DIGITAL TECHNOLOGIES OF PUBLIC MARKETING IN THE FIELD OF TOURISM AND HOTEL AND RESTAURANT BUSINESS

Abstract. In the conditions of active development of technologies the use of digital resources comes to the fore. The number of users of gadgets that have access to the Internet and social networks is constantly growing, this trend will continue. Accordingly, the relevance of the use of digital technologies to increase profits and competitiveness is growing both at the level of individual enterprises and at the state level. The article considers the possibilities of using digital marketing mechanisms in the system of public administration. The sphere of tourism and hotel and restaurant industry was chosen for the analysis. On the one hand, these industries are actively developing, have a high degree of competition, investment attractiveness, entrepreneurial activity. On the other hand, these industries have been severely affected by the pandemic and quarantine restrictions, and it is now necessary to find ways to bring these industries out of the crisis. In addition, it is important to note that the tourism and hotel industry has a high socio-economic role. Therefore, the system of public administration should ensure the development of these industries. The urgency of the research topic determined its purpose, which is to develop proposals for the digital transformation of public marketing to ensure the development of tourism and hotel and restaurant industry in Ukraine. In accordance with the goal, the article analyzes the trends and prospects for the development of digital marketing at the public level. There is a steady increase in the number of Internet users and an increase in the cost of digital advertising. By analyzing the main demands for improving the efficiency and competitiveness of tourism and hotel and restaurant
industry, one of the priorities is the effective positioning of the country as a tourist center through the use of digital technologies in public administration in tourism and hotel and restaurant industry. According to the analysis, the article proposes the introduction of certain mechanisms for the development of digital public marketing to increase the efficiency and competitiveness of tourism and hotel and restaurant industry at the national level.

**Keywords:** public marketing, tourism, hotel and restaurant business, public administration.

Угоднікова Олена Ігорівна кандидат економічних наук, доцент, доцент кафедри туризму та готельного господарства, Харківський національний університет міського господарства імені О.М. Бекетова, вул. Маршала Бажанова 17, м. Харків, 61002, тел.: (057) 707-33-03, https://orcid.org/0000-0003-2218-0041

Соколенко Анна Сергіївна кандидат економічних наук, доцент, доцент кафедри туризму та готельного господарства, Харківський національний університет міського господарства імені О.М. Бекетова, вул. Маршала Бажанова 17, м. Харків, 61002, тел.: (057) 707-33-03, https://orcid.org/0000-0002-9271-7118

ЦИФРОВІ ТЕХНОЛОГІЇ ПУБЛІЧНОГО МАРКЕТИНГУ У СФЕРІ ТУРИЗМУ ТА ГОТЕЛЬНО-РЕСТОРАННОГО ГОСПОДАРСТВА

Анотація. В умовах активного розвитку технологій на перший план виходить використання цифрових ресурсів. Кількість користувачів гаджетів, що мають доступ до мережі Інтернет та соціальних мереж постійно зростає, така тенденція буде продовжуватися. Відповідно зростає актуальності використання цифрових технологій для підвищення прибутків та конкурентоспроможності як на рівні окремих підприємств, так і на державному рівні. У статті розглядаються можливості використання механізмів цифрового маркетингу у системі публічного управління. Для аналізу було обрано сферу туризму та готельно-ресторанного господарства. З одного боку, ці галузі активно розвиваються, мають високий ступінь конкуренції, інвестиційної привабливості, підприємницької активності. З іншого боку, ці галузі суттєво постраждали через пандемію та карантинні обмеження, і зараз необхідно шукати шляхи виведення цих галузей із кризи. Крім того, важливо зазначити, що галузь туризму та готельно-ресторанного господарства має високу соціально-економічну роль. Отже, система публічного управління повинна забезпечити розвиток цих галузей. Актуальність теми дослідження обумовила його мету, що полягає у розробці пропозицій щодо цифрової трансформації публічного маркетингу для забезпечення розвитку туризму та готельно-ресторанного господарства України. Відповідно до поставленої мети у статті проаналізовано тенденції та перспективи розвитку цифрового маркетингу на
Formulation of the problem. The development of digital technologies plays an important role in positioning and promoting services. In the conditions of active use of Internet resources, resources of social networks it is important to ensure the construction of an effective system of positioning the service and its own brand in the market. The market of tourism and hotel and restaurant industry is developing in conditions of high competition. Increased competition affects not only the formation of unique trade offers, quality of service, quality of service, finding innovative approaches to meet consumer needs, but also forms a system of marketing promotion of the service, which has high efficiency. However, in conditions of high competition it is difficult to scale your own business. Accordingly, the market of tourism and hotel and restaurant industry is represented mainly by small and medium-sized businesses. These businesses can compete with each other, but do not have sufficient financial and administrative leverage to build a large-scale brand in foreign markets. This role should be played by the system of public marketing, because one of the priorities of state development is to position the state and ensure its competitiveness in international markets, including as a tourist center.

