

УДК 338:48

INTERNET ENVIRONMENT AS A MEANS OF PROMOTION OF TOURIST PRODUCT

PhD in Pedagogical Sciences, Associate Professor Lesya Polova,

Vasyl Stefanyk Prykarpatsky National University

ORCID ID: [https:// orcid.org/0000-0003-2971-5993](https://orcid.org/0000-0003-2971-5993)

e-mail: lesia.polova@pnu.edu.ua

Abstract. In the process of our research, we analyzed the influence of the Internet environment on the promotion of a tourist product. We focused in detail on the two most popular social networks: Instagram and YouTube.

Every year, more and more people master the latest technologies. In our time, when people are trying their best to keep up with everything, it is important to use those tools that facilitate the performance of some tasks. Among such tools are the Internet and, of course, social networks. The modern world does not stand still, as does the field of tourism. Using IT, it is possible to significantly facilitate the work of tourism enterprises. Online booking systems and travel sites help you arrange a tour without leaving your home.

It was noted that the main task of enterprises in the tourism industry is the ability to make the client want to buy a tour. And in this case, Internet marketing, as well as social networks, come to the rescue as one of the effective tools for promoting a tourist product.

Today there are many different advertising media. Among them: the press, television and radio, outdoor advertising, advertising in transport, etc.

It has been identified that advertising in the field of tourist services should cover the peculiarities of the region and country of potential customers, their customs and culture.

However, traditional advertising media are losing their popularity every day, because society does not stand still. For a modern traveler, the following components are important: speed and quality, price and the possibility of self-realization. In such cases, leading travel firms should use more effective marketing tools.

It can be argued that the process of promoting a tourist product in social networks is an effective, but rather complex process that requires special knowledge and skills.

It is important to note that social networks have already become a full-fledged platform for conducting business, including tourism. These networks successfully combine functions that are necessary for building effective marketing: accurate target audience; availability and availability of information about potential consumers of services; possibility of communication with clients; simple form of proposal creation.

It has been established that speed and ease of access to information are the main advantages of the Internet environment. More and more tourism businesses are using the Internet to increase their profits.

Keywords: Internet environment, social networks, Internet, advertising, tourist product.

ІНТЕРНЕТ СЕРЕДОВИЩЕ ЯК ЗАСІБ ПРОСУВАННЯ ТУРИСТИЧНОГО ПРОДУКТУ

Кандидат педагогічних наук, доцент Леся Польова,

Прикарпатський національний університет імені Василя Стефаника

ORCID ID: [https:// orcid.org/0000-0003-2971-5993](https://orcid.org/0000-0003-2971-5993)

e-mail: lesia.polova@pnu.edu.ua

Анотація: У процесі нашого дослідження ми проаналізували вплив інтернет середовища на просування туристичного продукту. Детально зупинилися на двох найбільш популярних соціальних мережах: Instagram та YouTube.

З кожним роком все більше людей освоюють новітні технології. В наш час, коли люди намагаються по максимуму все встигати важливим є використання тих засобів, які полегшують виконання деяких завдань. Серед таких засобів і є Інтернет і, звичайно, соціальні мережі. Сучасний світ не стоїть на місці, як і сфера туризму. Використовуючи ІТ, можна значно полегшити роботу туристичних підприємств. Системи онлайн-бронювання і туристичні сайти допомагають оформити тур не виходячи з дому.

Відзначено, що головним завданням підприємств індустрії туризму є здатність викликати у клієнта бажання купити тур. І в цьому випадку на допомогу приходить Інтернет-маркетинг, а також соціальні мережі, як один з ефективних інструментів просування туристичного продукту.

Сьогодні існує багато різноманітних рекламоносіїв. Серед них: преса, телебачення і радіо, зовнішня реклама, реклама в транспорті та ін.

Ідентифіковано, що реклама у сфері туристичних послуг має охоплювати особливості регіону та країни потенційних клієнтів, їх звичаї та культуру.

Можна стверджувати, що процес просування туристичного продукту в соціальних мережах є ефективним, але досить складним процесом, який потребує спеціальних знань і навиків.

Важливо відзначити, що соціальні мережі уже стали повноцінною платформою для ведення бізнесу, в тому числі і туристичного. В цих мережах вдало поєднуються функції, які необхідні для побудови ефективного маркетингу: точна цільова аудиторія; наявність та доступність інформації про

потенційних споживачів послуг; можливість комунікації з клієнтами; проста форма створення пропозиції.

Встановлено, що швидкість та простота доступу до інформації – головні переваги інтернет середовища. Все більше туристичних підприємств використовують можливості Інтернету для збільшення прибутків.

Ключові слова: інтернет середовище, соціальні мережі, інтернет, реклама, туристичний продукт.

