

PASSAGE STAGES OF THE LIFE CYCLE TRAVEL THROUGH SITES IN TOURIST AREAS

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Annotation:

This article reveals the potential of a destination, in the example of Nice, with the help of the tourist website of the given tourist destination, going all the way from the desire to travel, ending with the sharing of impressions about the trip.

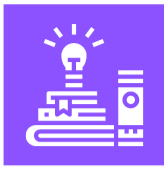
Key words: destination portals, life cycle, traveler, tourist areas, potential tourist.

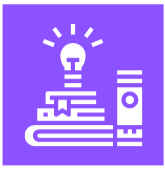
Information and communication technologies are rapidly entering many sectors of the economy, including tourism. Nowadays, many visitors who want to travel to different countries need to know as much as possible about the destinations they are traveling on to find out what others think about the Internet, how to get to the destination, spend the night there, transportation, guides and other services. they try to get information. To achieve this, they serve as an auxiliary and main source of information for tourist web portals of a country or city, that is, a combination of one or more sites that provide various interactive services to users of computer networks.

s with any product, there are several stages to the travel. In general, the travel can be divided into 5 stages (see Figure 1), which are explained as follows:

Stage 1 - Potential tourist. At this stage, a potential tourist decides which country he or she wants to go to, covering the period from the moment of buying a ticket to arriving in another country.

Depending on the purpose of a potential tourist, for example, to organize trips such as recreation, recreation, leisure, leisure, education, sports, business trips, ecological tourism and others, traveler chooses a country for travel. In this case, he organizes his own trip or buys a tour package using the services of tour agencies. A tourist who wants to organize his trip collects information about the place from the Internet to get an idea of the country he or she wants to visit.





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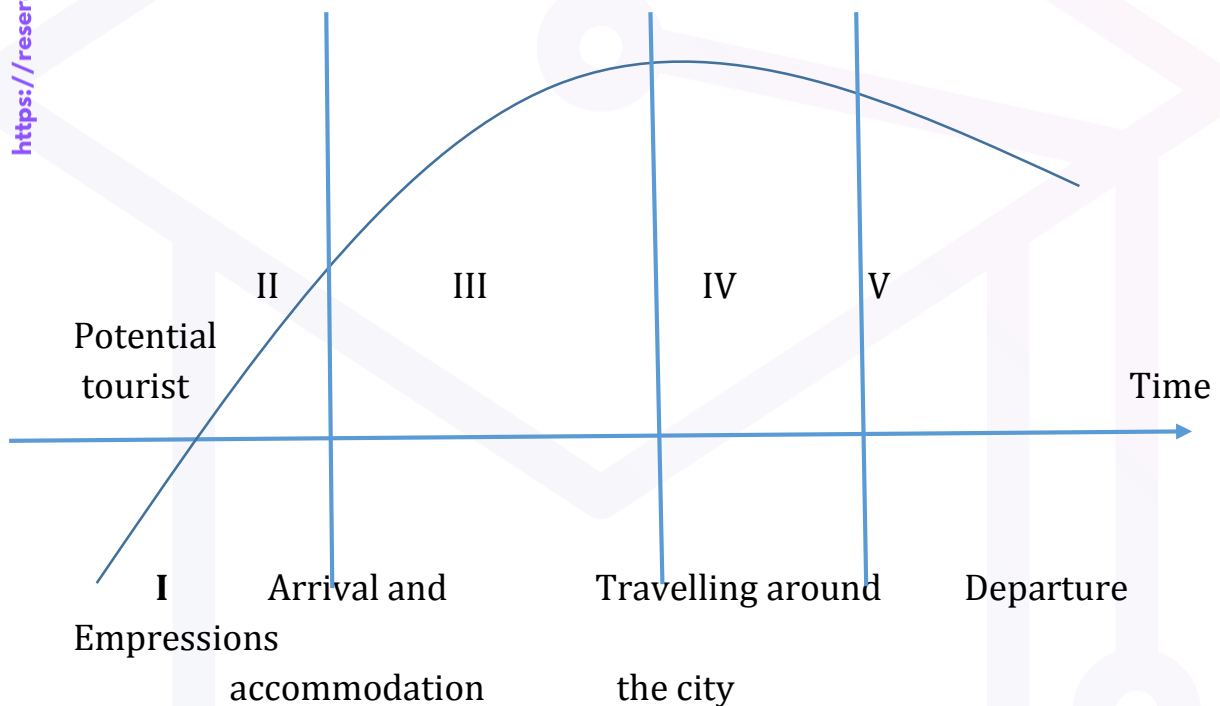


