

Review Paper

# Application of Interactive Technologies to Promote Tourism Services

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## ABSTRACT

The issue of using interactive technologies to promote tourism services plays a key role for tourism enterprises. This is due to the transformation of the market due to global challenges such as the spread of the coronavirus pandemic and the war in Ukraine. The problem of studying the quality of interactive technologies is to analyze the necessary infrastructure and tools for implementation in the work of a corporate institution aimed at attracting new customers. The use of interactive technologies provides the tourism market with many advantages. First of all, it makes it possible to enter the international market and strengthens the brand's presence in the digital environment. Furthermore, interactive technologies with the help of digital infrastructure can create video materials and any media files used in an advertising campaign. The article aims to analyze the application, structural components, and effective methodology for implementing interactive technologies for activities in the tourism market. Moreover, key trends in the use of interactive technologies and popular mechanisms for their implementation are outlined in the article. Attention is paid to the variability of the digital environment and both theoretical and practical means of implementing a tourism promotion campaign are considered. An important issue is the further prospects for the development of digital technologies for their gradual integration into the practice of tourism enterprises. The results of the study may be useful for tourism enterprises planning to conduct commercial activities based on the use of interactive technologies.

## HIGHLIGHTS

- The objectives of the article are to analyze the current peculiarities of using interactive technologies to promote tourism services in the global world market.
- Key trends in the use of interactive technologies and popular mechanisms for their implementation are outlined in the article.

**Keywords:** Interactive technologies, digital infrastructure, search engine optimization, marketing, advertising campaign, travel services

The development of modern information technologies has contributed to the formation of innovative tools for advertising campaigns and the possibility of using interactive technologies in the tourism market. Due to the war in Ukraine and the

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previous spread of the coronavirus pandemic, the travel market has shrunk significantly. Ishchenko (Ishchenko, 2021) with a team of authors dealt with issues of chemical safety in the context of environmental goals of sustainable development, which in turn directly affects the development of the provision of tourist services. At the same time, the number of officially registered businesses has halved. Such negative trends mean that in the modern world, the demand for travel services has fallen significantly and requires a modernized approach to possible consequences. A factor in the use of interactive technologies to promote tourism services is the formation of a digital infrastructure that will be used in the corporate direction to ensure the vital activity of the market and its globalization. A key advantage of modern interactive technologies is massive integration into international commodity markets. This became possible owing to the emergence of special digital platforms. Moreover, the creation of digital tools themselves makes it possible to use them in their markets - selling digital tools, renting them out, and creating a new economic environment that operates in a segment of a particular destination. If we consider the tourism market, there is a sale of remote tourism services for physical visits to a particular object, which is the most popular model of this market in the world. However, the use of this approach will be applied to improve the functioning of digital technologies implemented in the company's advertising campaigns. Moreover, to use effective means of marketing, it is necessary to implement digital management tools, analytics, and financial budget allocation, which are used based on automation technologies. The problem of introducing interactive technologies lies primarily in the peculiarities of their implementation in the modern corporate space, which uses some special tools to improve the popularization of tourism services. The instability of the tourism market increases competition between tourism enterprises, as the struggle for customers takes place in the global market. To scale up operations, it is necessary to use information technology, which is more affordable than traditional means of advertising (Melnyk, V.I., Kovalchuk, I.O., Dovhopola, L.I., Shapran, Y.P. (2021). In such circumstances, the use of interactive technologies plays a key role in shaping the policy of promoting tourism services,

as it is advisable to plan further corporate activities of the enterprise based on the use of such tools.

An analysis of modern means and possibilities of using interactive technologies to promote tourism products aimed at ensuring the functioning of the tourism market in the context of global challenges is carried out in the article. The issue of the quality of development of digital technologies and the corresponding infrastructure will be of key importance for further development since based on such approaches it is possible to study the key principles of the enterprise and characterize further prospects for its development. The objectives of the article are to study the theoretical and methodological aspects of the development of interactive technologies and their use in an advertising campaign. An important vector of research is the prospects for the development of the tourism market and the role of interactive technologies in its functioning (Koshova S., Parkhomenko-Kutsevil O., Buryk Z. 2022). The current conditions for ensuring the use of digital tools can be the most relevant advantages for the formation and competitiveness of an enterprise, as they direct it to the international market, which is one of the research directions.

