

INNOVATIVE MARKETING TECHNOLOGIES IN THE DEVELOPMENT OF THE TOURISM SPECIALIZED TYPES

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Abstract: New tools and innovative marketing technologies are emerging in the process of globalization and digitalization of society. The aim of this paper is to review and evaluate the prospects of Internet technologies as tools for analyzing consumers of the tourism market and segmentation of destinations according to specialized types of tourism. The paper uses scientific research methods - analysis, synthesis, systems approach and graphical approach. The possibility of using Ads Manager to collect information and as a communication channel with potential consumers of services is considered. In order to be able to analyze current trends and initially respond to customer requests and wishes, every year more and more analytical systems with complex algorithms appear, a clear example of which was the Google Trends system. It is determined that such information collection technologies are promising. It is confirmed that the pace of innovation is accelerating under the double pressure of changes in tourist behaviour and large-scale technological mutations.

Keywords: tourism, marketing, territory marketing, sustainable development.

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Introduction

With rapid development of the Internet and targeting technologies, media influencers are playing a significant role in the generation of public opinion and promotion of further changes in the tourism industry, such as development of links between individual stakeholders.

References

The use of innovative marketing technologies in tourism for sustainable development is a debating point for both Ukrainian and foreign scientists. This topic was covered by S. Anholt (2014); J. Lambin (2001); A. Collier (1989); Sushchenko, Dekhtyar and Bozhinova (2021); Petrova, Dekhtyar, Klok, Loseva (2018); K. Bloomberg (2005); Gryshova, Petrova, Tepavicharova, Diachenko, Gutsul (2019).

Moreover, it is worth mentioning researches who devoted their scientific work to exploration of the problems of theoretical and practical marketing management in tourism, namely D. Aaker (1991); P. Kotler (2013); S.M. Zavattaro (2015); Labunska, Petrova, Prokopishyna (2017); K. Mussapirov and others (2019).

Purpose of the research

The purpose of this research is the implementation of Internet technologies as a tool for consumer analysis in the tourism market and segmentation of destinations according to tourism specialized types.

Research method

The theoretical basis of the research is the marketing management studies of Ukrainian and foreign scientists in the field of tourism, as well as information from aggregators that collect data from Internet users. The paper uses scientific research methods such as analysis, synthesis and systems approach in order to summarize and systematize information on innovative marketing technologies, and graphic - to visualize the basic theoretical data of the study.

Results

Currently, it is possible to distinguish two main strategies of destination marketing that aim at the development of specific tourism types: the classic one and the strategy of "assistance" (Blumberg, 2005).

The classic strategy of destination marketing aims at distribution of information through traditional communication channels and delivery of the advertising materials to the end user; usually this strategy is developed and adjusted exclusively by the authorities.

