

## PROSPECTS FOR THE INTRODUCTION OF INNOVATIVE TYPES OF ADVERTISING IN TOURISM

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**Introduction.** Advertising plays an important role in the production of tourism services and in a competitive environment. It is an effective means of promoting a tourism product to the market, as it attracts customers, ensures sales growth and regulates sales. At the same time, advertising in the travel services market increases competition, which improves the quality of travel services. Due to the rapid development of informatisation and digitalisation of society, innovative types of advertising based on online resources, social media, etc. are becoming increasingly popular.

**Analysis of recent research and publications.** A significant contribution to the research of advertising activity in tourism was made by such scientists as: Lutsii O.P., Larina Ya.S., Zaburanna L.V., Kozhukhivska R.B., Parubok N.V., Zaburanna L.V., Bodnaruk O.V., Niecheva N., Yevtushenko O.V., Haponenko H.I., Shamara I.M., Donytsche-Medyanik A., Klyap M., Alisher E., Makrides A., Vrontis D., Christofi M. and others.

**Objectives of the article.** The purpose of the study is to generalise approaches to the essence of advertising, its functions and principles; to analyse the advertising market of Ukraine; to reveal innovative methods of advertising that are appropriate for use in the tourism sector.

**The main material of the study.** Advertising is an important component of the marketing mix. Advertising activities in Ukraine are regulated by the Law "On Advertising", according to which advertising is information about a person or product disseminated in any form and by any means and intended to create or maintain awareness of advertising consumers and their interest in such person or product [1]. Summarising the definitions of various scholars, advertising can be defined as follows: a set of means used to present certain goods or services; an impersonal form of communication paid for by a sponsor; the art of influencing society for profit; messages in various ways to attract consumers and promote them widely, etc. Advertising information differs from ordinary information by its important characteristic – its customised and paid nature.

It should be noted that advertising performs the following functions [2]: informative, communicative, economic, cultural, and educational. According to the functions, advertising brings the following effects: social, informational, economic, communication, psychological [3].

Advertising activities in tourism are extremely important and each company carries them out in a certain way, depending on its capabilities and needs. Tourism companies in the world's leading countries spend up to 5-6% of their revenues on advertising. The role of advertising is especially important in the context of military operations in Ukraine and in the long term after they end, when businesses face various challenges, such as a lack of financial resources, a decrease in the number of tourists, especially foreign ones, and the need to attract them, attract their attention, and convince them to visit Ukraine.

Advertising activity in tourism should be based on the principles defined by the Law "On Advertising" (accuracy, legality, reliability, etc.), as well as such principles as innovation (introduction of new promising types of advertising), efficiency (the effect obtained from advertising should exceed its costs), flexibility (use of different means depending on the situation), and planning (when developing an advertising strategy, it is necessary to plan it and calculate its effectiveness).

The advertising activity of a tourism enterprise is influenced by various factors [3]: direct influence (costs, financial performance of the tourism enterprise, management structure), indirect influence (number of tourism enterprises, volume of inbound, outbound, domestic tourist flows, volume of tourism services provided), trend factors (investment in tourism, number of people employed in the tourism sector, tourist activity, share of GDP in the tourism sector).

There are many types of advertising [4]: audiovisual, in the press, outdoor, computer, at exhibitions and fairs, and others.

The war has had a negative impact on the Ukrainian advertising market, as well as on the entire economy. The All-Ukrainian Advertising Coalition annually publishes reports on the development of the advertising market in Ukraine. Thus, in 2022, the advertising media market fell by 63% compared to 2021. Advertising in cinemas, television, and the press fell the most.

The redistribution of the advertising market and the growing share of online advertising is a global trend. In less than five years, global online advertising spending has almost doubled, and digital channels account for more than half of total advertising spending [5].

By 2021, television advertising dominated the market, accounting for 46.5% of the total market. However, there was a decline in 2021, and in 2022 the share of TV advertising was 21.3%. Online advertising became the largest segment of the advertising market, with a steadily growing share of 58.8% in 2022. Television advertising was second, with a 21.3% share in 2022. OOH Media (out-of-home) is in third place at 14.4%, followed by press advertising at 2.8%.

Digital out of home (DOOH) is a digital outdoor modern advertising that is placed on billboards, citylights, and screens. It has an upward trend. In 2021, 518 million UAH was spent on this type of advertising, which is twice as much as in 2020.