The modern problem of using interactive technologies to promote tourism services lies in the peculiarities of using and forming a high-quality advertising campaign to ensure the stability of the enterprise due to the instability of the tourism market. Floyd (2021) considers the concept of interactive technologies as a feature of combining a creative approach and innovative methods of organizing a certain process. In the context of tourism, Darley (2017) argues that the use of interactive technologies is the application of digital technologies that can improve the marketing activities of a tourism enterprise and contribute to its viability in the face of a potential market decline.

According to Delic (2018), interactive technologies in tourism marketing are used mainly for the development of web resources and the digital image of the enterprise, since any modern interactive technologies are based on the use of special software. This thesis is confirmed by the modern practice of developing the market for tourism services, which has almost completely integrated into the digital environment. Fussell (2021) agrees with this,

arguing in his study that the main advantages of using interactive technologies are the speed of processing customer requests, the ability to form a personalized offer, and the scaling of corporate activities. Scaling, according to Tortora (2021), is a key advantage of using interactive technologies, as it contributes to the overall development of the enterprise. However, the issues of efficiency and selection of technology use in digital marketing are constantly changing, creating an endless cycle of technology circulation, which is formed from the B2B market to the B2C market.

Thus, according to Gössling (2019), digital marketing is an unstable trend, but the most effective one. Its ambiguity is manifested in the constant change of technologies and improvement of their development due to the emergence of new players in the market and the creation of innovative platforms that can be useful. Martínez-Pérez (2019) notes that the modern advantages of any tourism enterprise are the ability to use digital material to promote their products and the ability to convey an emotional message to the client through visualization. The issue of using video materials can help to improve the level of product sales and create new digital product markets. According to Truong (2018), the emergence of innovative digital product markets is a key segment of product sales and an opportunity to stabilize the tourism market, after a significant decline following the spread of the coronavirus pandemic. Moreover, digital markets for services and products make it possible to integrate the tourism services of a particular enterprise into the international market, as the Internet is available worldwide. According to Kazmina (2019), the correct setting of promotion is the basis for efficiency, i.e. a real indicator of the response of the target audience, and interactive technologies are one of the tools for attracting customers. In today's digital world, any enterprise should have its means of advertising distribution to ensure long-term stability. An important thesis, as noted by Ekinil (2020), is that the use of interactive technologies in modern conditions cannot be carried out according to a single template, since some of them are effective and work in favor of the enterprise, but it is not a fact that they will work in the same way in the future (Mizin, K., Petrov, O. 2021; Vasylykevych, Y.Z., Lomak, O.M., Zozulia, I.M., Kochereva, D.V.,

Kikinezhdzi, O.M. 2020). In such circumstances, the issue of using interactive technologies to promote tourism services is an important topic for research and requires constant attention due to the speed of development of the digital market. In 2019, the team of authors led by Prokudin G. was engaged in the development of a method of predicting the speed of vehicles, which undoubtedly affects the conduct of tourist activities (Prokudin, G., Chupaylenko, O., Dudnik, O., Oliskevych, M., 2019).

## MATERIALS AND METHODS

During the research, analytical materials from periodicals were used. Various research methods were also applied, which made it possible to conduct an analytical assessment of the quality of the current functioning of the tourism market and identify key interactive technologies. The importance of the study is based on digital technologies and the information environment, which are key components of interactive tools that are directly used in the practice of marketing activities of an advertising campaign. With the help of open data and materials from information resources, the features of modern information technology tools and the possibilities of further optimization were investigated, taking into account its further development and improvement following the needs of the tourism market. The method of synthesis was used to formulate popular trends in interactive technologies used to promote tourism products and outline further prospects for their development, taking into account the instability of the tourism market. Using the method of analytical research, the theoretical and practical foundations of the concept of interactive technologies are characterized and the digital infrastructure is characterized as a modern component of the use of interactive technologies.

