

THE ROLE OF THE MASS MEDIA IN TOURISM

Ildineeva V.S. *vika.ildineeva1@gmail.com*

Dmytro Motornyi Tavria State Agrotechnological University

Humanity, in the twenty-first century, lives in a world immersed in media.

The mass media have been a part of our lives for decades. As humanity needed a means to convey information, the mass media has evolved with advances in technology and has been influenced by various socio-economic and political forces throughout history. Previously, the mass media was limited to newspapers, magazines, radio and film, but now, thanks to technological advances, various new types of the mass media have emerged, such as television, social networks, the Internet etc.

Media is used as the main source of information for tourists. The recent research has shown that the mass media plays a critical role in raising awareness of a destination and influencing tourists' intent to visit. The mass media plays a vital role in accelerating the world's travel industry.

It is because of the mass media that we can say: "Tourism is the largest industry in the world". There was a time when people traveled in search of adventure and explored new places without knowing how this place used to be but now, due to the stressful life, travel is more of a vacation, and people want to know everything about the place where they live, and the media help them do it.

While this is not always beneficial, in many cases the bulk of the money spent by tourists comes from airlines, hotels and other multinational companies. The media have a profound effect on the lives of people in the 21st century. Different types of mass media have different effects on people. These media are driving the new and growing travel and tourism industry, which is now a huge part of our economy.

Since numerous studies have shown that the mass media has a serious impact on the tourism industry, it can have both positive and negative consequences.

The mass media positively influences the image of a destination when stories represent or portray a specific location. However, some stories have also revealed the negative effects of dire exposure to photographs of the destination and, in addition, the visits of travelers to destinations through the media.

A moderately dire picture of Egypt among Americans has emerged as a result of news of fear in the country. In addition, news on the level of national crime in Australia was found to have a negative impact on a specific, for example, destination.

In particular, these studies demonstrated the important role of the media in the tourism industry and recommended maintaining good relations with the media in tourism to avoid possible unpleasant events.

Let us consider types of the mass media:

TV. There are various TV channels that show documentaries from different countries and highlight their rich tourism heritage. Fictional shows have also had a major impact on the development of tourism, especially in the twentieth century. Media-oriented tourism demonstrates that people visit places where films and television programs have been recorded.

Film. Watching movies is a popular activity around the world. Cinema tourism is characterized as travel-to-screen trips of holidaymakers that have been highlighted in films, television or videos, which are also referred to as media-driven tourism. The study found that the films especially influenced crowds: it created strong intentions to visit filming locations.

Print media are books, magazines, brochures and newspapers. This type of media has been popular with reading enthusiasts and helps in providing detailed information to tourists. Newspapers have also been part of the tourist decision-making process. Nowadays, the craze is shifted towards magazines, which have a greater impact on the tourist's consciousness.

Internet. Today, people generally perceive the Internet as the most used source of data. The Internet has essentially reformatted the way people accumulate tourism-related data when they are

about to travel and buy a tour. The Internet is currently seen as a major factor in the development of the tourism industry.

Social networks. It is one of the fastest growing media on the Internet and plays a very important role in the travel industry. It is not just a means of communication, but also a means of exchanging information. It is most popular with young people and its role in the tourism industry is growing every day. Some of the social media that make a big contribution to the travel industry are YouTube, Twitter, Instagram etc. YouTube has many channels that can inform you about almost every travel destination on earth. Also, now there are a huge number of bloggers who travel the world and share their impressions.

The survey concluded that there are two types of the mass media: print and electronic. Each type of media has a different reaction from people. Social media is more popular in today's context. The media, if not used carefully, can also have a negative impact on the tourism industry. But we cannot ignore the fact that this is one of the most important reasons for the development of tourism and travel in the world.

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Language adviser: *Kuliashov S. O., Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

SOCIAL PROTECTION SYSTEM FOR THE UNEMPLOYED

Karahodin V.V., 0981239493f@gmail.com
Dmytro Motornyi Tavria State Agrotechnological University

Nowadays, there is one of the main problems that affects all countries of the world – unemployment of the working-age population, which arises in connection with economic fluctuations. It can be influenced by the forces of social policy, which is manifested in the social protection of citizens from unemployment. What is unemployment? Unemployment is those people who make up a part of the economically active population who have every opportunity to work, but due to various problems they cannot find a permanent job.

There are various reasons for unemployment:

1. Seasonal changes in production levels. Some production depends on the season.
2. Changes in the demographic structure. An increase in the number of able-bodied population increases the likelihood of unemployment.
3. Technological progress. New technologies appear that replace hundreds of jobs.
4. Economic downturns that affect the decline in labour demand.
5. Changes in consumer demand for goods and services, which in turn directly affect jobs. With the disappearance of certain goods, professions can also disappear.

Based on the above, we can formulate the main forms of unemployment:

1. Structural unemployment depends on changes in technologies, with the emergence of new technologies, as well as with the advent of new goods, which push old ones out of the market.
2. Fractional unemployment is associated with the transfer of an employee from one job to another (this process can take a long time).