

## **Tourism is in the focus of the Russian media**

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**Abstract.** *The article is devoted to the results of a comparative study of the most authoritative media (magazines and newspapers) in Russia on the subject of tourism. The study was conducted jointly by the scientific school of humanitarian research in tourism (Moscow State Institute of Culture) and the school of human resources research (Moscow University named after S.Yu. Witte). The purpose of the study was to determine the role and place of reputable media in motivating Russians to travel to Russia.*

*The following research methods were used: content - analysis, comparative method, ranking method, expert interview method. For the initial data, the results of the rating of the media were taken, which were published on the website of the largest media analytical agency in Russia - Medialogy. The results of the study showed that authoritative Russian media (magazines) do not actually participate in the targeted promotion of developing Russian tourist centers, which is a significant problem for achieving the ambitious plans of the Russian government to significantly increase domestic tourist flows. As recommendations for using the research results, it was proposed to conduct in-depth content analysis of authoritative Russian media with a view to further integrating topics of interest to Russian domestic tourism in their content.*

**Keywords.** *Russian Media, Russian tourism, promotion of tourist centers*

### I. INTRODUCTION

The ambitious plans of the Russian government for the development of Russian tourism, according to the Tourism Development Strategy for the period up to 2035, are associated with a significant increase in tourist flows. The number of traveling Russians should be equal to the number of Russian citizens, and Russia should enter the top 10 countries - leaders of international tourism.

The measures stipulated by the strategy concern both the development of tourism infrastructure and the promotion of Russia as a tourist destination. Obviously, the media play a significant role in shaping public opinion, especially when it comes to the authoritative, most cited media.

The problems of the vacuum of trust in official information characterize almost any society, but they are especially relevant in a society that is in the process of seeking spiritual guidelines. In this regard, the appeal to authoritative media, which are most often referred to in their argument by experts in various fields within the framework of this study, is not accidental.

We proceed from the assumption that the most authoritative media should play an important role in shaping a sustainable interest in visiting Russian tourist destinations. Associated with this is the analysis of the publication activity of reputable media in the field of tourism.

### II. REVIEW OF LITERATURE

A number of researchers have been interested in analyzing the activity of Russian media in the field of tourism in recent years.

Mostly publications in scientific publications are devoted to the analysis of media publications in certain regions of Russia or to the analysis of publications in individual publications popular among readers. Rostov researcher V.V. Smeyukha conducted a content analysis of tourism publications in the Gudok newspaper and revealed their features.

Some of researchers devoted their works to regional aspects of the media in the field of tourism: Z.A. Danilova investigated the media activity of the Baikal region on tourism; V.N. Ilyin described the experience of forming a positive image of the Altai Territory in the media; A.A. Bezrukova examined the role of the media in the development of tourism in the Penza region. In his publication, Chulov reflected the importance of the relationship of tour operators of Russian regions with the media in promoting tourism services.

Some of researchers have identified the importance of the media for the development of certain types of tourism. For example, I.A. Antonova revealed the features of working with the media in the organization of event tourism, and A.A. Shevchenko revealed the specifics of the media during development various forms of ethnic tourism. Of interest is a series of publications by Chinese researcher Kun Lin about publications of Chinese media in the field of tourism.

In general, it should be noted that Russian scientific journals to a lesser extent reflect the results of comparative studies in the field of media publication activity in the tourism sector.

### III. RESEARCH METHODOLOGY

The article is based on the results of a joint study of two scientific schools: the school for humanitarian research in the field of tourism (Moscow State Institute of Culture) and the school for the study of human resources (Moscow University named after S.Yu. Witte). The purpose of the study was to determine the role and place of popular media in motivating Russians to travel to Russia. The most authoritative Russian media (magazines and newspapers) and their publications in the tourism sector acted as the empirical basis of the study. The following methods were used: content - analysis, comparative method, ranking method, expert interview method. As a hypothesis of the study, a provision was identified on the insufficient correlation of the ambitious plans of the Russian government to increase tourist flows and the activity of authoritative Russian media.