Formulation of the problem. Tourism, like any other form of activity, can use all known forms of marketing to promote a product. However, tourism has one specific feature that largely distinguishes it from trade in goods and trade in other services. This specificity lies in the fact that tourism is the realization of not only services, but also goods (in general, 75% falls on services and 25% on goods).

But if another form of activity, where the final stage is a specific product, marketing is clearly defined, then in tourism there are certain features that arise due to the lack of a clear definition of the marketing of a tourist product.

Analysis of recent research and publications. In order to choose the right marketing strategy in tourism, it is necessary to clearly outline the boundaries of the concept of tourism marketing. Scientists interpret this concept in different ways. Thus, A. Dayan, F. Bukkerel and P. Lankar consider the definition of tourism services marketing from two sides. On the one hand, the marketing of tourist services should be aimed at meeting the needs of consumers. All marketing methods should be used to fully and qualitatively satisfy the needs of consumers. And on the other hand, the marketing of tourist services should take into account management institutions.

"Marketing of tourist services is a systematic change and coordination of activities of tourist enterprises, as well as private and state policy in the field of tourism, carried out by regional, national or international plans" [1]. F. Kotler, like previous scientists, basically describes the marketing of a tourist product as a set of means and methods to satisfy consumer needs. In other words, he defines marketing as "a controlled social process by which individuals and groups of people acquire what they need and what they want to receive in the process of exchange with other created products and values" [2].

One of the clearest definitions of the concept of "marketing in tourism" is given by Ukrainian scientists M. Malska, V. Hudo and V. Tsybukh. They emphasize the consistency of tourists' needs and the quality of services that will be used to fulfill these needs in the context of tourism marketing [3].

Previously unsolved parts of the overall problem. Every day, traditional advertising media are losing their popularity, because society does not stand still. For a modern traveler, the following components are important: speed and quality, price and the possibility of self-realization. In such cases, leading travel firms should use more effective marketing tools.

Setting objectives. The subject of the research is marketing methods of promoting a tourist product in social networks.

The purpose of the study is to meaningfully study the features of using Internet marketing, as well as to clarify the features of advertising in social networks.

Presentation of the main research material

The most effective tool for the distribution of a tourist product is advertising. It is she who acts as an indirect connection between the seller and the buyer. Previously, advertising exerted a so-called manipulative influence on potential customers. In today's world, advertising is a tool for forming actual needs that will have a positive impact on a person.

Today there are many different advertising media. Among them: the press, television and radio, outdoor advertising, advertising in transport, etc.

It is worth noting that advertising in the field of tourist services should cover the peculiarities of the region and country of potential customers, their customs and culture.

However, traditional advertising media are losing their popularity every day, because society does not stand still. For a modern traveler, the following components are important: speed and quality, price and the possibility of self-realization. In such cases, leading travel firms should use more effective marketing tools.

Taking into account modern trends, advertising on the Internet is gaining more and more popularity. But this type of advertising is not limited today only to the creation of a travel company's own website. Every year, more and more effective ways of indirectly influencing people with the help of Internet advertising are created. Among the most popular types, you can single out blogging, creating virtual tours or tourist social networks. Therefore, companies that aim at their own development and increase of customers are increasingly turning to such methods.

Today, the use of the global Internet network has become an integral part of the activities of most tourist enterprises.

Significant interest in Internet marketing appeared during the period of rapid development of the global network. The network is convenient, because it facilitates the work of enterprises, creates opportunities for global communications, and also reduces costs. It is important to note that the main Internet marketing tools used by the tourism sector are site optimization in search engines, contextual advertising, PR activities in electronic mass media, blogging in social networks and on thematic forums.

For an effective marketing strategy using network capabilities, the following trends should be considered:

1. Unlimited access to information, availability and speed, which create a different model of behavior of potential customers. In this case, traditional advertising becomes ineffective.

2. Increasing types of multiplication. Travel companies can change the usual banners and posters to viral advertising or HD-videos and photos.

3. System of reviews and evaluations. Most people make a choice in favor of a particular tourist product after reading reviews.

4. Most people use mobile phones. A study conducted by the UNWTO World Travel Monitor [4] determined that more than 40% of tourists travel with smartphones and use them to make reservations or search for travel information. On the basis of this, we can conclude that it is important for tourism companies, having fallen in love with their own site, to pay attention to the creation of a mobile version as well.

5. Personalization of websites. Modern technologies make it possible to get all the necessary information about the tourist and his needs.

6. Significant influence of social networks on the development of tourism business.

7. Globalization of the tourist market. The Internet makes it possible for tourist companies to enter the markets of countries that are normally closed. For example, with the help of a tool such as Google Translate, you can create an opportunity to distribute information in any language.

