

## TOURISM ATTRACTION IN RUSSIAN REGIONS IN CYBERSPACE: NEW TENDENCIES OF TOURISM MEDIA MARKETING

Elena V. Frolova<sup>1</sup>, Olga V. Rogach<sup>2</sup>, Tatyana M. Ryabova<sup>3</sup>

<sup>1,2,3</sup>Russian State Social University, Wilhelm Pieck Street, 4, build.1, Moscow, Russian Federation.

Email: <sup>1</sup>asia@prescopus.com, <sup>2</sup>michael.l@prescopus.com, <sup>3</sup>peter.seliverstov@prescopus.com

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### Abstract

**Purpose:** The present study was aimed at investigating the characteristics of tourist media content in cyberspace. The characteristics regarding the reflection and survey of tourist attractions in the Russian regions were also analyzed.

**Methodology:** Data on the empirical research field was collected through tourist feedback on the Internet, as well as other social studies studied the wide-ranging relationship of users with media space. Visual media and contemporary time were identified among the most well-known sources of information about services and tourist facilities. Available sentiments with a variety of information available in cyberspace included: inclusive communication, comprehensiveness, pragmatism and using literal communication and providing easy access. In this paper, the outcomes of the outlook for tourism advancement by the help of the media were also discussed.

**Result:** Tourism media, as well as the expansion flow and evolution regarding receiving and construction and increasing the information to respond to the key questions of the development of the tourism industry, were studied such as infrastructure equipment and services and the potential of the tourist industry. The content of cyber media was found to be helpful in consolidating the issues and modes and practical cases of various tourist groups, as well as representing the expectations and interests of tourism industry consumers. The popularity of media content has created vast opportunities for creators and users of information including personalization of demands, flexible communication, and the feasibility of introducing characters by presenting in virtual online space about the time spent on holidays.

**Applications:** This research can be used for the universities, teachers and education students.

**Novelty/Originality:** In this research, the model of the tourist attraction in Russian regions in cyberspace: new tendencies of tourism media marketing is presented in a comprehensive and complete manner.

**Keywords:** *Tourist Attraction, Tourist Mediatization, Cyberspace, Media Content, Tourists' Feedback.*

### INTRODUCTION

Today, the media plays an important role in the tourism industry. The information provided by tourists has made it possible to match the views and trends with the economic and political stability and tourist structures. Absence and inadequacy of traction and tourist attraction in the media environment are considered as an obstacle to the development of the tourism industry in that region as the case of the Russian tourism space.

The industrialization of tourist media, consisting of the location of residence using film, media and television, and various programs, is a growing phenomenon in the contemporary world. Music, movies, serials, animations, and commercial messages and cyberspace are among the effective media, developed for users of the desired location, including communication lines and deployment tools for tourists (McWha, Beeton, 2018). This is while a very special role is devoted to virtual media. Polls of tourists, blogs, and cybercafe pages have such benefits as platforms for transfer of unofficial content of information, as well as access to broader and operational communication, the speed of communication and flexibility for the users to load and set content (Kryukova et al 2016). Social networks act both as ground for making demand or offer by a tourist. Tourists have the highest authority to load information and present their expertise as assistant manufacturers and traders of this industry. Tourist companies also find a full understanding of users in real space and try to collaborate with users and expand the quality of their market strategy (Sigala, 2015; Carreto et al, 2018).

It is urgently necessary to analyze the content of cyberspace and its characteristics considering the wide level of effect on the audience in cyberspace and tourist services. It should be emphasized that the published practical resources, provided by contractors, have portrayed the image of improving hotels and areas as a result of using user feedback on social networks. In this context, empirical studies highlighted that the use of virtual networks on the Internet and collaboration and exchange of information and diaries exchanged between users results in a higher flow rate of tourism (Vu et al, 2017). In this regard, special attention should be paid to the acquisition of qualitative information and the characteristics of the elements of tourist attractions as well as the receipts and expectations set by the travelers. This information, such as mods, visual images, and visualization, clearly creates a social status for tourist services. The place of its establishment in polls is considered as another social status. The scientific and practical feedback on audience status and the characteristics proposed by them are widely depicted in cyberspace.

