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Information technology in the digital document management in the tourism industry as a perspective tool in increasing effectiveness of a tourist enterprise

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Information technology in the digital document management in the tourism industry as a perspective tool in increasing effectiveness of a tourist enterprise

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Abstract. The article is dedicated to the problem of development of information technology in the digital document management in the tourism industry. The authors analyzed the information system “Electronic voucher” and assessed the level of electronic flow of documents in the tourism industry in the Russian Federation. The authors emphasize that the required implementation of this system, as well as its further improvement, will significantly increase the efficiency of management in tourism. It is supposed to lead to the work development of tourist enterprises. Increasing the capitalization of tourism enterprises is very important for development of regional and international tourism in the Russian Federation. So, implementation and development of information and communication management infrastructure promote the realization of two government programs such as the concept of tourism development in the Russian Federation and the programs for the country's transition to the digital economy by 2024

1. Introduction

The order of the government of the Russian Federation to confirm the concept of the government target program “Development of regional and international tourism in the Russian Federation (2019-2025)” [1] was accepted in May 2018.

This document is the continuation of the government target program «Development of regional and international tourism in the Russian Federation» (2011-2018) [2]. The government pays such a serious attention to tourism development due to the prospects of this industry in the context of the socio-economic development of the Russian Federation.

Special attention is paid to development of the regional tourism. The successful arrangement of some events helps to solve a number of problems such as an increase in the share of non-commodity exports in the total exports of the country and also the problem of the import substitution.

It is not possible to achieve the goal in the government program without creation, implementation and development of information and communication management infrastructure in tourism which is an integral part of the digital economy in the Russian Federation [3].

The constant information exchange can characterize mainstream tourism. According P. Evans and T. Wurster, tourism is turning more and more into an information business [4]. Nowadays there are only 30% of all technical opportunities which are used in tourist industry according to the experts [5]. It is apparently impossible to create the whole chain of value without professional management of IT field.

It is already incorrect to consider the electronic sphere in touristic business only as one of the parts the technical support. The permanent operation of electronic systems is the requirement of the daily work [6]. And the presence of the most modern technical equipment is perceived as a requirement of daily work and profitability multiplier. Tourism industry is more often and more successfully using



new technical opportunities in its interests. The creation and practice of using of “an electronic voucher” fully refer to it.

2. Results and Discussion

The government law “About the basics of tourist activity in the Russian Federation” (then it is named as “Law”) [7], which is the main source of the legal regulation of tourism in our country, provides a variety of mechanisms to ensure the financial security of the tourist during international tours. First of all, all tour operators must give the insurance contract or the bank guarantee to the tourists and these documents provide a proper execution of obligations to the tourist according to the contract. (art. 17.1). Besides, the tour operators, who carry out the international tours, are required to be members of the association of tour operators in the sphere of the international tourism (then –tour assistance) (art. 11.1 of the Law) and should pay the annual contributions to the reserve fund of the tourist assistance (art. 11.4), and also to the personal liability fund of the tour. The reserve fund is intended to be an emergency help for tourists who have travelled abroad, but the funds of the personal responsibility have to cover property damage caused to the consumers of the tourist product by the tour operator as a result of the failure or improper performance by the tour operator.

The obligation to form and supplement the funds of personal liability were given to the tour operators in the sphere of the outbound tourism in the framework of corrections to the Law which are written as the separate Federal Law [8]. They were adopted due to the spontaneous bankruptcy of a big number of tourist enterprises in summer and autumn of 2014 [9]. It was necessary to reform legislation in the sphere of tourism in the Russian Federation because paid money to the affected insurers according to the financial guarantees wasn't enough to satisfy even the small part of tourist's requirements.

It should be noted that the amount of tourist's taxes to the fund of personal responsibility depends on the total price of the tour product in the sphere of the outbound tourism which is a very important indicator of its work during last financial year. Annual contributions of the major tour operators to the funds of personal liability, constituting 1% of the total price of the tourism product for the last year, can reach several dozens of millions of rubles. Anyway, few tour operators, who work in the sphere of the outbound tourism, report to the Federal Agency for Tourism (then – Rosturizm) about the payment of similar amounts of contributions, using various tricks to hide the real numbers [10]. It is possible to verify if you look through the list of travel agencies included to the Unified Federal Register of Tour Operators (then - UFRT) [11].