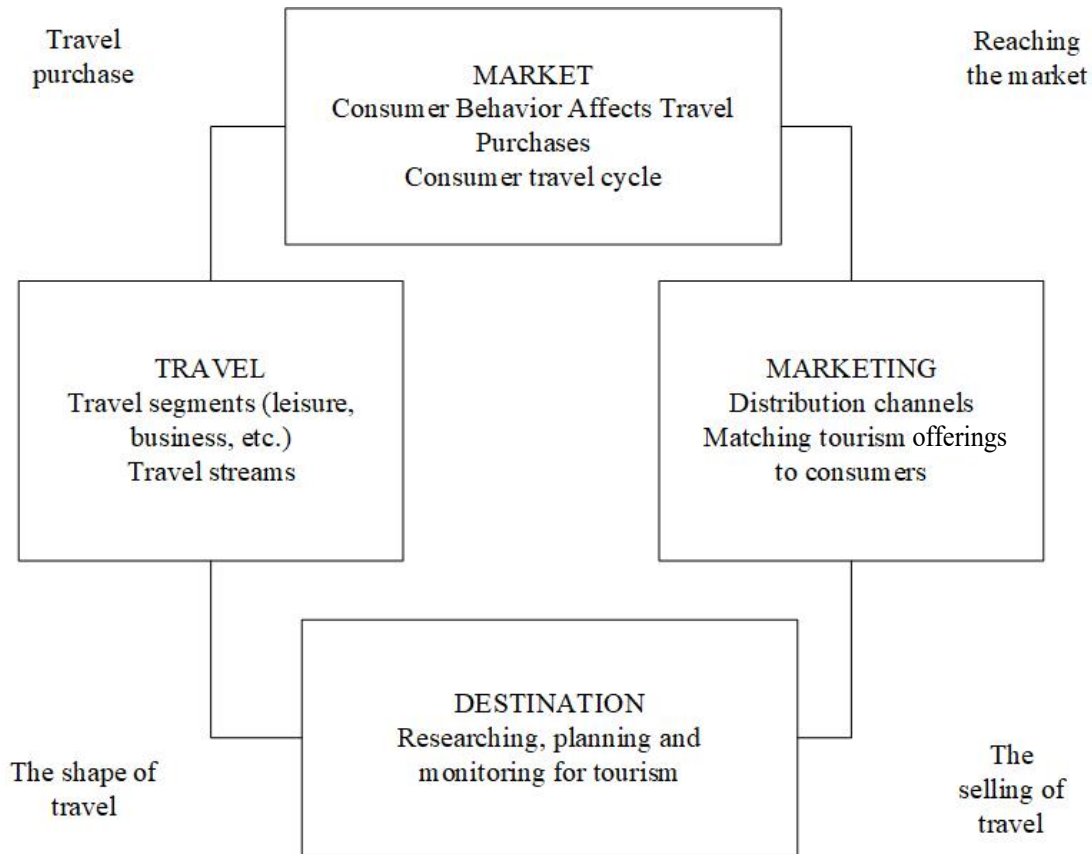


Figure 1. Tourism system by Richard George (George, 2021)

In addition, the general coalition of stakeholders should work as a mechanism that contributes to the achievement of tourism policy that is consistent with the strategic plan of regional development and other regional development goals. This provides an information synergy in accordance with the goals and objectives of the development strategy (Kotler, Makens & Bowen, 2013).

Figure 2 illustrates the scheme of marketing destination with the relatively large mechanism of aspects that must be considered to build an overall strategy for tourism development. To build such a strategy is impossible only by destination marketing organizations due to the factors beyond their influence (Kasenkova, 2020).

In the context of the development of tourism specialized types, it does not make sense to single out certain enterprises, such as religious tourism, due to the fact that development of the particular destination is possible only by stakeholders' cooperation. Clearly, any company has the opportunity to operate and make a stable profit. However, development of specialized types of tourism must follow a single strategy with support of the state, HoReCa segment, logistics companies, etc.