Table 1

**Analysis of the Ukrainian advertising market, UAH million**

Category	2019	2021	2022
<b>Television advertising, total</b>	11527	13642	2604
Direct advertising	10089	11854	2370
Sponsorship	1438	1788	234
<b>Advertising in the press, total</b>	1850	1599	342
<b>OOH media, total</b>	4240	4098	1756
Out-of-home advertising	3283	3092	1363
Advertising on transport	600	397	90
DOOH	205	518	273
Internal advertising	152	90	30
Radio advertising, total	717	855	333
Advertising in cinemas	58	26	2
Advertising in digital (internet) media	6379	12833	7190
<b>Overall advertising media market</b>	24771	33053	12227

*Source: compiled on the basis of [5]*

In general, direct TV advertising in 2022 decreased by almost 80% to 2,370 million UAH, while sponsorship lost 87% and did not exceed 234 million UAH.

When analysing online advertising in general, it grew from 16,055 million UAH in 2019 to 32,225 million UAH in 2021, which is a twofold increase. In the structure of online advertising, banner ads and social media ads account for 15.6%, search (paid search engine placements) for 55.3%, and digital video and YouTube for 22.7%.

Thus, in 2022, Ukraine's advertising media market lost about two-thirds of its total volume in hryvnia, excluding inflation.

In the context of the globalisation of the tourism market and growing competition, it is necessary to use innovative marketing and information and communication technologies to ensure the best results. The advantages of innovative advertising methods are: targeting a specific segment of consumers; they can be cheaper than traditional advertising channels (television, radio); and creative. At the same time, the problems with using non-traditional advertising methods are that it is difficult to predict their results, and they can create a negative brand image if the target audience misunderstands the advertising message. Many companies succeed by combining both traditional and non-traditional forms of advertising.

When using non-traditional advertising methods, it is necessary to choose the right strategy to make sure that the new method will have a positive impact on the potential consumer. It is necessary to develop a clear plan, assess whether the company's (or advertising firm's) staff knows how to implement non-traditional advertising.

Non-traditional or innovative types of advertising are most often associated with the use of the Internet to sell their products. Currently, two out of five bookings are made online, and more than half of European tourists use the Internet to obtain information about travel companies, their offers and travel destinations.

The latest innovations in advertising that can be used in the tourism business include (Figure 1) [6; 7]:

1. InDoor TV technology. This is the broadcast of video advertising in crowded places. The new X3D video technology developed by X3D Technologies Corporation attracts the attention of potential customers. It is not a flat image that attracts people's attention, but three-dimensional graphics. Unlike simple 3D technologies, no special additional equipment (eyepieces) is required to perceive a three-dimensional image. The use of this technology in video demonstrations is a great opportunity to effectively influence consumers, as creativity is important at every stage of advertising communication – from the creation of an idea to its visual implementation.

2. An interactive table is a multi-touch computer that allows to easily interact with digital content. Several users can work at the table simultaneously within a shared work surface. Company employees and clients can use an interactive table as a shared workspace for meetings, viewing presentations, documents, etc. This technology actively involves the client in the workflow, saves time, provides the necessary information quickly and efficiently, and enhances the company's image.

3. Ground FX technology is a modern interactive projection. Thanks to this technology, consumers can not only watch advertising, but also participate in it. A three-dimensional image is projected onto a flat surface using special technical devices. It is impossible to pass by the system unnoticed: it instantly reacts to the slightest movement. For example, a flock of birds flies by, a virtual gentleman nods his head, and circles form on virtual water. This type of Ground FX advertising is actively used during various events, exhibitions, fairs, and product presentations.

4. TransLook (transparent kiosk) is a demonstration of goods and services based on state-of-the-art transparent displays. The transparent kiosk is built on the basis of a transparent Samsung LCD panel. Looking at the product through the transparent panel, the customer can quickly get information about it, its price and other information. The information kiosk can be used in shopping centres, hotel and travel company lobbies, restaurants, museums, airports, bus stations, entertainment complexes and other institutions.

5. Just Touch interactive technology. This type of advertising allows to track the movements of customers' hands and use them to control the functions of the menu, which is located on a special board. The system responds to the lightest touches thanks to an ultra-sensitive touch film covering the information panel. The consumer can find the information they need and get acquainted with the goods and services. At the same time, the buyer constantly sees the logo of the advertised brand.

6. Projection advertising is a projection on a large surface. Currently, a variety of interactive equipment is used to make contact with the consumer closer and more effective: projection (virtual) and video showcases, virtual counters, QR codes, etc. A projection showcase is a novelty on the Ukrainian market, it attracts the attention of the buyer, gives them an idea of the product and demonstrates its advantages. This technology is implemented using a special film (for example, BOSSA 3D). Depending on the production technology, there are virtual and projection displays. A virtual showcase consists of a projector and a screen. The interactive panel allows the customer to explore the entire assortment and view the product in a three-dimensional image.