In theory, unscrupulous tour operators who violate the procedure for determining the total price of a tourist product with purpose can be brought to responsibility on the basis of art. 14.51, part 2 of the Administrative Code of the Russian Federation. It provides an administrative fine in the total of 500 thousand to 1 million rubles for tour operators who make the amount of financial responsibility of tour operators less [12]. However, it makes the procedure of data recheck difficult in some extent which is given to Rosturizm by the tour operators for completing UFRT without serious audit of their activities [13]. At the same time Rosturizm does not have authorities to control tourist enterprises but only can initiate such check making a request to the controlling authority – the Ministry of Economic development of the Russian Federation [14]. It is going to be the same situation which happened in the sphere of the outbound tourism before the crisis of tour operators in 2014: Rosturizm has to deal with unverified data again and there is a danger that deceived tourists will not receive real compensation for the material damage caused by the wave of bankruptcy.

Anyway, the same Federal Law made tour operators form the funds of personal liability and amend the Law. It is about the developing of the system of electronic documents which was called informational system “an electronic voucher” (then IS EV). According to the art.1 of the Law, an electronic voucher is a document which is formed on the basis of a contract on the implementation of a tourist product by a tour operator or travel agent in the form of an electronic document, taking into account the special features defined by the Federal Law (according to the article 10.3). It is necessary

to add that registration of the electronic voucher in IS EV carries out by putting it in the specified system by a tour operator (travel agent) [15].

According to the customer's website (Rosturizm), creation of IS EV pursues two main tasks: 1) the state control of tourist activity and 2) the provision of state guarantees of its participants [16]. So, IP EV is an instrument of Public law regulation of the tourism industry, through which the state imposes conscientious execution of contractual obligations on market players, as well as the mechanism for improving the financial security of consumers of tourist products. Besides, an informational function of IS EV has a special meaning because it makes the conditions for the transparency of operations which are accomplished by the tour operator (separately or through the tour operators) for the service implementation written in the contract between the travel agency and the customer.

It is also necessary to note the next important aspect of a successful introduction of given informational system to the modern tourists industry in the Russian Federation: its tasks and potential don't have to violate the work of tour business. As it is said earlier, people, involved to the creation of IS EV, are supposed to provide an integration of the last one with the software products which are used in the process and the realization of tours. To clarify, not only completed systems of automation of tour operators and tour agencies (particularly, software which is designed by the companies "Megatek", "Samo-soft" and so on), and also own software are used by the major tour operators [17]. An integration of its software products to IP ES connected to the development of interaction of the subsystems (gateways) and by means of it the specified information system will be accessed to the database of the automated workplace (AWP) of the tour sales manager which is rather laborious and expensive process and also requiring a prior full transition of the tourist business to electronic document management [18].

Anyway, the introduction of IP EV as a compulsory for use by all participants of the tourist markets [19] (there is no doubt that this procedure should be carried out by the imperative method) will help to increase the effectiveness of management in tourism. In a perspective, it should lead to the improvement of work of a tourist enterprise. The head of the tour company, who doesn't use special software in their activity, will have a choice to give a position for the specialist for the registration of electronic vouchers in the interface of IS EV or to automate the working process, which is not only more profitable from an economic point of view, but also makes it possible to optimize the work of the enterprise in general. In addition, the automation of tour agent's activity will make the marketing research easier and also will help to forecast the demand for tourists' services and a strategic planning of the future development of the enterprise.

In conclusion, it is necessary to say that the elaboration of IS EV can be described as a rare example of the further going creation of standards in tourism from that point of view that its implementation will be one of the stimulating tools of tourist activity in the Russian Federation and probably will have a positive impact on the development of the entire industry.

3. Conclusion

At this stage, the main problem is the introduction of IS EV to a manufacturing operation due to the recent bankruptcy of its creator JSC "Asteros" [20] and the constant improvements and the changes which are inserted in the process of testing the given system. Taking into account the potential side of IS EV for the further development in the tourism industry in the Russian Federation, we can see reasonable justification for the introduction in a clause in the Law about the compulsory registration of sold tourist products in the system and, therefore, adding this procedure as a compulsory condition for the tourism business in our country.

The use of web-based architecture offers new opportunities for the tourist industry. Technological innovations significantly increase business potential. Electronic document management is a key concept in this high-tech sphere [21].

The tourism industry requires refusal of the traditional mechanistic view of electronic systems and the transition to the dynamic systems approach, which, should be based on the most modern information decisions.

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