

INVESTIGATING THE ROLE OF MASS MEDIA IN EDUCATION TOURISM
INVESTIGANDO O PAPEL DA MÍDIA DE MASSA NO TURISMO DA EDUCAÇÃO
***INVESTIGANDO EL PAPEL DE LOS MEDIOS DE COMUNICACIÓN EN EL
TURISMO EDUCATIVO***

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ABSTRACT: Educational tourism is regarded as a means to give the best education to students and to enhance knowledge. The increasing popularity of acquiring knowledge and technical competencies from the world's best destinations has led to increase in education tourism. The article examines the role of mass media in the development of education tourism in the Republic of Tatarstan. The article presents materials illustrating the role of mass media in promoting education and attracting potential tourists: websites, Instagram, social networks, television programs, broadcastings, series of thematic videos, brochures, fact sheets, articles in specialized publications etc., prepared by the State Committee for Tourism of the Republic of Tatarstan. Research methods include theoretical analysis of international, national, regional and local sources. This article discusses issues related to the mass media development in education, cultural tourism and a whole range of activities aimed at promoting and preserving education, cultural values and heritage in the Republic of Tatarstan. The priority direction of the government activities and scientific research in the development of cultural tourism is formation of a new attitude towards the preservation of national and World Heritage for modern and future generations and determining the impact of tourism on objects of cultural and natural heritage. In this article, the authors analyzed mass media materials in the development of tourism opportunities in the Republic of Tatarstan (Russia), as well as in the training and education of tourism personnel and improving the quality of tourism services. The materials of the article are useful for specialists in the tourism industry, teachers of educational institutions, as well as a wide range of readers.

KEYWORDS: Mass media. Education tourism. Cross-cultural communication. Globalization. Students.

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RESUMO: *O turismo educacional é considerado um meio para dar a melhor educação aos alunos e para aumentar o conhecimento. A crescente popularidade da aquisição de conhecimentos e competências técnicas a partir dos melhores destinos do mundo levou ao aumento do turismo educacional. O artigo examina o papel dos meios de comunicação de massa no desenvolvimento do turismo educacional na República do Tartaristão. O artigo apresenta materiais que ilustram o papel dos meios de comunicação de massa na promoção da educação e na atração de potenciais turistas: sites, Instagram, redes sociais, programas de televisão, transmissões, séries de vídeos temáticos, folhetos, fichas técnicas, artigos em publicações especializadas etc., elaborados pelo Comitê Estadual de Turismo da República do Tartaristão. Os métodos de pesquisa incluem a análise teórica de fontes internacionais, nacionais, regionais e locais. Este artigo discute questões relacionadas ao desenvolvimento da mídia de massa na educação, turismo cultural e toda uma gama de atividades destinadas a promover e preservar a educação, os valores culturais e o patrimônio na República do Tartaristão. A direção prioritária das atividades governamentais e da pesquisa científica no desenvolvimento do turismo cultural é a formação de uma nova atitude em relação à preservação do patrimônio nacional e mundial para as gerações modernas e futuras e a determinação do impacto do turismo nos objetos do patrimônio cultural e natural. Neste artigo, os autores analisaram materiais de mídia de massa no desenvolvimento de oportunidades de turismo na República do Tartaristão (Rússia), bem como na formação e educação do pessoal do turismo e na melhoria da qualidade dos serviços turísticos. Os materiais do artigo são úteis para especialistas da indústria do turismo, professores de instituições de ensino, bem como uma ampla gama de leitores.*

PALAVRAS-CHAVE: *Mídia de massa. Turismo educacional. Comunicação intercultural. Globalização. Alunos.*