Analysis of recent research and publications. The relevance of the research topic determines the high attention of domestic and foreign authors to the development of digital technologies as an element of public marketing in tourism and hotel and restaurant industry. In particular, the works of the following authors deserve attention: Romanenko L.F. [1], M.A. Aucklander, T.O. Oklander, O.I. Yashkin [2], E.V. Romat, Yu. V. Gavrilechko [3], Fedorchenko A.V. [4], Kudenko N.V., Primak T.O., Arkhipova T.V., Shevchenko O.L. [5], Deinega O.V., Deinega I.O. [6], Kotler F. [7], Madill J. [8] and others.

However, the issues of building effective mechanisms of digital public marketing taking into account the specifics of tourism and hotel and restaurant industry remain unresolved.
The purpose of the article. The urgency of the research topic determined its purpose - the development of proposals for the digital transformation of public marketing to ensure the development of tourism and hotel and restaurant industry in Ukraine.

In accordance with the goal, the following research tasks were performed:
- trends and prospects for the development of digital marketing at the public level are analyzed,
- the main requirements for improving the efficiency and competitiveness of tourism and hotel and restaurant industry are identified,
- introduction of separate mechanisms of development of digital public marketing for increase of efficiency and competitiveness of tourism and hotel and restaurant economy is offered

Presenting main material. The transition of society to the active use of digital technologies requires high attention in the use of these technologies by marketers. In marketing, digital technologies occupy a leading position to create effective realities and increase sales. At the level of public administration, digital marketing is also used, but it is advisable to consider ways to increase its effectiveness. The development of digital marketing is closely linked to the development of mobile phones and other gadgets that give people access to the Internet and social networks. In 2020, there were 5.22 billion unique mobile phone users in the world, which is almost 70% of the world's population. This figure has a steady upward trend of about 1.5% annually. However, only 9% of these gadgets do not have access to the Internet [1].

Experts say that according to the modeling of forecasts for the development of digital advertising by 2023, the cost of digital advertising in the United States will reach 156.38 billion dollars. USA [2]. This prediction was made in the period before the pandemic. It is clear that the pandemic and the introduction of quarantine restrictions will lead to a more rapid increase in the cost of digital advertising.

Thus, there is a steady trend towards the development of digital marketing, which should be taken into account, including at different levels of public administration in order to position the country in world markets and increase the competitiveness of national sectors [3-4].

The sphere of tourism and hotel and restaurant industry is represented mostly by private enterprises, however, its positioning, especially in foreign markets, is not possible without the organization of comprehensive state support. The development of tourism and hotel and restaurant industry involves solving the following problems of the public administration system [5-8]:
- lack of jobs with decent wages for digital marketing professionals in the system of public management of tourism development and hotel and restaurant business,
- underdeveloped tourist infrastructure,
- low level of social services,
- lack of cultural and household facilities or their underdevelopment, which can be used to meet the social needs of tourists,
- lack of an effective training system for creating their own projects for the development of digital public marketing,
- the need for reforms to improve the socio-economic situation, the development of cultural and household services, job creation and opportunities for self-realization,
- ensuring the organizational development of activism and creating conditions for social cohesion through the development of public management of tourism and hotel and restaurant industry.

Building a system of digital public marketing in the field of tourism and hotel and restaurant industry is a complex and multifunctional process. An important element in building an effective digital public marketing system is the development of a content strategy.

