

MEDIA COMMUNICATION INTERACTION IN RURAL TOURISM

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Purpose. The purpose of the article is to generalize and supplement the theoretical and methodological basis of the study of media communications in rural tourism, highlighting their main types and ways of development, as well as forming areas of communication with potential consumers of tourism products by adapting to their paradigm.

Results. The transition of society to a new stage of information development is accompanied by increased competition between tourist destinations, changing tourist profiles of consumers, changes in the mediation system, the total use of digital technologies and significant personal transformations. This situation requires adjustment of the organization of communications in various spheres of social and economic relations, including in the rural tourism sector. The development of rural tourism in Ukraine and Europe is closely linked to the formation of a new economy and information society, based on digital technologies. The main characteristics of the information society are formed in the research. The characteristics and development trends of the tourism market in both global and national dimensions are identified. The main approaches to the definition of media communications are considered. The historical stages of the formation of media communications are studied. Information on world statistics of Internet users is given. The directions of personal reorientation of tourist consumption are determined. Paradigms of media consumer thinking are described. The expediency of its adaptation and consideration in the development of the concept of rural tourism development is substantiated.

Scientific novelty. Scientific novelty is determined by the addition of the theoretical and methodological basis of the study in terms of adapting the paradigm of thinking of the media consumer to the concept of rural tourism.

Practical value. The directions of media communication activity proposed in the research will be useful in developing an effective concept of rural tourism development.

Key words: communication, media communication, media consumer, social networks, consumers of tourist product, rural tourism.

Introduction. Recently, under the influence of virtual social communications there is a change in social relations and human consciousness. The speed of information transfer, the increase in the number of communication channels, the availability of means of information transfer shows that society has moved to a new stage of development – information. However, many rural communities are on the brink of extinction. This is due to increased competition between tourist destinations; changing the tourist profile of consumers; changes in the mediation system; integration of digital technologies. This situation requires adjustment of the organization of communications in various spheres of social and economic relations, including in the rural tourism sector. That is why the topic of media communications in this direction is extremely

relevant and timely. It acquires special significance in the conditions of quarantine restrictions.

Review of literature. Issues of communication interaction in rural tourism are considered in the works of a number of scientists. M. L. Pato and A. S. Duque (2021) examines communication from the perspective of sustainable rural tourism in Portugal. To do this, the authors analyzed the environmental management policies and practices of the top 50 hotel companies by analyzing their websites.

A. Kiráľová, A. Pavlíček (2015) summarize the main characteristics of social media, study changes in visitor behavior that affect the marketing of the destination. The authors note that strategies consistent with social media can help tourist destinations remain competitive. J. Chatterjee and N. R. Dsilva (2021) recommend strategies to expand sustainable tourism in the two states of India. I. M. Harmain, N. M. Abdullah and U. A. Sameena (2021) on the example of Bangladesh, the effectiveness of the media is studied from the standpoint of promoting sustainable tourism in developing countries. R. Onu (2018) describes the social media campaign as a step before launching an innovative tourism project located in the Romanian countryside. This process began with the creation of profiles on social networks (Facebook, Twitter, YouTube, LinkedIn, etc.).

The paper of A. Yakymchuk et al. (2021) provides the authors' interpretation of the term rural "green" (ecological) tourism as "a type of tourism, which is a trip of tourists to natural, rural untouched by human, and protected areas based on the rational use of nature for educational purposes and for recreation, which corresponds to the concept of sustainable development". The study of I. Storonyanska et al. (2021) highlights "five elements of tourist infrastructure of the most popular tourist destinations in Ukraine: travel services, transportation services, accommodation services for temporary residence, catering services, services for the organization of recreation and entertainment". The analysis showed that only four out of five elements of the tourist infrastructure were at the proper level (Storonyanska et al., 2021).

The research of E. Amerani and M. Partalidou (2020) study the social construction of rural areas in the new era of mass media communication, focusing on the perception of Generation Z, who were born and raised with the Internet.