### IV. RESULTS AND DISCUSSION

International experience shows that the intensification of international arrivals and tourist arrivals within the country is associated with the policy of promoting the tourism product and tourism services. The study examined the most popular (according to ratings) Russian magazines and newspapers in order to find out how much the topics of popular and developing tourist centers are reflected in them. It was assumed that an active position in the field

of tourism by the Russian media will contribute to promotion in the domestic and international market.

According to the rating of the largest Russian analytical portal, in the field of media “Mediology”, the top 10 most respected popular magazines (based on the results of August 2019) published in Russia included: Forbes, Star Hit, Profile, Cosmopolitan, Vogue, Snob, Hello, Playboy, 7 days, Esquire.

The top 10 most popular newspapers (according to the same source) included: Izvestia, Kommersant, Rossiyskaya Gazeta, Vedomosti, Komsomolskaya Pravda, Moskovsky Komsomolets, Novaya Gazeta, Parliamentary newspaper, Arguments and Facts, Nezavisimaya Gazeta.

In a study conducted jointly by the Moscow State Institute of Culture and Moscow University. S.Yu. Witte applied a methodology for studying the publication activity of Russian media in the field of tourism. In particular, the following parameters were studied:

- the number of media readers (parameter 1),
- frequency of media outlets (parameter 2)
- media target audience (parameter 3),
- age target audience (parameter 4),
- the main topics of the media (parameter 5),
- the regularity of coverage of events in tourism (the presence of regular columns) (parameter 6),
- the main topic of tourism materials (parameter 7).

As a result of applying the methodology developed for analysis, the results were obtained from the analyzed media; for magazines - in tables 1.1-1.10, for newspapers - in tables 2.1-2.10.

**Table 1.1. - Publication activity of magazine Forbes in the field of tourism**

1.	Media Name (parameter 1)	<b>Forbes</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	1,305.9
4.	Age target audience (parameter 4)	25–55
5.	The main topics of the media (parameter 5)	News, business, finance, billionaires, society
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	6
7.	The main topic of tourism materials (parameter 7).	Business, investment analytics, doing business in tourism

As the study showed, Forbes magazine (Table 1.1) publishes materials on tourism in only half of its issues. The materials are not aimed at startups in tourism and mainly relate to current market players.

**Table 1.2. - Publication activity of magazine Star Hit in the field of tourism**

1.	Media Name (parameter 1)	<b>Star Hit</b>
2.	Frequency of media outlets (parameter 2)	weekly
3.	Media target audience, thousand (parameter 3)	528.7
4.	Age target audience (parameter 4)	19–35
5.	The main topics of the media (parameter 5)	Life Stories, Show Business Stars, Style, Tips for Women
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	36
7.	The main topic of tourism materials (parameter 7).	Description of resorts and their advantages, recreation of stars of show business

Star Hit magazine (table 1.2) has a substantial readership, and is actively traveling in age, and is not aimed at developing business, a lot of materials are published in the field of leisure and entertainment, however, only half of the issues are devoted to the promotion of destinations. It should be noted that Russian destinations are not the focus of the magazine.

**Table 1.3. - Publication activity of the magazine Profile in the field of tourism**

1.	Media Name (parameter 1)	<b>Profile</b>
2.	Frequency of media outlets (parameter 2)	weekly
3.	Media target audience, thousand (parameter 3)	65.0
4.	Age target audience (parameter 4)	25–54
5.	The main topics of the media (parameter 5)	Politics, Society, Economics, Business, Finance
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	259
7.	The main topic of tourism materials (parameter 7).	Domestic tourism. international tourism, types of tourism, a description of the cities where it is better to go; The impact of industry events on the economy

Magazine Profile (table 1.3) very actively publishes materials related to tourism. The magazine covers various technologies and destinations of tourism. A lot of material is devoted to Russian destinations. In the context of the subject matter of our article, it could be argued that the magazine makes a significant contribution to the formation of a steady interest of Russians in destinations of domestic tourism, but the magazine has a relatively small audience of readers, which of course reduces the effect.

