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The Effects of ICTs on the "Arab Spring"
Влияние ИКТ на «арабскую весну»

Since the end of 2010, the political changes in Tunisia and Egypt have caused a tsunami-like shock to the entire Arab world (Bradley, 2012, p.2; Karatzogianni, 2013, p.4). In the "Arab Spring" movement, the social media, such as WikiLeaks and Twitter, performed a significant role in the development of the situation and the unrest in the Arab world through unconventional means and methods (Karatzogianni, 2013, p.1). Now, it is difficult to deny that the impact of ICTs (Information and Communication Technologies) on the social movement and war has become increasingly evident. ICTs, represented by social networks, are no longer simply used for communication. It has been transformed into a platform for political revolution and an important promoter of public political events. As Karatzogianni (2013, p.1) has indicated, "ICTs used as resource or weapon in online and offline mobilization and propaganda wars." Therefore, it is necessary to study the impact of ICTs on social movements.

In recent years, the Middle East not only has been a frequent hot spot of regional conflicts, but also the most complex areas of global conflicts. Meanwhile, in the trend of economic globalization, the Middle East is a region with a major impact on the energy production and information revolution of the world (Aras & Akarcesme, 2012). In addition, the rapid and intense uprisings in the "Arab Spring" movement is inextricably linked to the characteristics and functions of social media (Karatzogianni, 2015), which have attracted worldwide attention. Therefore, it is of great importance to examine the impact of ICTs on the uprising and protests by studying the "Arab Spring".

This essay will argue that ICTs perform an important role in protest, revolution and regime change in contemporary society, for example, to accelerate protest mobilization, recruitment and spread (Karatzogianni, 2015), despite ICTs do not fundamentally determine the occurrence and direction of social movements. The comparative analysis of the impact of ICTs on the "Arab Spring" indicates that ICTs, represented by social networks, are no longer just for interpersonal communication and sharing. It provides a platform for political revolution and an important facilitator of public political events. This essay will discuss the historical and political background of the "Arab Spring" and the origins of the movements. It will then go on to analyse the characteristics, roles and developing circumstances of ICTs, as well as the impact of ICTs on these protests. Finally, it will evaluate the effects of ICTs in sociopolitical movements.

The geopolitical background of the Arab Spring
The Arab world is at the junction of Asia, Africa and Europe, including more than 20 countries, with Arabic as the main language (Gelvin, 2012, p.1). In the Arab world, the Muslim population accounts for a large proportion (Gelvin, 2012, p.1). There have often been ethnic and religious struggles in the Arab world, involving between different branches

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within a single denomination. For instance, there are Sunni and Shi'is in Islam (Gelvin, 2012, p.1-2). The Arab region had a variety of problems for a long time, including the authoritarian rule, rigid political system, human rights violations, government corruption, national economic recession, high unemployment and poverty (Aras & Akarcesme, 2012, p.40; Gelvin, 2012, p.33-42). Some people are dissatisfied with the dictatorship of the present state as a result of long-term social and economic problems; thus, their desire to overthrow the government may have become increasingly strong. As Gelvin (2012, p.32) states that "springtime has always been associated with renewal", a series of uprising movements in the countries of the Middle East are known as the "Arab Spring". The "Arab Spring" represents a series of anti-government movements, which advocated democracy in the Arab countries (Aras & Akarcesme, 2012, p. 44). Tunisia's first sparks suggest that autocratic regimes will be overturned (Aras & Akarcesme, 2012, p. 40).

