

# The Influence of Satellite Television on the Internet and the Development of Tourism Culture (quality of intangible services)

Abdel Vakhed Essam Abdulla Mahmud  
*Ph.D., associate professor,  
 MTLP Department  
 Kazan National Research  
 Technological University,  
 Kazan, Russia*  
[essam-essam@rambler.ru](mailto:essam-essam@rambler.ru)  
 0000-0003-3526-6848

Mendelson Veronika  
*Ph.D., associate professor,  
 MTLP Department  
 Kazan National Research  
 Technological University,  
 Kazan, Russia*  
[vallery78@rambler.ru](mailto:vallery78@rambler.ru)  
 0000-0002-7544-2060

Ziganshina Mayya  
*Ph.D., associate professor,  
 Dean of the Faculty  
 Kazan National Research  
 Technological University,  
 Kazan, Russia*  
[zigmay4@mail.ru](mailto:zigmay4@mail.ru)  
 0000-0001-9461-4190

Ziganshin Ildar  
*Bachelor student  
 Kazan National Research  
 Technological University,  
 Kazan, Russia*  
[zigmay4@mail.ru](mailto:zigmay4@mail.ru)  
 0000-00036888-8840

**Abstract:** *The article considers the influence of satellite television on the Internet and on the development of tourism culture (quality of intangible services). The development of modern tourism is closely connected to the fact that today the world community cannot be imagined without a variety of portable technical equipment. The Internet has become an important element of cooperation, with its development electronic commerce has firmly entered people's lives. The Internet possibilities are attractive to a potential tourist as he/she can independently get acquainted with the country he/she is going to visit. Moreover, it is possible for a future visitor to find out information about the destination place's attractions, available accommodation and the living conditions before visiting the place. Gradually, people began to trust and use such innovations as an electronic visa and an electronic ticket, which makes it possible to speak about rapid development of tourism. The article discusses the benefits of information technology in the framework of satellite TV, YouTube video hosting and Facebook social network, which are actively involved in the formation of the dynamic tourism development.*

**Key words** — *tourism, tourism culture, mass media, communications, network media, satellite TV channels, Internet, quality of intangible services.*

## I. INTRODUCTION

The rapid development of global information and communication technologies is also being developed by the Internet - "a world-wide system of connected computer networks that provides data exchange services" [1]. Thanks to the Internet, an operative interactive connection has been established with the source for many television companies. At the same time it should not be forgotten that the Internet is a part of the media system and takes data from traditional media.

The Internet is well suited to serve consumers who to one degree or another have realized their preferences in the field of international tourism, and to a much lesser extent is able

to serve the tasks of creating new consumer attitudes and orientations in this area. An Internet user accesses the network, guided by his/her more or less defined, already established goals and priorities. This feature of the communicative behavior of Internet users prevents the promotion of new tourist facilities and services, unknown or little known to potential consumers. One can hardly expect that people will search the net for information they have got no idea about. Satellite television broadcasts with their direct access to international audience overcome this barrier easily.

Today, a service for accessing Internet resources using a special satellite modem has become popular. The advantages of satellite Internet are autonomy and efficiency; moreover, satellite Internet is a high-speed Internet, with a large channel width, transmission speeds of up to 5 Mbps, and the ability to be used anywhere in the world.

## II. MATERIALS AND METHODS

The Internet is attractive not only as an advertising medium, and a unique way to share information and impressions about amazing travels, but also as a new telecommunication environment that can provide reliable communications, high data transfer speeds and significantly reduce the cost of conventional means of communication. Moreover, touristic practices today are intensively changing the picture of world development. In tourism history a new period of "cultural travel" begins. The evolution of tourism with its universal experience can be interpreted as a path from a traveler to a tourist and again to a traveler, but in a completely different way [8].

Attempts are being made to master the resources of Internet broadcasting for broadcasting tourist programs. In May 2008, the oldest Russian tour operator "Intourist" that launched the Internet broadcast of the International Travel Channel (ITC) took up television for vacationers. On the Internet sites there are a lot of videos about different tourist

destinations. For example, only on the website [www.bigdi.com](http://www.bigdi.com) we found 1809 videos about Egypt.

There is a whole list of websites providing travel videos: [11; 12; 13; 14; 15; 16].

