

EVALUATION METHOD OF TOURISM DOCUMENTATION QUALITY

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Nowadays intensive development of the tourism industry causes growth of the information base and the quantity of tourism activity subjects. Therefore, it is necessary to provide tourism product consumer with the important, accurate, and truthful information by developing a comprehensive information resource in the form of so-called travel documentation. The need continually to improve the quality of tourism documentation stipulates the importance of developing its quality evaluation taking in consideration consumer needs. This is a topical scientific-applied task.

In order to organize the process of tourism services delivery it is firstly necessary to present the information in the homogeneous form for the solution of formation task of high-quality information support. For this purpose it is important to develop the formal model of tourism documentation, to bring all the documents to homogeneous form. The presentation of tourism documentation structure in the form of the model gives the opportunity to identify those information blocks that need to be filled with information.

Tourism documentation is a specific type of document, which must meet the needs of tourism product consumer. Therefore, to assess the information content quality of tourism documentation were used existing standards for assessing the software quality, such as ISO 9126 and ISO 25010.

The paper describes the developed evaluation method of the tourism documentation quality based on the open web- resources. In order to evaluate the quality of tourism documentation considering its features have been chosen the following evaluation criteria: functionality, practicality, pleasure during the use. Information content peculiarities of tourism documentation and the appropriate quality evaluation standards were described, formal model of the tourism documentation structure were described and its graphical representation were presented, evaluation criteria and determining parameters of tourism documentation quality were defined.

Therefore, for continuous improvement of the quality of tourism documentation it was necessary to develop the method of its evaluation by using the quality standards, which allows to take into account the needs of each tourism product consumer.

Keywords – tourism documentation, information quality, formal model, quality criterion.