In today's world, the possibilities of the Internet have covered almost all spheres of activity of the tourist enterprise, from the development of online marketing to the organization and participation in Internet exhibitions. However, the formation of effective Internet marketing is not limited only to the creation and filling of the site of a tourist enterprise. This is due to the constant development of information technologies and the changing needs of tourists. The main condition of effective marketing is communication with consumers of services. And in this case, it is necessary to register the profile of the tourist enterprise in social networks.

A social network is an interactive site that is populated by users themselves and is based on the exchange of information between them [2]. Accordingly, most tourism enterprises should use social networks for an active marketing strategy. However, it is not only about creating a page on the network, it is important to learn how to use all the possibilities of Internet resources to promote your product.

The most popular social network is Facebook. This network is the largest in the world and has more than 500 million registered users. The main number of users are middle-aged people.

Previously, Facebook was one of the most popular social networks for promoting a tourist product, because the network allows the creation of not only personal profiles of users, but also groups where people can join.

It is quite easy to create and maintain a web page for a travel company. But in order to attract a larger number of subscribers, it is necessary to use targeted advertising. If creating a page is a free process, then effective advertising is paid.

To create an attractive Facebook page for users, you need to perform the following steps:

1. Design the main page, fill in basic information about the travel agency, add a logo, set up quick access buttons (for example, special offers or discounts).

2. Add information about the travel company: location, date of establishment, contact information.

3. Set up Messenger to communicate with potential customers.

4. Fill the page with interesting offers and photos, try to add new information

every day in stories where you can interact with users (for example, polls, quizzes or raffles).

5. Apply targeted advertising aimed at the segment of users who will be interested in this page.

And although the Facebook network remains the largest in terms of the number of participants, this network is the only one where there was no increase in the number of new users in 2019-2020. The main reason is that time does not stand still and the Facebook interface is less and less responsive to user requests. It is important to note that active users of social networks are young people, and they increasingly turn to more modern networks.

Among the networks that have shown a significant increase in the number of users in recent years are Instagram and YouTube. Based on the data of many studies, it can be concluded that these two social networks are the most popular social networks for advertising tourist services. They offer different content and ways of spreading information. If on Instagram - coverage, mainly photos in posts or stories, then YouTube offers the creation of full-fledged travel blogs.

The most active Instagram users are in the 25-35 age group. It is they who make up the bulk of those who want to travel and are actively interested in tourist pages on the Instagram network. Most tourist companies use Instagram to sell their services, because the essence of this social network is to post photos, comment and rate them, and therefore it is very convenient to spread tourist information based mainly on photos in this space. If it is not so easy to promote a tourist product on websites, then Instagram makes it possible to do it easily and quickly.

An effective tool in the network is the creation of stories. Instagram stories are special photos or videos that are only available for 24 hours. But it is they who force the tourist to become more active and cause a desire to escape from everyday life. Quite often, travel businesses use stories to promote special offers or hot tours.

Another tool for promoting a travel brand on Instagram is the hashtag system. Using hashtags, travel companies send their information to a special database associated with a given destination. This, in turn, makes it easier for users to find information. It is also worth noting that the words trip and travel are the most popular hashtags. Therefore, we can conclude that Instagram is mostly aimed at the development of the tourism sector.

To create an attractive page on Instagram, it is also worth paying considerable attention to the design of the page itself. High-quality photos and interesting posts play a decisive role in the choice of users. According to research [4], it can be concluded that about 48% of tourists choose a trip thanks to Instagram. About 67% of people search Instagram for information about tourist places they could visit, and 97% of Instagram users believe that it is the network that opens up interesting places for them that they did not know about.

To make your page popular, you need to share interesting content. It can be various life hacks or interviews with travel bloggers. And of course, just like Facebook, Instagram needs to be promoted. However, it is very easy to do this in this network, because the Instagram promotion system is already set up. So all you need is to make an interesting post and pay for advertising.

A study conducted by the communication agency PlusOne [7] showed the main ways of buying tours among Instagram users. The number of interviewed network users is 117 participants. As a result of the survey, it was concluded that only 24% of users therefore, the majority of active network users buy a tour through the Internet.

Instagram is a popular network precisely because of its emphasis on visual content. This network is a place of excellent interaction of the tourist enterprise with users. The main emphasis is on the new generation, which are active users of the network. Most users choose Instagram only for the visual component, so it is important not to use long posts. It is also important to remember that most people scroll through the Instagram feed without sound and quite quickly, therefore, in order for the desire to listen to the information to arise, you should first interest the user in the picture. According to HubSpot research data [8], 15% of users never turn on the sound while viewing the Instagram feed, 29% of those surveyed watch with sound, and 56% only sometimes turn on the sound. Therefore, it is important that the main information should be presented during the first five seconds of the video.