The roots of the Arab Spring

Tunisian social movement and other uprisings in the Arab Spring are not accidental phenomena, but the inevitable result which had been interacted by a variety of internal and external factors. On the face of it, the fuse of the Arab Spring was the self-immolation of a fruit vendor in Tunisia (Gelvin, 2012, p.42). In fact, the Middle East countries have a series of economic, political and social contradictions, as well as the Western values, affected the Arab countries to a certain extent; the Arabs need dignity and human rights (Gelvin, 2012; Aras & Akarcesme, 2012, p.40-43); the international environment continues to undergo the transformation (Karatzogianni, 2013, p.1). In the meantime, social media, such as Facebook, has long been in-depth people's lives. It has the characteristics of convenient and efficient which makes it becoming an indispensable communication tool for the modern lifestyle. In the past political protests, the economic crisis is usually the direct cause of the protests. As Gelvin (2012) shows, the unemployment rate in Mohamed Bouazizi's hometown has been as high as thirty percent in 2010, It shows that the lack of economic opportunities led to difficulties in Tunisian people's lives. Moreover, A Website named WikiLeaks showed that Ben Ali and his wife about corruption and extravagance lifestyle, which provokes long-term anger among the Tunisian population over the ruling class (Karatzogianni, 2013, p.1). In addition, from the external factors, with the end of the Cold War, countries in the world such as the United States began to adjust the strategic layout to seek national interests, and the Middle East became a hot spot in international relations by its special historical and geographical factors (Aras & Akarcesme, 2012). The result of multiple effects is that there are a series of anti-government social movement in the Arab world.

The development of ICTs and the digital media usage

Currently, ICTs play an important role in international public affairs. As people constantly develop the new Information and Communication Technologies means, ICTs and networks also play a role in mobilization, notification, lobbying, organization and campaign of social movements (Donk et al., 2003, p.1).

The work of Huang (2011, cited in Karatzogianni, 2013, p.9) reveals that the majority of Arab people used social media such as Facebook and Twitter for the mobilization and organization of protest and relative information getting. It may be concluded that virtual social media are popular among the general public in the Middle East. Arab countries have long been undergone authoritarian regimes, so that there is little opportunity for free personal

expression. With the development of the Internet technology, Internet and social media has increasingly become a platform for the citizens to express personal perspectives. In addition, the development of Internet technology has created a new generation of young people who could make good use of new tools and new technologies (Gelvin, 2012). Growing up in the new era of the Internet, Arab youths have accustomed to accessing news and information from the Internet or social media, and also expressing themselves on the Internet. To a certain extent, young people are the major user group of new media; they act as role as a public opinion leader on the virtual platform role. For instance, a number of social problems such as high unemployment in the Middle East made young people dissatisfied with the real life, and social media has become a platform for their catharsis and political mobilization. The development of digital networks and social media has facilitated and accelerated protest mobilization (Karatzogianni, 2015, p.91). The demonstrations in Egypt, to some extent, followed the example of the Tunisian uprising (Gelvin, 2012, p.44). At the National Police Day on January 25, there was a clear political slogan "We Are All Khaled Said" on Facebook, which was created by an Egyptian named Wael Ghonim (Karatzogianni, 2013, p.14). His action led to the 2011 Egyptian revolution (Gelvin, 2012, p.44).

There are many benefits of ICTs, which enable the Internet and social media to play a significant role in protests and uprisings. "It was the era of the revolution down through the wires: time was collapsed and geography shrunk by the use of social networking" (McCann, 2011; Kirkpatrick & Sanger, 2011; Herrera 2011, cited in Karatzogianni, 2013, p.1). One of the most prominent features of Internet technology is breaking the time and geographical limitations of communication. On the one hand, the Websites and social media disseminated the information about government corruption and social injustice widely in the world. It could arouse the general public's dissatisfaction with the current Arab government, which could carry out the protest mobilization and recruitment. On the other hand, ICTs enable protesters from different regions to communicate with each other. In the beginning and development of Arab Spring, a large number of protesters conducted command operations through social media. This is the reason of the relevant government cut off the internet to block the link between protesters in order to maintain the regime (Karatzogianni, 2015, p.91). What is more, the Internet has an indispensable feature is a wide range of user groups. As mentioned earlier, young people are the primary users of new media. As the work of Gelvin (2012, p.20) states, the proportion of young people generally accounts for more than a quarter in Tunisia, Egypt and Libya's population proportion. The wide range of young users enables social media and websites becoming the preferred platforms for protest mobilizing and recruiting. In addition, new media is highly interactive. This feature reflected in the Arab Spring movement in many ways, such as protest participation and recruitment. Meanwhile, this feature is also reflected in the spread of values and beliefs in Arab Spring uprising. A high degree of interactivity might lead to a diversity of ideologies. Once exposed to new information in interactive communication, people will interest in the things which are contrary to the traditional information by the psychology of curiosity. In this case, there may be political tendencies. In other words, the interactive nature of the Internet to some extent could affect people's ideology and values. In the Arab Spring, the evidence of corruption and democracy lack was widely disseminated on the Internet. It is inevitable that the political tendency of anti-government will arise gradually. Therefore, large-scale uprising emerged.