As we know, rural tourism largely depends on the organization of personal communication interaction of stakeholders. This determines the need to consider social networks as one of the areas of information dissemination. At the same time, we propose to shift the focus of our research from the plane of identifying the means of disseminating information about tourism activities to the plane of personal psychological characteristics of potential consumers of tourism products.

Materials and methods. The purpose of the article is to generalize and supplement the theoretical and methodological basis of the study of media communications in rural tourism, highlighting their main types and ways of development, as well as forming areas of communication with potential consumers of tourism products by adapting to their paradigm.

The methodological basis of the research is formed by scientific approaches and research methods: dialectical; monographic (in the study of scientific publications); method of scientific abstraction (penetration into the essence of phenomena by removing accidental and insignificant), integrated approach (in the study of media communication interaction within the paradigm of consumer thinking), the method of systematic analysis (in forming conclusions and proposals).

Results and discussion. The development of rural tourism in Ukraine and Europe is closely linked to the formation of a new economy and information society. Modern research has formed the main characteristics of the information society, which include: the growing role of information; increase in the share of information communications and services in the gross domestic product; formation of a global information environment; lack of clear social stratification; increased attention to innovation, destandardization and individualization of production (Zhdanenko, 2016).

This situation significantly affects the general trends of the tourism market in both global and national dimensions. In this context, we can identify the following characteristics: significant globalization of tourism; rapid development of transnational Internet resources; emergence of new distribution channels; significant convergence of suppliers and consumers of tourism products; change of consumer model; mass transition of companies online; widespread mobile applications; personal approach to the client. In such conditions the question of the organization of media communication interaction of participants of tourist relations acquires considerable urgency. Consider the main approaches to the definition of media communications (Table 1).

Table 1

Approaches to the essential content of media communications

Author	Essential content
1	2
A. Kaplan, M. Khaen-lein	Internet applications based on the ideological and technological basis of Web 2.0, designed to share user-generated content
Scientific School of the Institute of Journalism	type of social communications; these include the types of such media communication, which by its nature are mass, which gives the media the right to be called mass media
V. Rizun	<ul style="list-style-type: none"> – media communication at the level of the communicator does not differ from any other type of social communication; – technologically organized communication production and distribution of products or services; – focus on the manufacture of communication products
D. Dunas	synthesis of mass and interpersonal communication
M. Shylyna	the process of creating, broadcasting, exchanging information in personal, group, mass format through various channels through various means of communication (verbal, nonverbal, audio, visual, etc.)
O. Trukhachov	exchanging messages between two or more communicators who are at a distance from each other, or disseminating information to a mass audience located in different places. The problem can be solved only with the use of media communication, because we need to transfer FTF communication to another system. Communication will take place medially (that is, for some

Continuation of Table 1

1	2
	reason) when electromagnetic waves are used in its process, or it will be recorded on «long-term» media
V. Krosbi	new means of communication that combine new, incompatible means of communication; possibility of simultaneous broadcast for an endless audience of unique information, without individualization of messages; significant dependence on technology
Dzh. Kats	deprofessionalization of professional mass media, where media functions have moved to the platforms of Facebook, Instagram, Twitter, Google, where there are no norms of journalistic ethics, control and monitoring; development of public journalism
K. Zhurbenko	the process of liberation from intermediaries in the transmission and creation of information, the formation of a new communication culture

Source: compiled by the author on the basis of: Rizun, Tsymbalenko (2013); Trukhachov (2012); Novoselskyi (2021).

Analyzing these approaches, we can determine that some scholars associate media communication with digital technology. Consider the historical stages of the formation of media communications (Table 2).