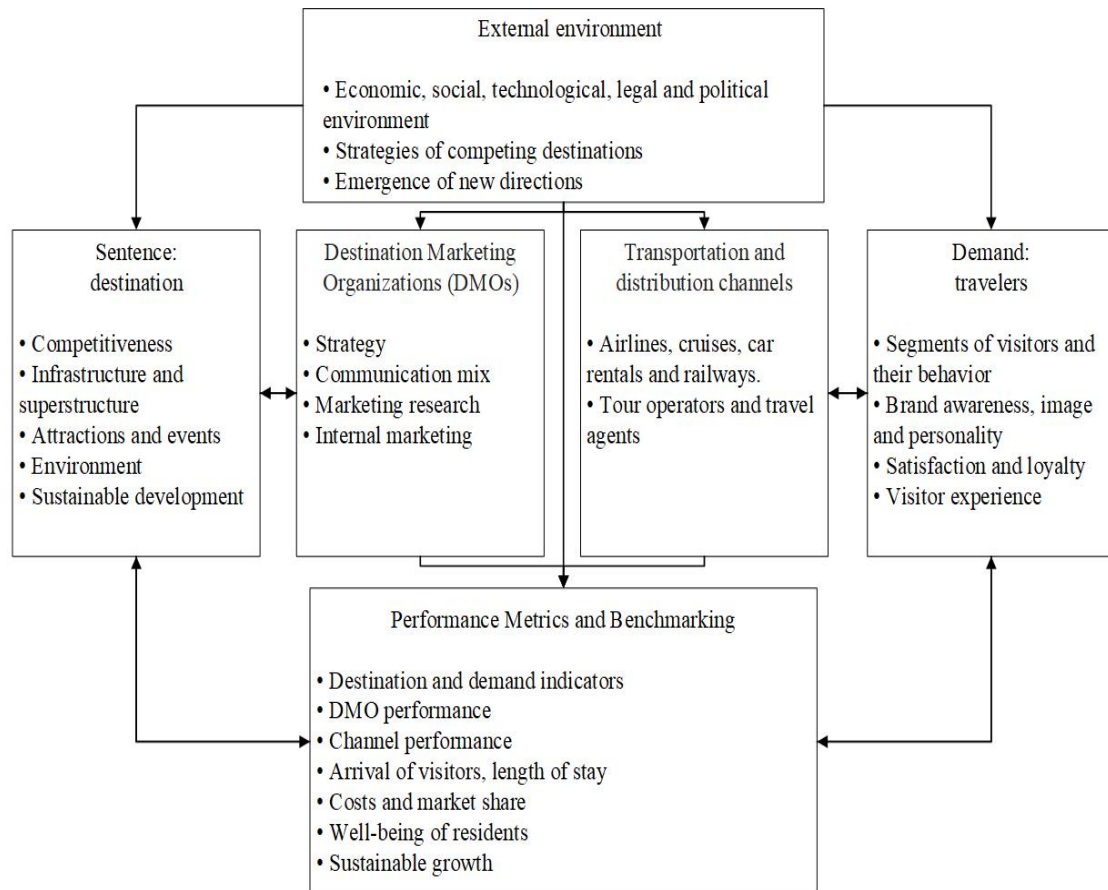


Figure 2. Destination marketing system by F. Kotler, J. T. Bowen

State and local governments must act as "catalysts for innovation", based on data from the stakeholders and their experience. The creation of development agencies and regional stakeholder associations is moving in this direction, although it is often limited to microeconomic roles.

However, in the face of increasingly "aggressive" globalization, this has led to fierce competition between companies. Most of them have responded by developing differentiation strategies.

Therefore, it would be logical to turn to strategies already implemented in other industries and adapt to the market evolution by using testing methods and tools that have proven their efficiency.

Thus, it is possible to observe innovation acceleration in the tourism sector. Due to the changes in tourist behaviour and large-scale technological mutations, particularly with the rise of new technologies, tourism sector is under the pressure to be always in line with last consumer trends.

Based on the analyzed information, it is possible to structure trends in tourism marketing (Table 1).

*Table 1
The evolution of marketing by Perrault and McCarthy*

Date	Stage	Description
1920–1930 yy	Industrial orientation	Focus on making products available, generally on an autarkic approach. Factories could not keep up with demand for goods. The needs and wishes of consumers were of secondary importance.
1930–1950 yy	Sales orientation	Advanced technologies. Demand for goods was met. The emphasis on management shifted from production to sales. The focus was on exchange, not on meeting the needs and desires of consumers or building long-term relationships. Now the problem was not just in production, but also in beating competitors and attracting customers. This has led many companies to enter the next stage.
1950–1970 yy	Focus on research	Based on research aimed at understanding the needs of consumers in a more competitive market. The challenge was to decide where to put the company's efforts. Someone was needed to combine research, purchasing, production, delivery and sales. Consumers had more choices than ever before. This is the time when, in addition to short-term marketing planning, marketers develop long-term plans - sometimes for five or more years ahead - and all the company's activities are guided by the marketing concept.
1970 – nowadays	Social marketing	This approach considers the broader needs and well-being of society, not just of the individual consumer. This is the philosophy of utilitarianism.
1995–nowadays	Digital marketing	Power has moved towards the consumer. This approach focuses on customer-oriented relationships. Reviews and reputation on the Internet influence the decision to buy or not.

Source: Systematized by authors based on Perreault, W. D., & McCarthy, E. J. (2006)

All tourism organizations, even the smallest ones, carry out marketing activities. A group of companies is involved in marketing and business operations at the individual level.

A small family restaurant can advertise in a local newspaper, as well as be dependent on positive reviews written by satisfied customers on its website.

Large hotel groups and airlines have their own marketing departments which conduct a great number of marketing activities.

Businesses typically have four functional areas, namely finance, marketing, human resource management and operations management. All four functions (or departments) are interrelated. For instance, an advertising campaign must meet a budget set by the finance department or the chief financial officer (CFO). Successful travel companies have close coordination between each function. In particular, a marketing director or a tour operator manager depends on the budget (finance department) and may require

employees to undergo training (human resources department), professional training of specialists (Zagorodnya, Chernukha, Petrova, 2020).