RESUMEN: *El turismo educativo se considera como un medio para dar la mejor educación a los estudiantes y mejorar el conocimiento. La creciente popularidad de adquirir conocimientos y competencias técnicas de los mejores destinos del mundo ha llevado al aumento del turismo educativo. El artículo examina el papel de los medios de comunicación en el desarrollo del turismo educativo en la República de Tartaristán. El artículo presenta materiales que ilustran el papel de los medios de comunicación en la promoción de la educación y la atracción de turistas potenciales: sitios web, Instagram, redes sociales, programas de televisión, transmisiones, series de videos temáticos, folletos, fichas técnicas, artículos en publicaciones especializadas, etc., elaborados por la Comité Estatal de Turismo de la República de Tartaristán. Los métodos de investigación incluyen el análisis teórico de fuentes internacionales, nacionales, regionales y locales. Este artículo aborda cuestiones relacionadas con el desarrollo de los medios de comunicación en la educación, el turismo cultural y toda una gama de actividades destinadas a promover y preservar la educación, los valores culturales y el patrimonio en la República de Tatarstán. La dirección prioritaria de las actividades gubernamentales y la investigación científica en el desarrollo del turismo cultural es la formación de una nueva actitud hacia la preservación del Patrimonio Nacional y Mundial para las generaciones modernas y futuras y la determinación del impacto del turismo en los objetos del patrimonio cultural y natural. En este artículo, los autores analizaron los materiales de los medios de comunicación en el desarrollo de oportunidades turísticas en la República de Tatarstán (Rusia), así como en la formación y educación del personal de turismo y la mejora de la calidad de los servicios turísticos. Los materiales del artículo son útiles para especialistas en la industria del turismo, profesores de instituciones educativas, así como para una amplia gama de lectores.*

PALABRAS CLAVE: Medios de comunicación. Turismo educativo. Comunicación intercultural. Globalización. Estudiantes.

Introduction

In the 21st century, the tourism industry has embraced all countries and continents, becoming the reality of a new global culture. There is no doubt that tourism performs cultural function (IVANOVIC, 2009). Cultural tourism means travelling in order to get acquainted with the material and spiritual objects of culture, to participate in the events of cultural life. It affects the spiritual sphere of a person, system of values, knowledge, social behavior (RICHARDS, 2007; BONIFACE, 1995).

It should be noted that the invaluable legacy of civilization, accumulated over millennia, can be saved only by the mass international heir, and not the state in which territory it is located (BELOGLAZOV *et al.*, 2019). In this regard, UNESCO should be commended for introducing an effective instrument for preserving unique and irreplaceable values, regardless of which people they belong to (WTO, 2001). It was UNESCO that informed the whole world about humanity having a common heritage that needs to be protected and passed on to future generations (MCKERCHER; DU CROS, 2002). This was confirmed by regulatory documents aimed at protecting and preserving this valuable heritage. Among they are the following: The Convention Relating to the Protection of the World Cultural and Natural Heritage (1972), the Convention for the Safeguarding of the Intangible Cultural Heritage (2003) and the Convention on the Protection and Promotion of the Diversity of Cultural Expressions adopted in 2005. This approach to heritage and cultural diversity affects the identification, preservation and promotion of both tangible and intangible heritage, as well as cultural tourism strategies (RUSSIA, 2017).

Tourism, as a way of getting in touch with aspects of different cultures and languages from different countries, can also be a tool that combines with education, by allowing these diverse contacts to become a formative experience for those who have the opportunity, so it is important to note the role of this educational tourism and also its promotion by media

The authors of this article have studied the experience of mass media in tourism promotion in the Republic of Tatarstan, as well as various aspects related to this topic. Among them are training of tourist personnel, improving the quality of tourism services and also such factors as: indicators of the development of the tourism industry, promotion of tourism products

(international and inter-regional cooperation), tourism events, working with the official website and the media take great role.

Purpose of the Present Study

The objectives of the study are as follows:

- to analyze the ways of promoting tourism in the Republic of Tatarstan by expanding the range of Internet projects;
- to clarify the role of periodicals aimed at expanding of advertising of tourism opportunities;
- to identify the features of the educational approach to understanding the need to preserve cultural heritage;
- to determine the nature of training for the purpose of their ability to work in the mass media system;
- to evaluate the role of foreign languages in terms of improving of specialists training in the field of mass media, as well as the effectiveness of intercultural communication in the field of intercultural tourism;
- to identify the role of volunteers in organizing the functioning of mass communications;
- to determine the nature of organizational activities for the formation of an information system to support the tourism sector.