The introduction of such means and methods can influence the commercial activities of a tourism enterprise and ensure the development of its brand. The article uses a methodology based on the use of analytical tools and statistical tools for digital marketing. In particular, such resources as Ahrefs and Serpstat are used, and the main features of their use are analyzed. The modern policy of conducting an advertising campaign to promote tourism products was studied from the point of view of modern enterprises in Europe

and Ukraine before the war. The use of abstraction made it possible to characterize the key principles and prospects for the development of interactive technologies in the market of tourism products and services. The article, with the help of analytical reports of European think tanks, formulates the principles of the modern activity of the tourism services market and characterizes the key problems of its functioning. They are partial to be solved through the introduction of interactive technologies, which are the object of the study. Thus, based on the proposed methodology, it becomes possible to conduct a study to present the results of the use of interactive technologies to promote tourism services.

## RESULTS

The use of interactive technologies to promote tourism services is a key factor in the development of the tourism market. The quality of the use of non-standard approaches and the possibility of improving the features of attracting customers through creative activities will serve as the greatest competitive advantage for a tourism enterprise or agent. The essence of the concept of interactive technologies is the use of special creative approaches to attracting tourist customers who can participate directly in the advertising or branding activities of a tourism enterprise. Moreover, interactive technologies in the modern sense involve the use of information technologies that use the features of digital marketing in the global world of digitalization. Under such conditions, to improve the quality of functioning of the tourism services market, the key principles are the formation of effective methods for the quality of customer service and stimulating the development of internal corporate policy.

An important factor in the development of tourism market policy is the use of high-quality promotion tools that help improve brand policy and the possible use of analysis tools for special digital platforms. Modern interactive technologies make it possible to improve brand awareness and create effective methods and models that will help implement professional activities in the tourism market. In general, the concept of a tourism product is the provision of a service to a tourist, including the provision of visits to certain cultural sites that provide aesthetic or cultural pleasure. Depending

on the chosen tourism destination, the use of interactive promotion technologies will be aimed at the specific preferences of a particular client.

The market for digital marketing services in the world is constantly transforming to the modern principles of its functioning. Effective use of such tools can improve the performance of a company or enterprise in an unstable global market and attract a large number of customers around the world. Let us consider the key principles of using interactive technologies in various promotion methods in Table 1.

An important factor in the development of modern tourist services for any tourist enterprise will be the use of special innovative technologies, which means the possibility of optimizing advertising activities. In particular, with the help of Python and libraries such as Pandas and Requests, you can perform automated resource parsing, which involves collecting information about customers and key players. It works by implementing the ability to download an XML sitemap that contains navigation and the ability to work with web page elements.

The practical aspect of the implementation is the ability to optimize tag components that are contained mainly in `<div>` blocks. Thus, any web resource with available information can be used for further research. Tourism enterprises use such a tool to analyze the current market of tourism services and formulate the best quality offer compared to competitors. Besides that, the introduction of such interactive technologies will have a positive impact on the company's image, as it will improve its internal work and use real means of advertising based on modern models.

Interactive technologies in 2023 are increasingly moving towards Big Data technologies and the ability to generate commercial offers. In particular, the use of artificial systems written in the R language will serve as a key basis for the development of the further promotion system. It is important that any information system operates in its own regional data centers and requires an effective approach to the possibility of implementing analysis. With such an approach, based on the data obtained, the artificial system forms its tools to improve the subsequent advertising campaign. Moreover, it is possible to create video materials and digital images that will