A projection showcase can be made interactive. An interactive film (touch screen) is used for this purpose. The showcase can be an interactive catalogue of the new season's collection or display company promotions to stimulate sales.

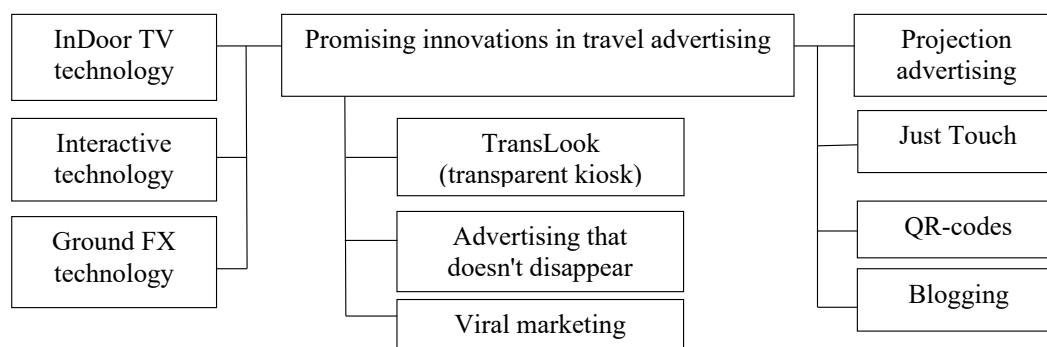
This technology includes the "virtual promoter", a modern development that emerged in Europe after the advent of rear-projection film. The virtual promoter has interactive features to recognise people entering the activity zone. With the help of special equipment, the promoter can be used in two modes: waiting and presentation. It is able to switch on, greet the customer, advertise a new product, and say goodbye to the customer (if he or she leaves the activity zone).

7. Advertising that doesn't disappear. This is a new way of displaying ads on mobile phones, TVs, and computers. This type of advert only disappears if the user performs certain actions. After viewing, the user must click on the correct button or answer a question.

8. VideoClick is a technology that combines two of the most effective types of advertising – video and contextual. In this case, commercials are placed in the text of the content material, which increases the effectiveness of advertising. In order for the commercials to appear and be played, the user must deliberately move the mouse cursor over the highlighted words. The VideoClick system is constantly introducing new products aimed at maximising the effect of contact with the target audience. Advertising companies offer their customers interactive questionnaires, tagged video players and much more.

9. Placement of QR codes on business cards for managers. Information about the travel company will be encoded there. By entering the code, a user will be directed to the travel company's website, where he/she can get all the necessary information about prices, new products, promotions, etc.

These innovative technologies are not yet widely used due to their high cost.



**Figure 1. Promising innovations in travel advertising**

*Source: compiled on the basis of [6; 7]*

The trend for large travel companies is blog marketing, or blogging. Blogging makes market research and testing of travel products more accessible. It helps companies increase their potential and respond to negative events.

Blogs are a means of marketing and advertising events. Through the disclosure of information, customers can interact, provide comments and suggestions. In the tourism sector, blogs can be used to inform people about tourist destinations, a particular object (hotel, attraction, landscape), or the company's achievements. Informing customers about promotions, new events, and special offers can lead to customer interest in products and their purchase. The main blogging platforms are blog sites, YouTube, Facebook and Instagram. Images, videos and text can be uploaded to websites – blogs as review sites, which makes the tour product more visible and attractive. Cooperation can be arranged by inviting a travel blogger, organising blog tours, information tours with their participation [6].

The term "viral marketing" was coined in the United States in 1996. Viral marketing uses people's habit of sharing information with their friends. Viral marketing is a strategy in which a product, service or its advertising influences a person in such a way that he or she becomes "infected" with the idea of spreading certain content and becomes an active repeater. According to research, almost one in three people, having received an interesting message, sends it to their friends. Many large companies use viral marketing to advertise goods and services, for example, travel operators TUI, Nature One and others [6].

Guerrilla (provocative) marketing is another innovative viral marketing technique. It is used by travel companies when it is necessary to artificially create or spread rumours about the arrival of famous people (athletes, singers, etc.). This makes it possible to sell tourism products to customers – fans who want to see the arrival of celebrities and their concerts [6].