Methods

Research methods include:

- theoretical analysis of international, national, regional and local documents and materials in the field of tourism, tourism culture, socio-cultural policy and cultural studies of tourism; research foreign sources and domestic literature on research topics, relevant materials of Russian periodicals and statistical data;
- quantitative analysis of promotion of the Republic of Tatarstan tourism product which was done by means of mass media sources.

The subject of a theoretical understanding of the tourism culture were the works devoted to the issues of cultural heritage, typology of culture, cultural universal and sociocultural dynamics A. V. Beloglazov (2019), L. I. Galimova *et al.* (2018), S. S. Galimov *et al.* (2018),

V. I. Gainetdinov (2018), L. S. Timofeeva (2019), A. R. Akhmetova (2019), R. R. Nizaev (2019).

Results and Discussion

Today, the tourism industry as a highly profitable and rapidly growing economic sector is becoming increasingly important in the development of individual regions, contributing to the preservation of social and cultural potential and authentic values, natural landscapes and ecosystems of various territories. Being a relatively independent industry, the tourism industry provides a deep integration of social relation and social mobility. Currently, the tourism industry in Russia is at the stage of institutional formation and structural modernization of the tourism infrastructure, as well as the formation of a sustainable basis for intersectoral interaction.

In the context of our study, tourism development in the Republic of Tatarstan is considered. The development of tourism today is carried out in accordance with the strategy of social and economic development of the Republic of Tatarstan until 2030. Tatarstan is becoming more and more popular with Russian and foreign tourists. An important factor in attracting guests is a rich cultural heritage and events (festivals, holidays, national and international tournaments, concerts of Russian and world stars, holding sports championships etc.) (GALIMOVA *et al.*, 2018).

These events are widely covered by the mass media: on the social networks, television and news programs dedicated to the sights and cultural heritage of the Republic of Tatarstan. Promotional films are issued. For example, promotional films were released for such major events as the XVII World Summer Universiade, the 2018 World Cup, the Fifth National WorldSkills Kazan 2019. Events in the Republic of Tatarstan are accompanied by many articles, brochures and booklets, postcards and other information materials.

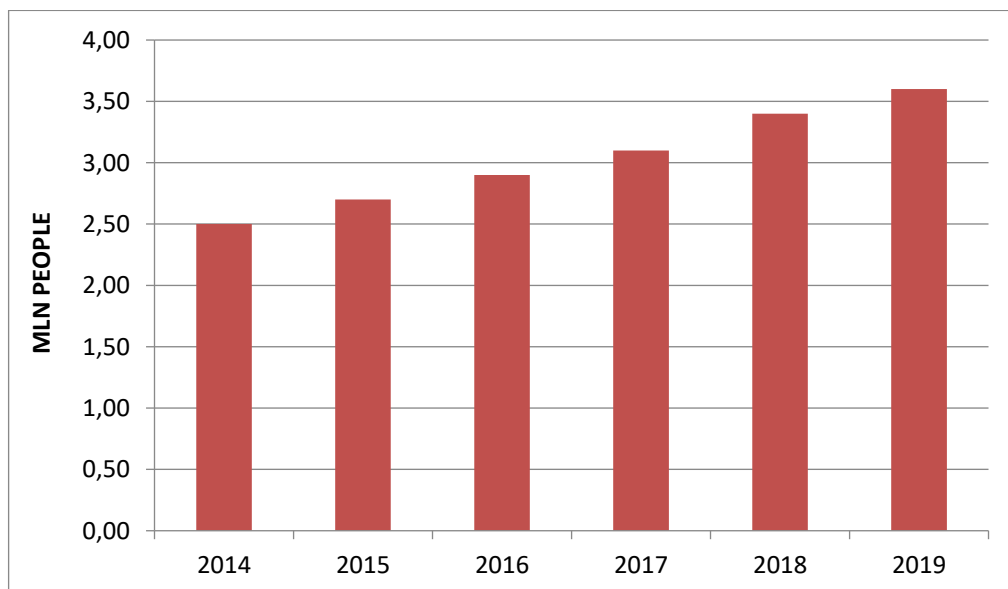
Work on the implementation of functions in the field of tourism is carried out by the State Committee of the Republic of Tatarstan on Tourism. This is the executive body of state power of the Republic of Tatarstan on intersectoral competence, carrying out functions of public administration in the field of tourism and intersectoral interaction, coordination with ministries and departments of the Republic of Tatarstan for the development of the tourism and hospitality industry.