Thus, tourist websites make a great contribution to the development of international tourism. The possibilities of Internet television on the path to sustainable tourism are much wider.

The introduction of new information technologies makes it possible to transfer large amount of information over long distances. New means of communication can be individual and can convey a special message to any person within a large audience. The revolution of network computer communications and digital information transfer technologies in the modern world has naturally changed the standard form of the media. This is also explained by the special report of the satellite TV channel EuroNews about the possibilities of using the Internet in a train via satellite communications.

A separate issue of the High Tech broadcast on EuroNews on October 29, 2010 was devoted to wireless satellite Internet. The video report talked about the use of satellite Internet in Europe (in particular in Brussels).

Thus, the Tallis transportation company installed satellite antennas on the roofs of its trains that provide wireless Internet access. The signal comes from the satellite and is transmitted to a server located in one of the train cars, then the server is connected to all access points that are in each car. This is an effective solution for using the Internet where terrestrial networks are unavailable. The use of wireless satellite Internet is also possible in areas located far from telephone exchanges. Moreover, such remote areas have fascinating tourist sites. Hotels began to use satellite Internet, which improved the organization of tourism business [1].

### III. RESULTS AND DEBATE

Internet television, which has become very popular is of particular note. Internet TV is a wide telecommunication network that makes watching online television from anywhere in the world live through the Internet possible. Like broadcasting of satellite channels, broadcasting of Internet television is cross-border, designed for a global audience.

Many satellite TV channels duplicate Internet broadcasting. So, the British television company "BBC" has created its own video service for organizing Internet broadcasting of programs prepared by channels included in the holding. The iPlayer service <http://www.bbc.com/travel/> allows users to download popular programs seven days after their broadcast on television.

Back in 2010, the Google Internet search engine created a project to integrate existing broadcasting and Internet access technologies on home TVs. Google partners in the project are Intel, Sony and Logitech. The first promised to release the necessary processors, and Sony and Logitech - receivers.

Having such a device connected to a TV, the user was able to view almost any content broadcast over the Internet, using the built-in web browser to open websites. At the same time, users will retain access to channels of conventional television broadcasting, which they are used to watching, and to pay

television. The main focus of Google TV is on the content search functions and the ability to install applications from the Android Market, which can then be launched on the TV screen.

TNT was the first Russian public channel to enter into an agreement with the popular YouTube video portal. Previously, only the cable channel Russia Today promoted its video content in this way. Federal channels so far rely only on their own sites.

However, Internet TV has its own problems. For a high-quality picture, a sufficiently wide flow rate is necessary, and this is not always possible, therefore, there are failures in broadcasting. Moreover, many channels broadcast in foreign languages, so for example, for Russian users who for the most part, do not speak a foreign language, programs may not be available because of the language barrier problem and will not be interesting.

On the Internet there are special Internet portals dedicated to broadcasting TV channels. The user can choose the channels for viewing, while he does not need any additional technical means, for example, antennas, satellite dishes, etc., but only having a computer connected to the Internet at the appropriate speed or smartphones, or iPad. So, for example, the Internet portal On-tv.ru is a site that broadcasts TV channels over the Internet. There is a fairly wide selection of TV channels, however, they often turn out to be inoperative for various reasons, mainly - independent of the site.

Online TV on-tv.ru provides users with a fairly convenient breakdown of TV channels by heading - these are channels from different countries, TV channels aimed at covering a specific group of events (politics, fashion, yoga, real estate). The site also contains 50 of the most popular channels, of which: Berkova TR OERTV, MIR TV, Discovery channel, Music Box, Eurosport Russia, Russian Extreme, NTV, Tatarstan – Noviy Vek, etc. But a strong drawback of the system is the inability to display channels when choosing headings, which is very not convenient.

Internet advertising is becoming increasingly popular, large tour operators and small travel agencies not only acquire actively Web pages and their own servers, but provide interesting information about distant countries and exotic travels. You can find travel sites through any search engine. For example, Rambler, a very popular search engine, provides more than 4,500 unique links to a tourism request. Yandex search engine has registered more than 3 thousand tourist sites. The total number of Russian-language tourist sites exceeds 15 thousand. However, this wide choice may be deceptive, as many websites are of little interest to the user and, at best, contain a list of travel destinations offered and office telephones.