**Table 1:** Modern means of using interactive technologies to promote tourism services

Advertising technology	Tools	Efficiency
SEO-optimization	Ahrefs, Serpstat, Screaming Frog, RankerX	The modern policy of using such tools makes it possible to increase the level of optimization of web resources in search networks to a high level and promote them to the top positions in such search engines as Google, Bing, and Yahoo.
PPC-advertising	Facebook, targeting tools	It is used for a long time, but it is possible to customize advertising accounts individually, etc.
SMM	Instagram, TikTok, Telegram, Viber, and other social media	Social networks are one of the best tools for finding customers, as the introduction of high-quality development tools and the formation of an advertising strategy will be a priority for such a policy.
CRM-system	In-house development of a travel agency	The internal CRM system for employees will serve as a quality of the company's functioning, which will ensure the efficiency of all structural departments of the company.
Press and mass media	Using digital images, creating tourist offers	A traditional means of advertising that is increasingly losing popularity, but can still be effective to use.
E-mail-marketing	It is used mainly for generating mailing lists to corporate emails of customers with an offer	Modern email marketing is aimed at an older audience that constantly uses email, so this tool can be useful.
Automated technologies	Implementation of chatbots, automated support services, etc.	It is the most popular type of tool for use in the corporate activities of any enterprise that has proven itself.

*Source: Compiled by the author.*

contribute to the effective promotion of tourism services.

An important technique used by almost any tourism company is the artificial visualization of images that are commonly used for an advertising campaign, regardless of the type of advertising chosen. For example, to effectively optimize an image, you can graphically improve it and make it much more attractive to tourists. As a rule, Blender and Photoshop software are used for this purpose. Design for a travel website, which is a key factor for the development of digital advertising and the possibility of improving the flow of customers, is the implementation of the Figma optimization methodology and the use of special SEO promotion tools and filling with interesting and useful content. Most modern web resources have indicators that will be useful for analysis by automatic systems that can determine their Domain Rating. The essence of DR is the automated determination by search engines of the level of reliability of a web resource. It will serve as a key factor for the further development of the site and the possibility of conducting advertising campaigns.

An important factor in the development of the

further direction of interactive technologies for the formation of tourism products for their commercial sale is the creation of short attractive visuals that will be posted on the most popular advertising networks such as YouTube and others, as they serve as a key factor in the distribution of the advertising market among digital technologies. The most important factor in the promotion methodology is to create a positive impression for the client. According to psychologists, the most important thing for a person is to get an impression and an emotional component, regardless of the purchase of a certain thing. Any tourist who prefers to receive aesthetic pleasure will be more receptive to any digital media material. Therefore, it will be important for companies offering travel services to use 3D modeling, the ability to constructively create special commercials, and look for effective platforms for their placement. The YouTube platform, as well as traditional television, can be a key tool for this.

Under these conditions, the problem is that modern tourism enterprises have significantly shrunk. Only the most efficiently formed and functioning ones that have been operating for the last 5 years remain. To do this, they use many digital and information

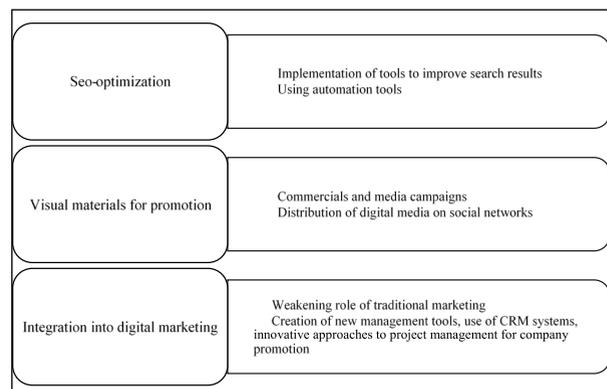
technology tools that can improve the features of their activities in the advertising field and create a truly useful tourist product. For instance, a popular practice is to diversify the tourism product, to be more specific:

- ♦ The ability to provide tourists with accommodation and guide services without additional support and more free tourist time;
- ♦ Creating an individual personal product that includes only excursion programs and transfers;
- ♦ Creation of a legal package of services that will include the entire package of documents, visa processing, etc.