Figure 1. The live circle of travel

Source: developed by the author as a result of research

All the centralized information about the tourist potential of the country, its attractions, festivals and exhibitions, the latest news happening there, accommodation, meals and transportation services - the countries can be found on the official web portal. When a tourist searches for the name of the country

they want to visit, they come across sites such as <http://www.nicetourisme.com/> on the first pages of the page, such as “visit Nice”. How to get there on these pages: by plane, ship, car or train; information about them, e-mail and phone numbers, types of tolls, various discounts, opening hours, locations, ways to get to the city from the station, airport and ports upon arrival, and types of transport, parking spaces, etc. will be displayed. There are also links to the sites of the airport and stations (<http://www.trainprovence.com> www.nice.aeroport.fr, <http://www.corsica-ferries.fr>) through which tickets can be ordered (See Figure 11).

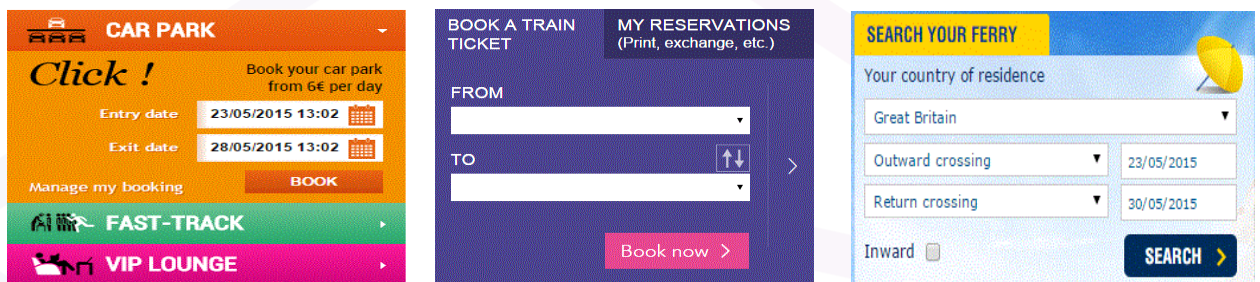


Figure 2. Airport, station sites reservation system [source: 4, 5, 6].

There is also the opportunity to find accommodation and book in advance. It is possible to order accommodation on-line (see Figure 3), rent a house, find hotels, hostels and campsites and see their photos directly on their website.

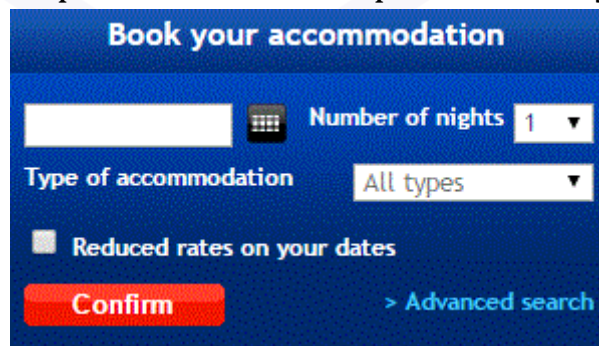
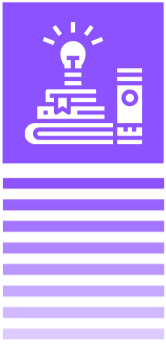


Figure 3. Software that allows you to book a hotel on the site [source: 3].

Stage II - Arrival and accommodation. This stage covers the period from the time the tourist arrives at the city airport, train station or port to the hotel where he / she wants to stay. How to get to the city depends on the type of transport used by the tourist. The hotel is accessible by bus and taxi from the airport and train station. Some hostels also have transfers that take you from a



designated place in the city to a hotel. The distance from the airport to the city center is a 1-hour walk along the blue coast, which can be reached on foot. Using the map on the portal, it will be easier to navigate the city. Guests who have not booked a place in advance can find a hotel on the site. According to the portal, buses, trams, rented electric cars - Autobleue, rented cars, 2-wheeled vehicles can be used to travel around the city.

Stage III - Traveling around the city. It can be short, medium or long depending on the type of trip and the intended purpose. The site gives different suggestions for passing this stage. First of all, there is a guide-book, which specializes in 4 different segments (family, married, disabled and Nice for two). Travel along the Blue Coast is possible by bus, train, boat, minibus tour, and Vélo Bleu - blue bikes for rent (see Figure 4).