![Diagram](image)

**Fig. 1. Elements of digital public marketing (developed by the authors)**

An important step in building a digital public marketing strategy is to form a brand legend. The formation of a national brand in order to position the country as a tourist center is to create the image of an international center that provides a full range of tourist and recreational services and related services (accommodation, catering) for domestic and foreign tourists. Innovative technologies used in the provision of services allow to ensure their high quality. The formation of marketing policy, public administration and management of economic entities in the field of tourism and hospitality in order to ensure high quality services should be carried out by highly qualified specialists, which involves the formation of additional loyalty of service consumers.

Among the main tasks of digital public marketing is the following:
- increase brand awareness;
- receiving and collecting feedback from consumers;
- promotion of tourist services, catering services and accommodation services;
- demonstration of the level of professionalism of specialists in the field of tourism and hotel and restaurant industry,
- attracting new consumers (domestic and foreign tourists), which will result in increased profits of the industry and increased revenues to the budgets of different levels,
- increasing the coverage of the target audience with information resources that create a tourist brand,
- increase of activity on the official platforms of tourist positioning of the country in social networks,
- development of information resources in the service sector as a system category.

To achieve these challenges, there are a number of barriers that need to be overcome, including high competition in global tourism markets, lack of universal approaches to the formation and provision of services in tourism and hospitality, the need to find a niche by identifying their uniqueness. Possibilities for overcoming the barriers described above include improving the quality of tourism, catering and accommodation services; expanding the range of services; advanced training of specialists in the field of tourist services, catering services and accommodation services; ensuring international competitiveness; customer-oriented service; flexible pricing policy; consulting work, etc.

Among the competitive mechanisms of digital marketing that can be used to build public management of tourism image, it is appropriate to highlight the following:
- preparation and practical implementation of content strategy through the use of organizational and administrative system of SMM-promotion,
- development of content aimed at potential consumers of tourist services,
- use of new types of content, bright photo and video content to increase the level of attraction of potential consumers of tourist services,
- it is advisable to use the use of direct offers, rubrics, creating a unique style, logo, colors, fonts, names, etc. in the formation of content strategies.

The application of these digital marketing mechanisms in the public sphere of tourism development and hotel and restaurant management will help attract new target audiences, stimulate tourism business development, acquaint consumers with the specifics of tourism services offered by a particular country (its history, traditions, recreational resources, mentality, mentality). etc.), contributes to the growth of tourists, especially foreign ones.

Proposals for the formation of specific elements of the content strategy of public marketing in the field of tourism and hotel and restaurant industry can be presented in the form of the following scheme - Fig. 2
It is recommended to prepare the proposed elements of the content strategy of public marketing in the field of tourism and hotel and restaurant industry in advance for the audience, for example, by using announcements, which will help to achieve more attention to the information itself. It is most appropriate to use the information space to implement information policy in an expert format: by disclosing interesting topics and issues to the target audience. The creation of elements of the content strategy of public marketing in the field of tourism and hotel and restaurant industry should be carried out by simplifying the content at the primary level. Also, it is advisable to consider the possibility of obtaining it automatically without the involvement of a person (consultants, operators, call centers, etc.), as sometimes a tourist urgently needs to know the information, but there is no opportunity to discuss it over the phone.

Thus, analyzing the trends of digital marketing and the requirements of consumers of tourism services, catering and accommodation, identified the main tools of digital marketing that can be used at the public level to position the country as a tourist center.

**Conclusions.** Thus, as a result of the study, the high relevance of the processes of introduction of digital technologies in the system of public marketing was determined, which is a global trend. Ensuring the development of tourism and hotel and restaurant industry is of great socio-economic importance, so it is advisable to consider the introduction of digital technologies in the development of these sectors of the economy. Elements of the content strategy of public marketing in the field of
tourism and hotel and restaurant industry were analyzed and described in the article.

References:

Література:
1. Романенко Л. Ф. Цифровий маркетинг: тенденції розвитку / Л. Ф. Романенко. – В Міжнародна науково-практична Інтернет-конференція «Маркетингова освіта в Україні» – с. 222-225