Table 2

Historical stages of formation of media communications

Year	The name of the stage	Developer, implementation base or essence of content
1989	Creation of the first visual editor for the preparation of electronic online publications; invention of the World Wide Web (WWW)	T. Berners Lee
1993	Launch of the multifunctional Internet browser “NCSA Mosaic”, the appearance of the first online edition	Faculty of Journalism, Florida
1995	Mass distribution of journalistic materials and various content	Tragic events in Oklahoma City
1995	Creation of the first social network Classmates.com	R. Konrad
2004	Creating a Facebook network	M. Zuckerberg, E. Saverin, D. Moskowitz, C. Hughes
2005	The emergence of the concept of “Web 2.0”, which allows we to distribute own content on the network	T. O’Railly

Source: compiled by the author on the basis of (Novoselskyi, 2021).

According to the Digital 2020 and Hootsuite studies, the number of people worldwide using the Internet has grown to 4.54 billion, which is 7 % more than in January 2019. In January 2020, there were 3.80 billion social network users worldwide, an increase of more than 9 % (321 million new users) since last year. Worldwide, more than 5.19 billion people now use mobile phones, and the number of users has grown by 124 million over the past year. It is estimated that 92 % of Internet users in the world connect via mobile devices (Digital, 2020).

Nevertheless, the definition of the main criterion of the information society remains a significant problem. The process of its formation coincided with the process

of globalization, the characteristics of which are: e-commerce, coordination of global financial markets, development of supranational organizations, transfer of tastes and more. As a result, the social order is changing. The interaction of different classes and social groups reaches a new stage of development, forming socially undifferentiated “information communities” that communicate with each other in a virtual environment, which is a problem of determining the social status of their participants (Zhdanenko, 2016). In addition, in conditions of information overload, the life of modern man undergoes significant changes, which causes a restructuring of his cognitive abilities. The information society removes barriers between participants in information exchange. The large flow of information and the ability to expand their own communicative space causes a change in the attitude of the individual to the ways of interacting with others. Thus, individual requests here have a higher priority over social ones (Zhdanenko, 2016).

It should be noted that the profile of the current tourist has changed. He became more active and demanding of quality; is interested in nature and ecology; he travels long distances in search of new experiences and cultures.

Typically, modern tourists have a high level of education and constantly use digital technology to research, book and buy trips, as well as other digital services, such as online registration. In addition, they actively use various technical devices: mobile phones, smartphones, tablets, netbooks, MP3 and GPS. Thus, according to X. Martínez-Rolán, O. Tymoshchuk, T. Piñero-Otero, D. Renó (2019) a new type of tourist is formed – a social traveler who is looking for new experiences, has extensive experience and a great desire to discover new and authentic. It is emphasized that this is not just a matter of experience, but also the fact of sharing it on social networks.

Significant amounts of information created and accumulated in modern life provoke consideration of the relationship between qualitative and quantitative characteristics. It should be noted that in fact there is very little valuable and useful information. For most recipients, it has always been inaccessible not only because of their mental abilities but also social status. A characteristic feature of the information society is that production and consumption are transferred to the virtual sphere. Examples include virtual gifts, virtual tourism, virtual stores, and more.

J. Masuda sees the characteristic features of the information society in “computer technology with its fundamental function to replace or enhance the mental work of man; the possibility of mass production of cognitive, systematic information, technology and knowledge; strengthening the ability to solve problems, developing cooperation; leading branch of the economy – intellectual production; the main subject of social activity – “free community”, the political system – “participatory democracy”; the main goal in the new society is the realization of the “value of time” ” (Kokarcha, 2020).

It means that any person, through electronic means of communication, can act as a source of information, as a mediator and as a consumer who is expected to respond appropriately to communication. That is why in the field of social communications the problem of determining the relevance of content, the formulation of messages that

would “touch the living” of the media consumer becomes important. In rural tourism, the most effective communication tools are: public relations (PR), advertising, exhibitions and fairs, Internet technologies, etc. The concept of “public relations” implies the organization of public opinion, the purpose of which is to form a positive image of the territory or producer of a tourist product. The following elements are used: direct cooperation with the public; use of feedback in the media (publicity); conducting targeted propaganda for profit (Ivashyna, 2017). Scientists link the effectiveness of communication with the physiology of the human brain, where there are centers responsible for values, emotions and communication, ie, messages are based on values and worldviews of the media consumer, including moral prohibitions and permissions, archetypes and stereotypes, rules of life, etc. (Yezhyzhanska, 2016).