In recent years, branding has become a widespread area of marketing and advertising. Branding is an activity related to the creation and management of trademarks. Hotel chains often use branding. For example, the Accor hotel chain offers its customers different brands with different services and prices: from the Sofitel brand (luxury hotels) to one-star hotels under the Formula 1 brand.

SMM (social media marketing) tools are becoming increasingly relevant in society. Companies are turning to social media as an effective advertising tool. The popularity of social media is evidenced by the fact that in 2019, the number of Facebook users in Ukraine was 13 million, and Instagram was used by about 11 million Ukrainians.

The scheme for planning work with SMM tools: select the target audience to be targeted by social media advertising; define positioning objectives; think over the content; choose effective promotion tools that match the target audience and social network.



Advantages of promoting a tourism product in social networks: wide and more accurate coverage of the target audience (by age, gender, income, profession, etc.); increased brand awareness; rapid feedback from customers; increased loyalty of potential buyers; less time spent on creating and maintaining a group in a social network, promptly informing customers about new offers; relatively low cost of promotion; users are advertising agents for the travel company, as they exchange links to its group and page; information in social networks is perceived as more reliable; it is possible to monitor, react to and neutralise negative reviews; variety of forms of submission. The main types of social media advertising are shown in Table 2.

Table 2

**Types of social media advertising**

Advertisement type	Characteristics
Content	Advertising on thematic pages of the social network. After clicking on the ad unit, the user is redirected to the brand's page.
Targeting	A type of promotion in which certain ad units are shown to the target audience with the required characteristics (gender, age, regional affiliation).
Teaser	It is implemented in the form of banners displayed on social media pages.
Retargeting	A marketing tool that allows to return users who were previously interested in the business.
Working with bloggers	Involvement of a famous blogger to advertise the product.

*Source: compiled on the basis of [8–11]*

The most popular networks among Ukrainians are Facebook, Instagram and YouTube, TikTok, while the least popular are Twitter, LinkedIn, SnapShot and others. Facebook allows travel agencies to use various promotion tools, including website development. The network provides a framework for creating a variety of website applications, from online polls to integration with other networks.

YouTube video hosting (video marketing) is an effective resource for promoting the tourism business and its services. It is the largest and most free channel on the Internet for posting videos. Travel businesses can post an unlimited number of videos, ensure that they are viewed by an unlimited audience, present their offer, and receive feedback. To promote a tourism business on YouTube, it needs to create an account, develop a strategy for shooting and publishing videos, and develop and distribute viral advertising.

Twitter is a social network that works on the principle of a microblog. The advantages of promotion on Twitter are the rapid dissemination of information, low costs, reaching a wide audience, considerable popularity, and great opportunities for PR campaigns. Creating an effective microblog filled with dynamic and interesting content allows travel businesses to attract new customers.

Currently, the promotion of companies on social media is popular using the following means [8–11]:

- Content advertising. Most social media platforms (Facebook, Instagram) offer the opportunity to place content advertising on their platforms. Content marketing helps to increase consumer confidence, improve the company's reputation and attract a new audience. The main content marketing tools are online courses, videos, infographics, podcasts, webinars, and blogs. Content (photos, audio, textual information) is published on a website and then promoted through social media, email marketing, search engine optimisation (SEO), or even advertising campaigns.

- Official page. Social networks allow companies to create their own official website.

- Hidden advertising on social media. The tools of such advertising include the creation of groups of potential consumers, active participation in already established groups; direct communication; and the placement of a viral video or photo in an advertisement. Interesting information from social media (including hidden advertising) is disseminated on the Internet and in traditional media.

- Retargeting allows to link a social network with a brand's website, regardless of its type. Thanks to special methods, after a user enters a social network, an advert for a particular resource appears. This way, people return to the site more often, and website traffic increases.

One of the new tools is geo-targeting, which uses regional data to reconfigure content for different regions [9]. Hotels are also starting to use 3D video to advertise their rooms and interiors. This allows users to see all the benefits of the hotel in a visual way. The proliferation of various online applications and online ratings also contribute to the advertising of travel agencies. The role of comments and reviews is extremely important, as positive feedback is often an important criterion for consumers when choosing a particular establishment.

**Conclusions.** The current stage of society's development is characterised by significant informatisation and digitalisation. The Internet extensively covers all spheres of human activity. In this regard, traditional means of advertising (such as television, radio, print advertising, etc.) are fading into the background. Innovative advertising tools are becoming popular and in demand. One of them is advertising on social media, including video marketing, retargeting, content, targeting, and teaser advertising. The problem with social media advertising is the lack of marketing specialists. Nevertheless, these are quite effective advertising tools that are cheaper than traditional ones and allow reaching a wide target audience.

