

PECULIARITIES OF THE DUBLIN CORE USE IN THE FORMATION PROCESS OF TOURISM DOCUMENTATION

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Проаналізовано особливості Дублінського ядра. Виділено основні блоки туристичної інформації у структурі туристичної документації. Описано структуру Дублінського ядра. Обґрунтовано необхідність використання розширюваної мови розмітки в процесі створення туристичної документації.

Ключові слова: туристична документація, розширювана мова розмітки, туристична інформація, Дублінське ядро.

In the article peculiarities of Dublin core are highlighted. The main blocks of tourism information in the tourism documentation structure are presented. The structure of Dublin core is described. The necessity to use extensive markup language in process of tourism documentation creation is justified.

Key words: tourism documentation, extensive markup language, tourism information, Dublin core.

Introduction

Taking into consideration tourism industry development and growth of tourists flows in Ukraine, it is necessary to ensure the provision of relevant and appropriate information, which would meet the needs of each tourist. For this purpose, it is needed to develop methods and means of the data processing and search for relevant information on the Internet.

The Internet is now the main source of data extraction. However, it is necessary to simplify the information search. For this aim, the Dublin core is used. Initiative group (Dublin Core Metadata Initiative, DCMI) has adopted a number of precise conceptual solutions, which allowed to find an acceptable compromise between presentation, simplicity and completeness of metadescription [2, 7].

The main problems

The choice of relevant resource among a large number of common, often poorly structured, information on the Internet is hard enough. The Dublin core can help to find the desired information through a series of common elements. The country can not only use this core, but add to it any additional elements that they consider is necessary. It is needed constantly to update information in the tourism documentation in order to ensure its topicality and relevance. This requires to choose appropriate information blocks to group and sort information.

The aim of research

The aim of research lies in the fact that it is necessary to solve the following objectives:

- to choose appropriate information blocks in tourism documentation;
- to analyze the Dublin core structure;
- to define the set of classifiers, description aspects and information characteristics based on the Dublin core.

It will facilitate the processing of information and the formation of relevant tourism documentation.

The main blocks of tourism information in tourism documentation

After the analysis of literature it was defined that tourism documentation contains the following information blocks:

- the presence of relevant information:
 - information about provision;
 - information about placement;
 - information about living conditions;
 - information about sightseeings;
 - information about entertainments;
 - information about transport;
 - information about subjects;

- the presentation form:
 - language;
 - stylistics;
 - information blocks classification;
 - the type of presentation;

- the peculiarities of tourism product consumer:
 - age orientation;
 - sex orientation;
 - demands orientation;
 - nationality orientation;

- the interaction:
 - consolidation of the information contents;

- the adaptation:
 - information contents adaptation according to appropriate criteria;

- the estimation:
 - opinions;
 - comments.

The consideration of such blocks will give the possibility to estimate the tourism documentation quality with the use of ISO 25010, which contains criteria appropriate to chosen information blocks.

The use of Dublin core

The Dublin core is a minimal simple set of elements which give the possibility to create simple records for digital resources and provides an efficient mechanism to search for resources in the network environment. Metadata is a short description of the information content. Metadata is essential to ensure the effectiveness of information search, descriptions of poor structuring information (documents), creation of archives with records of electronic documents [1–3].

Many countries took as the basis the so-called "Dublin core", which includes 15 elements of information description. They provide a description of a wide range of network resources. Table 1 shows Dublin core elements taking into consideration the tourism documentation peculiarities.

Table 1

Dublin core elements taking into consideration the tourism documentation peculiarities

Description aspect	Metadata	Content
Resource content	Title	Information block title
	Subject	Tourism documentation subject area
	Description	Contents description
	Type	Information type
	Source	Information about the source of tourism data extraction
	Relation	Documents identifiers, related sources
Intellectual possession	Creator	Persons responsible for the contents of tourism documentation
	Publisher	Persons responsible for the publication of tourism documentation
	Contributor	Experts
	Rights management	Author rights submission
	Coverage	Data scale
State	Data	Date of creation or editing
	Format	Form of presentation
	Identifier	Domain name
	Language	Information contents language

The use of Dublin core gives the possibility to choose the set of information blocks for the creation of documentation and to define the information entities (Table 2).

Table 2

Tourism documentation structure based on the Dublin core

Classifier	Description aspect	Information entity
Tour saturation	Information which is grouped by chapters	Tourism service
Tourism service elements	Structural part, elements, tourism objects set	Object
Human resource	Tourism product consumers, tourism product manufacturer, participants of tourism product providing process	Subject
Activity type	Activity process during tourism product consumption	Act
Acts with time link	Elements of acts	Event
Acts without time link	Description based on information without time link	Fact
Opinion of tourism product consumer	Comments	Opinion

The tourism object may be described by DC means in the HTML form in the following way [4–6]:

```
<META NAME = "DC.Title" LANG = "eng" CONTENT = " Opera theatre">
<META NAME= "DC.Creator" CONTENT= "Gorgolevskii, Zygmund">
<META NAME= "DC.Subject" CONTENT= "Sightseeings">
<META NAME= "DC.Description" CONTENT= "the best theatre in Lviv">
```

Modern businesses in the tourism sector is mainly based on the use of appropriate information systems, providing the operational processing of various information needed in the decision-making process. The need for consolidation arises through the heterogeneity of software environment, the distributed nature of the organization, the increased requirements for data security, the need for multi-level metadata directories, the need for efficient storage and processing of large amounts of information.

Today the most common technology for data exchange is the XML language (Extensible Markup Language – extensible markup language), which provides a flexible and efficient way of describing data by using markup tags. However, it does not provide opportunities to search for specific pieces of structured data within the document [8].

Every application that supports XML can read and process any XML data regardless of the operating system and hardware of the computer. The mechanism that provides this capability is called the Extensible Style Sheet Language Transformation, XSLT.

Conclusions

The main advantage of Dublin core is that it is very simple to use it in comparison with traditional methods, the use of which requires professional training. Dublin Core is perhaps the most literate and successful project related to the development of the metadescription of resources structure. The selection of information blocks, information entities is important for filling in travel documents. For data consolidation it is important to use XML (extensive markup language).

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