There can be many such individual packages of travel services, as each enterprise selects the most relevant means of promoting its travel services based on experience. Even some European travel companies allow tourists to create their packages consisting of certain components. Therefore, the use of interactive technologies and sales techniques is becoming increasingly relevant. A key factor in the consumption of a tourism product is the preliminary influence on the client based on available information. For example, modern web resources have a function that allows you to analyze customer search queries and track their activity. Most of which are stored in the Cookies tab. The use of such tools improves the quality of activities for the further advertising campaign of the tourism enterprise. The ability to create an attractive tourist product for a customer based on the use of their Internet activity is a key modern technology. However, to conduct such activities, it is necessary to follow the confidential personal data processing policy provided for by the legislation of a particular country. By using this approach, most travel companies can operate effectively in a globally competitive environment.

Moreover, modern trends and the popularization of leisure activities in the form of tourism are constantly growing, which stimulates the expansion of the market to the international level and attracts customers from all over the world. In such circumstances, a modern tourism enterprise should have a function on any resource that will track the geolocation of a tourist and offer appropriate tourism services based on the use of customer information.

The problem of the modern travel market is primarily the ability to ensure its functioning in the face of geopolitical challenges that began after the coronavirus pandemic in the world. Due to Covid-19, most travel agents and businesses were unable to survive in the travel market, which led to their bankruptcy and gradual liquidation. Therefore, to stay in the market and operate successfully, it is necessary to use information technology and non-standard creative approaches to the organization and management of the enterprise. The key trends are shown in more detail in Fig. 1.



Source: Compiled by the author

Fig. 1: Modern trends in interactive technologies for promoting tourism services

Thus, based on Fig. 1, it can be assumed that the prospects of the modern market of tourist services are massive integration into the digital space and the use of modern technologies that affect the aesthetic preferences of the client. Ensuring the competitiveness of such services will be based on the use of up-to-date technologies and the possibility of high-quality promotion of tourism services. The practice of forming an internal digital infrastructure to manage the functional departments of an enterprise is important in the current global economic crisis. Planning involves the creation of an effective system that will interact between different levels of enterprise management and have a system in place that will ensure the possibility of cooperation between the financial and advertising departments.

In modern corporate practice, the use of interactive technologies has become a key principle for the further development of a tourism enterprise in the market. The quality of digital technology implementation directly affects promotion

technologies. A separate issue is the formation of a brand and the use of modern means of branding development. For example, travel companies can improve their market position by informing about their corporate social responsibility, holding special conferences on relevant tourism topics, and conducting some drawings and promotions that may be useful to the target audience. However, the main issue in this area remains the possibility of using such tools on special digital platforms, as they are the main means of promoting tourism products. Thus, the further prospect of using interactive technologies will serve as a feature of the development of information technology and will have advantages, which is essential in today's market.

Thus, based on the research in the material presented herein, it can be concluded that the problem of forming and using high-quality interactive technology tools, which are mainly integrated into the digital format, is a key factor in ensuring the competitiveness of a tourism enterprise. For its further development and functioning in such a market, it is necessary to create effective means of an advertising campaign, which will consist mainly of digital advertising and will be aimed at implementing it on social networks and the enterprise's web resources. Traditional methods of television, such as leaflet distribution, the use of advertising agents that encourage people, banners, etc. are no longer effective enough. Primarily, this is because a modern person spends a significant amount of time on the Internet and uses special platforms and mobile applications that optimize the rational use of time for booking a hotel or searching for ready-made tours. In such circumstances, any company operating in the travel services market should strengthen its presence in all available digital resources, including special travel services platforms, its official website, and an effective advertising policy in social media. The issue of using and creating digital advertising on social media is one of the key areas of revenue generation for a travel agency, as the majority of clients in this market segment are present on social media. Therefore, to improve the quality of operations, the priority is to use this particular area, which will have many long-term prospects on a global scale. Moreover, the use of Big Data technologies

and business process automation will be the key to the development of an interactive approach to enterprise management, as the B2B sector has many ready-made solutions that allow for improving the specifics of the enterprise and developing it following current trends. Moreover, the use of interactive technologies will contribute to the peculiarities of the formation and development of a personal brand for an enterprise that positions itself as reliable. Thus, the use of interactive technologies to promote tourism services is an important area for the tourism market and requires a significant amount of research in the field of psychology, information technology, and the economic and geographical status of tourist regions.

