

The role of new media in the development of local tourism

□ دور الميديا الجديدة في تنمية السياحة المحلية

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Abstract:

This study aims to investigate the role of the new media in the development of local tourism, regarding it as a communicative process, which helps the development process and works as a tool to attract tourists, and it also contributes to achieving interaction between the relevant sites to promote tourism, and this is due to the local and global economic role thanks to what Tourism exchanges offer significant and important results, sometimes exceeding other economic fields, so we find that the new media has the ability to support local investments and develop various sectors, especially service ones.

Keywords: *new media, development, tourism*

المخلص:

تهدف هذه الدراسة إلى معرفة دور الميديا الجديدة في تنمية السياحة المحلية، وهذا باعتبارها عملية اتصالية، تساعد على عملية التنمية ووسيلة لجذب السياح، كما أنها تساهم في تحقيق التفاعل بين المواقع المختصة للترويج في السياحة، وهذا راجع إلى الدور الاقتصادي المحلي والعالمي بفضل ما تقدمه التبادلات السياحية من نتائج معتبرة وهامة، تفوق في بعض الأحيان المجالات الاقتصادية الأخرى، لذا نجد أن الميديا الجديدة لها قدرة في تدعيم الاستثمارات المحلية وتطوير مختلف القطاعات، خاصة الخدمية منها.

الكلمات المفتاحية: الميديا الجديدة، التنمية، السياحة.

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I. Introduction

The contemporary world is witnessing a tremendous and rapid development in the field of media and communication. The wheel of progress in communication and media technology is moving with bright leaps towards a world without borders, bearing with them many political, economic, social and cultural influences.

The media is considered as a civilizing force by communicating important ideas and information that help the development process to the largest possible segment of society. With the aim of accelerating the realization of the process of comprehensive social change and access to economic and cultural progress, in addition to overcoming all obstacles that hinder the development process of all kinds.

Tourism has an important role in the local and global economy thanks to the significant results provided by tourism exchanges that sometimes exceed other economic fields. Therefore, it is an export industry whose revenues converge with what oil revenues achieve in some countries, in addition to being one of the sectors most capable of attracting hard currency. Foreign direct investments, on the other hand, have a distinct ability to support local investments and develop various sectors, especially service ones. For many countries, they are the sector that they rely on to advance development and achieve progress in various fields.

In this respect, we pose the following problem: What is the role of the new media in developing local tourism?

In order to answer this problem, the research paper must include four axes:

- What is the new media
- What is development
- What is tourism and local tourism
- The impact of new media on the development of local tourism

First: The new media

The new media includes within a cultural, historical and civilized framework the characteristics and the traits of the era in which it is born, because its modern means have reached far goals in depth of impact, strength of direction and severity of danger that have led to fundamental changes in the role of the media, and made it an essential axis in the community system.

1- Defining new media:

They are the new ways of communication in the environment of digitization that allow smaller groups of people to meet and gather on the Internet and exchange benefits and information. It is an environment that allows individuals and groups to make their voices and the voices of their societies heard to the whole world (Abbas Mustafa, 2008).

From this definition, we conclude that the new media is a pluralistic media without borders and multi-media to play a completely new role that the new media could not play, as it transforms the viewer and listener into the user. It is an interactive community in which members exchange their services and obtain their basic needs.

As we find its definition of the communicative language of the new media, it relies on the use of computers and communications in the production and distribution of media contents in an easier and low cost, and at a high interactive rate. It is effective and directly participates in the manufacture and promotion of media material, but on the other hand, the role assigned to the new media is considered effective (Youssef Azroual, Laila Al-Ajal, 2008).

1.1. Characteristics of the new media

The new media is distinguished by several characteristics, including: observing people and learning from them, expanding the horizons of getting to know the world, expanding focus and attention, raising people's morale, creating the appropriate atmosphere for development, directly helping to change the trend, feeding the channels of communication between people, strengthening the social situation, Expanding the scope of political dialogue, strengthening social norms, developing forms of artistic and literary appreciation, influencing and strengthening weak tendencies, working as a teacher and assisting in all kinds of education. The development of the social, political and economic needs of different societies has generated characteristics of the new contemporary media, including:

- Overcoming the restrictions of isolation imposed by digital communication, where the individual deals for long hours with the personal computer away from contact with others in real life, and bypassing these restrictions of isolation is by communicating with others through computer programs or networks within the framework of an illusory or virtual reality that draws the parties to the communication where communication is not done face to face, but through conversations, dialogues and e-mail, and with others known to each other and who do not have special features except what this reality imposes and its needs.

