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FEATURES OF TOURISM PRODUCT PROMOTION

Promotion of a tourism product is one of the key tasks in the modern tourism business. The main goal of promoting a tourism product is to attract new customers and retain existing ones. To achieve this goal, it is necessary to carry out a set of marketing activities aimed at creating a recognizable brand that is attractive to consumers. Creative advertising campaigns, attractive content on the website and social networks, holding special promotions and sales – all this allows you to attract the attention of the target audience and interest them in the proposed tourism product.

The problems of tourism product promotion are one of the main aspects of successful tourism business. The main problems include insufficient information of the target audience about the services offered, insufficient use of marketing tools to attract customers, competition in the tourism market, as well as changes in consumer demand.

To successfully solve these issues, it is necessary to conduct a comprehensive study of the target audience, develop effective marketing strategies that take into account the specifics of the tourism product, as well as to continuously monitor changes in the tourism market. It is also important to address trends in consumer behaviour, to adapt the product to the needs and wishes of potential customers, and strive to innovate and improve the quality of services provided.

Tourism product promotion is a complex and multifaceted process that requires a comprehensive approach and the use of various marketing tools. There are several main directions of tourism product promotion, each of which plays an important role in the formation and dissemination of information about it.

One of the main directions of tourism product promotion is Internet marketing. With modern technology and consumer behaviour, the internet has become the main source of information about tourist destinations and services [1; 2; 3]. Therefore, the use of various online tools such as social networks, search engines, booking sites and travel platforms is a necessary component of successful promotion today. Conducting advertising campaigns on the Internet allows to effectively convey information to potential tourists and arouse their interest in the product. Also an important element of a successful promotion strategy is the creation of quality content. Interesting articles, photos and videos about travelling can attract the attention of the audience and convince them to purchase a travel product.

In addition, it is necessary to take into account the features of the target audience and adapt the promotion strategy to their needs and interests. Analysing the market and competitors will help to identify the advantages of the tourism product

and use them to attract customers. It is also important not to forget about constant interaction with customers. Supporting feedback, working with complaints and suggestions will help not only to retain existing customers, but also to attract new ones.

Another important area of tourism product promotion is co-operation with travel agencies and tour operators. They have a wide audience and experience in promoting various tourism products, so cooperation with them allows to expand the reach of potential customers and increase the recognition of the product in the market.

Also, do not forget about traditional methods of promotion, such as offline advertising, participation in tourism exhibitions and conferences, creation of printed leaflets and brochures. These methods are still relevant and can effectively attract attention to the tourism product. It is important to use a variety of marketing tools such as discounts and special offers to attract more tourists during the war period. Flexibility and quick response to changing circumstances can be crucial success factors in promoting a tourism product.

In general, successful promotion of a tourism product requires a comprehensive approach and the use of a variety of marketing tools, as well as constant analysis and adjustment of the strategy depending on changing trends and needs of the audience.

Thus, the relevance of tourism product promotion lies in the need to create a unique and attractive offer for customers, capable of arousing interest and desire to travel. Effective promotion will help to increase sales, attract new customers, strengthen market positions and improve the overall financial condition of the company. Modern technologies and marketing tools open a wide range of opportunities for tourism product promotion and allow to achieve success in a saturated and competitive tourism market.

References:

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