In the so-called "information age" of the late twentieth century, which began in the early 1980s, companies started to realize that they were socially responsible in addition to their production goals and customer needs. Tourism and hotel companies that apply the approach of corporate social responsibility (CSR) act environmentally and are ethically responsible (Iliev, Marinov and Radukanov, 2021); take into account the long-term benefits for society and consumers (Enright, 2002).

The marketing system has been changed due to the development of communication channels and analytical systems that collect information on potential consumers of services.

As an illustration, one of the most popular social networks is Facebook. 2.3 billion people per month use this social network (Meira Gebel, 2018).

The main profit of the company is its advertising platform, which can be accessed by the advertiser through the Business Cabinet "Ads Manager". The main advantage of such advertising is that Facebook collects basic information about the user and due to its algorithms provides the necessary advertising according to interests, preferences, places visited, "likes", etc.

The screenshot displays the Facebook Ads Manager targeting interface. On the left, the targeting criteria are defined as follows:

- Age:** 18 - 65+
- Gender:** All genders
- Detailed targeting:** Include people who match (info icon)
- Interests > Additional interests:**
 - Outdoor recreation
 - Parks and Recreation
- Interests > Hobbies and activities > Travel:**
 - Adventure travel (with a close 'X' button)
 - Ecotourism

On the right, the **Audience definition** section indicates that the selection is "fairly broad" and shows a progress bar between "Specific" and "Broad". Below this, the **Estimated audience size** is shown as 11,700,000 - 13,700,000, with a note that estimates may vary significantly over time based on targeting selections and available data.

The **Estimated daily results** section shows a size of 275,203,844 - 323,639,721. A tooltip for the selected interest provides a description: "Description: People who have expressed an interest in or like Pages related to Adventure travel".

Figure 3. Ads Manager targeting for specific tourism inquiries

Figure 3 illustrates the segment of users interested in recreation, active tourism and ecotourism. It is about 17 million people (targeting by age 18-65 +, without focusing on gender, devices, etc., but targeting geography - only users of Ukraine are targeted).

According to the purpose of informing about the service / product, any advertiser has the opportunity to choose the goal they need.

