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Promotion of tourism products using digital technologies**Lei Pan**

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Abstract

The relevance of this research topic is due to the fact that in the context of dynamically developing market relations, Internet marketing tools are becoming more and more attractive for use by modern companies in the implementation of their communication programs. Internet marketing is the practice of using all aspects of traditional Internet marketing, affecting the main elements of the marketing mix: price, product, point of sale and promotion. The main advantages of Internet marketing are interactivity, the possibility of the most accurate targeting, and the possibility of post-click analysis. It should be noted that today the tourism sector is going through difficult times, and this justifies the special scientific interest. The bankruptcy of many companies forms a negative information background, market participants state an unfavorable situation that undermines the confidence of customers. The effectiveness of the modern tourism business is largely determined by the use of digital technologies and Internet marketing tools to promote the tourism product on the market. The introduction of modern digital technologies in the marketing activities of a travel company brings it to a qualitatively new level, which allows you to quickly study consumer behavior and monitor the current situation in the tourism market. Thus, business processes in tourism are increasingly moving into the digital space. The use of modern algorithms increases the speed of work, allowing you to solve larger problems.

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Keywords

Tourism, digital technologies, Internet technologies, marketing, promotion.

Introduction

The Chinese online services market is growing at a rapid pace, due to the introduction of digital technologies in the tourism industry. China has adopted a digitalization strategy covering its entire economy and society, as well as providing for rapid technological progress to stimulate new economic growth [China's Digital Market..., www].

Digital technologies are also becoming the main direction of the strategy for the development of culture and tourism of the cities of the future, facilitating the integration of the tourist into the urban environment and allowing him to independently plan his trip [The impact of digital technologies..., www].

Digitalization of tourism in China can be divided into external and internal. In the first case, we are talking about the systematic transfer of communications with the client to the digital environment: people no longer have time for personal meetings with travel agents to discuss vacation options. Often the country and the hotel have already been selected; we have learned how to search for information on the net on our own. Therefore, it remains to find a point of contact with the tour operator, which usually becomes his website. On the site, the user will also not be left alone with questions: an employee in a chat or a chat bot immediately connects to the communication. The decisive moments here are the promptness of the reaction and the efficiency of solving the client's issue. Traditional tour operators are being approached less and less, no more than a third of travelers come to the office. The rest use online services to plan trips [Digital tourism..., www].

Online sales will also continue to grow, and there are two directions for them. Firstly, customers buy tickets and hotels separately, making up their own trip. Secondly, travel agencies are also going online, promoting their own packaged tours.

For a tour operator on online sales, work with a client does not stop. Digital technologies make it possible to engage in post-support, that is, follow-up and feedback. The customer's journey is tracked at all stages.

Within companies, the trend continues towards the development of CRM systems, automatic tools for setting tasks and planning. When used correctly, their implementation increases the competitiveness of travel companies. The toolkit that automates the work frees up the main resource for the management is a free time [How digital technologies affect the development of tourism, www]. It is spent on learning new business technologies or developing parallel niches. The second point is especially important in a dynamically changing environment, when the percentage of independent tourists is increasing, and travel companies have to increasingly search for new sources of income in order to survive [Bugin, www].

The trend to abandon the classical scheme of services of companies selling package tours is increasing every year. A third of the world's travel audience is interested in helping artificial intelligence in travel planning. People leave a lot of information about themselves on the web through queries in search engines, reveal preferences, showing the most convenient payment methods and the amount of expenses planned for vacation. 50% of respondents did not care who helps in planning a trip, a live operator or a chat bot. If the service for choosing a tour or booking a hotel offers a suitable option, then the probability of acquiring it increases significantly. Large online services will continue to develop their own artificial intelligence, their experience is gradually picked up by smaller players [Dörner, 2021].

Methods

In the study, the authors used some methods such as analysis and synthesis, induction and deduction, historical and logical, abstraction and concretization.

Results

Beijing Xiaoju Technology Co., Ltd. is a TripAdvisor listed travel company in China with TripAdvisor certifications of excellence and over 10,000 positive customer reviews. Beijing Xiaoju Technology Co., Ltd. already in 2005 began to support online payments via PayPal. Today, the company is still PayPal's largest customer in the Chinese travel market. The company's offices and partner network are located in more than 50 cities in China and Southeast Asia, allowing you to better control the entire process of providing tourist services [Sibel, www].

Beijing Xiaoju Technology Co., Ltd. opens the real China for travelers, new places in a rhythm convenient for the client, ancient and modern traditions of the country from local guides. The travel agency turns the trip into a great holiday. Beijing Xiaoju Technology Co., Ltd. does not sell tours, but really creates unique trips, designed according to the wishes and budget of the client, based on the knowledge and experience of Chinese experts. Philosophy of Beijing Xiaoju Technology Co., Ltd: We help everyone who travels to China to discover in their own way!

Beijing Xiaoju Technology Co., Ltd. goes to meet each client and buys tickets for him even on hard-to-reach dates, talks about sales and about the newly opened railway routes and flights within China.