The State Committee pays much attention to the professional staff training for the tourism and hospitality sector of Tatarstan. The advanced training program was held for

specialists engaged in tourism development in the municipalities of the Republic of Tatarstan. 30 specialists from 20 municipalities of the Republic have been within its program on the initiative of the State Committee for Tourism and based on Kazan Federal University⁴. This educational program was devoted to two topics - the formation of a tourist product and the promotion of a tourist product in the mass media and social networks.

The Republic of Tatarstan is one of the leaders among the regions of the Russian Federation in the field of tourism. The Republic of Tatarstan shows a steady positive trend in the main indicators of the industry. Based on the official website of the State Committee for Tourism of the Republic of Tatarstan, the authors analyzed the annual growth rate of tourist flow in the Republic of Tatarstan. The number of tourists in the republic shows the annual growth in average 9%. At the end of 2018 the Republic of Tatarstan was visited by more than 3.4 million tourists from Russia and other countries, while it was visited by 2.2 million people in 2013 (State committee on tourism of the Republic of Tatarstan) (see figure 1).

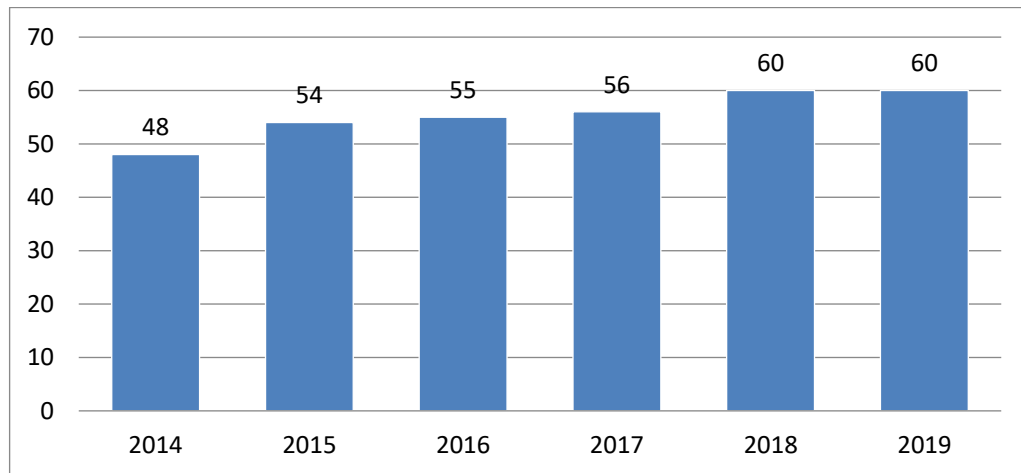
Figure 1 – Dynamics of tourist flow to the Republic of Tatarstan (million people)



Source: Devised by the authors

Also, the authors of this article analyzed the site in terms of average hotel loading in Kazan in 2014-2019. The high average hotel load is explained by the general increase in tourist flow to the capital of Tatarstan (see figure 2).

⁴ More information available at: <http://tourism.tatarstan.ru>. Access: 10 Jan. 2021.

Figure 2 – Average load of hotels in Kazan in 2014-2019 (in %)

Source: Devised by the authors

This analysis showed that the State Committee of the Republic of Tatarstan on Tourism communicates through the mass media. This allows the Republic to carry out active work to promote and popularize the tourism opportunities of the Republic of Tatarstan both within the Russian regions as well as foreign markets. Special attention is paid to the development of tourist centers of the Republic of Tatarstan – Kazan, the Great Bolgar, the island-town of Sviiashsk, Elabuga, Chistopol, Tetiush. Tourist flow in 2018 to the main tourist centers of the Republic increased by 2.4 times compared with 2013.