- Ease of communication with news sites and immediate information, as there are thousands of media sites that provide the news function and publish facts and events that take place in many parts of the world at the moment they occur.
- The ability to mobilize to support the advocated ideas, and to oppose other ideas so that they can contribute to the formation of a regional or global public opinion about attitudes, issues and individuals at a specific time consisting of categories of Internet users, in particular the media sites spread in them, which makes us call these sites Tactical digital sites “that work in isolation from all the systems and organizational forms available in societies and thus contribute to the development of democratic participation.
- Integration from a revolutionary change of the inherited communicative model, allowing the ordinary individual to deliver his message to whoever he wants at the time he wants in a broad way, the communicative process is not From top to bottom according to the traditional communicative model (Abbas Mustafa, 2008).
- Provides new possibilities and experiences to represent that world as in the case of the vast virtual environment and multimedia screens based on interactivity.
- New relationships between the user and technology through a change in use, image reception and communication media and everyday life as well as the meanings that are invested in new media technology
- New experiences in the relations between the embodiment of identity and society through transitions in the transformations in individual and societal experiences when dealing with time, space and place.
- New patterns of organization and production through re-planning and broad integration in the media, culture, industry, economy, ownership, access, control and modification (Fawzi Cheriti Murad, 2015).

Second: The nature of development

Development is multiple and its dimensions are considered intertwined and interactive, and as a result of this interaction and difference, there have been many attempts to put a clear definition of the concept of development, there are those who have tried to link it to the economic dimension and others have linked it to the social dimension... And there are those who have tried to link it to the cultural and political dimension.

1. Definition of development

The United Nations defines development as: community development and the strengthening of civil efforts in the community, and linking these efforts to government activity, with the aim of improving the economic and social condition of this community, taking into account that the reform plan in this community is on a noticeable degree of harmony (Mohamed Al-Hafnawi, ...). It means that development is bringing about changes in the structuring of the economic, political and social structure by using the human and material resources of society to

the fullest extent possible to achieve the greatest possible satisfaction of the basic needs of the individual.

2. Levels of development: There are many levels of development, including the following:

1.2. Economic development: This type of development is linked to creating a set of radical changes by conducting some operations in a particular society in order to acquire skills and the ability to achieve development that improves the quality of life of individuals and increases their ability to adapt and respond to the basic needs, which are constantly increasing.

2.2. Social development: This dimension seeks to develop interactions between all parties and components of society, represented by individuals, groups, and private and governmental social institutions.

2.3. Political development: This type focuses on pluralistic political systems, and seeks to create them in a society to keep pace with the political systems in the politically advanced countries, and works to deepen and consolidate national concepts.

4.2. Administrative development: It seeks to achieve actual change in administrative structures, systems and methods, and to influence human behaviors to achieve what development seeks in an efficient and effective manner. (Mohammed Al-Hefnawi, ...)

Second: Tourism

1. Definition of tourism: There are many definitions of tourism according to the diversity of criteria for distinguishing between them, and the emergence of new terms, and from this point of view it is possible to shed light on some of these acquaintances as follows:

The definition of the World Tourism Organization:

Tourism represents the activities of people who travel to places outside their usual environment, and reside there for a period not exceeding one year without interruption for rest or other purposes.

Tourism is defined as: the short-term movement of people to places other than their natural places of residence and normal work, including the activities of individuals traveling, to reside in locations outside their places of residence and work (Jay Kakanda Mbuli et al., 2007).

2. The Importance of Tourism:

Social and Cultural Importance: Tourism is an important social and psychological requirement in order to restore human activity and return to work efficiently again, in addition to its contribution to improving the living standards of communities.

It also contributes to reducing unemployment.

- Tourism contributes to social development in the tourist countries, whereby members of the community have the opportunity to learn about different foreign ideas, interests and cultures through their interaction and direct contact with tourists, which serves to open them to the outside world..
- Tourism is a tool for intellectual communication and exchange of cultures, customs and traditions between peoples and a tool for creating an atmosphere saturated with the

spirit of understanding and tolerance among them, as well as a tool for knowledge exchange.

- Tourism works on the spread of the cultures of peoples and the civilizations of nations between the different regions of the world. It also works on increasing peoples' knowledge of each other, consolidating relations and bringing cultural distances closer between them.

Economic importance: Increasing the country's gross national income and this increase occurs through the use of various services (accommodation, food, goods, gifts, drinks and fuel) ...

