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PECULIARITIES OF USING MARKETING COMMUNICATIONS IN THE FIELD OF TOURISM

Podzihun S. M. / Подзігун С. М.

PhD in Economics, / кандидат економічних наук

<https://orcid.org/0000-0003-3012-1842>

Maliarchuk N. M. / Малярчук Н. М.

PhD in Economics, / кандидат економічних наук

<https://orcid.org/0000-0002-5284-1376>

Department of Marketing, Management and Business Administration

Pavlo Tychyna Uman State Pedagogical University

Уманський державний педагогічний університет імені Павла Тичини

Abstract. *It has been proven that in today's realities, tourism can be restored only under the conditions of the introduction of innovative technologies. In order to work at full capacity, Ukrainian travel agencies are looking for innovative ways of development and are gradually opening up opportunities on the European market and in other countries. It is well-founded that the introduction of digital technologies, such as online booking systems, virtual tours and digital marketing platforms, has made it easier for tourists to plan and book trips to Ukraine. The classification of landmarks of scientific and technical developments and research in the field of tourism information technologies is given. Innovation is a key factor in the field of tourism in the context of the development of digital technologies. It was determined that an effective system and high quality of communication is a condition for the sustainable development of the tourism business, raising its standards, as well as success in the field of tourism. The main problems of ensuring appropriate conditions for the development of rural green tourism in communities are: low level of quality and comfort, which are necessary to meet the needs of both domestic and foreign tourists; preserving the cleanliness of the environment; poor communication (roads in rural areas are in extremely poor condition); peasants' ignorance of a foreign language; there is strong competition from neighboring areas that offer better infrastructure and connections. But the biggest problem is the lack of information support for both national and foreign tourists about possible tourist routes and attractive areas for recreation in communities. Therefore, the management of information and communication policy is one of the most important components of social and cultural service and tourism. The effectiveness of the use of information technologies largely determines the productivity of activities in the field of tourism business, for which the reliability and efficiency of collecting, processing and transmitting information are becoming more and more relevant. In today's realities, tourism can be restored only under the conditions of the introduction of innovative technologies. In order to work at full capacity, Ukrainian travel agencies are looking for innovative ways of development and are gradually opening up opportunities on the European market and in other countries. Therefore, the key question for the Ukrainian tourism industry is what innovative methods of anti-crisis management can be used to revive the industry.*

Keywords: *marketing, tourism, digitalization, innovations, information systems, communication technologies, tourism management system.*

Introduction. Tourism is an important economic activity for any country and the world economy, and the use of technical progress contributes to its optimization. In difficult socio-economic conditions, the tourism industry needs to find new ways of attracting resources, establishing communication channels and reformatting the market with the aim of further innovative activation of the tourism business. Domestic tourist enterprises are faced with the problems of ensuring the competitiveness of tourist services, so they try to use modern information technologies that were created by foreign tourist enterprises.



In today's realities, tourism can be restored only under the conditions of the introduction of innovative technologies. In order to work at full capacity, Ukrainian travel agencies are looking for innovative ways of development and are gradually opening up opportunities on the European market and in other countries. Therefore, a key question for the Ukrainian tourism industry is what innovative methods of anti-crisis management can be used to revive the industry [8].

Analysis of recent research and publications. Research on the use of the latest information and communication technologies in the activities of tourism enterprises and tourism in general was carried out by: Bayda B., Keptyukh T., Domashenko S., Morozov D., Hlebova A., Lysyuk T., Royko L., Biletskyi Yu, Kyrychenko S. However, the directions of digital innovative development of domestic tourism in the context of modern challenges require further research.

Setting objectives. Conclusions from the study. The modern tourism industry must move to the forefront of technological applications. The constant expansion of the tourism industry in Ukraine should make tourism a priority area for the innovative application of technologies, and the combination with advanced technologies should transform and modernize tourism [7].

According to B. Baida, the rapid progress of the tourism sector has provoked the development of the latest information technologies, which are aimed at strengthening the quality of the provision of tourist products and services [4]. An important element of the formation of the latest information technologies is the support system for tourist activity.