According to information of numerous websites, the State Committee of the Republic of Tatarstan on Tourism takes an active part in tourism events: participation in international tourism exhibitions (Finland, Iran, Russia, China etc.); conducting advertising campaigns in Russia and foreign countries; holding business meetings in the field of tourism; participation in federal targeted programs and others (GALIMOVA *et al.*, 2018).

According to the official website of the State Committee on Tourism, Tatarstan is included in the offers catalogue of tour operators of the United States of America, Canada, Finland, Austria, Germany, Japan, South Korea, the United Arab Emirates, Kuwait, India and Vietnam. The first tourists from the United Arab Emirates visited Tatarstan in 2017 (State committee on tourism of the Republic of Tatarstan).

The State Committee initiated 7 advertising campaigns in Russia, Finland and Germany in order to popularize Tatarstan as a tourist destination. Presentation materials were placed on the most popular advertising media and information sources from Russian and foreign audiences. Much attention was paid to the interaction with the mass media of Russia and foreign countries.

New channels of tourist resources promotion of Tatarstan were applied:

- on the screens inside the cars a video clip "Visit Tatarstan" was broadcasted; in all Aeroexpress trains, the image-building posters "Tatarstan 1001 Pleasure" are posted in Moscow;

- in the supermarkets "Bahetle" in Moscow, buyers got acquainted with the tourist opportunities of our direction and registered for a drawing of lottery for the trip to Tatarstan;

- the video "Visit Tatarstan" was shown in theaters of Moscow, St. Petersburg, Nizhny Novgorod, Yekaterinburg, Samara, Saratov, Perm, Ulyanovsk, Izhevsk, Ufa before the premiere of the most box-office movies (State committee on tourism of the Republic of Tatarstan).

To confirm the tourist potential and attractiveness of the Republic of Tatarstan, there were more than 3 thousand publications, on TV channels and 220 plots were shown.

It should also be noted that the State Committee of the Republic of Tatarstan on Tourism has developed investment projects. Among them, the project "Volga Bulgaria" can be identified. The purpose of this project is to create a developed world-class tourist site in Tatarstan, which will increase the time spent by tourists in Tatarstan.

Also, the State Committee developed and presented the brand route "Tatarstan: 1001 Pleasures". The leading companies and experts of the republic took an active part in the development of this route. The wishes and preferences of the guests of the Republic of Tatarstan were considered. Special route "Tatarstan: 1001 Pleasures" is the new standard of guest care and hospitality in accordance with the values of "Visit Tatarstan" brand: attention, emotions and abundance. The idea of this route is not just to show interesting leisure centers of Tatarstan, but to focus on new experience of the traveler, emotions, taste and sensations.

In this regard, it is important to note that the State Committee of the Republic of Tatarstan on Tourism has its official website⁵, where regular coverage of the activities of this committee is held, i.e., current events and photo stories about current events.

Special attention should be paid to the role of the mass media in promoting tourism in the Republic of Tatarstan in recent years. They are as follows:

- according to the results of 2019, 1950 publications were published in print and Internet media, 120 stories were shown on TV channels, 8 interviews on Tatarstan TV channels, 6 broadcasts on radio stations, 7 press conferences and briefings were held, as well as 10 press tours for the media of the Republic of Tatarstan;

⁵ Available at: <http://tourism.tatarstan.ru>. Access: 10 Jan. 2021.

- BBC (Great Britain), Deutsche Welle (Germany), Fox Sport International, France Television, Ite (Spain) talked about the tourist centers of Tatarstan;

- programs about the island of Sviyazhsk, The Great Bolgar, Elabuga were shown on the TV channels “The First”, “Russia”, “NTV”, “Culture”. The famous program “Orel and Reshka” of the TV channel “Friday” spoke about the capital of Tatarstan, and the program about the culinary traditions of the Republic of Tatarstan “Food - I love you” was shown.

