

PECULIARITIES OF DESIGNING THE DATEBASE FOR CREATING  
 AND MARKETING VIRTUAL TOURIST TRIPS

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The object of development is a system for creating and marketing virtual tourist trips. The aim of the research is to create an interactive information system for the distribution and visualization of virtual tourist trips. The issues of designing a database for the creating and marketing of virtual tourist trips are considered in this paper.

Before creating a client application that will work with the database, you should first create the database itself. For the convenience of the follow-on development, the designed database should be easy to understand and normalized.

To design a database, you should select the entities that will be used in the information system. During the analysis of the subject area, which is determined by the largeness of all information about tourism, tourist routes and methods of commercialization, we distinguish the following main entities:

- users (user);
  - tourist routes (route);
  - travel companies that can organize routes (route seller);
  - route point (the route consists of several points) (point).
- and additional entities, which include:
- feedback on the route (feedback);
  - the visual component of the route points (photos).

To construct a database schema, it is necessary to determine the set of relations between the entities that will be used in the database. It is also important that the entities meet the condition of integrity and the condition of link integrity. The condition of entity integrity is as follows: every tuple of any relationship must be different from any other tuple of this relationship, that is, any relationship must have a primary key, and the condition of reference integrity is as follows: for each value of a foreign key that appears in a child relation, in the parent respect, there should be a tuple with the same primary key value [2].

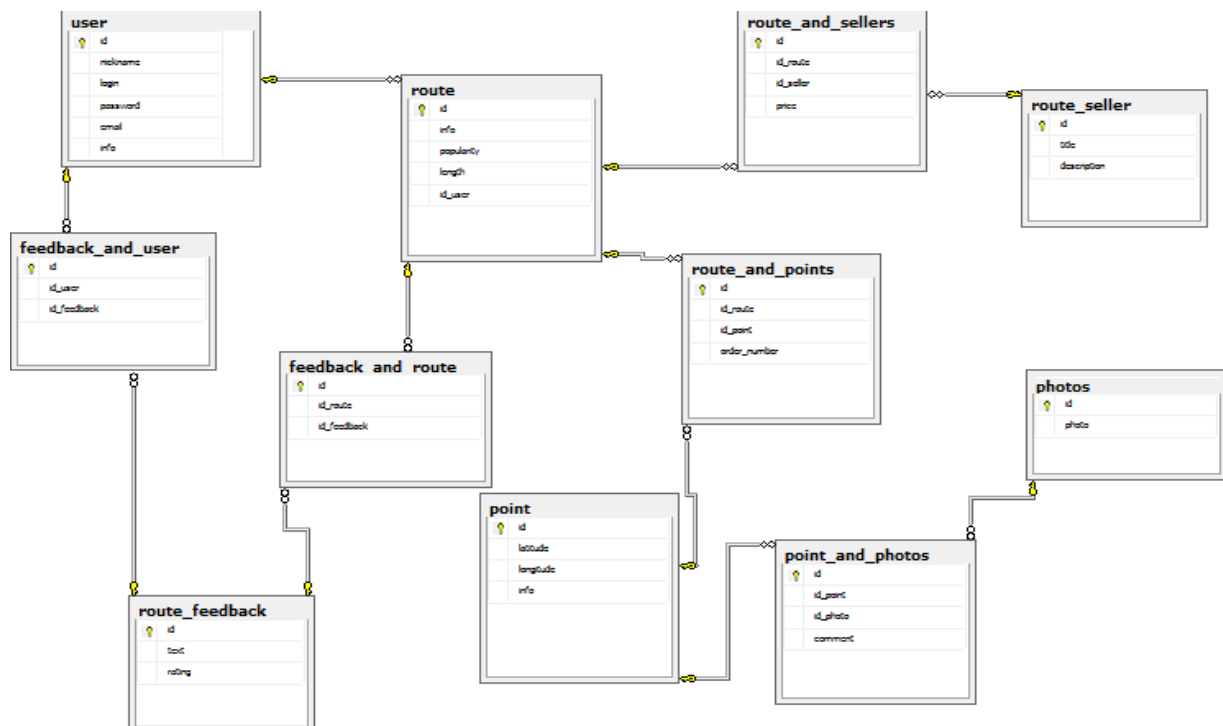


Figure. – The scheme of designed database

The choice of DBMS is one of the most important stages of system development. Among the variety of available DBMSs, the choice was made in favor of MySQL - one of the most common DBMS (database management system) in the Internet. It will not work with large amount of information, but its use is ideal for Internet sites, both small and large enough. MySQL has good speed, reliability and flexibility. Working with it, as a rule, does not cause great difficulties. An important factor is its free distribution to the terms of the GNU General License (in other words, it is free) [1].

For proper operation and preservation of referential integrity for the entities in the database, add / delete / edit triggers were developed. They prevent the addition of identical records to the database and organize cascade deletion without leaving irrelevant links.

As a result of the work done, the information database of the system for the creation and marketing of virtual tourist routes was designed. The designed base can be the basis for the further development of the system.

#### REFERENCES

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