must be approached comprehensively. Tourism as a complex and multifaceted phenomenon should be explored as a social phenomenon in terms of scientific and theoretical understanding.

Tourism agencies should develop new methods and means of formation of tourism services and improve existing based on research of characteristics of the tourist documentation taking into account the socio-psychological traits of tourists.

At the present stage the problem of providing of quality services has universal character. In the tourism area quality control, and problem related to the provision of quality services play a crucial role.

The qualitative tourist documentation is a prerequisite for the competitiveness of tourist agencies in particular and tourism market in general. We must constantly adapt and improve the methods and means of management and quality control of tourism products.

Therefore, the issue of quality tourism documentation is rather vital and requires constant detailed understanding because it affects the image of the tourist company.

A prerequisite for the effectiveness of any production is manufacturing quality products, in this case writing qualitative documentation must be accurate, complete and adequate, because it is the main props of information content.

Developers of documentation must constantly carry out it's monitoring and analysing, so as to improve it's quality and, also, the quality of tourist services.

The main approaches to monitoring and analyzing the quality of documentation based on the opinions of consumers are: the use of online forums, surveys, focus groups, "secret" buyers, expert opinions.

Effective methods of analysis of the information content of tourist documentation are: traditional, legal, social and psychological, automated.

Using automated control systems and computers, you can achieve improvement of management tourism industry, it increases productivity, service quality, increasing speed of service users.

In the article the role of tourism in the development of the Information society had been considered, the definition of tourist documentation and its classification by type had been defined, the main approaches to monitoring and analyzing the quality of tourist documentation had been described, emphasized the necessity of using of tourism products, and the main components of quality documentation had been highlighted.

Keywords – information, quality, tourist documentation, gap, monitoring, online forum.