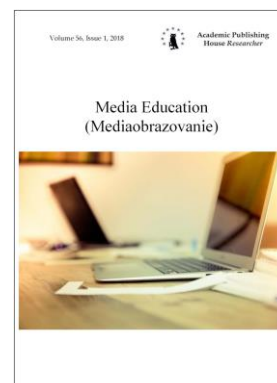




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## Mediatization of Tourism: New Trends and Tourist Attraction in the Online Space

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### Abstract

The article deals with the characteristics of the media content of tourist orientation, presented in the online network space, analyzes the specifics of reflection and formation of tourist attractiveness in the media reality. The empirical base of the study was the results of the content analysis of the reviews of tourists posted on the Internet, as well as other sociological studies characterizing the attitude of consumers to different media. Digital media in modern conditions are among the most popular sources of information about tourist services and products. These trends are determined by the advantages of information placed in the online network space: relevance, versatility, interactivity, hypertextuality, multimedia, accessibility. The outcomes of the outlook for tourism advancement by the help of the media were also discussed. 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 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.

**Keywords:** tourist mediatization, cyberspace, media content, social networks, new media reality.

### 1. Introduction

Today, 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 (Bahta, 2003). The absence or insufficiency of the presence of objects of tourist attraction in the media space is considered as a key barrier to the promotion of the territory and its attractions, increasing tourist flows.

Media-induced tourism, which includes visits to places associated with films, television programmes and literature, has become a growing phenomenon in the modern world (Iwashita, 2003). Music, movie, 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

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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).

Given the high level of influence of media sources on the Internet (Gálik, 2017; Gálik, Gáliková Tolnaiová, 2015) on the behavior of consumers of tourist services, the analysis of this content, its specificity becomes particularly relevant. It should be noted that scientific publications are mostly concentrated in the framework of issues related to the interests of tourism service providers: the formation and development of the image of the territory/ hotel, its promotion through social networks, blogs and other media resources (Leung et al, 2013). 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). At the same time, the scientific literature emphasizes that the use of the media space of the Internet, interaction and exchange of tourist impressions is a much larger process than just the evaluation of tourist products. In this regard, of particular interest is the qualitative context of information, the specificity of the display and replication of elements of tourist attractiveness of territories and tourist sites in the online network space. The system of images, impressions and expectations in tourism among modern travelers is formed under the influence of fashion, prestige, visual images, visual and symbolic embodiment of social status in the implemented tourist product, its positioning in social and virtual communities. Scientific and practical interest is the analysis of characteristics, samples of tourist product displayed in the online network space.

## 2. Materials and methods

Purpose – research of new trends in tourism mediatization, analysis of the properties and functions of tourist information presented in the online network space, the specifics of representations and assessments of the tourist attractiveness of Russian territories in social networks.

In modern conditions, the online network space is a key factor in the formation of a new media reality, transforming the process of consumption and creation of information, its evaluation and perception. Mediatization of tourism in the context of this article is considered as a process of dissemination and improvement of means of obtaining, creation and replication of information on the provision of tourist services, recreation routes and features of travel, tourism infrastructure, capacity, etc. Of particular importance in modern conditions is the personal coloring of the text, marked as a personal or collective experience of receiving impressions.

One of the research methods is the content analysis of tourist reviews posted on the Internet. For the analysis were selected reviews devoted to the discussion of travel, tourism infrastructure and the potential of the Russian territories.

Content analysis as a method of qualitative and quantitative study of documents includes the search, registration and numerical processing of certain semantic units fixed in the set of documents, the interpretation of the data (Churasheva, 2007). In modern conditions, there has been a significant evolution of this method, which consists in expanding and refining its cognitive capabilities as a means not only to describe, but also a qualitatively new interpretation of the content of text data. Qualitative analysis of documents allows to expand and concretize the instrumental understanding of media text. In particular, to consider not only informative and informative blocks (practical information characterizing tourist objects in the place of stay), but also the valuable content of the review (appeal to specific values and needs); the ratio of information and emotional components of messages (Zhukova, 2008). The method of content analysis has significant advantages, providing the study of stereotypes and interests of the creators of texts, emotionally colored assessment of the domestic tourist product.

An additional source of information was the results of sociological studies characterizing the attitude of consumers to different media. Of particular interest were the estimates of respondents of tourist trips received on the Internet (blogs, reviews, social networks).