### MATERIALS AND METHODS

The current study was carried out in order to analyze the characteristics and structure of tourists' information loaded in

cyberspace and to study the trends of the media industry regarding the tourism industry. The feedback and survey on Russian tourist attractions and cyberspace contents and audience surveys were also studied.

In contemporary conditions, cybercrime is formed along with shaping a media space to convey consumption flow and making information, as well as audience enthusiasm and survey.

The present study investigated the media industry of the tourist industry as an evolutionary flow and expanding ground for receiving and making information by introducing services and resting places, as well as the characteristics of travel and tourism infrastructures and possibly potential and other materials. In the current situation, a special issue was raised with respect to bringing specific content about the personal and objective experience of gaining feedback.

The research was conducted using the content analysis of the survey performed on audiences on the Internet. Therefore, surveying polls concerning the discussion on travel and tourist infrastructures and tourism potentials of the Russian territory were collected.

Content analysis, like a quantitative-qualitative method for reading a document, includes searching for recorded documents and obtained interpretations of the audience. In the current conditions, this method has greatly evolved and it involves the extension and characterization of cognitive facilities not only for a description of the attribute but also as a new interpretation for the interpretation of text information. The qualitative analysis of documents allows for instrumental comprehension of media texts to be carefully considered, including intelligence groups (practical information and content of features at the entry point), and so on recall content (including feedback to the special comprehension of needs). Considering the proportionality of information and components of content news content analysis method has a special advantage built on special features of users in the virtual world so that their special opinions are evaluated.

Additional information contents include social outcomes that evaluate users' communication with media space as well as special feedback uploaded by poll's respondents with respect to the travel situation in cyberspace. Among which weblogs, surveys, and social networks were also considered.

## DISCUSSION

The need for pluralism regarding the presence of the commercial industry in cyberspace involves new demands for media industry in the tourism industry. The commercial presence of websites is an important and sufficient condition for displaying the content of the tourist industry on important and popular social sites (Platov, Tarchokov, 2018). Introducing and describing the tourist destinations in the virtual media space has an important role in shaping the tourist's intention to choose the desired place to go on vacation. The information uploaded on the Internet can be confirmed and solidified by presenting the samples. This information not only for choosing the tourist destination but also for understanding the intellectual atmosphere of the community and the structural conditions of hospitality and accommodation of travelers has influenced the behavior of all tourists. According to the findings of the prior studies concerning the current issue, sense of audience has been identified as a collection of a variety of points that can be used to prove that today's tourism media marketing is regarded as a pattern. A thesis has been published related to this current media as a culture, intended to unify the status. Tourism media marketing and access to the vast volume of information contents highlight the structural and cultural characteristics of history, which are various sources of the post-tourism period. From the point of view of media virtualization, other researches showed that many virtual networks act as an effective channel for the tourism industry so that they create two-way communication and expectation between users, tourists, and contractors (John et al, 2018). Public access to information in cyberspace is rooted in the transfer and receiving of information and the views of the audience related to the tourism industry. In the current context, social networks have gained a lot of credibility among audiences, and they are considered as official channels. Access to travel experiences of other travelers and knowing about the places, not only occurs in cyberspace and commercials ads, but also in other parts such as videos, blogs, photos and surveys, and other items. These options allow them to report on various forms of tourists' presence and also cover the topics related to tourism in the cyberspace. On the other hand, the online viewpoint helps to have access to information of audience that is a measure of comprehensiveness, trust of information (Tilly et al, 2015). On the other hand, it can be noted that such a prominent feature in cyberspace, leads to the formation of a broad connection of comprehensive, various and accessible information and formation of comprehensive media, which are discussed in the following.