They include the following [1, 2, 3]: travel support systems (which provide the tourist with a certain range of tourist services during the trip); guide programs (a subclass of travel support systems that allow a tourist to create an excursion program based on information about specific points for a set travel route); tourist reference (recommendation) information systems (provide the tourist with clear and comprehensive information about various tourist routes, directions of action, tourist objects that are advisable to visit, taking into account various criteria of tourists) [4].

Today, Ukraine has concentrated maximum attention around itself, which could positively affect the development of tourism in the future. At the same time, it is important that in the period of global digitalization, the development of the industry takes place with the use of innovative, digital technologies. Digital development will be a decisive factor in the growth of the Ukrainian tourism industry. The introduction of digital technologies, such as online booking systems, virtual tours and digital marketing platforms, has made it easier for tourists to plan and book trips to Ukraine. Digital technologies also made it possible to promote the tourism potential of Ukraine among the world audience, thereby increasing the recognition of the country as a tourist destination [5].

Modern tourism is a complex socio-economic system, the element of which is a highly profitable multi-branch economic and industrial complex, which includes travel agencies, hotels and restaurants, cafes, accommodation facilities, etc. Structural changes in the economy, environmental instability require a review of the forms and methods of managing the tourist services market. Innovations act as an incentive for the further development of tourism and the hotel and restaurant business, allow



companies not only to occupy leading positions in their market segments, but also to meet global service standards [10].

Communication is a universal and integral component of the development of a tourist enterprise. The quality of tourism itself and the effectiveness of tourist activities (services) largely depend on its development. Thanks to the progress of information technology (IT) in the modern world, the ways and nature of communications have changed. This directly affects the field of tourism and, among other things, led to the transformation of the mechanisms of tourism activity [11].

Communication is an effective management tool for the development and implementation of measures necessary to achieve the set goals. Therefore, communication activities should be applied strategically, be thought out and properly controlled. In the basic version, communication in tourism must be considered from the point of view of the travel agency and tourists.

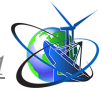
Communication in the activity of a travel agency is a type of economic communication and is divided into two directions - in the external environment and inside the company. The travel agency's external communications include interactions with:

- 1) potential and current customers (marketing communication);
- 2) partners, mainly tour operators (business communication);
- 3) regulatory bodies (report communication).

The first two types are specific to the field of tourism, covered by the competence approach and can be modeled. Marketing communication involves the search/formation of channels of information and interaction with customers, is part of tourist competencies and contains informal connections. The peculiarity of travel agencies is that their communication with clients goes beyond the provision of purely consumer information. A large volume of familiarization work is carried out, which requires special preparation and development of communication culture. Communication with customers is both individual (personalized) and mass (public).

In a certain sense, tourism can be represented as a communication process, within the framework of which communications take place between travel agencies and tourists, as well as within these groups. As a result, different communication systems can be considered: between the community and subjects of tourism activity and between subjects of tourism activity and between tourists.

The application of virtualization technologies such as AR/VR and 5G in the tourism industry has given rise to new forms of business, such as cloud tourism and live tourism, and has also prompted a profound transformation of tourism marketing and tourism experience. Virtual technologies have given a powerful impetus to the tourism revolution, especially the development of virtual tourism, a new form of excursion tourism that combines network technology, 3D visualization, VR, geographic information technology and traditional tourism. It plays a crucial role in the transformation of tourism. Virtual tourism goes beyond the traditional form of information and connects the user's perception with making tourist decisions. The combined use of virtual technologies and modern information technologies overcomes the limitations of traditional means of expressing information, such as text, photo and video, and generates richer information in the spatial dimension



[8; 9].

We suggest that each community create a tourism website with a virtual tour - this is a multimedia way of presenting the surrounding space. It can be a circular panorama of the premises or an overview of the territory of the tourist-excursion object, a video tour of the premises of the hotel complex or a video catalog of the offers of a travel company [11; 12].

A multimedia virtual tour of communities maximally implements the principle "it's better to see once". The full effect of presence created by virtual tourism technology has a number of characteristics:

- images (or a series of images) of the landscape, historical places are presented on a continuous surface surrounding the viewer; the image is unfolded in front of the viewer in such a way as to create the impression of its continuity;
- unlimited view in all directions;
- comprehensive study, evaluation of the subject;
- a continuous series of scenes or events that are constantly changing. A panoramic Z D image is created on the monitor screen, which surrounds the viewer in a 360° plane. When viewing a virtual 3D panorama, the viewer receives a larger volume of visual information than in a conventional photograph. Controlling the keys or the mouse, it is possible, according to your desire, to look around or return, zoom in or out of the object that interests you, expand the picture at the desired angle [12].

