

## Problems of North Caucasus Territories Image in the Context of Tourism Development (Following Content Analysis)

Gusenova Djamilya Adamkadijevna

Federal State Budgetary Educational Institution of Higher Professional Education  
“Russian State University of Tourism and Service” Makhachkala filiation

**Abstract:** The article gives data of Internet resources content analysis concerning North Caucasus republics, in the territory of which legal and economic base for tourism development is built. The results of these studies showed that, on average, about 91% of the information about North Caucasus republics is negative, affecting other Russians’ ideas about Dagestanis.

**Key words:** Islam • Terrorism • Image of North Caucasus Republics • Mass-media • Inter-Confessional Relations

### INTRODUCTION

Any state that orients its inner economic policy towards tourism development first of all should take care of image potential of its territories. In this respect it is very important what type of advertising communication is used for territory image making: video or audio; researches of Sung-Bum Kim, Dae-Young and Paul Bolls showed that video has stronger impact on psychical working over information, than audio has [1].

Concerning problems of North Caucasus republics image, let’s see the informational “picture” from different territories of North Caucasus perceived by the rest of Russian Federation territory via electronic means- Internet.

### MATERIALS AND METHODS

For this research we used method of content analysis and two informational web-sites: Interfax [2] and Newsru.com [3], as the most extreme ones, presenting maximal and minimal coefficients of negative information rates, according to results of our previous researches.

As negative notions we included the following words: murder, died, victim, aggrieved, wounded, abductees, terroristic act, terror, explosion, exploded, bomb, weapon, militant, extremism, corruption, bribe, fraud, accident, road traffic incident, violations.

As positive notions we used such key notions: football, culture, sports, development, resort, tourism, tourist, construction, to build, health, education, school, science.

We believe that detection of degree and frequency of these key notions citing will lead to volume and character of the information given by the web.

### RESULTS

Our researches showed that during all research time period (June-August 2013) media-agents were focused on first of all such extreme notions as murders, explosions, weapon, terroristic acts, militants etc., which are highly negative. The diagram below shows the part of negative information from specified territories presented by news agencies.

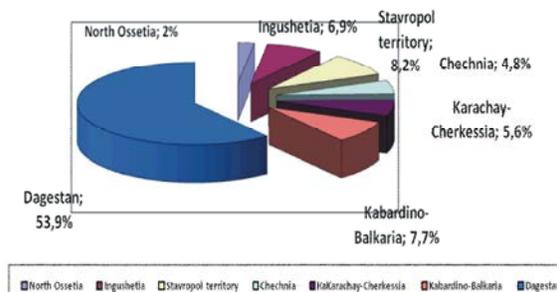
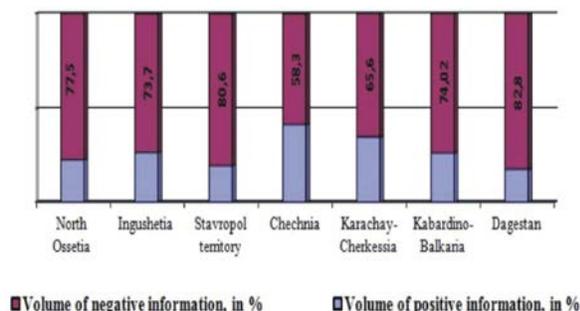


Fig. 1: Part of negative information in % from regions of North Caucasian federal district.

**Corresponding Author:** Gusenova Djamilya Adamkadijevna, Federal State Budgetary Educational Institution of Higher Professional Education “Russian State University of Tourism and Service” Makhachkala filiation.

Thus, thanks to the diagram we can see that the most part of negative information is received from Dagestan (53.9%) and the least part, ironically, from Chechen Republic. Notably, Stavropol territory, adjoining to the north part of Dagestan and being the area of cossacks, Russian population, took the second (after Dagestan) place in the list of part of negative information in NCFD.



Also it is interesting to see the ratio of negative and positive information in a certain territory.

The diagram you can see above demonstrates that most of information bears negative messages. In addition, the negative part is quite stable in the context of dominating presence. Undoubtedly, news agencies preferring negative image are able to create for readers living far from Dagestan or other North Caucasian territory an impression of permanent presence of these events in the Caucasians' everyday life and that has a strong impact on potential tourists' ideas of the danger level in these regions.

The statement about news agencies pronouncing expressly negative information, filtering news received from regions and presenting the one they consider to be in-demand, is proven by comparative data of the same news agencies and also of the content of information flow of the regional news agency "RIA Dagestan" [4].

These researches showed that intraregional news agency "RIA Dagestan" information is of inverse ratio, with positive information in 70.86% of cases and negative one in 29.13%. Meanwhile the federal news agency "Interfax", for example, for the same period gave 91.29% of negative information and only 8.7% of positive one. At the same time the regional news agency "RIA Dagestan" presented a low level of negative information not because of reduction of citation or inner blocking of negative information, but because of absence of informational preferences and because of unbiased approach to material collection. Citing of negative news here is more frequent than with federal agencies and at some points even much more frequent.

The region's negative image is made not only by mass-media news, but also due to absence of good advertisement and promotion of tourism. In addition, the last also affects local population's attitude to this industry. For instance, Khanbabayeva Z.M. and Daitov V.V.'s public-opinion polls carried out in 2009 showed that the part of those who perceive the Dagestan republic tourism development positively decreased from 93% to 89.4% and the part of those who perceive it negatively or indifferently, on the contrary, increased by nearly 50%- from 7 to 10.6%. The reason for it, as the authors believe, is absence of promotion of tourism in Dagestan as one of priorities of the region's development [5].

## CONCLUSION

Summarizing our researches results, we would like to note that the federal centre's socio-economical policy for North Caucasian region aimed at creation of tourist cluster needs a powerful informational support from federal news agencies. This necessity is caused by one-sided presentation of some events, selective approach to news compilation, which act against these events, bringing them, in point of fact, to nothing.

## REFERENCES

1. Sung-Bum Kim, Dae-Young Kim and Paul Bolls, 2014. Tourist mental-imagery processing: Attention and arousal //Annals of Tourism Research. 45: 63-76. [E-resource] Access mode: <http://www.sciencedirect.com/science/journal/01607383> Date: 25.01.2014
2. Interfax. News agency [E-resource] Access mode [Free]: <http://www.interfax.ru/> Date 15.01.2014
3. Newsru.com [E-resource] Access mode [Free]: <http://www.newsru.com/> Date: 12.01.2014
4. Gusenova D.A. and A.M. Kurbanova 2013. E'ffekt «dzhixada» i «grazhdanskoj vojny» v sovremennom Dagestane na stranicax SMI (po materialam kontent-analiza) // Islamovedenie. No 3. [E-resource] Access mode [Free]: <http://islam.dgu.ru/Stat/i2013-3-5.pdf> Date: 20.01.2014.
5. Xanbabaeva Z.M. and V.V. Daitov 2009. Monitoring obshhestvennogo mneniya v sisteme obespecheniya funkcionirovaniya turistskoj otrasli //Servis Plus, 4: 26-33.