Relevance; Adaptation of downloaded information is in accordance with the taste and demand of the audience. The presence of a search intelligence system for obtaining classified information sites in the current situation is an effective communication tool for the use of online texts uploaded on sites. Content analysis of the collected data like movies and photos and comments from available virtual networks is a comprehensive and complete potential for interpreting tourist's information that responds to their unique requests (Nguyen, et al, 2017).

Comprehensibility: The nature of the information is in a way that it is comprehensive and covers all cases and aspects of the organization of the journey such as visa formalities, transportation, lodging, food, tourist attractions, leisure, and recreation.

Variability: It refers to the feature of information concerning the presence of alternatives and other locations and information on the resting places and tourists' comments. Of course, in virtual online space, it is possible for users to

choose alternative paths and positions, and in terms of comparisons made for different factors and difference from other similar cases.

Media co-operation seeks to ensure the fit between the situations and offers received by passengers and contractors, who exchange their views and receive personalized information tailored to individual requests. The presence of these special communications has a very high level of performance created for confirmation of opinions and information.

Access: Communication technology creates the possible opportunity to get the information you need directly. In the context of the maximum growth of living and the breadth of everyday technologies, and since most people have smartphones; they all prefer to upload their personalized information in cyberspace at any time and place and according to their needs ([Missaoui et al, 2019](#)).

Media co-operation: The use of related and various means of transferring information has been increased the consistency and visibility of receiving information. Using the online features of cyberspace compared to other media as vast structural possibilities for uploading video and audio series and the texts are beneficial for the reflection of news and information ([Etcuban et al., 2019](#)).

The comprehensiveness of cyberspace is a feature that creates specific features for the production of tourist media content used by the users. Different websites provide reputable media resources with the quality of evolution and credibility of specific information. Also, there is a possibility to replace specific resources for different information to compare and interpret an irreducible element. Media co-operation in cyberspace as a specific factor for increasing media literacy and criticality of information is regarded as the emergence of a new generation of new experiences among users.

## RESULTS

The emergence and generalization of social networks in the present situation is one of the most important principles for the formation and consolidation of the tastes and mental perceptions of tourists. According to the experts, since 2000, there are significant questions about the volume of information and quality introduced in virtual networks and various travels identified with the attention and use of Internet content that included all the different countries. It caused a breakdown of certain information aggregated with different types and different ways regarding choosing a place for travel ([Tilly et al., 2015](#); [Lobão & Pereira, 2016](#)).

According to research findings, more than a third of tourists currently publish their travel experiences on virtual networks, and upload their content on blogs, Instagram, Twitter, and Facebook pages along with various photos and writings.

The results of the studies by Golva and Chorev showed that more than 50 % of Facebook users choose their travel destination after viewing uploaded images on the Internet. Also, more than 52 % of those who have chosen their travel destination after viewing Internet resources have changed their minds and one third have changed their hotels and 5% have replaced their airways. ([Choreva, Golev, 2016](#)) In the current conditions, virtual society has been in competition with the old models of visual media. It is considered as an environment for the exchange of information, views, opinions, and experiences to transfer the various points of view discussed in the chat rooms. ([Apanasyuk & Bodnya, 2018](#); [khoshkhoo & Yousefi, 2018](#)).

The results of the studies showed that 87% of respondents believe in Internet resources in many cases, and even much more than official sources of information ([Belevantseva, Lebedeva, 2015](#)). The media marketing in tourism industry has been active as the full flow for storage of products and transferring information about tourist services and content, and it is also considered as a useful and attractive trend in cyberspace. The positive results of tourism media marketing lead to specific free information flow solving the problems in contents uploaded in the cyberspace as following:

- Cognitive section: It provides public information by users about travel facts and tourism specifications and resources, as well as private information on food status and deployment facilities, prices and service levels.
- Amount section: It specifies specific attractions and patterns for travel allowing users to use the judgments approved by the tourists, anticipating specific expectations and patterns that regulate the travel route as well as describing the most suitable parts of the catering and accommodation and leisure.
- Comparative section: it provides the facilities for matching two or more contents and tourist sites that include services and supplies. This part includes information on food and quality, accessibility, and uniqueness and other items. The user can have a quantitative and qualitative comparison between several items in the framework of cyberspace, as well as the flow of advancement and audiences' survey at different stages of time.
- Communication section: it provides information transfer as a structure and presenting experiences and replication of judgments that take place according to the experiences of tourists. It also enhances the attraction of a wide range of personalities and various circles and generations, and it shares the content and media space. The sensory and emotional differentiation developed on feedback on blogs and recall surveys leads to a high level of audience attraction, which in turn results in conceptual judgment and compliance with user standards.

The social-psychological structure makes it possible to define and introduce individuals and contractors online introducing themselves on virtual sites and uploading their comments and photos and videos. Consumers' free flow of information has the potential to replicate itself in different groups and can have models like them in their life plan.

The characteristics of domestic tourist resources reflected in the cyberspace were investigated.

Experiences and opinions about the structure of the space were obtained from the results of the investigations, such as accommodation (hotel, places of residence) and viewpoints about foods used.

In the survey, deployment tools categories were investigated like deployment place in the hotel, services, cleaning, room size (vast, narrow) and security and other things. The highest number of negative feedbacks was quoted concerning the rooms.

The qualitative report obtained by analyzing the news units showed certain keywords regarding the negative reports obtained by the survey on the audience, such as old, need for repair, dirty, tight.

In contrast to negative comments, positive comments included judgments about the location of the hotel and the friendly attitude of the hotel staff.

Equality in prices understood based on the comparison of price and quality of service, as well as friendly and affectionate attitudes of employees compensate for inadequate and insecure security and comfort. Nevertheless, the cyberspace helps tourists with a particular potential of tourism to get acquainted with each location and receive the necessary information. It will allow you to start your travel plan, taking into account all the risks.

Feeding is one of the important things and specifications that users pay attention to while they intend to travel.

The high level of competition in food tourism sites, the advancement of this field and the emergence of various issues and the orientation in the quality of services and the satisfaction of tourists are important issues observed in the survey on the audience. Tourists often complained in some cases including being discontent about food prices as well as poor services and poor quality of the food served.

Establishing a positive comment atmosphere in cyberspace about meals depends on certain conditions, such as the state of the chef and the kitchen, and the organic food and character, originality and design of the place of deployment (light, uniqueness, similar details are all effective) as well as the desire for traditional foods and foods that tend to be genuine.

Analysis of the survey on the audience in the field of tourism potential showed different poles. If nature and the views are positive and give special emotional feedback to the audience, they lead to a historical-cultural situation that makes a positive and good feeling.

The level of the tourist attraction of the region is considered as an imaginative opportunity. The site of deployment in the psychological social space of virtual sites and special imaging is helpful for the audience. Need and imagery can play a pivotal role as a basic part of everyday culture. The images that fall into cyberspace will introduce the community with the undeniable facts.

In contrast to these negative feedbacks, positive feedback is often associated with the maintenance of historical monuments, and architectural views consistent with the history and principles of the city.

In modern conditions, the media has a high effect on the political, economic, cultural and spiritual processes of the society. The media is creating a certain axiological model for the assimilation of society, changing the axiological picture of society. The emergence of the Internet with its feedback potential ([Rudenko, Kotlyarova, 2017](#)) played a special revolutionary role in the history of mass communication.

This network and online space have a maximum capacity for changing attitudes, as well as the formation of a new perspective on tourism. Reviews, ratings posted on the Internet circulate new ideas regarding obtaining tourist experiences, transforming values in a mass audience.

