





Book of Papers and Posters

2023 GISU International Research Symposium

Business Rejuvenation, Resilience, and Creativity in a Changing World and Post-Pandemic Future

Hybrid Event

14th November 2023









































Business Rejuvenation, Resilience, and Creativity in a Changing World and Post Pandemic Future.

Book of Papers and Posters for the 2023 GISU International Research Symposium, co-hosted by Guangzhou University and Western Sydney University.

It is an initiative of the Alliance of Guangzhou International Sister-City Universities (GISU).

The Book of Papers and Posters contains the full papers, as well as the abstracts and posters submitted for presentation and publication to the 2023 GISU International Research Symposium held as a hybrid event on Tuesday 14th November 2023.

The full papers and abstracts were accepted after being subjected to a peer review process conducted by the scientific committee.

The contents and any opinions expressed represent the views of the authors only. Any typographical or other errors are the responsibility of the authors.



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Social media marketing as a tool for promoting services in the tourism and hospitality industry

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ABSTRACT

The article shows that social networks have become an important way of social communication between producers and consumers of tourism and hospitality services. The emergence of social media has changed the media landscape and advertising models, as the audience has moved from the role of content recipients to its creators, distributors, and commentators. Social isolation and the introduction of restrictive quarantine measures to prevent the spread of COVID-19 have led to changes in digital user behavior and accelerated the process of introducing digital technologies into all stages of the formation, promotion, and consumption of tourism and hospitality products and services. Social networks have made online marketing an important part of the marketing activities of tourism and hospitality companies, turning the Internet user into an effective channel for transmitting and receiving information. The promotion of their services on the Internet by producers helps to find the necessary information aimed at developing tourist impressions and meeting consumer needs.

It is determined that the use of Internet marketing is one of the directions of optimization of marketing activities of enterprises in the tourism and hospitality industry. High-quality and attractive interactive content, unlike static content, helps to increase the depth of viewing, makes interaction with the audience closer, encourages the user to be active, arouses interest and prompts certain actions. Interactive content allows you not only to drive traffic to your commercial resource, but also to retain your online audience.

The article characterizes the Internet marketing tools and proves that their implementation and adaptation to the components of marketing policy allows the tourism and hospitality industry to increase staff productivity, improve the service system, reduce certain categories of costs, and increase competitiveness. The advantage of online marketing is interactivity, targeting accuracy, and the possibility of detailed analysis, which helps to maximize website conversion. Effective advertising using the maximum number of communication channels with the target audience ensures the recognition of services, brands, destinations, routes, programs and works to attract more consumers of tourism and hospitality services. The social media functionality allows you to predict results and track statistics, including knowing in advance the number of keyword queries, determining the traffic to advertising platforms and the profile of the target audience, and predicting the ratio of clicks and views of banners and contextual ads. Taking into account that each social network has its own target audience, considerable attention should be paid to content and, accordingly, a content plan should be developed for a particular social network.

It has been established that retargeting is an effective tool for finding and attracting an interested audience, an additional incentive and reminder, uniqueness, cross-device approach, a convenient ad serving channel with an effective ROI, which helps to increase revenue and reduce the cost of promoting products and services. Influencer marketing is an effective tool for increasing the recognition of products and services. It is proved that the use of marketing tools helps to increase the target audience, obtain additional channels for disseminating information and selling products and services, increase the efficiency of advertising activities and reduce their costs, improve the image of companies, expand communications with customers in real time, and simplify the consultation and booking process.

SOCIAL MEDIA MARKETING AS A TOOL FOR PROMOTING SERVICES IN THE TOURISM AND HOSPITALITY INDUSTRY



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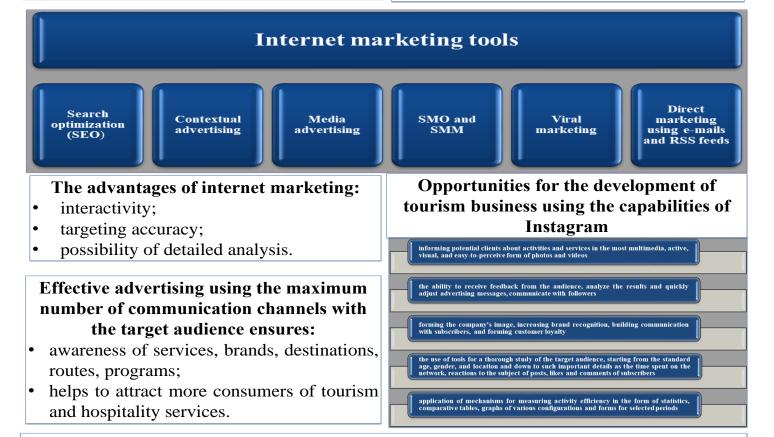
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Social networks have made online marketing an important part of the marketing activities of tourism and hospitality companies, turning the Internet user into an effective channel for transmitting and receiving information. The promotion of their services on the Internet by producers helps to find the necessary information aimed at developing tourist impressions and meeting consumer needs.



The use of marketing tools helps to:

- increasing the target audience;
- obtaining additional channels for disseminating information and selling products and services;
- increase the effectiveness of advertising activities and reduce their costs;
- improving the image of companies;
- expanding communications with customers in real time;
- simplifying the consultation and booking process.