**Table 1.4. - Publication activity of magazine Cosmopolitan in the field of tourism**

1.	Media Name (parameter 1)	<b>Cosmopolitan</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	2,810.4
4.	Age target audience (parameter 4)	16–45
5.	The main topics of the media (parameter 5)	Fashion, beauty, celebrities, career, self-improvement, relationships and sex, health.
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	13
7.	The main topic of tourism materials (parameter 7).	Domestic tourism. International tourism, Various types of tourism, Hotels

As the study showed, Cosmopolitan magazine (table 1.4) is a significant agent of the influence of domestic tourism in Russia due to a large readership and a significant volume of publications devoted to tourism, including domestic tourism: in fact, each issue of the magazine gives an expert assessment of one of the tourist destinations.

**Table 1.5. - Publication activity of magazine Vogue in the field of tourism**

1.	Media Name (parameter 1)	<b>Vogue</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	861.1
4.	Age target audience (parameter 4)	16–44

5.	The main topics of the media (parameter 5)	Fashion and Beauty News
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	7
7.	The main topic of tourism materials (parameter 7).	Elite international rest, hotels.

The study shows that the Vogue magazine (table 1.5), unlike the Cosmopolitan magazine, also has a significant readership, only publishes materials on tourism in every second issue, and publications are not related to Russian destinations, but rather are devoted to international elite resorts.

**Table 1.6. - Publishing activity of magazine Snob in the field of tourism**

1.	Media Name (parameter 1)	<b>Snob</b>
2.	Frequency of media outlets (parameter 2)	six times a year
3.	Media target audience, thousand (parameter 3)	50.0
4.	Age target audience (parameter 4)	25–55
5.	The main topics of the media (parameter 5)	Science, literature, photo stories
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	2
7.	The main topic of tourism materials (parameter 7).	Domestic, outbound tourism, description of cities, hotels.

According to a study of Snob magazine publications (table 1.6), tourism publications are not a “strength” of the magazine and appear extremely rarely. Perhaps this fact confirms the view that tourism is not yet an indicator of lifestyle, given the focus of the magazine. We also note that the magazine does not have a very large readership.

**Table 1.7. - Publication activity of magazine Hello in the field of tourism**

1.	Media Name (parameter 1)	<b>Hello</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	329.9
4.	Age target audience (parameter 4)	25–40
5.	The main topics of the media (parameter 5)	Celebrity Life, Fashion, Beauty
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	22
7.	The main topic of tourism materials (parameter 7).	Domestic, outbound tourism, travel stories of stars, materials about countries and directions, Travel news.

The study showed that the magazine Hello (table 1.7) is very active in publications on tourism and devotes a significant part of them to promoting domestic Russian tourist destinations.

**Table 1.8. - Publication activity of magazine Playboy in the field of tourism**

1.	Media Name (parameter 1)	<b>Playboy</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	938.0
4.	Age target audience (parameter 4)	25–40
5.	The main topics of the media (parameter 5)	Women, fashion, sports, cars, media, photos.
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	7
7.	The main topic of tourism materials (parameter 7).	Outbound tourism, description of countries, outdoor activities.

Despite the large readership and relatively high publishing activity in the tourism sector, magazine Playboy (table 1.8) does not apply to agents of influence of domestic Russian tourism, since almost all publications are related to outbound tourism.

**Table 1.9. - The publication activity of the magazine 7 days in the field of tourism.**

1.	Media Name (parameter 1)	<b>7 days</b>
2.	Frequency of media outlets (parameter 2)	weekly
3.	Media target audience, thousand (parameter 3)	2,272.3
4.	Age target audience (parameter 4)	16-65
5.	The main topics of the media (parameter 5)	News, stars, fashion, health, beauty
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	4
7.	The main topic of tourism materials (parameter 7).	Description of Russian resorts.

As the study showed, magazine 7 days (table 1.9) has an extremely large readership. However, publications on tourism are very rare. Therefore, despite the fact that almost all publications on Russian tourism, in fact, the magazine is not an agent of influence of Russian tourism.

**Table 1.10. - Publication activity of magazine Esquire in the field of tourism**

1.	Media Name (parameter 1)	<b>Esquire</b>
2.	Frequency of media outlets (parameter 2)	monthly
3.	Media target audience, thousand (parameter 3)	335.9
4.	Age target audience (parameter 4)	25–55
5.	The main topics of the media (parameter 5)	Fashion, style, business, politics, culture, art, technology, cars, health
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	15
7.	The main topic of tourism materials (parameter 7).	Description of cities, internal and external tourism, recommendations for travelers.