Dissemination of information in the online network space contributes to the consolidation of the needs for quality of leisure and recreation. Media texts with reviews uploaded on the trips provide opportunities to compare the key characteristics of the holiday, contribute to the most appropriate choice of possible alternatives. On the other hand, the formation of standardized, stereotypical models of tourist behavior, following the ideology of consumption is considered as one of the consequences of media tourism.

Blogs, Instagram, social networks in modern conditions often illustrate the values of mass consumers' culture, firstly manipulate the consciousness of young people, and inspire the need to make costly trips. Photo reports and reviews of trips posted in the online network space; serve as pseudo proof of success, social status, recognition and approval in the eyes of others. The desire of the consumer to upload an attractive video series of his travels, exclusive experiences, to get the maximum number of responses (likes) from both a wide range of audience and significant social groups leads to imitation of emotions and distortion of the real experience of a tourist trip.



The modern tourist, identifying himself with the most successful creator of the media content, seeks to borrow ideas and practices of tourist behavior. The low level of criticality of the user in the perception of information is one of the negative trends. The media is an abstract or symbolic system that seeks to form some idea of a real system that is less or more in line with the actual state of affairs. This representation is always incomplete and reflects only some aspects of the real system ([Anokhov, 2017](#)).

Increasing the level of media competence of Internet users, development of skills related to the selection and analysis of information will contribute to the formation of critical perception of media texts ([Ryabova et al. 2018](#)). In modern conditions, special attention should be paid to learning technologies that form a responsible approach for young people to search for and create media texts, to obtain thoughtful attitude to new technologies, and information resources of the Internet

In the context of globalization, considering the expansion of manipulation of opportunities in the online network space, the threats regarding the distortion of key contents ([Vinichenko, 2017](#)), special attention should be paid to acquiring the skills for adequate interaction with the flow of media and active, meaningful assimilation of media content. Effective use of the necessary information, its analysis, identification of economic, political, social and/or cultural interests associated with it has become the most popular competence not only in the field of education but also in the practice of consumption, choice of leisure and travel options.

## CONCLUSION

Because of the burgeoning atmosphere of the Internet and the increasing number of online electronic media resources, the level of demand for print media content is declining. In the new environment, digital space has become ubiquitous, exerting a decisive influence on the values, expectations, and interests of the population, especially young people. The tourism industry is pursuing specific fundamental changes in the content segment of the cyberspace. Contemporary tourists choose visual media as a solid and decisive source of information for their travels, including the service sector and tourism region and accommodation sector in the chosen area, which has its own unique characteristics that can be translated into different orientations compared to other locations. Communication, comprehensiveness, pragmatism, constructive collaboration, and changeability and accessibility are among the factors provided by the cyberspace to the audience today. The use of tourist information that is available to everyone in cyberspace not only has individual characteristics but also brings about positive social outcomes. It is linked to the trends of tourism media marketing and the modernization of the type of choice, travel planning, etc. At present, media masses can be considered as one of the most important parts of the control and organization of the living world's manufacturing mechanisms. The content of the media in the cyberspace not only reveals the attraction elements of the Russian regions but also develops the basis for the formation of new and unique samples in virtual groups. The results of the content analysis of the survey conducted on the tourists showed that there are synchronization and simulation in all cases of decisions about experiences and devices that are in line with national traditions and local features and cultural events. In particular, the analyses showed that the majority of feedback is positive feedbacks, such as gentility, self-centering, national food, antiquity. Today, visualization of consumer impressions is the most significant trend in the development of the tourism industry.

Analysis of the results of the previous studies and the results obtained by the sociological research revealed the highlighted place of functions of media content in the online network space. The key functions are connected with unlimited cognitive possibilities for obtaining differentiated information about tourist products and services, as well as their qualitative and quantitative characteristics. New trends related to the implementation of communicative, socio-psychological functions are also of interest including emotional feedback of the participants in networks' interaction space, the possibility of self-presentation of the individual by replicating opinions, assessments, photos and videos about spending time on the holiday in the online space.

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