- Tourism contributes to supporting the local and global economy, and the economic importance of the tourism industry is due to what attracts it to Country of hard currency.
- The influx of foreign capital: Tourism contributes to providing a part of the foreign exchange resulting from tourism in the following:
 - Contribution of foreign capital to investments in the tourism sector.
 - Tourism payments obtained by the country in return for granting entry visas to the country.
 - The daily expenditure of tourists against tourism services in addition to spending on the demand for productive goods and services of other economic sectors.
 - Improving the budget of tourism payments: As an export industry, it contributes to improving the state's budget of payments, and this is achieved as a result of the flow of foreign capital invested in tourism projects, the tourism revenues that the state collects from the public of tourists, and the creation of new uses for natural resources and the atmosphere that can be achieved as a result of creating economic relations between the tourism sector and other sectors.

Political importance: Tourism helps to bring about political rapprochement and improve relations between countries. The positive results of tourism on the economic and social level contribute to solving many political problems.

- Tourism develops connection, empathy and a spirit of cooperation between peoples, especially in the event of conflicts or natural disasters, through support and assistance.
- Tourism contributes to knowing the truth about peoples' conditions, and thus correcting the wrong impressions prevailing in a country, and gives a true picture of the various political, economic and social conditions.

3. Types of tourism: There are many types of tourism and its classifications due to the multiplicity of different desires and needs of the tourist, which change and multiply from time to time due to the great development known to mankind. Tourism is divided according to a set of criteria into the following types:

Division of tourism according to the purpose: Tourism is divided according to the criterion of purpose into the following:

Religious tourism: It is moving to religious places with which people interact with spiritual feelings that comfort the human soul. (Ahmed Abdel Samie Allam, 2008) “It is a traditional tourism that represents a source for learning about the religious heritage of countries, such as visiting Mecca and Medina for Muslims, and the Vatican for Christians. (Mohammed Obeidat, 2005).

Sports tourism: Sports tourism means moving from the place of residence to Another place in another country for a temporary period with the aim of practicing different sports activities or enjoying watching them, such as participating in the Olympic Games and world championships (Mohamed Al-Serafi, 2007).

Medical tourism: Medical tourism is one of the important types of modern tourism, especially in countries that enjoy the presence of water resources and wells. The importance of this type of tourism is due to the tremendous technological and technical development, and the consequent increase in the speed of life and the lack of time that led to the emergence of many diseases such as anxiety, psychological stress and respiratory diseases, which prompted the therapists to return to natural medicine by using sand baths and hot water springs ... and others. (Yousra Dabis, 2002).

Cultural tourism: It is the tourist's absorption of the aspects of the past life of ancient societies, and we note through this phenomena such as: the methods of homes and crafts..., and it is also known as an attractive element for tourist areas, which has highlighted a group of elements that attract tourists to certain places. It takes place by visiting foreign countries and studying or knowing their people or their characteristics that distinguish them from others... This type of tourism increases the information of the tourist and satisfies his needs from a cultural point of view, through holding seminars, cultural courses, special exhibitions and cultural competitions. (Mustafa Abdel Qader, 2003). **Entertaining tourism:** It is considered one of the most common types of tourism and is represented in the movement of tourists for the purpose of entertainment to places where the elements of recreation are available for the human soul in order to renew his activity and vitality so that he can spend his free time or holidays in a useful way. (Mustafa Abdel Qader, 2003).

Division of tourism according to the criterion of geographical location into three types:

Regional tourism: It means travel and movement between neighbouring countries that are one tourist area such as the Arab or African countries or the countries of South Asia (Indonesia, Malaysia, the Philippines, Singapore, Thailand) and regional tourism is characterized by low cost The total trip is due to the short distance traveled by the tourist, in addition to the diversity and multiplicity of available means of transportation, which tempts many to head towards the nearby countries first. (Mohammed El-Serafy, 2007).

Domestic tourism: Represents the movement of an individual or group of individuals from one region to another within the borders of the state. (Mohamed Hafez Hegazy Morsi, 2007). The importance of domestic tourism is due to the fact that it increases the unity of society, social

solidarity and adherence to the prevailing values, which creates a feeling of nationalism and belonging. To develop the various productive sectors within the country.

Foreign tourism: that is, the movement of foreign tourists to a country, and this type of tourism is encouraged by most countries of the world to obtain hard currency. The type of tourism depends on the availability of security, stability, respect for tourists, stability of laws and low prices. (Maher Tawfiq Abdel Aziz, 2008).

Division of tourism according to the number: Tourism is divided according to the criterion of the number of tourists into two types:

Individual tourism: that is, a tourist alone or accompanied by a family, to carry out a trip at his own expense. (Mustafa Abdel Kader, 2003). This type of unregulated tourism is undertaken by a person or group of people visiting a country or place. The duration of stay varies according to their enjoyment of the place or according to the free time available to them, and each tourist from this group has his own motives that he came to achieve, and the extent to which these tourists enjoy tourism services depends on their financial ability and the desire they achieve. This type of tourism depends on the influence of friends and the impact of advertising and tourism promotion and the extent of the tourist's culture.

