

UDC 33

Designing Republic of Abkhazia Tourism Site Web 2.0 Technology - Based as a Key Competitive Advantage of the Recreational Industry¹ Violetta S. Molchanova² Evgeniya V. Vidishcheva³ Rastislav Stojšavljević¹ Sochi State University, Russian Federation

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Abstract. In this article presents the project of website «www.AbkhaziaWorld.ru», which applies the technology Web 2.0 to increase the tourist flow, promote the country as a popular tourist destination, optimize the work of tourist agencies and excursion offices. Creation and maintaining of successful tourist's business requires the attraction of new customers. The use of well-build website, as an effective instrument of marketing, will help the development of the recreational industry in Republic Abkhazia. It will improve its international competitiveness and facilitate cooperation with foreign tourist companies.

Keywords: website; web 2.0 technology; tourism industry; development; Republic of Abkhazia.

Introduction. With the advent of the World Wide Web an increasing number of businesses have found a need to have a presence on the Internet in the form of a website. Those days are gone when only well established companies needed a website for marketing their products and services. Now the user, for example, if he is a tourist, can get all necessary information from a single website about tourist routes, climate, attractions, insurance, contacts and so on.

Materials and Methods. The methodological basis of this paper is dialectical method. Also used to the following general scientific methods of analysis, observation.

Discussion. Personal experience for tourists - is the most reliable and trusted source of information. Thus, the tourist, who visited Abkhazia, becomes a source of information for himself, and also for friends and relatives [1].

The experience of friends/relatives (50 %) is the main source of information about tourism in the Republic of Abkhazia. Internet and social networks have become an integral part of the lives of the majority of the population of the Russian Federation and the CIS countries, this explains the high level of awareness (28 %) about vacation in Abkhazia (Figure 1).

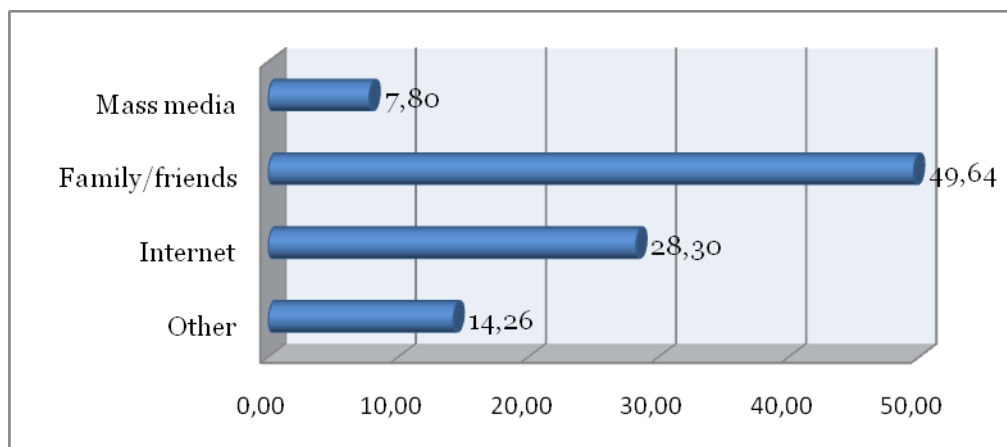


Fig. 1. The main sources of information about vacation in Abkhazia, %

Web 2.0 as a competitive advantage

For the website AbkhaziaWorld.ru, Web 2.0 offers an opportunity to engage clients. Nowadays, a growing number of marketers are using Web 2.0 tools to collaborate with consumers on product development, service enhancement and promotion. Tourist companies can use Web 2.0 tools to improve collaboration with both its business partners and travelers. Among other things, company employees have created wikis - web sites that allow users to add, delete, and edit content — to list answers to frequently asked questions about each service, and consumers have added significant contributions [2]. Another marketing Web 2.0 lure is to make sure consumers can use the online community to network among themselves on topics of their own choosing [3].

The key features of Web 2.0 include:

- free classification of information;
- A rich user experience;
- A user as a contributor - information flows two ways between site owner and site user by means of evaluation, review and commenting;
- User participation - site users add content for others to see;
- Basic trust - contributions are available for the world to use, reuse, or re-purpose;
- Mass participation [4].