The success of the community, which promotes its tourist attraction, directly depends on the accessibility of the tourist destination, the effectiveness of the marketing communication and distribution policy, the speed of transmission and exchange of information, its relevance, timeliness of receipt, adequacy and completeness. The marketing communication policy aimed at promoting a tourist destination is based on the decision-making algorithm of tourists about visiting a tourist destination, which includes three stages: before visiting a tourist destination, during and after visiting a tourist destination.

Marketing today offers territorial communities that position themselves as tourist and recreational destinations a set of technologies and a set of tools (websites, social networks, PR, registration and reviews of accommodation, food, entertainment establishments on TripAdvisor, placement on thematic forums and news portals, situational, current content on Instagram, etc.), which help to adapt the tourist infrastructure and service to the needs of tourists.

Google's ranking algorithms are regularly updated, which makes SEO one of the most dynamic areas of digital marketing. Every year, Google raises the standards, and in 2023 they emphasize the quality of content — it should be the first point in the SEO strategy. Google has always prioritized quality content. The main task is to find content for the user that gives him a sense of satisfaction. For example, it will allow you to quickly get answers and learn about all possible options for solving the problem. This should be taken into account when creating content. Otherwise, the site pages may not be included in the search results, even if there are enough keywords in the text [13].



Google content is considered useful and high-quality if the content is created for people, not for search engines; correspond to the main topic of the site; written by authoritative specialists; reflect depth of knowledge about the topic. Among the many studies, here are actual tips for creating useful content:

1. Focus on quality, not quantity. Try to fully disclose the topic so that the reader does not go looking for additional information on other sites. Add expert comments and monitor the relevance of information.

2. Conduct extensive keyword research. It will allow you to find out what types of content are in the top, what is the volume of these materials and who created them, what questions they answer, what links are used in the text.

3. Check search queries using the Google Search Console platform. It's a free tool that lets you find out what people are searching for and what keywords are driving the most traffic. And also identify technical problems and make sure that search engines correctly index the pages of your site [13].

Today, more than ever, the tourism industry of Ukraine needs new innovative solutions and changes. Tourism is not only culture, but also economy. It affects almost all areas of the strategic sector, including economic growth, strategic planning, employment, infrastructure investment, new businesses, foreign exchange earnings, innovation, development of new attractions; quality of life of the population: diversification of destinations, quality of infrastructure, provision of services, accessibility, preservation of cultural heritage [8].

Conclusions from the study.

Therefore, the management of information and communication policy is one of the most important components of social and cultural service and tourism. The effectiveness of the use of information technologies largely determines the productivity of activities in the field of tourism business, for which the reliability and efficiency of collecting, processing and transmitting information are becoming more and more relevant.

Innovation is a key factor in the field of tourism in the conditions of the development of digital technologies. In Ukraine, the infrastructure was significantly affected by the war, which requires the use of significant efforts to promote the digital development of tourism. An effective system and high quality of communication is a condition for the sustainable development of the tourism business, raising its standards, as well as success in the field of tourism.

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Доведено, що у сьгоднішніх реаліях туризм можна відновити лише за умов впровадження інноваційних технологій. Для того, щоб працювати на повну потужність, українські туристичні агенції шукають інноваційні шляхи розвитку та поступово відкривають можливості на європейському ринку та в інших країнах. Обґрунтовано, що впровадження цифрових технологій, таких як системи онлайн-бронювання, віртуальні тури та цифрові маркетингові платформи, полегшило туристам планування та бронювання подорожей до України. Наведено класифікацію орієнтирів науково-технічних розробок і досліджень у сфері інформаційних технологій туризму. Інновації є ключовим фактором в



сфері туризму в умовах розвитку цифрових технологій. Визначено, що ефективна система і висока якість комунікації є умовою сталого розвитку туристичного підприємництва, підвищення його стандартів, а також успішності в сфері туризму.

Ключові слова: *маркетинг, туризм, цифровізація, інновації, інформаційні системи, комунікаційні технології, система менеджменту туризму.*