In recent years, satellite TV channels have begun to raise those topics that attract mass audience. Moreover, satellite television has the ability to deliver information much faster than print media. The changes in the economy, weather, political events, any of these factors influence the development of the tourism movement. Thus, the PEK television company in its every half an hour repeating news blocks presents programs about different countries, Euronews provides weather information for airports around the world. Through satellite television or through the Internet, you can get information that many businessmen are interested in about their business. All this is associated with

changes in public consciousness, along with information provided in various parts of the world through local or specialized television channels, constant information is given on tourism to the cities located on the country's territory. Therefore, reports that are broadcasted through tourist satellite TV channels help the development of the tourism industry effectively and provide objective information for tourists before leaving for vacation [16].

Another example is the television channel Discovery on wildlife and the animal world. All these programs encourage the viewer to visit the places he saw thanks to TV (for example, the fascinating series of programs about crocodiles by Stephen Irven, the underwater world of Jacques Cousteau). Also the cycles of the BBC satellite TV channel about the animal world and travels, the history of ancient worlds and civilizations are of great interest.

In the modern world, people talk more and more about the information society, in which satellite television contains mass information, but is available only to owners of this technology. This approach in the field of information forces one to join other more accessible means, such as Internet TV. Satellite channels, in turn, are not inferior to the fight for the viewer and also use broadcasts on the Internet, stimulating the further development of the satellite direction. The future of satellite television broadcasting lies in the field of active development of new information technologies and involves the transformation of the aesthetic space of this area, the expansion of the range of project formats, and the development of effective interactivity.

The information revolution that took place on the Internet naturally affected the development of a tourism culture on a cross-border scale. It has become very popular among various countries to advertise an event through YouTube. YouTube video hosting allows to upload, view and discuss videos. Due to its simplicity and ease of use, YouTube has become one of the most popular places for hosting video files. The site features amateur videos, video blogs, and professionally shot films and clips. Storage of videos is unlimited. The removal process is usually carried out by the owner and, or upon request from the copyright holder, in case of copyright infringement. Currently, more than 4 billion people see YouTube's daily video views. According to the Rossiyskaya Gazeta, 2% of the service's audience, or 51 million people, are Russians [9].

The advantage of YouTube video hosting is that it has the ability to provide television information and advertising at any time. Therefore, the modern tourist acquaintance with the city or hotel he is interested in begins through the Internet, and more often through YouTube video hosting. An information-savvy tourist is interested not only in a video acquaintance with a country or a hotel, but also in events that took place there directly and possibly can affect the choice of a tourist. If the official media try to hide adverse events as long as possible, then this is not possible with YouTube. For example, during the tsunami in Thailand in 2004, many tourists were able to make videos using mobile devices and post disaster footage on YouTube. As a result, the informational echo about this event expanded rapidly.

Today, the media are confronted with the fact that it is necessary to promote a powerful tool called the unofficial media, which is widely used by modern society. Many media

companies Euronews, Russia 24 create official accounts on YouTube, promoting their products through it.

A modern tourist differs a lot from a tourist 10 years ago. Nowadays he/she has the opportunity to see and find out all the information needed at any time. Moreover, the expansion of electronic gadgets makes it possible to view videos from YouTube not only through a computer or laptop, but through a tablet and mobile smartphone.

For example, the Republic of Tatarstan posted on YouTube fascinating, exciting commercials about world sports events such as the Universiade 2013, the World Aquatics Championship, the Football Worldcup 2018 which in turn produced a widespread informational echo about the city of Kazan.

Thus, YouTube is very attractive for small independent television companies and satellite TV channels, as well as for the tourism industry. Through YouTube, various programs about culture, history, nature and ecology are shown. Every day YouTube becomes an information center for the modern tourist. Therefore, we can confidently say that tourism innovation within the YouTube site is becoming a new platform for the implementation of tourism industry promotion projects, an information center that broadens awareness of the culture of tourism.

Social networks have also become an integral part of modern society, that is, they have begun to play a decisive role in shaping the communication environment of modern society. Social networks do not have exact definitions and certain boundaries. So, V.M. Sazanov defines social networks as "the result of information technology development, part of the social structure of society, an interesting socio-technical object" [10].