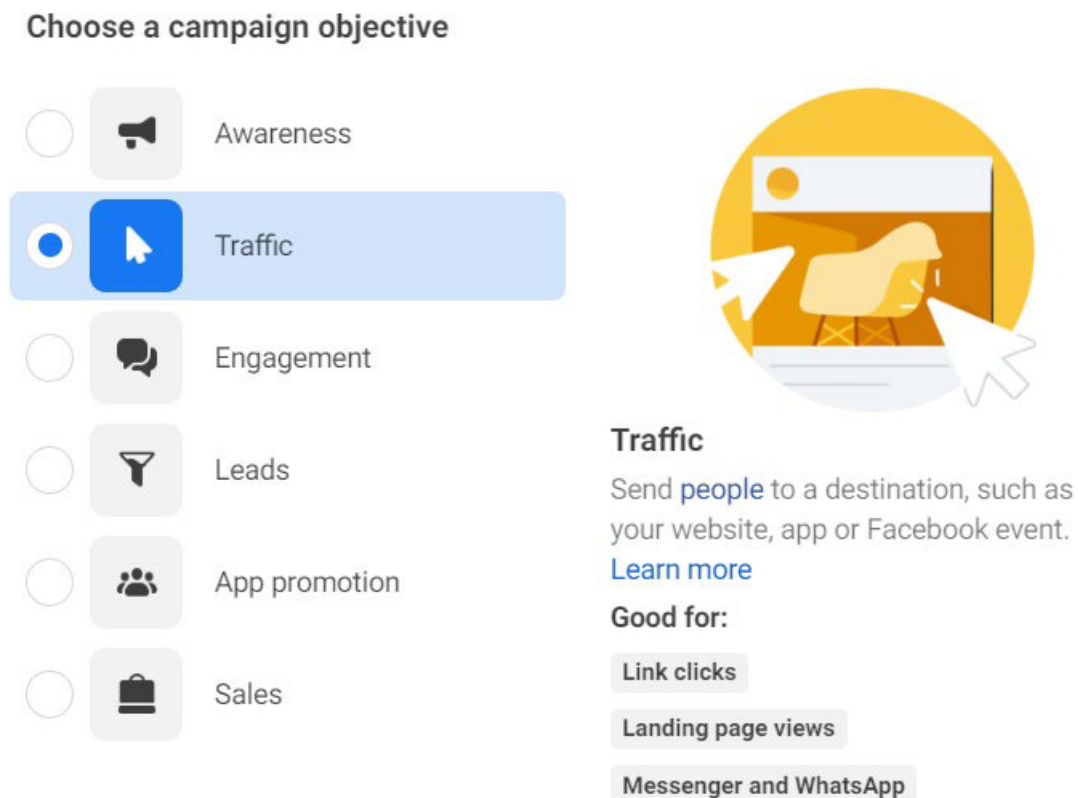


Figure 4. Ad Manager Campaign goals

An advertiser is able to choose any feature to get the necessary feedback from potential customer. It is possible to target as companies with official website, as well as companies without it. Companies with official websites publish ads directly on the websites, while companies without websites get ads on their Facebook business page. This approach opens a new way of contextual targeting in the modern information society.

In order to analyze current trends and respond to customer requests, a great number of analytical systems with sophisticated algorithms appear every year. The most common is Google Trends. Naturally, to fully form a marketing strategy, based only on data from Internet without statistical and market research, is risky. However, it is enough for the initial analytical study.

Such research and analysis before the upcoming advertising campaign can be an effective way to attract qualified search traffic to the website.

Google Advertising can bring productive results in case SEO strategy takes a lot of time, i.e. a company runs in a highly competitive market.

For instance, we are targeting specific type of tourism - "ecotourism". According to Google Trend data, we can see the popularity of this type of tourism (see Figure 5).

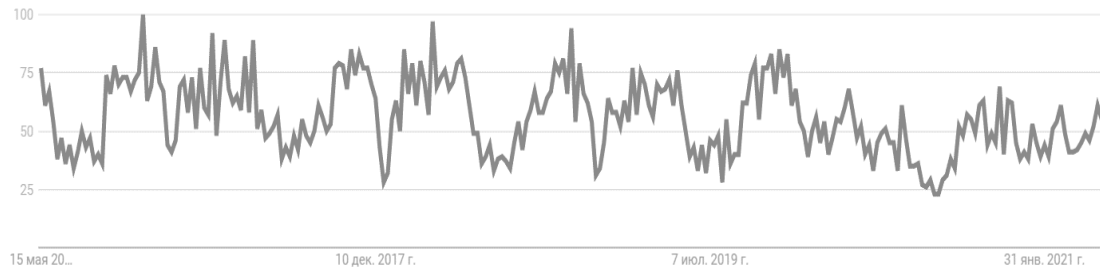


Figure 5. Ecotourism inquiry level (World Statistics)

Here, the ordinate from 0 to 100 indicates the level of interest in the topic in relation to the highest figure in the table for a particular region and time period. 100 points means the highest level of popularity of the query. 0 points means a location where there is not enough data for this query (Google trends "ecotourism", 2021).

Among other things, advertisers have the opportunity to view the main search regions for this type of tourism. The most popular in the context of inquiries was Kherson region (Figure 6).

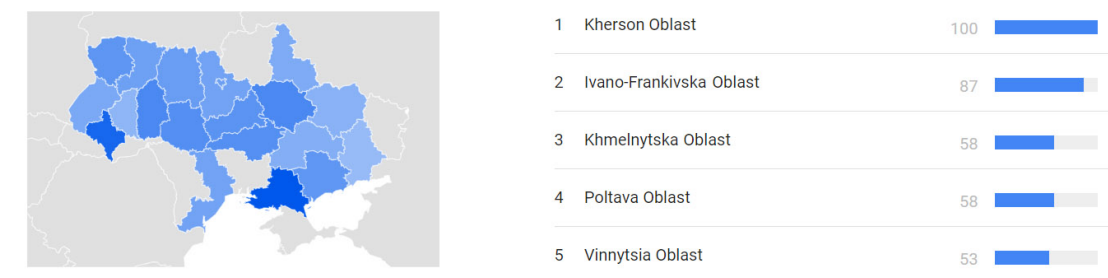


Figure 6. Google trends popular searches for local units for "ecotourism" inquiry

Therefore, according to Figure 6 it is possible to conclude that the overall popularity of ecotourism is declining. However, it should be mentioned

that the popularity of demand from 2020 might decline in line due to the global pandemic. In turn, the same indicators in Ukraine have the respective frequency (Figure 7).