Benefits of Beijing Xiaoju Technology Co., Ltd. [ibid]:

- the travel agency is located in China, this allows the company to quickly and efficiently resolve any issues that arise;
- more than 50 years of experience in tourism; customers can count on the company's experience, knowledge and advantages of an extensive network of partners.
- flexibility and attentiveness; the company has been in this area for a long time precisely because it understands how important flexibility and attention to customer needs are.
- fast response; the client receives a response to the request quickly, since the travel agency does not need to wait for a response from intermediaries. Feedback and training; the company is convinced that this is the main secret of the high quality of customer service in China. Guides, tourism consultants and drivers undergo training and refresher courses every year.

Beijing Xiaoju Technology Co., Ltd. is proud that her tours have no equal in China in terms of price-quality ratio. The fact that from year to year the travel agency receives a huge amount of positive feedback from customers. For 10 years, the website of Beijing Xiaoju Technology Co., Ltd. helped many travelers to know the "real" China. For the relatively recently begun Internet era, this is a very significant period. Every year, more than 35,000 customers trust the company to organize tours in China for them.

The company operates in the market of Russia, Kazakhstan, Pakistan, India (the countries of the Shanghai Cooperation Organization) and offers tours to China. The company is expanding its presence in the Russian market and developing new tourism products.

Beijing Xiaoju Technology Co., Ltd. travel company is in the stage of maturity. At this stage, prices and profits fall due to high-competitive pressure. Growth rates become stable and weak firms are forced out of the industry. A lot of money is spent on promotion to create brand loyalty. The company is trying

to modify and improve the product, develop new ways to use the product and attract new customers to increase sales.

In order to extend the maturity stage, Beijing Xiaoju Technology Co., Ltd. can use the following strategies:

- the product differs from competing products of the company's competitors;
- The company must emphasize the brand image of the product.
- development of new markets is possible;
- develop new ways to use the product.

Estimated capitalization of Beijing Xiaoju Technology Co., Ltd. presented in table 1.

Table 1 - Beijing Xiaoju Technology Co., Ltd. Capitalization Estimation for 2020-2021 [Beijing Xiaoju Technology..., www]

Indicators	2020 г.	2021 г.
Equity	\$90,68 млрд	\$104,56 млрд
turnover	\$72 млрд	\$86 млрд
Operating profit	\$14,34 млрд	\$18,27 млрд
Net profit	\$11,96 млрд	\$23,19 млрд
Assets	\$143,8 млрд	\$162,7 млрд
Capitalization	\$600,5 млрд	\$626,4 млрд
Number of employees	117 600	117 636

Thus, it is worth noting that all the company's indicators have grown in 2021. The growth of the company's equity indicates that the confidence of potential investors is growing, and the level of confidence among creditors is growing. The company's turnover in 2021 is growing steadily and in 2021 it grew by \$14 billion, which indicates the positive activity of the company and its trust among customers [ibid.].

Profit is also growing, which in 2021 grew by \$11.96 billion and shows the efficiency of the company. The increase in assets in 2021 of the company indicates a positive trend in its development. The growth in the number of employees indicates that the company is expanding in international markets, therefore, there is a constant recruitment of qualified specialists.

Capitalization in 2021 increased by \$25.9 billion. The higher the capitalization, the higher the market price of the company [ibid.].

The company has opportunities to attract customers from foreign countries, to develop the tourism business in China.

The concept of marketing in a travel company is implemented by the marketing service.

Functions and Tasks of the Marketing Service of Beijing Xiaoju Technology Co., Ltd.:

- development of a market strategy for a tourist enterprise: analysis and forecasting of demand and needs, market conditions, advantages of an enterprise among competitors, quality and resource intensity of manufactured goods, quality of competing goods, level of technical and organizational production of competitors, analysis of relations with the external environment, forecasting the life cycle of goods, market volumes according to market segments, boundary prices for future products, competitiveness of products introduced to the market, development of measures to increase the competitiveness of products, selection of target markets;
- marketing concept implementation: determination of the structure of the management system, development of the production and organizational structure of a tourist enterprise, development of regulations and job descriptions of the enterprise, input control of compliance with the

- marketing concept, regulatory and technical documentation, analysis of the international activities of the enterprise, forecasting prices for new products, negotiation of contracts and contracts, organization of sales of goods, development of a feedback scheme according to the stages of the life cycle of goods;
- sales promotion and advertising of goods: description of the objectives of advertising, description of the rules, means and methods of advertising, work on the organization of advertising services and agencies, sales promotion, organization of profit growth;
 - conducting marketing research: development and improvement of the structural organization of the marketing service of the enterprise, provision of information and formation of the regulatory framework for marketing research, recruitment for research, technical equipment, creation of internal and external relations of the marketing service of the tourist enterprise.

The main tool of Internet marketing in a travel agency is its website. The company's website has: individual design; takes into account the characteristics of the company; corresponds to the corporate style. The site has a constructor of its own tours, which is simple and convenient and does not require special knowledge. You can set tour parameters, such as arrival date, meal type, duration, price, etc. Tour description contains text, tables, video, photo gallery and attached file.

