

# FORMING OF EVALUATION OF TOURIST INFORMATION POTENTIAL SYSTEM

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## Abstract

In today's world, the tourism industry is one of the most profitable and fastest growing industries. An important factor in the development of tourism is the availability of tourist information capacity, good governance, which is one of the main conditions for the formation and implementation of the tourism product. The need for touristic information resources is critical and there is necessity of conductivity in the scientific and methodological development of better methods to evaluate these resources.

*[Key words: tourism resource, system of evaluation, information potential, the potential of touristic information, informational technology, tourism product].*

## General

After reviewing approaches to the definition of "tourist information potential", we can say that it is a multi-level information system, which involves the effective usage of time developing and implementing scientific and methodological building algorithm and evaluation of the system themes.

For the effective usage of the information potential, the following conditions are important: the presence of the structure of tourism management, technical equipment of the tourism industry and management resources, from which can be carried out the transfer of information flows, availability of information packages for record of professional travel products.

As an estimation of the information capacity of tourism resources of the proposed allocation of the six groups of quantitative and qualitative indicators: technical conditions for the transfer of information, the level of information technology, the level of staffing (specialists of engineering for transmission, experts on oral transmission of information to meet the cognitive needs of tourists), the number of information packets and occupancy of tourist products, the number of used channels for disseminating information about the tourist center, the quantity and quality of statistical and market research [1].

On the basis of the formation of the tourist information potential assessment should be based on the principles of a system approach, openness and flexibility, taking into account regional differences and the typology of the characteristics of the information and tourism development according to the international standards and to provide opportunities for international, inter-regional and inter-organizational comparisons of the level of development of information society.

Thus, the informational aspect of tourism can be expressed in an effective and qualitative information support of tourism activity, which is characterized by deliberate and systematic development of information resources and the provision of services in support of access to it, bringing the information to the correct user. The proposed framework for assessing tourist information resources can be the basis for further modeling of strategic management tourist information building.

## Reference

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