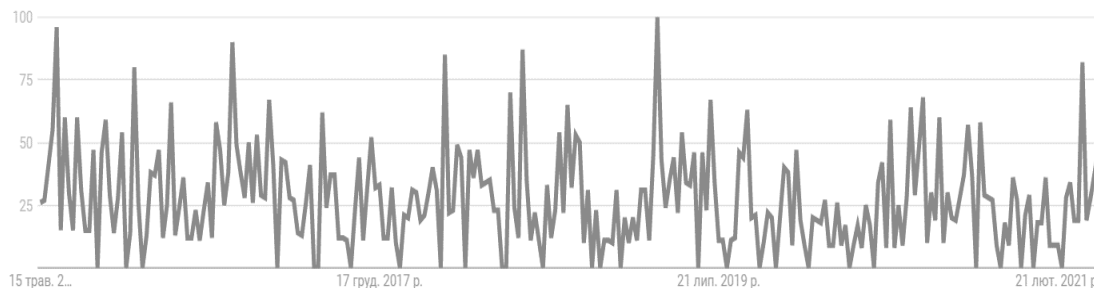


Figure 7. The level of popularity of 'ecotourism' inquiries (statistics on Ukraine 2014-2021)

From the graph in Figure 7, we can conclude that the main bursts are mainly in April. However, if we analyze the graph from 2004 to 2021, we can conclude that the popularity has declined (Figure 8).

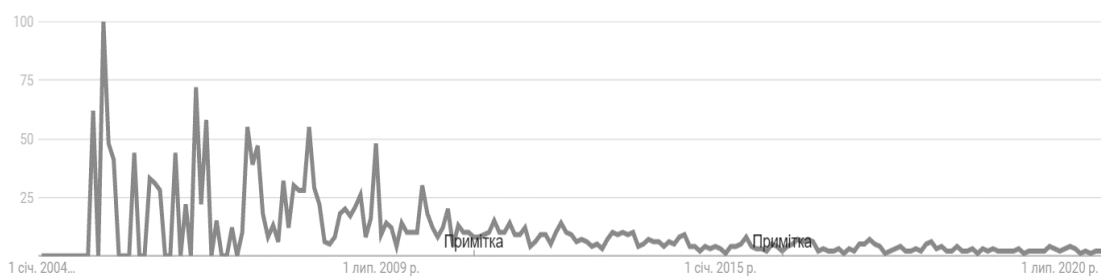


Figure 8. The level of popularity of 'ecotourism' inquiries (statistics on Ukraine 2004-2021)

However, we need to be aware that such statistics should be corrected, as the number of Internet users and Google's SERP in general has changed, so it makes sense to take statistics for the last 5 years.

A professional system of marketing communication is needed for successful implementation of tourism brands and public image in modern society. This system should transmit specific content and messages for direct and indirect recipients of the tourist offer (tourist recreational complexes) (Sushchenko & Kasenkova, 2019).

According to the initial analysis, such information gathering technologies is needed to create a successful marketing strategy.

Nowadays, most countries promote their goods and services and try to maintain their reputation as best they can, but they rarely do so in a coordinated way, which is a major problem (Anholt, 2014).

In addition to the things that have not been mentioned, there are many problems that require further improvement of issues, including the legal regulation of advertising and marketing communications in the field of tourism, bringing them closer to world standards.

Conclusion

Usage of information technology, including the collection of user data, namely their preferences, location, gender, age, interests, etc., in the context of tourism market analysis, is a powerful tool for sustainable tourism in general and specific tourism branches in particular.

It makes sense to use this potential as an opportunity to team up with competitors and other stakeholders, including the authorities, by highlighting a unique trade offer to promote a specific destination in the context of a particular type of tourism.

Moreover, it makes sense to use the potential of influencers on social media like Facebook, Instagram or TikTok. Currently, the concept of using advertising in microblogs, according to the correlating topic with the activities of the organization provides the greatest conversion in almost any area of the B2C segment.

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