Karatzogianni (2006, p.88) has pointed out that the theory of Cyberconflict framework, which referred to the sociopolitical cyberconflict and the ethnoreligious cyberconflict. It shows some elements and keywords of each theoretical framework , such as mobilizing structure, hacktivism. The social and political situation in the Arab world is complex, and social conflicts are prominent. Compared with other regions, ethnic and religious have great social and political influences for the Middle East. The analysis of the impact of ICT on the Arab Spring need combine the cyberconflict theories.

The impact of ICTs on the Arab Spring will be analyzed in the context of specific cases in the Arab Spring. This essay focuses on the Tunisian and Egyptian uprisings.

The Tunisian uprising

After being subjected to urban management' violence, a young fruit vendor with only 26 years in Tunisia to protest by the way of self-immolation on December 17, 2010. Subsequently, this suicide incident ignited the whole of Tunisia, and it is the prelude to the Tunisian revolution. A number of Tunisian workers and politicians began the demonstrations, they were generally young, educated and unemployed; in the meantime, the videos of the protest and demonstrations were widely disseminated on social media such as Facebook (Gelvin, 2012, P.42). The movement ended in the Tunisian workers and politicians occupation of the central squares and the downfall of Tunisian president Ben Ali (Karatzogianni, 2013, p.3). Since then Egypt, Yemen, Syria, Bahrain, Libya have also been large-scale protest demonstrations (Gelvin, 2012).

The eruption of the Tunisian uprising was seemingly due to a self-immolation incident resulting from the conflict between a fruit hawker and urban management. Nevertheless, to some extent, the Tunisian uprising is the inevitable result of a large number of social contradictions. As mentioned above, the Tunisian unemployment problem is very serious. It is well known that the main force of the Tunisian uprising is young people. Many of these young people are unemployed and they have no any income. Living difficulties are justifiable reasons for their participation in demonstrations. The WikiLeaks shows the corruption of the ruling class, coupled with people's dissatisfaction with lives; a protest triggered by emergencies was quickly amplified and disseminated through virtual social networks and eventually spread to large-scale social movements (Karatzogianni, 2013); therefore, a vigorous uprising opened the curtain of the Arab Spring.

The work of Lynch (2011) shows that the social media in the Arab Spring has been instrumental in protesting demonstrations in the following aspects: first, using the social media platform to gather those people who are dissatisfied with the government; second, through the online video to incite public sentiment, so that protesters could get public support; third, using social media to expand the influence of protests, which could increase the pressures and difficulties of the government to crack down on protests; fourth, attracting the attention of the international community by dissemination of information. Tunisia uprising is a case.

The Egyptian uprising

On January 25, 2010, an Egyptian youth Wael Ghonim created a web page. As this web page becomes increasingly popular, more and more Egyptian people are joining in the camp which is anti-government. A series of protests broke out in Egypt (Schwartz, 2011). Protest demonstrations spread many cities in Egypt, especially in the capital Cairo.