## 3. Discussion

Mediatization of modern tourism is considered today as a key area of research by many scientists (Iwashita, 2003). In particular, a number of studies have concluded that there are objective limitations to traditional media content, as the use of the Internet, magazines and brochures does not provide tourists with complete information (Bahta, 2003). It is proposed to use online social networking platforms (Vu et al, 2017) as alternative data sources for the formation of sustainable travel models. This approach allows us to provide greater coverage of the audience, and the development of media practice in the management of information impacts and promotion of the tourist experience (Jansson, 2002). This process will be facilitated by the rapid changes in the development of information and telecommunication technologies noted by many scientists (Meneses, Mominó, 2012), the high level of mobile phone and Whats App use among young people (Nawaila, Bicen, 2018; Shearer, 2010).

The need for pluralism regarding the presence of 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). Special attention should be paid to research on the interaction of users of tourist social networks in cyberspace (Erstad et al, 2007). The results demonstrate different ways of perceiving and behaving on the Internet: Troll, activist, social critic, information seeker and secular person related to the purpose that users pursue when using media (Mkono, Tribe, 2016). Advanced social media tools have changed the way people communicate share content, interact, and collaborate (Ahmed et al, 2019).

Introducing and describing the tourist destinations in the virtual media space has an important role in shaping the tourists intention to choose the desired place to go on vacation. According to empirical research, the appeal to popular media, including music, films, television series, animation, advertising and social networks, induces an increase in tourist flow (McWha, Beeton, 2018). 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 (Iwashita, 2006).

Modern studies emphasize that for the present the characteristic trend of photographic activity in cities (Giglio, 2019). As part of the scientific discussion on this issue, the point of view is of interest, according to which modern media initiate the "end of tourism". This thesis is associated with the fact that modern media culture implies a state of constant virtual mobility. Mediatization of tourism, maximum availability of information content that demonstrates the characteristics of cultural and historical sites from the most favorable angles can mean the era of "post-tourism" or "the end of tourism» (Jansson, 2002). Other studies see social media as an effective communication channel in the tourism industry. From their point of view, the mediatization of tourism forms relevant expectations and trust between the tourist and the tourism service provider (John et al, 2018).

The focus of research today is on consulting processes in online travel communities that offer important advice for decision-making by travelers. Daniel Blanche emphasizes the importance of an interactive communication environment in the online network space. Data from a survey of users of online travel communities illustrate that relative capital variables (commitment, reciprocity perceptions) moderate the main relationships (Belanche, 2019).

According to Simona Giglio, the analysis of social data can to create a predictive model to formulate tourism scenarios, working general tourism marketing strategies (Giglio et al., 2019). Analysis of media content, which is placed in the online network space, its importance for the development of marketing strategies is also presented in the study Hongbo Liu, Laurie Wu and Xiang Li. Using a mixed experimental design, this study finds that, among consumers with low trait self-esteem, luxury travel experiences shared by similar others stimulate focal consumers' own intentions to visit the same destination. In addition, destination visit intention is triggered by benign envy toward the experience sharer (Liu et al, 2019).

Spontaneous conversations and exchange of experience in the online network space form the city brand identity and city brand image. Of particular importance are symbolic values and emotional attributions shared by members of online communities in relevant forums (de Rosa, 2019). This view is supported by other scientists. In particular, L. Cervi studying the Italian online travelers' community, which, in only two years of life, has reached more than 540 000 followers,

over 7 000 000 visits per month and over all 2 700 000 interactions, becoming -according to its creators- the largest travelers' community in Europe. Through a triangulation of methods, scientist reveals how the key of all interactions is emotion and how, therefore, the benefit that the members obtain is mainly emotional (Cervi, 2019).

The public availability of information on the Internet has radically transformed the channels for obtaining information and forming estimates of consumers in the tourism sector. In modern conditions, social media get more authority among consumers of services than official sources of information. The possibility of familiarizing with the experience of other travelers, studying the places of arrival not only in the context of official information and/or advertising, but also within the original content on the Internet (videos, blogs, photos, reviews, etc.) allows us to talk about new forms of reflection of tourist products in the media space. On the one hand, online travel reviews may contain information that does not fully meet the criteria of accuracy, integrity, reliability (Tilly et al, 2015). On the other hand, it can be stated that the properties of information in the media space of the Internet are relevance, versatility, variability, interactivity, accessibility, multimedia, hypertextuality. Consider these properties.