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UDC 338.48:659

JEL L83, M37

**Halyna Ihnytska-Hykavchuk**, Candidate of Economic Sciences, Associate Professor at the Department of Tourism, Lviv Polytechnic National University. **Prospects for the introduction of innovative types of advertising in tourism.**

Advertising has an important position in the process of providing tourist services and in the conditions of competition. It contributes to the increase of the company's popularity, the number of customers and the company's income. The article reveals the essence of advertising, its functions, principles of its implementation. Factors influencing the advertising activity of a tourist enterprise are given. The Ukrainian advertising market was negatively affected by the war in Ukraine. In particular, the advertising market fell by 63% in 2022 compared with 2021. The biggest decline was in TV and press advertising. At the same time, the role of internet advertising is growing, with a share of 58.8% in 2022. Innovative forms of advertising that are creative and interesting to consumers will become increasingly important. The latest innovations in advertising that can be used in the tourism industry include InDoor TV technology, interactive table, Ground FX technology, TransLook (transparent kiosk), Just Touch interactive technology, projection advertising, non-disappearing advertising, QR codes and others. The problems with the implementation of innovative forms of advertising are their sometimes high costs and the impossibility of accurately predicting how they will affect consumers. The article discusses social marketing tools, which are also becoming increasingly popular. The benefits of their use for companies are highlighted: wide and more accurate coverage of the target audience; increased brand awareness; rapid feedback from customers; increased loyalty of potential buyers; less time spent creating and maintaining a group in a social network; prompt notification of customers about new offers; relatively low cost of promotion; feedback can be tracked; variety of forms of submission. The main types of advertising in social networks are revealed: contextual, targeting, teaser, retargeting advertising, work with bloggers. It was found that the most popular social networks among Ukrainians are Facebook, Instagram, YouTube and TikTok. An obstacle to the implementation of social marketing tools is the inability of employees to use them, while at the same time they give a good result, contribute to the increase in the number of customers and profits.

**Key words:** advertising, innovation, social media, contextual advertising, targeting, teaser advertising, retargeting, video marketing, blogging, branding.

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Важливе місце у процесі виробництва туристичних послуг та в умовах конкуренції займає реклама. Вона сприяє підвищенню популярності фірми, збільшує число клієнтів, а також доходів фірми. В статті розкрито суть реклами, її функції, принципи здійснення. Наведено фактори, які впливають на рекламну діяльність туристичного підприємства. На рекламний ринок України негативно вплинули воєнні дії в Україні. Зокрема у 2022 році рекламний медіаринок впав на 63% порівняно з 2021 роком. Найбільше падіння відбулось у рекламі на телебаченні, у пресі. Водночас зростає роль інтернет реклами, питома вага якої становила 58,8% у 2022 році. Дедалі актуальнішими стають інноваційні види реклами, які мають креативний характер, зацікавлюють споживачів. Серед новітніх інновацій в рекламі, які можна використовувати у туристичному бізнесі, можна віднести технологію InDoor TV, інтерактивний стіл, технологія Ground FX, TransLook (прозорий кіоск), технологія інтерактивної взаємодії Just Touch, проєкційна реклама, реклама, що не зникає, QR-коди та інше. Проблемами впровадження інноваційних видів реклами є їх деколи висока вартість, неможливо точно спрогнозувати як вони вплинуть на споживачів. У статті розглянуто інструменти соціального маркетингу, які також стають надзвичайно популярними. Виділено переваги від їх впровадження для підприємств: широке та більш точне охоплення цільової аудиторії; підвищення впізнаваності бренду; швидкий зворотній зв'язок із клієнтами; підвищення лояльності потенційних покупців; менші витрати часу на створення та підтримку групи в соціальній мережі, оперативне інформування клієнтів про нові пропозиції; порівняно низька вартість просування; можна відстежувати відгуки; розмаїття форм подачі. Розкрито основні види реклами в соціальних мережах: контекстна, таргетингова, тізерна, ретаргетингова реклами, робота з блогерами. Встановлено, що найпопулярнішими соціальними мережами серед українців є Facebook, Instagram, YouTube, TikTok. Перешкодою впровадження інструментів соціального маркетингу є невміння персоналу їх використовувати, водночас вони дають хороший результат, сприяють збільшенню числа клієнтів, а також прибутків.

**Ключові слова:** реклама, інновації, соціальні мережі, контекстна реклама, таргетинг, тізерна реклама, ретаргетинг, відеомаркетинг, блогінг, брендинг.