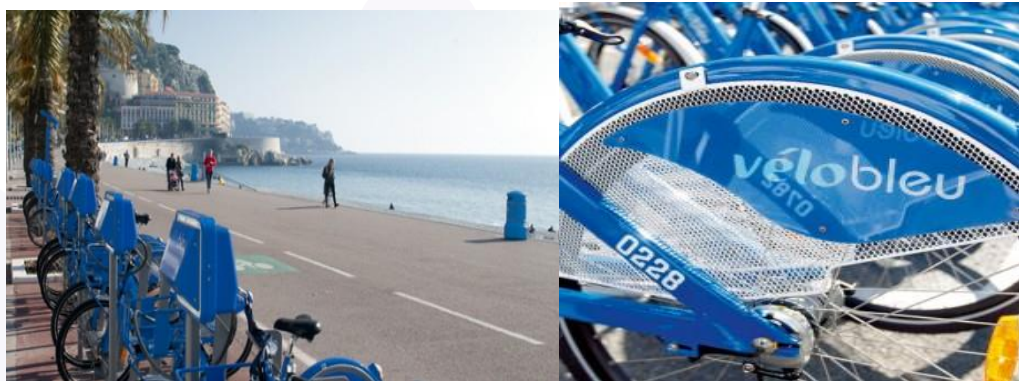


Figure 4. Vélo Bleu – rent blue bikes [source: 3].

On the corner What to do – travellers can find following suggestions:

- Cultural visits: excursions around Nice, museums, galleries, monuments and churches, parks and gardens, markets, cinemas;
- Shopping: boutiques, local products and souvenirs, department stores, Sundays and shops;
- Attractions around Nice: cities and villages, theme parks;
- Gastronomy: restaurants, Nice cuisine, famous restaurants, Mediterranean cuisine, national cuisine, world cuisine. Everyone can get information about all of them on the page and access their sites through their links;Tungi hayot: pablar va barlar, diskotekalar, kazino;
- Activities: beaches, sports tourism, winter sports, health-improving spa and wellness activities;

- Organizer - this page brings together exhibitions, concerts, festivals, ballet, theater, nature walks and other entertainment events in the city. By being able to see the diary weekly and in full, you can make the most of your entire vacation and plan everything in advance.

The site also includes thematic visits: family, Nice for two, shopping, Spa, holidays.

Apps corner - special phone apps: Nice airports, Taxi Nice, TER, Blue Bikes, Nice Code, Mark Shalag National Museums, Brad in Nice are available for free download. They can be used without Internet connection too.

Stage IV - Departure. It is the final stage of the travel. This includes the time it takes for a tourist to pick up his luggage from a hotel and go to the airport, train station or port and from there to his home country.

There is an airport in Nice with two terminals and a free bus service between them. Public transport and taxis are available to reach 2 passenger shipping companies and several train stations.

Stage V - Impressions. When tourists return from a trip, they share their impressions of it with close people, friends and acquaintances. They also express their view on the Internet. Another feature of the portal is that you can connect directly to its virtual communities, leave personal opinions about the city, and share information with others (see Figure 5).

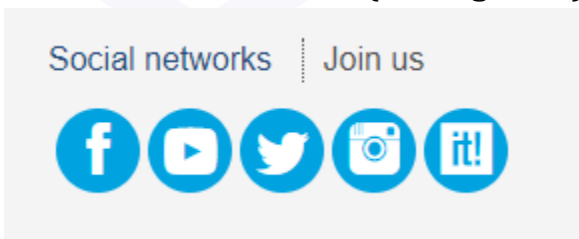
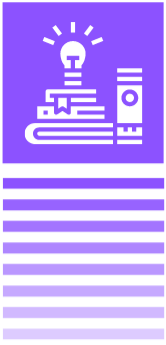


Figure 5. Social networks on the site [source: 3]

There are also other apps on the site that can be used effectively at all stages of the journey. Examples include weather data and on-line web-camera icons installed in 5 locations in the city. Before the trip, you can find out the weather for 3 days on the page during the trip, view the bridge, city airport, blue beaches online without leaving home.

The choice of 8 different languages and applications in the form of icons makes the page more beautiful, rich in colors and convenient.



In summary, websites are a very convenient and important source of information for tourists who want to travel. When a tourist visits a country, he or she plans his or her travels to a certain extent, based on guidebooks, impressions from other people, and websites. The completeness, richness and clarity of the information on the city's web portals make the trip interesting and productive.

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