The outbreak of the Egyptian revolution was linked to domestic problems such as poverty, government corruption and unemployment. In addition, the network plays an important role in these movements, and the advantages of the Internet and social media were applied in the Egyptian revolution. From the Egyptian uprising, it could be seen that in the network, a message could be transmitted without limit. With the power of the network, the Egyptian uprising was launched, subverting the Egyptian regime eventually (Gelvin, 2012).

Most of the information communicators on the network are young people in the Egyptian uprising. Not all those who participated in the anti-government uprising had a strong political inclination initially. Young people may not have a clear political purpose; in the beginning, most of them are against unemployment rather than intend to overthrow the regime. The herd mentality is common. However, the inaction of government aroused public anger eventually.

From the Egyptian uprising, it may be concluded that the ICTs has been instrumental in launching large-scale protests and demonstrations. Intentional information in social media could affect the psychology of the audience. Besides, propaganda of protests through social media and the Internet is viable. ICTs have an important influence on ideology, framing, organization and operation (Karatzogianni, 2015).

ICTs cannot determine social movements

ICTs have had an impact on the origins, conduct and development of social movements. However, it does not mean that ICTs has a decisive influence on social movements. As mentioned earlier, the Arab Spring is the product of a variety of internal and external factors. The Arab Spring is not a simple ICTs revolution. The real reason of the outbreak of the Arab Spring is the large number of social conflicts caused by corrupt government and citizen's dissatisfaction. Thus, ICTs cannot directly determine the occurrence and direction of the social movements. Meanwhile, the actual situation controls the extent to which ICTs affects social movements, in other words, the role of ICTs in social movements depends on the current socio-political environment.

Conclusion

The Arab Spring is a series of intense and wide-ranging social movements in the Middle East. In the region of social and political complexity, the Arab Spring is a "wake-up" for democracy and socio-economic conditions improvement (Gelvin, 2012). In Arab Spring, ICT, represented by social media and the Internet, played an important role in mobilizing, propagandizing, recruiting, and conducting (Karatzogianni, 2013). The Tunisian uprising served as a prelude to the Arab Spring. Egypt, Yemen, Syria and other regions have also broken out social movements. The Arab Spring is different from the previous social movements in the Arab world. The Arab Spring is the bottom-up movement. It is the anti-government movements that have been widely disgruntled by authoritarian government corruption and social instability as well as other causes, mobilized through social media platforms. These movements are collectively referred to as the "Arab Spring", which have attracted worldwide attention.

By analyzing the social, historical and political background of the Middle East, it could be concluded that the Middle East has long been in social contradictions. Although the role of ICTs in the Arab Spring social movements is significant, it cannot fundamentally determine the social movements. In other words, the explosion of the Arab Spring is

the result of a long period of intensification of social contradictions. Therefore, it may be concluded that technology cannot guarantee the revolution, but it could become the driving force of the revolution. It is essential to research the impacts of ICTs on social movements.

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Развитие ресторанного бизнеса:
мировой и отечественный опыт

Ресторанный бизнес занимает весомое место в индустрии гостеприимства. Именно с развитием туризма появляются возможности развития ресторанного бизнеса. Индустрия гостеприимства достигла расцвета. Лидерами в этой области остаются США и Европа.

В современном мире актуально развитие ресторанного бизнеса на инновационной основе. В свете сказанного интерес представляет опыт развития ресторанного бизнеса как в США, так и в странах Западной и Восточной Европы. Более подробно тенденции развития ресторанного бизнеса в США, странах Западной Европы, Китая, России представлены в научно – практическом журнале «Вестник Белорусского государственного экономического университета» в статье «Развитие ресторанного бизнеса» [1].

В период пандемии в странах Западной Европы произошли следующие изменения в развитии ресторанного бизнеса. Так, произошло увеличение спроса на доставку, а также развитие кейтеринга. Ключевой задачей рестораторов стало переосмысление