A social network is an interactive multi-user site, the content (content) of which is filled in by its visitors, with the ability to indicate any information about an individual person by which other members of the network can find the user's account (page) [3].

Today, social networks have cross-border audience reach, which is increasing daily. Its scale can be compared with the population of the country, included in the top three in terms of numbers.

The history of the development of social networks is dynamically replenished with new discoveries and today social networks are a powerful tool in the development of not only social communication, but also in many other areas. Public information that users leave about themselves on social networks is more often used in scientific, marketing, and journalistic studies.

S. Kvasha claims that users of social networks act as eyewitnesses from whom the audience can get first-hand information, "not paying attention to the TV that has lost trust, bought-bought up and outdated newspapers and agencies, which are famous for drawing information from dubious sources" [7].

In this regard, D. A. Gubanov's research is of interest regarding the development of models of information influence in social networks. "Social networks - social structures consisting of many agents (subjects - individual or collective, for example: individuals, families, groups, organizations) and a set of relations defined on it (set of

connections between agents, for example: community, friendship, cooperation, influence, communication”. [5].

Thus, social network is presented as a kind of social structure consisting of a group of nodes, which are social objects (people or organizations), as well as the connections between them (social relationships) [17-20].

Social networks allow a person to share information about him/herself and his/her interests with friends, colleagues and others. Most of these tools allow to create a profile and then publish content (text, video, audio, photos) or links to things that are relevant to the person’s area of interest. The possibilities of marketing and the profitability of social networks is that in social networks everything depends on traffic, if it is high, then success depends on the number of participants, so called “followers” who visited the site of social networks. In this category, there are well-known typical sites such as Facebook, Myspae and VKontakte, Instagram.

Facebook ("Facebook") is one of the largest social networks in the world today. It was founded in 2004 by Harvard University student Mark Zuckerberg. Zuckerberg was originally named his website “The Facebook”. In 2005, article “The” was deleted after the acquisition of the facebook.com domain name. In 2006, the site became available to all users of the global network with an email address. The official headquarters in Dublin was later opened and the first profit announced. In 2008, the Russian-language version of Facebook was launched. However, in Russia, the Facebook social network is inferior to its domestic social networks Odnoklassniki and Vkontakte. This position among Russian society turns Facebook into a niche or local social network that are aimed at a specific segment of users. The problems of Facebook in Russia are also related to the cultural, linguistic and social characteristics of Russian society. Facebook is also inferior to Russian social networks in terms of interface, friendliness device and a large number of advertising products.

In 2010, according to statistics from SecondMarket Inc. Facebook social network has become the third largest Internet company in the United States, giving way only to Google and Amazon.

In 2011, a video chat was launched on the Skype platform, later it was announced that calls from the audio and video calling platform to the social network. In 2012, the Facebook site made it possible for users of the mobile version to use the Share button. A year later, a new Graph Search search function was introduced on the site, allowing you to efficiently and quickly find multimedia materials within the social network itself, and subsequently launched a platform for Android smartphones. According to 2013 data, Facebook audience increased to 1.2 billion users.

The international social network Facebook, unlike Twitter, offers many features with which users can interact with each other. Among the most popular ones are virtual winks, photo albums, and a “wall” on which friends of a user can post. The user has the ability to control the level of access to information published in his profile and determine who has access to one or another part of the page.

In social networks, the process of disseminating information is not traditionally from top to bottom, but, conversely, from bottom to top. The main feature of social networks is that

everyone can become a user, regardless of gender, age, religious and ethnicity, and most importantly, regardless of level of education.

However, free participation in the dissemination of information lowers its quality, degree of reliability and integrity. For example, any user of the Facebook social network can share the status or information that he has read on his friend’s page. But the reliability of his information remains in doubt and he does not bear responsibility for the information disseminated.

Among the network resources, online social networks play an increasingly important role, which, in addition to fulfilling the functions of supporting the exchange of opinions and receiving information by their members, have recently become increasingly the objects and means of information management and the arena of information warfare [4].

Thus, social networks are a key element for the further development of communities and in the near future they will be an integral tool for any activity [6].

We want to highlight the following important features of the social network Facebook.