Group tourism: It is the opposite of the first. It is organized as it is called group or group tourism, and tourism companies organize this type of tourism. (Marwan Al-Sukkar, 1999).

Division of tourism according to the accommodation duration:

Tourism is divided according to the accommodation duration criterion into two types:

Seasonal tourism : This type of tourism includes visiting the holy sites during certain seasons, as well as attending the Mawlid and the rituals that accompany them on specific dates of the year. This is what is called seasonal tourism because it is linked to specific times of the year. (Yousra Dabis, 2002).

Passing tourism: This type consists of two types:

Passing tourism during the movement of tourists by land roads by tourist buses, where tourists pass during their way to a country in a particular country and stay there for a day or two, in this case some tourism companies organize short tourist trips for these tourists.

Passing tourism that occurs during transportation by planes, such as a plane malfunction or the presence of disturbances, so some tourism companies organize trips to visit archaeological places. and between airlines. (Fouad Rashid Samara, 2001).

Third: The impact of the new media on the development of local tourism

1. The positive effects of the new media on the development of local tourism

The development of local tourism depends on the tourism strategy in force in each country because the development of tourism is linked to many productive and service sectors of the national economy, such as the media, where the new media contributes to its development through its characteristics as follows: Interactive: This is the feature of the new media where the exchange of influence and interaction between the source and the future is done through a visual

presentation, where the tourist areas and the positives and benefits of the region are presented where tourists are attracted through influence and interaction, because tourism is linked directly related to the environment and society, the effect is on the visual display.

Transcending cultural boundaries:

The modern means of new media have reached far-reaching goals in the depth of impact and the power of direction, transcending geographical boundaries, distinguishing and falling cultural barriers between the parties to the communication process, and at the mass and cultural level through the websites of television channels and newspapers networks, to which millions of residents of the six continents are exposed. Despite the different languages of broadcasting and radio, this helped the development of local tourism across the world through the diversity and multiplicity of tourists.

Mobility

This feature in the new media helps in the development of both types of passing tourism during the movement of tourists by land roads or during transportation by planes because there are many means of communication that its users can benefit from in communicating from one place to another during its movement, such as the mobile phone, as it shows us the monuments in those areas.

Diversity

The diversity of the new media provides the recipient with greater choices to employ the communication process in accordance with his needs and motive for communication. Multiple and renewable, this diversity guarantees the individual diversity in tourism destinations because the latter is considered the spiritual food for him to entertain himself and renew his strength.

2. The new media is a factor in the development of local tourism

The new media is an effective tool in the development of local tourism based on its features, patterns and nature that facilitate communication between the sender and the receiver. Digitalization and its spread, as well as the development of information programs and communication systems at a low cost, which encourages users of computers and its programs to immerse themselves in these programs with the aim of learning for long times in an individual framework. Among them, we find the development of local tourism, which contributes to the strength of the elements of tourist attractions.

The new media has an important role in tourism supply and demand, in decision-making for tourists, and in tourism management in general. It also allows those in charge of tourist destinations to interact directly with visitors through various Internet platforms, and monitor visitors' reactions and evaluation of the services provided. Social media, such as websites and applications that enable users to share content or participate in social networks, provides travelers with a gateway to the opinions and recommendations of millions of people,

including friends in their social networks, and travelers usually have a strong desire to share information about their experience.

Tourism development also uses advertising through new media as a major tool for its professional gain, and the successful promotion of tourism in each country must be based on cultural values and a professional understanding of advertising and its values. We have to be aware that the development of tourism in the modern language today is a means of global communication between countries and tourists from all countries, and it can be introduced to various cultures and societies abroad, as well as there are ancient and historical sites and languages; Consequently, new media has become a necessary tool in this growing global industry.

Conclusion

The new media plays a major role in the development of local tourism, especially in countries that witnessed and succeeded by ancient civilizations in their lands in the past, and therefore it is considered a mean to attract potential tourists in order to see the remains of these ancient cities with their natural beauty, as tourism is an important tool for the local and global economy thanks to what Tourism exchanges offer like significant results and sometimes exceed other economic fields, so it is an export industry whose revenues are close to what oil revenues achieve in some countries, in addition to being one of the sectors most able to attract hard currency and foreign direct investments, and on the other hand it has the ability to support local investments and developing various sectors, especially service ones. For many countries, it is the sector that they rely on to advance development and achieve progress in various fields.

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