As the study showed, Esquire magazine (table 1.10) is the last in the ranking of the top 10 authoritative magazines, publishes materials on tourism in each issue, all materials are expert in nature, some of the publications are devoted to internal tourism.

**Table 2.1. - Publication activity of the newspaper Izvestia in the field of tourism**

1.	Media Name (parameter 1)	<b>Izvestia</b>
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	543.6
4.	Age target audience (parameter 4)	25–65
5.	The main topics of the media (parameter 5)	News, events in Russia and abroad, reviews, analytics
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	229
7.	The main topic of tourism materials (parameter 7).	News, Current Events, various types of domestic and outbound tourism, in the context of political events.

The most authoritative newspaper published in Russia, according to the analytical portal Madialogy, is the newspaper Izvestia (table 2.1). In fact, every three days the newspaper publishes materials on tourism. Some of them relate to events in Russian tourism. Bearing in mind the substantial reach of readers,

it can be argued that the newspaper has a significant impact on the choice by Russians of the tourist destination of domestic tourism.

**Table 2.2. - Publication activity of the newspaper Kommersant in the field of tourism**

1.	Media Name (parameter 1)	<b>Kommersant</b>
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	301.5
4.	Age target audience (parameter 4)	25–54
5.	The main topics of the media (parameter 5)	News, politics, economics, finance, culture, sports, cars
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	145
7.	The main topic of tourism materials (parameter 7).	Actual events occurring in the industry. domestic and international tourism. In the context of political and economic events.

Compared to the Izvestia newspaper (table 1.1), the Kommersant newspaper (table 1.2) publishes less tourism materials, the readership of the newspaper is also relatively smaller, and tourism materials are mainly economic in nature and less focused on promoting Russian tourist destinations.

**Table 2.3. - Publication activity of the newspaper Rossiyskaya Gazeta in the field of tourism**

1.	Media Name (parameter 1)	Rossiyskaya Gazeta
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	846.6
4.	Age target audience (parameter 4)	21–55
5.	The main topics of the media (parameter 5)	News, politics, economics, society, legislative acts
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	764
7.	The main topic of tourism materials (parameter 7).	News, current events in the field of tourism. Analytical materials about domestic and international tourism.

The Rossiyskaya Gazeta (table 2.3) is the undisputed leader among Russian authoritative media in terms of readership - the number of publications on Russian tourism in - Publication activity of the Izvestia newspaper in the tourism industry based on the total number of publications per year.

**Table 2.4. - Publication activity of the newspaper Vedomosti in the field of tourism**

1.	Media Name (parameter 1)	Vedomosti
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	207.8
4.	Age target audience (parameter 4)	25–44
5.	The main topics of the media (parameter 5)	News, economics, politics, business
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	113
7.	The main topic of tourism materials (parameter 7).	Tourism issues are considered in the context of political and economic events.

The Vedomosti newspaper (table 2.4), as the study showed) mainly publishes economic and political analytics in the tourism sector and is less focused on promoting Russian tourism destinations.

**Table 2.5. - Publication activity of the newspaper Komsomolskaya Pravda in the field of tourism**

1.	Media Name (parameter 1)	Komsomolskaya Pravda
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	112,5
4.	Age target audience (parameter 4)	16–65
5.	The main topics of the media (parameter 5)	News, politics, society, economics, health, sports
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	345
7.	The main topic of tourism materials (parameter 7).	Domestic, outbound, inbound tourism. Recommendations to travelers, coverage of various types of tourism.

The analysis showed that the Komsomolskaya Pravda newspaper (table 2.5), having a very large readership, firmly occupies one of the leading places among newspapers - leaders in publications in the field of Russian tourism.

**Table 2.6. - Publication activity of the newspaper Moskovsky Komsomolets in the field of tourism**

1.	Media Name (parameter 1)	Moskovsky Komsomolets
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	646.4
4.	Age target audience (parameter 4)	35–65
5.	The main topics of the media (parameter 5)	Politics, society, economics, health, accidents, sports
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	295
7.	The main topic of tourism materials (parameter 7).	Domestic, outbound, inbound tourism. recommendations for travelers, coverage of various types of tourism.