## DISCUSSION

The results of the study demonstrate the importance of using interactive technologies and non-standard approaches to promoting tourism services and products, which are key to ensuring the success of enterprises. In today's realities, due to the spread of the development of information tools and the quality of the corporate sector, which are constantly evolving, only those enterprises remain competitive. The importance of using modern information technology tools lies in the quality of advertising promotion on the Internet. Moreover, customizing an advertising campaign cannot guarantee key benefits for a company. Therefore, for further research, it is necessary to investigate the peculiarities of planning and quality of advertising campaign implementation.

A promising area of research may be the features of modern tools by key trends in digital advertising. In the context of the development of the corporate sector and the strengthening of business processes of digitalization, there are many applications and ready-made technologies around the world that can qualitatively affect the activities of the enterprise and help to find new customers. Moreover, modern tourism enterprises have certain peculiarities in forming an advertising campaign based on interactive technologies. They involve improving the organization of the process of functioning of the structural departments of the enterprise. Conducting a study on the quality of information technology use and improving the flow of customers can be useful from the point of view of using digital technologies.

Another important factor for discussion is the use of targeted advertising and the possibility of search engine optimization using modern tools. The study of such tools and the determination of search engine policies regarding the indexing of web resources may be one of the key areas for further research. To promote tourism services, the official sales platform must have a positive image on the Internet and in social networks. In the modern world, this platform is most often a web resource. Therefore, the policy of forming and using the optimization of its web resource will be a promising area for further research. Moreover, in the context of the modern development of interactive technologies, this can improve the level of activity of the enterprise aimed at ensuring its competitive position and serve as a factor in the marketing of tourism services and products.

A separate segment of tourism services promotion is the use of social media, as the vast majority of clients of tourism enterprises are individuals. Therefore, access to such resources will serve as an opportunity to reach the target audience. The use of interactive technologies in these areas will help businesses improve their policies for operating in such systems and meet the aesthetic preferences of most customers. To plan efficient operation and scale with the processing of future customers' requests, it is necessary to use automated support technologies that can significantly improve the level of request processing and create a ready-made customer base of customers who want to receive advice on a particular tourism product. Therefore, it may be promising to identify the features of the use of interactive technologies in social networks and determine the current level of their implementation.

## CONCLUSION

Thus, it can be concluded that the results obtained in the article indicate the multifactorial nature of interactive technologies and the possibility of their application in all areas of the corporate work of the enterprise. Moreover, to ensure the quality of the tourism enterprise, it is possible to improve the advertising and marketing department and improve the features of interaction between them by creating automated integration. For example, this can include calculating the financial costs of

a tourism product, modeling utility, etc. The key principles of interactive technologies of today are the use of up-to-date means of promoting tourism products through digital platforms and tools, as after the spread of the coronavirus pandemic, most people are looking for tourism products on the Internet. The market for digital technologies and services has been developing rapidly over the past few years. This creates a demand for the relevance of using appropriate tools for the tourism business to conduct its activities.

An important factor is that the market for travel services and products has shrunk significantly. Therefore, companies planning to ensure their livelihood in this segment need to use various means of advertising campaigns that can strengthen the company's position in the tourism market. Moreover, an important factor in the operation is the expansion of the geographical component of the activity. In the context of global digitalization, this does not require additional resources but is possible only if special communication channels are used.

Thus, the use of interactive technologies to promote tourism services can significantly improve the quality of a tourism company's operations and serve as its competitive factor in the long run. The key trends of modern interactive technologies are the use of media materials, special tools to improve search engine optimization, and the use of automated technologies. The advantages of automated technologies are primarily to ensure that the company can use its facilities and process mainly consulting requests and make real sales. This approach will create a positive economic effect. Further prospects for the study of interactive technologies may relate to the peculiarities of building an advertising campaign and evaluating the stages of its implementation.

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