Small businesses have become more competitive by using Web 2.0 marketing strategies to compete with larger companies. As new businesses grow and develop, new technology is used to decrease the gap between businesses and customers. Social networks have become more intuitive and user friendly to provide information that is easily reached by the end user. For example, AbkhaziaWorld.ru can use Twitter to offer customers coupons and discounts for products and services [5].

Web 2.0 offers an additional benefit to «AbkhaziaWorld.ru»: it makes website more easily accessible to persons with disabilities. This is a broad audience that includes everyone from a middle-aged person with failing eyesight, to a person who just broke his or her arm while skiing, to a person who is completely blind. Standards prevent from unintentionally blocking persons with temporary or permanent disabilities from web pages.

It is significant to make a site as easy to use as possible. For instance, there should be clear, simple instructions for consumers to set up a blog or contribute to a wiki.

The project of tourism website AbkhaziaWorld.ru

The official tourism website «www.AbkhaziaWorld.ru» - is one of the official and current resources that provides comprehensive information about Abkhazia's resorts and tourist attractions.

The website includes practical information for tourists, contact details for official agencies, and maps and descriptions of popular tourist destinations and routes, including routes for adventure travel.

The historical section contains extensive information on the history of the region, the emergence of Christianity, the formation and development of the Abkhaz state, and the republic today.

Feature stories discuss Abkhazia's top attractions and events in detail. Audio and video materials supplement your own experience and knowledge about the country. Each section has unique photographs, prepared especially for the website. You will see a bird's-eye view of Abkhazia, visit the mountains, the rivers and the sea, and see places unlike anywhere else in the world. All information provided has been produced specifically for the website, based only on proven facts and current data [6].

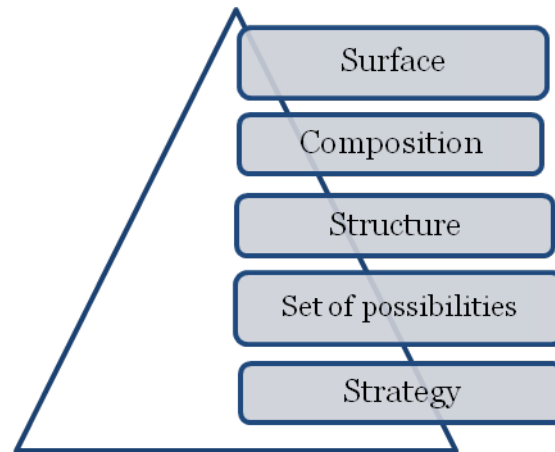


Fig. 2. The levels of website AbkhaziaWorld.ru

Website AbkhaziaWorld.ru has divided into five levels: surface, composition, structure, set of possibilities and strategy [7].

The level «surface» – background, colors and fonts of entire site are developed with the web 2.0 technology, that's why the pages are dynamic and respond to user input by design [8].

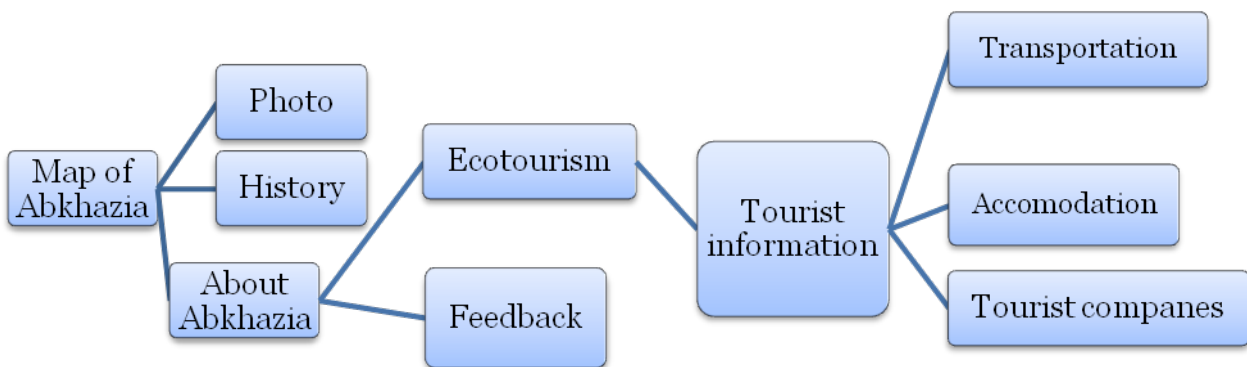


Fig. 3. The key elements of website

«Composition» - specifies the location of the interface elements on the page (Figure 3).

