

## THE ROLE OF THE MEDIA IN THE DEVELOPMENT OF TOURISM

Poziljanov Xumoyunmirzo Gayratjon oqli,  
Andijan State University, Socio Economics Faculty,  
2nd Year Student in the Field of Tourism

Ibragimov Mansurbek Muminjon oqli  
Andijan State University, Socio Economics Faculty,  
2<sup>nd</sup> Year Student in the Field of Tourism

### ANNOTATION:

**This article describes how the mass media effects on the development of Tourism. Integrating tourism with media facilitates to broaden this sector around the economical world. In other words, it will likely bring as a new sector.**

**Keywords: cognitively relevant, Study Guide, electronic instruction, codes, sense of reality, media characteristics.**

### INTRODUCTION:

There are wide range of tourism sectors like ecotourism, agricultural tourism, cosmo tourism, medicals tourism and so on. However, there are also lots of questions how to develop this sector. We know advertisement is one of the best ways of doing this. Media is a major option in order to do progress on this way. In this developing and rivalry world the mass media is an enormous way to advertise everything. The role of the mass media can facilitate so as to advertise the tourism. First of all, we had better know the main comprehension of the media.

The media Center is a non-profit research and educational organization committed to building a better-informed society in a connected world. The Center conducts research, educational programs and symposia and helps strategic conversation and planning on issues shaping the future of news, information as well as media.

As media becomes pervasive and ubiquitous, forming the building blocks for our constant remix of the categories of everyday life, they become invisible, in the sense that, as Friedrich Kittler suggests, we become blind to that which shapes our lives the most. I propose that the key challenge of communication and media studies in the 21<sup>st</sup> century is, or the disappearance of media. This is not a renewed claim for the kind of soft techno-determinism espoused in the form of Marshall McLuhan and Manuel Castells (2006). The increasing invisibility of media is exemplified by their disappearing from consciousness when used intensely by their logic of immediacy. In this process, the primary bias of media technologies the fact that people can read, edit and write their codes, programs, protocols comes to shape our sense of reality. This is reality that seems malleable as well, that could be manipulated, fast-forwarded, scanned on. In this statement of purpose, I follow the lead of David Harvey (1990) who signalled.

For another thing, students how to ask critical questions of the media, and gives them the analytical tools to answer those questions. By gaining a rich comprehension of how the mass media play a role in society, both in giving pleasures and creating power relationships, students to become critical thinkers. Understanding the media; teaches the theoretical foundations and key concept students need to get started on their own media

studies bring concept to life with examples and case studies on everything from Harry Potter and Big Brother to the Occupy Movement Shows the "how to guide exercises and improve essay writing with a guide to the research".

These media are distinguished by cognitively relevant characteristics of their technologies, symbol studies and processing capabilities. Studies are examined that illustrate how these characteristics and instructional designs that employ them, interact with learner and task characteristics to influence the structure of mental representations and cognitive processes. Specific interest is the effect of media characteristics on the structure, formation, and modification of mental models. Implications for research and practice are discussed.

From my personal life experience, in my country Uzbekistan tourism is come by online websites. Majority of citizens as well as residents travel to historical regions by using their websites. What I really mean is that the governments had better create apps, websites, or other in order to develop also virtual trips. For example, scientists created comfortable app for tourists who visit to Africa. In this e-book they can easily understand and master all the content and skills that they will need to meet the requirements for the Grade to National Curriculum Assessment Policy Statement for Tourism.

This Study Guide covers the following topics:

- 1 Tourism sector
- 2 Map work and tour planning
- 3 Domestic, regional and international tourism
- 4 Tourist attractions
- 5 Sustainable and responsible tourism
- 6 Marketing
- 7 Culture and Heritage
- 8 Communication and customer care

### **How to get the most from your Study Guide:**

Each topic is divided into:

An overview;

Summaries;

Questions and answers.

There is an example of a final examination paper with model answers:

The tourism industry in South Africa is changing all the time. Every day brings new ideas. Our Learner's book and Study Guide eBook will provide you with excellent resource material, but it is important for you to keep up to date by following new developments in tourism in the media, such as on television, in newspapers, magazines and on the internet.

Your ability to work in a team, find information and discuss and explain key concepts will help to develop in a very exciting career in Tourism.

As we saw above that data is given on the app which was created in The Africa. Electronic instruction is the best way of finding utmost areas of the region.

To sum up new way of tourism admittedly helps to get to be rivalrous economy among the technology and industry. I believe in boring fruit in the foreseeable future.

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