Relevance-compliance of the information found with the user's requirements. The presence of information retrieval systems, the accumulated volume of thematic links and information in modern conditions is a factor in ensuring the relevance of media texts presented on the Internet. Collecting and analyzing geotagged multimedia data (such as photos, tags and comments) from available social networks provides potential tourists with information that meets their unique needs and requests (Nguyen et al, 2017).

Universality is a property of information that characterizes its ability to be versatile, covering various aspects of recreation and travel: visa formalities, transport, accommodation, food, attractions, leisure and entertainment.

Variability-as a property of information is associated with the presence of alternative, polyvariant information about recreation and tourist sites, containing both positive and negative estimates. It is in the online network space that the consumer is given the opportunity to choose alternatives, compare multi-vector, polar data about the same or similar tourist object/ service.

Interactivity involves a certain symmetry between the consumer and the Creator of the media text, active interaction between which includes the exchange of views, comments, obtaining personalized information in accordance with individual requests. The presence of feedback and user involvement provides a higher level of verification of evaluation and perception of information.

Availability. Information technology provides the ability to obtain the required information at the time of their request (Missaoui et al, 2019). In the conditions of increasing pace of life, the widespread use of mobile technologies, when more and more people own smartphones, potential consumers of tourist services are focused on obtaining personalized information directly at the time of actualization of this need, that is, "at the time and in the place where they need it" (Missaoui et al, 2019).

Multimedia. The integrated use of differentiated means of information transmission increases the level of credibility and clarity of the information received. The advantages of online network space in comparison with other mass media are the expanded possibilities of complex use of text, graphic information, video and sound.

Hypertextuality as a key property of the media space of the Internet involves the expansion of information capabilities, both producers of media products and its consumers. Links to a variety of sources of information made in hypertext mode, make it possible to improve the quality, completeness and reliability of information. Providing alternative sources provides the consumer with the means for its comparative analysis, generalization and interpretation (Bazarova, 2011). Hypertextuality of the online network space is a factor of increasing media literacy, critical perception of information, the formation of a new generation of experienced media consumers.

#### 4. Results

The emergence and popularization of social networks in modern conditions is considered as one of the most important drivers of formation and consolidation of interest in tourist impressions. Since 2000, according to experts, the volume of information and its quality on the Internet has increased significantly, online travel reviews have begun to cover more and more



countries, providing differentiated information on a variety of aspects of recreation (Tilly et al., 2015).

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 (Kusina, 2013).

The results of the studies by Golev and Choreva 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). 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).

Mediatization of tourism as a process of improving the means of storage and transmission of information about tourist facilities and services, especially in the online network space, is quite a favorable trend. The positive effects of media tourism are determined by the functions of media content on tourism issues posted on the Internet:

- cognitive function-providing the consumer with General knowledge and facts about the place of rest, the specifics of travel, attractions, and private information about catering facilities, accommodation facilities, prices, level of service, etc.

- normative function-the definition of the reference characteristics of the rest, allows by comparing the estimated judgments of tourists to form their own expectations, to outline the contours and trajectories of travel, the best options for accommodation, food and leisure.

- comparative function-providing the ability to compare two or more similar tourist facilities, services or products on indicators such as price, quality, availability, uniqueness, etc. within the online network space, the consumer can not only make a quantitative and qualitative comparison of the properties of several objects, but also to consider the dynamics of their development in the reviews of tourists for different periods of time.

- communicative function – provides information transfer, exchange of opinions and value judgments, tourist impressions, promotes involvement of a wide range of stakeholders in the generation and retransmission of media content (Shesterkina, Borkchenko, 2014); emotional color of information in blogs, reviews, social networks forms a higher level of user involvement in the discussion of tourism topics.

- socio-psychological-provides the opportunity for self-presentation of the individual by replicating in the online network space of opinions, assessments, photos and videos about the holiday (Sarna, 2014). Information consumer gets the opportunity of identifying ourselves with the referent social group with similar or your preferred travel behaviors.

Let us consider the key characteristics of the domestic tourism product, reflected in the online network space.