The «structure» defines how the organization combines various functional possibilities of website together. A simple listing of these features forms a level «set of possibilities» [9].

Almost every website needs some type of form, with a contact/feedback form, a registration form, a survey, or an order form. Visit AbkhaziaWorld.ru the tourist can write his particular opinion about Abkhazia's services and goods. On the basis of the comments the independent rating is formed. It is available for all users in order to value the quality of service in Abkhazia.



Fig. 4. Tourist attractions

All information about the main tourist attractions in the Republic of Abkhazia are presented on the web site.

Table 1

Tourist attraction - Ritsa Lake

Tourist attraction	Agency of travelling and excursions
<p>The lake Ritsa is the most known and popular among tourists place of rest and one of the nature's miracles of Abkhazia. It is located at a height of 950 meters above sea level and surrounded from different sides by mountains, covered with a dense forest.</p> <p>The lake Ritsa occupies a part of valley of the Lashipse River. It was formed as a result of tectonic lowering of the Lashipse River valley on a joint of two geological structures: lime stones and porphyries. Lake length is about 2000 m, and maximal depth is 750 m. Five rivers fall into Ritsa Lake besides Lashipse and only one river Jupshara flows from the lake. Water never freezes in the lake; the maximal water temperature is registered in August and makes +17 - +20 degrees. Water of lake has a rich greenish-blue color; its transparency reaches 8-10 m.</p>	<p>Agency of travelling and excursions in Sukhum</p> <p>Peace Avenue, 119</p> <p>phone: +7-840-225-31-15</p> <p>Agency of travelling and excursions in Gagra</p> <p>Gagra, Apsha Leon street, 2</p> <p>phone: +7-840-232-28-75</p> <p>Agency of travelling and excursions in Novy Afon</p> <p>Lakoba street , 42</p>

	phone:+7-840-225-91-92 Agency of travelling and excursions in Pitsunda Pitsunda, Gytsba street, 5 phone:+7-940-992-12-60, +7-840-222-21-46 [10].
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The text block includes: the description of the tourist destination, photos of the most beautiful sceneries, ways of transportation and list of tourist companies with contacts (Table 1).

Conclusion. Tourist business has becoming more and more globalized every year and Abkhazia is experiencing growing competition from a growing number of countries that provide tourism services. Abkhazia needs to improve the quality of tourism services, modernize the transport infrastructure and develop the entertainment industry.

The creation of the Website «AbkhaziaWorld.ru» is one of the first steps in order to change the current situation in the recreational sphere.

In the large scope of web design world, the term “Web 2.0” is relatively a new one. Website «AbkhaziaWorld.ru» places a focus on usability, interface, and readability. It has the potential to reach out to a large audience base.

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УДК 33

Создание туристического сайта республики Абхазия на базе технологии Веб 2.0 как основного конкурентного преимущества развития рекреационной сферы

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Аннотация. В статье представлен проект сайта «www.AbkhaziaWorld.ru», использующий технологию Web 2.0 в целях увеличения туристического потока, позиционирования страны как популярного туристического направления, оптимизации работы туристических агентств и экскурсионных бюро. Для организации и успешной работы любого бизнеса необходимо привлечение клиентов. Использование грамотно разработанного сайта, как эффективного инструмента маркетинга, будет способствовать развитию индустрии отдыха в Республике Абхазия. Это улучшит конкурентоспособность страны на международном рынке и будет содействовать развитию сотрудничества с иностранными туристическими компаниями.

Ключевые слова: веб-сайт; технология Web 2.0; индустрия туризма; развитие; Республика Абхазия.