As a study of the publications of the Moskovsky Komsomolets newspaper (table 2.6) shows, the newspaper takes an active position in promoting destinations of domestic Russian tourism.

**Table 2.7. - Publication activity of the newspaper Novaya Gazeta in the field of tourism**

1.	Media Name (parameter 1)	Novaya Gazeta
2.	Frequency of media outlets (parameter 2)	Three times a week
3.	Media target audience, thousand (parameter 3)	115.9
4.	Age target audience (parameter 4)	35–65
5.	The main topics of the media (parameter 5)	Politics, Economics
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	19
7.	The main topic of tourism materials (parameter 7).	Tourism issues are covered in the context of policy analytics, economics.

Studies have shown that the newspaper Novaya Gazeta (table 2.7) is practically not focused on revealing the problems of tourism and promoting Russian tourist destinations.

**Table 2.8. - Publication activity of the newspaper Parliamentary newspaper in the field of tourism**

1.	Media Name (parameter 1)	Parliamentary newspaper
2.	Frequency of media outlets (parameter 2)	weekly
3.	Media target audience, thousand (parameter 3)	54.1
4.	Age target audience (parameter 4)	35–65

5.	The main topics of the media (parameter 5)	Politics, Economics, Legislation published.
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	174
7.	The main topic of tourism materials (parameter 7).	Tourism issues are covered in the context of laws and bills, economic issues; development of domestic tourism, the work of tour operators, inbound tourism, analytics of current events.

Studies have shown that the Parliamentary newspaper (table 2.8) publishes mainly materials covering legal information in the field of tourism. To a lesser extent, the newspaper can be regarded as an agent of influence of Russian domestic tourism, bearing in mind the small readership and its specifics.

**Table 2.9. - Publication activity of the newspaper Arguments and facts in the field of tourism**

1.	Media Name (parameter 1)	Arguments and facts
2.	Frequency of media outlets (parameter 2)	weekly
3.	Media target audience, thousand (parameter 3)	4,687.6
4.	Age target audience (parameter 4)	25–45
5.	The main topics of the media (parameter 5)	News, society, money, culture, sport
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	256
7.	The main topic of tourism materials (parameter 7).	Domestic, outbound, inbound tourism, cost of rest, recommendations for travelers, types of tourism.

As the study showed, the newspaper Arguments and Facts (table 2.9) has the largest readership and the highest level of activity in publications on tourism (in the calculation of the number of publications on tourism per newspaper publication).

**Table 2.10. - Publication activity of the newspaper Nezavisimaya Gazeta in the field of tourism**

1.	Media Name (parameter 1)	Nezavisimaya Gazeta
2.	Frequency of media outlets (parameter 2)	daily
3.	Media target audience, thousand (parameter 3)	48.2
4.	Age target audience (parameter 4)	45–54
5.	The main topics of the media (parameter 5)	Actual issues of politics, economics, culture, Health, education
6.	The regularity of coverage of events in tourism (the presence of regular columns) (parameter 6)	11
7.	The main topic of tourism materials (parameter 7).	Tourism issues are considered in the context of current economic and political issues.

The study shows that Nezavisimaya Gazeta (table 2.10) is not active in publications on Russian domestic tourism. However, compared to other reputable newspapers (the top 10 according to the Medalogiya analytical portal), this newspaper has a rather limited readership and a narrow age target group.

**V. CONCLUSION**

According to the results of the study, it can be concluded that the authoritative Russian media as a whole demonstrate interest in the tourism sector. This mainly concerns newspapers, some of which, having significant readership, are very active in promoting Russian tourist regions (Rossiyskaya Gazeta, Moskovskiy Komsomolets, Komsomolskaya Pravda, Izvestia).

However, authoritative magazines published in Russia are currently less active in these publications. A relatively large number of publications on tourism are published in magazines aimed at women (Hello, for example), however, publications with a maximum reading reach (7 days, for example) contain few publications on domestic Russian destinations.

Given the specifics of tourism, publications in magazines with illustrations have a more convincing form for the reader, so the lack of a sufficient number of publications on Russian tourism in reputable magazines is a problem and an obstacle to increasing domestic tourist flows.

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