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DIGITAL MARKETING AND AI TOOLS IN PROMOTING TOURIST DESTINATIONS AND HOTEL SERVICES

In the 21st century, the tourism and hospitality industries are undergoing the most extensive digital transformation in their history. In the context of global competition, rapidly changing consumer preferences, and technological innovations, effective marketing and strategic management have become the key factors of success. Artificial intelligence (AI), big data, user behavior analytics, and digital platforms are shaping a new paradigm for managing tourist destinations and hotel services [1].

According to the United Nations World Tourism Organization [7], over 70% of tourists make travel decisions influenced by digital content, and more than 60% of bookings are made online. In this context, digital marketing management functions not merely as an advertising tool but as a strategic approach to managing the market, brand, customer experience, and reputation. Marketing management in the tourism sector is a systematic process of analyzing, planning, implementing, and controlling marketing activities aimed at generating demand and creating value for customers. Contemporary companies increasingly adopt data-driven marketing, where decisions are made based on data collected through digital channels [5].

In global practice, tourism organizations actively implement integrated digital strategies that combine social media, content marketing, CRM systems, and analytical platforms. For example, the Visit Dubai campaign utilizes big data to segment tourists based on travel motivations (shopping, family leisure, events) and adapts content for each segment in real time.

Hotel chains such as Hilton, Marriott, and Accor implement the concept of the digital customer journey, where all stages-from search to post-purchase interaction-are aligned with a unified digital strategy. These companies integrate AI-driven management into their CRM systems to anticipate customer needs and create personalized offers.

Tourism management today focuses not only on resource management but also on experience management. The concept of experience management encompasses creating the «emotional value» of a service through brand, atmosphere, service quality, and communication. In this context, digital marketing serves not merely as a sales channel but also as a tool for strategic positioning in the global market [4].

Artificial intelligence is transforming tourism management at all levels-from strategic planning to operational management. AI enables the automation of data collection, analysis, and forecasting, allowing for more precise identification of tourist behavior patterns [3]. In the hotel sector, AI technologies assist in implementing dynamic pricing (Revenue Management Systems), analyzing customer reviews through sentiment analysis, optimizing communication via chatbots and virtual

assistants, and personalizing services through machine learning algorithms. An example of effective implementation is the Hilton Connected Room program, which allows guests to adjust room settings via a mobile application. Marriott International uses AI analytics to forecast hotel occupancy levels and plan staffing accordingly. At the tourism level, AI supports destination management organizations (DMOs) in modeling tourist flows, forecasting demand, and developing sustainable development strategies. For instance, Visit Finland and the Singapore Tourism Board utilize big data to monitor tourist behavior and provide personalized recommendations.

In Ukraine and Poland, attention to digital solutions in the HoReCa sector is gradually increasing. Polish hotels, such as PURO Hotels, integrate AI to monitor service quality and automate communications, while Ukrainian chains (Premier Hotels & Resorts, Reikartz) are developing their own CRM systems and online booking platforms focused on client data analytics. At the global level, marketing and management in tourism are transitioning toward the Smart Tourism Management model, which is based on four principles: integrated technologies, sustainable development, personalization, and open data [2].

In the USA and Western Europe, Smart Destinations – «intelligent» tourism regions – are actively developing, where AI, IoT, and big data ensure efficient management of tourist flows. An example is Barcelona Smart City, which uses AI to manage museum queues, tourist mobility, and environmental monitoring. In Asia, the Japan National Tourism Organization has implemented an «AI Concierge» to assist tourists in planning itineraries across Japanese cities. In South Korea, the Smart Korea Travel Data Hub has been established, integrating public and private data sources to forecast tourist flows.

In the hotel industry, global trends include smart hotels, automated front desks, robotic concierges (such as at Henn-na Hotel in Japan), and AI-driven revenue management systems that adjust prices in real time according to market conditions. Marketing management in such companies is based on omnichannel marketing, where every customer interaction – both online and offline – is integrated into a unified experience management system.

Despite the obvious advantages of digitalization, there are several challenges and

issues. The main ones include ethical aspects of personal data usage (GDPR, privacy), the need for digital competencies among staff, and the risk of experience standardization, where technology reduces the «human factor». As Tussyadiah [6] notes, the effective development of tourism in the context of AI depends on the integration of technological and social innovations. A human-centered approach (human-centered AI) should form the foundation of future marketing and management practices.

For Central and Eastern European countries, particularly Poland and Ukraine, the development of a cross-border smart tourism space is a promising direction, integrating shared digital databases, joint marketing initiatives, and training programs for hospitality professionals. Universities in Poland, Germany, and the Scandinavian countries are actively incorporating courses such as AI in Tourism Management and Digital Hospitality Strategy into their master's programs, fostering a new generation of innovation-oriented managers.

Digital marketing and artificial intelligence are becoming decisive factors in the competitiveness of tourist destinations and hotel brands in the global environment. They not only enhance promotional effectiveness but also create a new management model-AI-driven management-based on data, automation, and personalization. Global experience shows that the most successful companies combine technological innovations with a deep understanding of customer needs and principles of sustainable development. The Ukrainian and Polish hospitality industries have the potential to become part of this global ecosystem by implementing digital solutions, collaborative initiatives, and training programs for a new generation of managers.

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