

M.N. Abduova^{1*}, D.A. Seidualin², S.M. Rustemova³

^{1,2,3} Gumilyov Eurasian National University, Buketov, Kazakhstan;
¹makpal.b99@mail.ru, ²darken68@mail.ru, ³sabiruwa1986@mail.ru

Orcid ID: <http://orcid.org/0000-0001-7306-2876>, <http://orcid.org/0000-0002-2741-1403>,
<http://orcid.org/0000-0003-1004-2135>

SMM promotion of tourism

Abstract

Object: The purpose of this work is to identify the features of SMM tools and how to use them to promote tourism services in modern conditions.

Methods: This study includes an analysis of the promotion of a number of travel companies through social media tools.

Results: The article discusses SMM tools and methods of their application for the promotion of tourist services in modern conditions. In the age of globalization of the information space, when the Internet has covered almost all spheres of activity, tourism has received a new opportunity to promote its product. After all, today the Internet is not only a form of communication, but also an indispensable tool for the delivery and maintenance of information, business development. Social networks play a special role, thanks to which a new market is developing with all the necessary technological and social conditions. The tools utilized by social networks, along with their operational mechanisms, enable a specific tourism company to distinguish itself from the sea of competitors. This results in lowered expenses for online advertising, heightened customer loyalty, and the attraction of fresh clientele. In a global context, social networks can become a tool for creating a positive image of the country, redistributing tourist flows, and forming an information base for tourists.

Conclusions: Despite all the positive aspects of social networks, the study identified significant problems that negatively affect the development of tourism. These factors include: fraud, distortion of reality, the authority of the opinion of media personalities, uneven coverage of age groups of tourists. These and possible other problems today require special attention and require a set of measures for advertising and promotion in social media.

Keywords: tourism promotion, SMM in tourism, social networks, tourism development, the role of SMM, promotion through SMM, brand.

Introduction

In the present day, every other individual in Kazakhstan frequently engages with social networks. Within these platforms, they not only gather information but also willingly share personal details, hobbies, and preferences. Clearly, this creates extra avenues for marketers, enabling the segmentation and customization of their advertising messages (Lee et al., 2015). This gave rise to Social Media Marketing (SMM) — a distinct set of tools aimed at proficiently engaging with social network users. Thanks to the use of SMM tools in combination with the marketing structure of the brand itself and its tools to promote the company in other communication channels, it becomes possible to create a unique and effective brand image.

Tourism stands as the foundational pillar of numerous developed and developing nations across the globe. In the contemporary context, it has evolved into a global industry, securing the third position among the most substantial contributors to economic income. This ranking places it just behind the oil and automotive sectors. The vitality of the tourism market is intricately tied to a spectrum of economic, political, and environmental variables. Yet, at its core, it remains a consumer-centric market, aligning with the well-established notion that any business thrives through its clientele. Consequently, all offerings within the tourism market must be tailored towards specific consumers, encompassing their desires, preferences, and travel aspirations (Morozov, 2017).

Employing the Internet constitutes one of the most potent and contemporary marketing strategies within the realm of tourism due to its utilization by both existing and prospective travelers. Internet-based marketing holds a host of benefits, including unrestricted information dissemination, the integration of text, visuals, videos, and audio content, immediate information updates, file and database storage, interactive communication, an infinite user reach, independence from geographic constraints, continuous and timeless accessibility,

*Corresponding author. E-mail address: makpal.b99@mail.ru

absence of audience expansion costs, and the capability to seamlessly incorporate direct online sales mechanisms.

Planning a business promotion strategy in social media networks is very important. Setting up channels of communication with the consumer, taking care of the quality of photos and videos that will allow you to stand out from the competition, will allow you to properly build a development strategy and help modernize and increase profits and income from the activities of enterprises. Despite the fact that artificial intelligence has already mastered the Internet, customers prefer human communication. Social networks are not only beautiful texts and pictures, but also primarily a social component. Without active profile management and live communication with the consumer, there will not be the main task of attracting profits and increasing sales from services.

Put differently, Social Media Marketing within the tourism domain involves utilizing social media platforms to capture interest toward a brand, product, or initiative. Its primary objective revolves around cultivating reliable social connections between content creators and consumers. This subsequently fosters reciprocal recommendation dynamics among these individuals, leading to the exchange of advice and experiences. Consequently, the current landscape underscores the significance of SMM promotion as an essential and indispensable instrument for the sustenance of tourism entities.

Literature Review

Advertising impact SMM is carried out gently and non-aggressively, but at the same time it gives high results. Each stage, whether it is monitoring topics in social networks or attracting users, has a professional implementation and brings a stable strengthening of positions in the social environment, which means it certainly leads to brand promotion: it becomes recognizable and positive images are formed around it (Smolina, 2019).