It should also be noted that the events held in the Republic of Tatarstan are accompanied by background information in various languages. For example, to attract tourists to the FIFA World Cup 2018, the official tourist portal “Visit Tatarstan” was updated, where new objects and attractions, guides and routes for fans were designated. During the championship, this resource was visited by 9.5 thousand people. At the stadium "Kazan Arena" in the official press center of the FIFA Confederations Cup in Kazan and in the Press Center for non-accredited journalists in the CEC "Pyramid", there are exhibition booths of the Republic of Tatarstan, which represent the tourist potential of the republic.

Discussion

The basic reason to make a detailed analysis of tourism communication in Tatarstan is the development of cross-cultural communication in the context of globalization of tourism. The research has shown that the problem is considered as one of the most important in the world. Of course, tourism culture plays an important role in humanitarian education, aesthetics, economics, and cultural exchange. It is important to use mass media to build tourism communication without any boundaries.

Various aspects of the development of tourism in the Republic of Tatarstan are reflected in the scientific work of researchers: A.V. Beloglazov (2019), L.I. Galimova (2018), S.S. Galimov (2018), V.I. Gainetdinov (2018), L.S. Timofeeva (2019), A.R. Akhmetova (2019), R.R. Nizaev (2019), and others. However, analysis of scientific papers and government documents on this issue showed us that this problem is not sufficiently considered.

Summary

While investigating this problem, the authors came to the following conclusions:

1. the tourism industry is becoming important in the development of individual regions, contributing to the preservation of social and cultural potential and authentic values, natural landscapes and ecosystems of various territories;
2. the Republic of Tatarstan is becoming more and more popular with Russian and foreign tourists;
3. an important factor in attracting guests is a rich cultural heritage and events (festivals, holidays, national and international tournaments, concerts of Russian and world stars, holding sports championships etc.);
4. these events are widely covered by the mass media: on the social networks, television and news programs dedicated to the sights and cultural heritage of the Republic of Tatarstan;
5. the State Committee for Tourism pays much attention to the development of the tourism and hospitality industry.

Conclusion

To sum up the functioning of the mass media in promoting tourism in the Republic of Tatarstan, we can conclude that it is necessary to expand the range of Internet projects in the field of tourism: the development and promotion of advertising and information topics, television programs and radio programs both in Russia and abroad. For this purpose, it is necessary to use periodicals and advertisements of the country's tourism opportunities by publishing booklets, posters, calendars, tourist route maps and establishing distribution channels for these advertising products in Russia and abroad, expanding the network of information centers for domestic and foreign tourists in places of major tourist flows.

Thus, it is important to understand that communication through the mass media plays an important role in promoting tourism in the Republic of Tatarstan. An educational approach it is necessary to understand the values of heritage, its fragility, uniqueness and the need to preserve it for future generations. This approach to heritage and cultural diversity affects the identification, preservation and promotion of heritage - tangible and intangible, as well as cultural tourism strategies. The concept of cultural heritage has changed significantly and expresses a more global and unified approach. The Government of the Republic of Tatarstan implements a set of measures to promote and popularize tourism resources, as well as to

preserve the cultural heritage of our republic. The role of the mass media in promoting tourism in Tatarstan is reinforced by events such as launching commercials, organizing advertising campaigns, coverage of tourist events in leading tourist prints and electronic mass media, broadcasting on regional and federal television channels. The mass media also covers the training of specialists in regional tourism activities. The main aspects in the training of specialists should be ability and willingness for tourism and hospitality.

Specialists, tourism managers are not only to ensure sustainable tourism development, sustainable forms and practices of management, but also create conditions for interaction and mutual understanding between communities, their cultures and heritage. The strengthening of the role of foreign languages in the curricula of tourism universities, both in quantitative and qualitative indicators, will help to improve and increase the effectiveness of intercultural communication in the field of international tourism.

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