The site has a built-in module "Search for tours", which allows you to:

- automatically search for tours in the databases of leading tour operators;
- online booking of the tour from the site
- pay for the tour with credit cards
- choose a supplier at the discretion of the client.

The site has a built-in "Hot Tours" module, which draws attention to the most advantageous offers and creates a positive impression of the company's pricing policy.

The site has the ability to book a tour online. Also on the site there is a module "Callback". The client uses this function if it is not convenient for him to call himself. The next module is "Online Consultant", which is a chat between a visitor and a travel agency manager.

Another useful module of a travel agency is the "Photo Album" module, which contains photos from the reviews of the agency's clients.

Another useful module is "Articles", which tell clients about the latest news in the field of tourism or talk about the benefits of a particular resort.

The data available on the site is reliable, this is proved by their constant updating and the presence of copyright. The need to use Internet marketing by travel agencies is due to high competition in this area, and, as a result, the tightening of the struggle for the consumer. In addition to traditional marketing tools, many agencies use in their activities ways to attract customers using the Internet. The task of the tour operator is to bring the travel agency manager to their site, and not to competitors. The task of a travel agency is the same, only it is necessary to bring the end user to your site. For this, Internet marketing tools are used.

Recommendations and conclusions

Let's take a closer look at the acquisition channels used to help Beijing Xiaoju Technology Co., Ltd. improve your marketing strategy:

1. Media (banner) advertising.

For the B2B market, it is necessary to note the need to place banners on certain portals that are often visited by professionals. Banners are placed on the main pages of these sites, and contain current

promotions or great deals.

For the B2C market, this method is also applicable. Banners are placed mainly on tourist forums.

2. Articles.

In addition to posting articles on their own websites, Beijing Xiaoju Technology Co., Ltd. they should also be posted on industry websites.

3. SMM (social media marketing), or social networks.

Beijing Xiaoju Technology Co., Ltd. can use targeted advertising for the target audience of interest, since most managers use social networks in their daily lives.

4. Email newsletters.

Each of the tour operators offers the opportunity to subscribe to the newsletter, and daily sends customers current offers. Most often, these offers contain special prices that will motivate the agent to sell this particular tour to the consumer.

Travel Agency Beijing Xiaoju Technology Co., Ltd. should also use this method. When a client contacts the agency, a questionnaire is filled out, in which the phone number and e-mail are indicated, which makes it possible for the agency manager to send out current offers.

5. Internet sites.

Internet services for finding tours are a kind of platform. The essence of these sites is that this search engine provides a list of tours indicating tour operators, therefore, the manager can choose a more convenient operator for the price, or one with which the agency cooperates on more favorable terms.

6. Contextual advertising and SEO optimization.

This method is applicable to a greater extent to the B2C market, since travel agency managers most often consider options directly with tour operators. End consumers use Yandex and Google search engines to select a tour. SEO optimization is used by both agencies and tour operators, but both are aimed at attracting the end consumer.

In my opinion, in the current situation on the market, it is necessary first of all to restore consumer confidence in travel agencies and operators. The solution of this problem can be facilitated by the creation of a positive image on the Internet. To do this, it is necessary to actively use SMM, since social networks are very popular, and a lot of consumers receive information from them. It is also necessary to use the creation of topics on the forums and motivate clients to write reviews, forming a positive image of the agency.

Thus, the following conclusions can be drawn: in the tourism business of Beijing Xiaoju Technology Co., Ltd. there is a need to use Internet marketing tools, which is recognized by all market participants. It is due to the difficult situation on the market, which causes a drop in confidence in agencies and operators.

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Продвижение туристических продуктов с использованием цифровых технологий

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Аннотация

Актуальность темы исследования обусловлена тем, что в условиях динамично развивающихся рыночных отношений инструменты интернет-маркетинга становятся все более привлекательными для использования современными компаниями при реализации своих коммуникационных программ. Интернет-маркетинг – это практика использования всех аспектов традиционного интернет-маркетинга, затрагивающая основные элементы комплекса маркетинга: цена, продукт, место продажи и продвижение. Главные преимущества интернет-маркетинга – интерактивность, возможность максимально точного таргетинга, возможность постклик-анализа. Следует отметить, что сегодня сфера туризма переживает непростые времена, и это оправдывает особый научный интерес. Банкротство многих компаний формирует негативный информационный фон, участники рынка констатируют неблагоприятную ситуацию, подрывающую доверие клиентов. Внедрение современных цифровых технологий в маркетинговую деятельность туристической компании выводит ее на качественно новый уровень, что позволяет оперативно изучать потребительское

поведение и отслеживать текущую ситуацию на туристическом рынке. Таким образом, бизнес-процессы в туризме все больше уходят в цифровое пространство. Использование современных алгоритмов увеличивает скорость работы, позволяя решать более крупные задачи.

Для цитирования в научных исследованиях

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Ключевые слова

Туризм, цифровые технологии, интернет-технологии, маркетинг, продвижение.

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