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Zaitseva V.M.

Candidate of Pedagogical Sciences, Prof. NU "Zaporizhzhia Polytechnic"

USE OF DIGITAL MARKETING IN THE SPHERE OF TOURISM

The feasibility of using digital marketing is quite obvious today. In times of total competition in the global consumer market and the need to introduce the most advanced methods and systems for promoting and offering reproduction products into our lives, these methods must be new and effective, they must enable the consumer to assess the quality of the demanded goods and services at the moment of initial acquaintance with them. The prospects and possibilities of the tools created by the digital economy in all areas of production are especially relevant for the tourism sector. Digital marketing is the analytics and promotion of goods and services through digital channels. The main difference between digital marketing and traditional marketing is that digital marketing campaigns are conducted exclusively through digital channels, and this gives marketers more control, tools and data for analyzing the effectiveness of the campaign [1].

The use of digital technologies significantly increases the level of competition in the national and international market of tourism services. But at the same time, the condition must be met that the old ways of promoting services must lose their significance. The creation of effective technologies for processing, analyzing and using information should increase efficiency, but only if traditional methods “give up their positions”. Agreeing with the expediency of replacing outdated technologies for working with information, it is noted that the presence of competition in the market gives an incentive to market entities to search for and find new, more modern and effective ways of doing business, which, ultimately, ensures the development of the entire society. This truth has been proven by centuries-old practice [2]. The use of digital marketing by enterprises and organizations can give tangible results, especially if these are organizations operating in the service sector - tourism. Tour operator services, plane tickets or other types of transport, hotel reservations on Internet sites, or by phone: all this has been purchased and carried out by tourists for a considerable time, mainly independently. There are no obstacles to the use of digital technologies in the tourism sector, even in wartime. And this is already being done by a number of companies (online sales, booking, use of GIS systems, blockchain technologies). Moreover, digital marketing is able to solve a number of problems in the service sector, in particular the problems of forming

communicative competence of the staff of such organizations (first of all, the ability to listen to and understand the client). It should be noted that the problem of personnel training is particularly acute when it comes to organizations in the service and tourism sectors. It cannot be said that the training of personnel in the tourism sector is not given due importance and no funds are invested in this area of activity of travel companies. Before the war, corporate training was conducted in all cities of Ukraine with trips to the resort areas of our country and abroad. However, it should be noted that it is difficult to arouse sincere interest in the needs of customers in the field of tourist services. It is either present or absent. Customer orientation is an obligatory principle of the modern concept of service marketing, which orients organizations to provide customers with the highest quality services, establish long-term partnerships with partners, and maximize management flexibility. Thus, scientific and technological progress, the development of information and communication technologies, and the implementation of digitalization lead to the fact that the existing system of training and retraining of personnel does not keep up with changes. High-tech times create the need for higher qualifications of sellers of tourist services.

However, the development of domestic tourism is limited by a number of factors, including: 1) insufficient popularity of the regions of Ukraine as tourist destinations abroad; 2) insufficient development of engineering (including water, energy, gas and heat supply, sewage) and transport infrastructure (roadside service facilities); 3) high cost of tourist services, which does not meet quality characteristics; 4) high cost of transport costs, which is exacerbated by the small number of flights to tourist centers; 5) insufficient number of prepared investment-attractive sites for the creation and development of tourist facilities (solving various land issues, laying communications), complemented by the lack of investment marketing of territories; 5) insufficient competitiveness of tourist products of regions that do not meet world standards; 6) lack of available long-term credit instruments with low interest rates, which does not allow investing in tourism development; 7) limited capabilities of regional budgets in terms of marketing support for tourism products, lack of a well-known image and brand of regions with high tourism potential, etc. Ensuring demand for domestic tourism not only during the war, but on a long-term basis depends on many factors, one of which is the active promotion of national tourism products and tourist destinations. It is obvious that digital marketing in its modern development opens up wide opportunities for promoting territories and tourist products and destinations that they offer. Using a wide range of its tools allows you to effectively promote regional tourism brands, forming positive perceptions of the region's tourist attractions among consumers and positioning the territory as a tourism center that offers services at the level of world standards.

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