Quite the expected result of the study was the receipt of a large array of information content illustrating the evaluation of tourist infrastructure: accommodation (hotels, hotels) and catering facilities.

The evaluation of accommodation facilities is dominated by such characteristics as the location of the hotel, service, cleanliness, room size (spacious/crowded), timely repair, availability of necessary furniture, air conditioning, safe, etc. This media content provides users with personalized information. Subjectivity of assessments, emotional coloring

"Fairness" of the price (the ratio of price and quality of services), as well as the friendliness of the staff is considered as a compensator for the lack of comfort in the living conditions. Online network space provides a potential tourist with the most realistic, comprehensive information that allows you to plan your trip taking into account all possible risks.

The level of tourist attractiveness of the territory is determined by the possibilities of visualization of impressions, their positioning in social and virtual communities. The need for visualization, which is now becoming the basic modus of the culture of everyday life, replication of "photographed places" in social networks is one of the most typical characteristics of the new media reality. Not only in the online network space, but also in the print media, the role of

illustrations is increasing. The modern consumer is focused on obtaining complex data that allow to model and evaluate the situation independently. Redundancy of information in modern conditions, a high level of competition for the reader's attention actualizes such characteristics of media content as dynamism, brightness, attractiveness. Impressions of the visual image initiate interest in the publication, optimize the process of its perception. A key trend in the development of the new media reality is the transition from "media" (text, sound, visual data) to the use of "multimedia" (interactive graphics, video, animation). Multimedia converts and transformerait perception of media content, experience and evaluation of consumer information (Schetinina, 2016). It should be noted that the analysis of tourist reviews confirmed the relevance of the use of an extended range of data transmission methods. Integration of text and visual information, adding video significantly increases the number of views of the media. In comments to them, users mostly Express such value judgments as "interesting", "useful", etc. The brightness and clarity of the information increases their importance in the eyes of the Internet audience.

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

This network and online space has a maximum capacity for changing attitudes, as well as the formation of a new perspective on tourism. Reviews, ratings posted in 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, contributes 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 creators of the media content, seeks to borrow ideas and practices of tourist behavior. One of the negative trends is the low level of criticality of the user in the perception of information. 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).

Internet research indicates a small amount of time spent by young people to assess the information found, namely its relevance, accuracy and reliability. The search conducted at high speed ends with a cursory review of the data, a fragmentary analysis of the information. Assessment of the authority of the source of information is not among the competencies of modern "digital youth" (Yao et al, 2011).

Another negative trend is the pattern and uniformity of modern media texts, replicated in the online network space. According to experts, a characteristic feature of the new media reality is the absence of the need to create unique content, the ability to fill existing templates with the help of universal and simple tools. Deprived of the need to invent new forms and opportunities for self-expression, users of the online network space first cease to need, and then lose the ability to perceive content visually and meaningfully outside the usual format of social networks (Maleina, 2015).

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 (Rybova 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.

Media competence determines the essence of an individual's abilities to use, critically analyze, evaluate and transmit media texts in various types, forms and genres, analyze complex processes of media functioning in society (Fedorov, 2007; Fedorov, Levitskaya, 2019).

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 (Khlyzova, 2011) 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.

## 5. Conclusion

Because of the burgeoning atmosphere of the Internet and 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 undergoing significant transformations due to the emergence and popularization of media content in the online network space. Modern tourists choose digital media as the dominant source of information about travel, tourist attractiveness of territories, tourist services. Information placed in the online network space has a number of properties that make up its advantages over other media: relevance, versatility, interactivity, hypertextuality, multimedia, mobility and accessibility. The use of tourist information posted in the online network space, has not only individual but also social consequences associated with the new trends of publicity of tourism, modernising practices for selecting, planning and organization of travel-Modern mass media can be considered as one of the most important regulatory mechanisms controlling social organization "life-world" (Sarna, 2014). 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.

Analysis of scientific publications and the results of sociological research revealed the functions of media content placed in the online network space. The key functions are connected with unlimited cognitive possibilities of obtaining differentiated information about tourist products and services, their qualitative and quantitative characteristics. New trends related to the implementation of communicative, socio-psychological functions are also of interest: emotional feedback of network interaction participants, the possibility of self-presentation of the individual by replicating opinions, assessments, photos and videos about the rest in the online space.

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