1. Reach: any person gets the opportunity to reach a global audience.
2. Accessibility: a social network does not require large investments.
3. Simplicity: there is no need for special skills and professional training courses.
4. Mobility: communication can be carried out almost instantly.
5. Flexibility: in a social network, information can be changed almost instantly by comments or editing.

In the modern globalization world with its possibilities of cross-border audience reach, social networks play a decisive role not only in terms of the development of mass communications, but also become an important component in tourism.

Modern tourism is an intensively developing social phenomenon, an actual area of human activity, education, consumption, pastime, due to the system of human interaction with the world. Tourism actively interacts with the spheres of culture, education, leisure, mass media. Internet resources about tourism, as well as corresponding television programs, have the property of visualization, and in terms of information content they surpass the capabilities of television, offering a variety of information about tourist facilities and services. In this regard, the role of the social network Facebook in promoting a tourism product is significantly increasing. Moreover, this is carried out not only by the private business, today in this process:

1. Sending files.
2. Placement of video materials.
3. Advertising and marketing.

In the modern globalization world with its possibilities of cross-border audience reach, social networks play a decisive role not only in terms of the development of mass communications, but also become an important component in tourism.

#### IV. CONCLUSION

We have come to a conclusion that the topic of tourism on modern Russian television can develop in the following areas:

1) Analysis of the developed foreign countries experience in the implementation of comprehensive state programs, designed to provide a high level of public awareness of tourism and the achievements of the tourism industry by the media.

In Russia, over the past few years, the state has also taken a number of actions aimed at supporting tourism television projects, but these measures are not enough to attract foreign tourists. As a result representatives of state authorities today are expected to develop a comprehensive program to optimize the system of popularizing tourism, forming working groups for its effective practical implementation. This program should provide for the implementation of specific measures aimed at launching and supporting the Russian public tourist channel, allocating decimeter frequencies for its broadcasting, or including it in the package of free digital channels available to the mass audience, selected as part of the implementation of the government program "Development of Broadcasting in the Russian Federation (2007-2015)".

2) Information elite's active position formation in relation to the tourist destination on the TV screen, through the unification and cooperation of representatives of certain political, economic, social structures and large business corporations. Having rallied in order to develop the audience's interest in tourism, socially responsible groups of the information elite are able to influence the system of value orientations in modern consumer society, forming a positive image of tourism in the audience's mind, spreading the idea of the importance of obtaining new knowledge from various sources, among which, first of all, tourist television projects. The active position of the information elite regarding the development of tourism in the country, firstly, can be expressed during the participation of its representatives in conferences and seminars on tourist journalism. Secondly, it can manifest itself in a willingness to appeal during public speaking or through open media appeals to government officials who are able to make positive changes in state policy in this area; thirdly, it can become the basis of openness to diverse cooperation in the creation of tourist-related media projects.

3) Promotion of programs on tourism and travel in the Russian media market. The development and implementation of a marketing strategy seems to be a key factor in effective project management, since it is on the basis of the marketing strategy that sub-strategies should be built in the areas of production, attracting financing, staff development and organizational changes, in the case of tourism projects on television - for business representatives and final consumers of television product - viewers.

The practice of modern Russian television shows that the implementation of this idea is a task of particular complexity, the solution of which requires the development and application of an integrated approach with strict observance of a number of constant conditions. The business model of the channel project provides methods for attracting regular funding in the required amount - at the expense of advertisers

interested in patronage and long-term investment of commercial structures, public organizations, government agencies, television viewers. It is focused on the formation of a strong team of journalists capable of providing high-quality content, managers who are ready to act effectively in a competitive environment and professionally conduct the project's marketing policy.

Such a channel should be distinguished by special competitive advantages - they may include obtaining exclusive access rights to ongoing Russian research, inviting prominent figures of science, culture from different countries as experts, the prevalence of modern Russian-made projects in the broadcasting network, and active support from the Russian publicity and state power. Of course, the success factors of such a project should be supplemented by the skillful use of the experience of strong foreign and Russian players in the tourist television production market, the creation of software designed to view different interests of the audience, and the implementation of campaigns to promote channel projects designed for different target groups. It is the observance of the totality of the abovementioned factors that will allow the television channel that promotes tourism to count on attracting and retaining a modern demanding audience and to successfully develop

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