There are several ways travel agents can use Instagram - it all depends on the goals and methods of promotion. They can promote themselves by creating a personal brand of a travel agent, they can promote hotels according to their target audience. All these methods are effective if they are combined. And it is also possible to measure the effectiveness of the funds invested in such posts. Most travel agents advertise tours on Facebook in parallel with Instagram. Social networks differ in approaches and methods, but together they provide a large reach among potential tourists.

There are three ways of using Instagram by travel agents:

1. Creation of digital brochures. Post photos of the most beautiful and interesting places that customers can see while on tour.
2. Cooperation with top bloggers. To reach a larger audience, travel agents bet on the most influential bloggers, booking promotional posts on Instagram from them.
3. Targeting. Instagram offers built-in tools to promote posts. This is a budget way to advertise the page.

Quite often, large travel firms hire a person who is responsible for maintaining an Instagram page.

Instagram offers many different types of advertising:

1. Graphic ads - this type of advertising is effective in tourism, because high-quality and beautiful photos play a decisive role in choosing a vacation spot. Such advertising can be inferior only to videos or collections.
2. Stories (temporary ads for 24 hours). The peculiarity is that they cover the full screen of the smartphone and therefore make a better impression on readers. However, it is important to understand that the duration of one story is 15 seconds, so it is important to provide information as quickly and easily as possible. Do not use large texts in this format.
3. Video - an opportunity to better tell about this or that place and show it visually. The peculiarity of the video on the Instagram network is that it lasts no more than 1 minute, but from the point of view of marketing, the shorter the video, the better.

4. A series of photos or videos is an effective way to talk about the tourist offer in more detail. The series is that you can put up to 10 photos or videos in one post, which the user can view on his own.

5. Reels. These are short videos (up to 30 seconds) that are similar in format to stories, but the main difference is that reels do not disappear after 24 hours.

YouTube is the next most popular social network, used by hundreds of millions of people. The network is free and allows you to download thousands of videos. Travel businesses can share travel videos and grow their audience. On YouTube, this is possible due to the use of a system of ratings and comments. Users can rate videos, which automatically promotes videos to other users.

To use YouTube to promote a tourism product, you need to create a user account and create a certain video shooting strategy.

Ukrainian tour operators also use the possibilities of social networks. Their undisputed leader is Instagram, and YouTube is used much less often. However, YouTube automatically promotes videos through views and positive reviews, and promoting quality content on Instagram requires considerable effort and understanding of all aspects of the network.

Rating of tour operators by the number of Instagram followers:

1. Coral Travel – 138 thousand
2. Tez Tour – 81.5 thousand
3. Join Up – 52.6 thousand
4. Tui – 51.6 thousand
5. Anex Tour – 25.6 thousand

Rating of tour operators by the number of subscribers on YouTube:

1. Tez Tour – 16.7 thousand
2. Join Up – 8.12 thousand
3. Coral Travel – 6.28 thousand
4. Tui – 2.16 thousand
5. Anex Tour – 2.02 thousand

From these data, we can conclude that tour operators in Ukraine focus their attention on working with the Instagram social network, in which Coral Travel is the undisputed leader. But if we take into account YouTube, this tour operator is inferior to Tez Tour and Join Up. Anex Tour is an absolute outsider in the two social networks.

Twitter is also quite a popular social network for promoting a tourist product. It is created in the format of a microblog and has about ten million active users. The advantages of Twitter are the speed of work, the low cost of promotion and the possibility of conducting various PR actions. However, this social network in Ukraine is not yet sufficiently developed.

So, we can say that social networks have a number of advantages, including:

- lower cost than the fee for creating a tourist site;
- real potential users;
- promotion of the tourist product on platforms with a large audience;
- low cost of promotion;

– users themselves become advertising agents, spreading links to the tourist page;

- Internet advertising in social networks causes greater trust of users;
- the possibility of selecting a specific segment;
- a feedback system that allows you to quickly respond to negative evaluations.

It is also necessary to emphasize that advertising in social networks is divided into two types:

- 1) free - creation of groups, communities;
- 2) paid - targeted advertising, involvement of bloggers, holding raffles or quizzes with prizes.

However, the popularity of tourist networks cannot be called a permanent phenomenon, because trends change very quickly. And now the main trend of Internet marketing is the creation of various travel blogs in social networks. More and more people listen to the recommendations of authoritative travel bloggers.

Conclusions and prospects for further research

As a conclusion, it can be argued that the process of promoting a tourist product in social networks is an effective, but rather complex process that requires special knowledge and skills.

It is important to note that social networks have already become a full-fledged platform for conducting business, including tourism. These networks successfully combine functions that are necessary for building effective marketing:

- exact target audience;
- availability and availability of information about potential consumers of services;
- possibility of communication with clients;
- a simple form of creating an offer.
- Speed and ease of access to information are the main advantages of social networks. More and more tourism businesses are using the Internet to increase their profits.

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