



Alliance of  
Guangzhou International  
Sister-City Universities

**WESTERN SYDNEY  
UNIVERSITY**



# 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 14<sup>th</sup> 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.



***Guangzhou International Sister-City Universities (GISU) Alliance***

*The mission of the Alliance of Guangzhou International Sister-City Universities is to attract and leverage the academic resources of its members in close coordination for the sustainable development of our cities. Our Alliance today represents 20 members and affiliate members, 5 continents, 16 countries, 17 sister-city and friendly cities with a combined population of almost 38 million and over half a million students with 47,000 faculty and staff. Stronger together, GISU's great diversity of academic programs and research capacity represent the best of the world.*

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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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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.

## Internet marketing tools

Search optimization (SEO)

Contextual advertising

Media advertising

SMM and SMO

Viral marketing

Direct marketing using e-mails and RSS feeds

### The advantages of internet marketing:

- interactivity;
- targeting accuracy;
- possibility of detailed analysis.

### Opportunities for the development of tourism business using the capabilities of Instagram

informing potential clients about activities and services in the most multimedia, active, visual, and easy-to-perceive form of photos and videos

the ability to receive feedback from the audience, analyze the results and quickly adjust advertising messages, communicate with followers

forming the company's image, increasing brand recognition, building communication with subscribers, and forming customer loyalty

the use of tools for a thorough study of the target audience, starting from the standard age, gender, and location and down to such important details as the time spent on the network, reactions to the subject of posts, likes and comments of subscribers

application of mechanisms for measuring activity efficiency in the form of statistics, comparative tables, graphs of various configurations and forms for selected periods

### Effective advertising using the maximum number of communication channels with the target audience ensures:

- awareness of services, brands, destinations, routes, programs;
- helps to attract more consumers of tourism and hospitality services.

### 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.