For example, I. Harmain, N. Abdullah and U. Sameena (2021) conducted media research through the concept of tourism imagination in order to promote and update knowledge that leads to the formation of appropriate emotional mood and the need to know the world. The authors determined that the technological evolution of Bangladesh, communication media contribute to a new cultural and ideological dependence on tourism. The authors, for example, in Bangladesh, argue that bad news or crises covered on the networks have a devastating effect on tourism, causing tourism-dependent communities to lose their livelihoods. Therefore, consumers need different content and appearance of the message.

To solve this issue, some authors propose a model of spiral dynamics, which is based on the theory of Claire Graves, supplemented by his followers – Don Beck and Christopher Covan. It describes not only the stages of existence of human systems (individuals, communities, organizations, states and humanity), but also provides answers to how and why their formation, transformation and change (Yezhyzhanska, 2016). This theory will guide the subject of media communication in the face of the media consumer, as well as the use of communication tactics or strategies. Paradigms of thinking of media consumers, according to this theory, will be considered on the basis of Table 3.

Table 3

Paradigms of thinking of the media consumer

Levels of consumer thinking	Features	Information channels	Communication strategy
1	2	3	4
“Beige”	The necessity of protection, security	Physiological (taste, smell, hearing, touch)	Satisfaction of physiological needs of consumers of a tourist product
“Purple”	Clear division into “own” and “foreign”	Exclusively within a certain group (nation, team, organization)	Ritual, with the help of symbols and signs
“Red”	No restrictions, power, authority, selfishness	Influential people who deserve respect	Demonstration of profit or coercion to consume a tourist product

Continuation of Table 3

1	2	3	4
“Blue”	Seekers of the meaning of life, truth, ways of salvation	Commandments, declarations, programs, missions, etc.	Respect for traditions, self-sacrifice, promises of salvation and stability
“Orange”	freedom of choice	A person who is focused on success	Availability of successful role models, personal growth
“Green”	Harmony of development, equality, mutual respect	Horizontal spread of information	Exchange of views, experiences, discussions
“Yellow”	Flexibility, spontaneity, independence, competence	Anyone, typical of the information society	Free access to information, the possibility of independent conclusions

Source: compiled by the author on the basis of (Yezhyzhanska, 2016).

These paradigms of thinking, in our opinion, can be quite successfully applied in the field of rural tourism in the organization of communication links between producers and consumers of tourism products. Knowing the target information group, their type of thinking, channels of dissemination of information that they trust, we can build a successful communication strategy that will promote this activity, the content of the tourism product and attract consumers.

Conclusions. The issue of organizing media communication interaction of participants in tourism relations is extremely relevant in light of the formation of a new economy and information society. Statistics show a steady increase in the number of users of social networks. This automatically takes tourism to a new stage and takes into account its features. The main difference between modern and traditional media communications is manifested in the significant individualization of information messages, but while maintaining their general content and uniformity. In this case, to organize effective interaction between participants in the tourism process, the basis of communication should be a strategy that takes into account the paradigms of consumer thinking in the context of tourism. This will help attract new consumers and expand opportunities for rural tourism providers.

Paradigms of media consumer thinking are described. The expediency of its adaptation and consideration in the development of the concept of rural tourism development is substantiated. Scientific novelty is determined by the addition of the theoretical and methodological basis of the study in terms of adapting the paradigm of thinking of the media consumer to the concept of rural tourism. The directions of media communication activity proposed in the research will be useful in developing an effective concept of rural tourism development.

Prospects for further research are to study the impact of media communications on the virtualization of tourism consumption.

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