In general, one of the main advantages of SMM is the wide reach and the ability to select the target audience with a very high degree of accuracy. And the main advantage is the high efficiency of this advertising campaign.

The authors of the article "The use of SMM tools by airlines in the global market" Yu. A. Shamara and A. V. Zhdanova describe SMM as "a set of measures to use social media as channels for promotion" (Krinchiyan, 2015).

Candidate of Economic Sciences P. S. Shalabaev writes in his writings that "SMM involves activities to use social network services as channels for promoting companies, achieving goals and solving various business problems" (Lee, 2015).

The evident advantages of utilizing social media for generating and disseminating content to endorse products encompass (Venkatesh, 2016):

- ensured delivery of required information to users at designated times;
- flexibility in making alterations to disseminated information;
- inclusion of links to diverse materials;
- limited control over page content.

The central benefit offered by social networks lies in their exceptional potential for precise targeting.

If SMM is marketing in social networks that helps to attract customers, buyers and business partners, then, accordingly, the first advantage over traditional advertising tools (television advertising, BTL, product placement, etc.) is the focus of an advertising campaign on a specific target segment. Audience (Kasymova, 2018). The research of societal interests, the promotion of a company's products or services, and the satisfaction of personal and societal interests are all goals of marketing, which is responsible for all three.

Tourist services' key characteristics are:

– intangible nature: In contrast to goods, which can be felt, services can be completely researched prior to receiving. The immaterial nature of tourist services dictates that a trustworthy relationship between the buyer and the vendor must be established. Advertising in the tourism industry is therefore heavily responsible for the veracity and quality of the content it promotes. Due to the requirement for visual, visual means, film and photographic materials are frequently employed in advertising;

– complexity: After getting the service, the consumer's perception is influenced by a variety of circumstances. The ability to switch from the advertisement text to the order, branded cards, memos, and guides included in the package of tour documents, the distribution of souvenirs of the travel agency within the ordered tour, the corporate style of the company's representatives, premises, and transportation are all crucial transition points between advertising and direct service provision.

– variability and inconstancy: Development of advertising functions like information and propaganda should be a top concern for the tourism industry because, unlike traditional items, they do not always have a consistent quality, flavor, or utility (Evseev, 2020).

As a result, the tourist offering is a unique blend of both material and immaterial elements. It cannot be preassembled, viewed, or assessed on the client's behalf. Tourism-related businesses must therefore deal with the unofficial problem of selling “hospitality”. The importance of advertising is increased by the sophistication with which the company markets its offerings to prospective customers.

Tourism has unique characteristics based on the kind of services provided, sales methods, labor dynamics, and more. As a result, marketing in the tourist industry exhibits a number of unique qualities that have allowed it to carve out a specific niche in the marketing industry. A variety of marketing tools, such as methodologies that encourage connections between customers and the business or a collection of strategies designed to influence market stakeholders and the larger macro environment, are available to ensure a company's efficient operation and increase sales efficacy.

Tourism enterprises have been working in social networks for quite a long time — travel agencies began to use these methods among the first. Also with the benefits of SMM are hotels and restaurants, sites for booking accommodation and air tickets.

Social media marketing offers incorporated goods (Dementiev, 2018):

-promotion;

-customer service;

-reputation control;

- social network surveillance, specifically social network topic monitoring. Works like these might serve as examples of SMM services (Manap, 2020):

- conducting essential research and devising a strategic plan;

- establishing a company's identity platform and creating excellent content;

- drawing in and interacting with the intended audience;

- handling social media public relations;

-tracking the development of the marketing campaign constantly;

SMM is therefore an intentional and strategic advertising effort distinguished by its discretion. But it is this strategy that produces the desired results — or frequently even better ones — and boosts the wealth of businesses engaged in the tourism industry.

However, before starting to create and promote an organization on the Instagram social network, you should think over the group's development strategy, since this type of advertising is not appropriate for all types of activities.

1. Primarily, Instagram is well-suited for promoting projects with a substantial capacity for visual content. This renders it suitable for various domains such as photography, creative endeavors, culinary pursuits, innovations, fashion, and more. The wealth of visual content inherent in the information that a tourism organization can offer to its clients makes it inherently suitable for sharing on Instagram.

2. Additionally, a high degree of eventfulness takes precedence in crafting an effective Instagram advertising account. The inclusion of engaging topics and personal user experiences associated with them contributes to the heightened popularity and demand for the shared materials. This trait is particularly evident in the profiles of entities orchestrating diverse events, sports clubs, and exhibitions. Within the realm of travel companies, this characteristic also holds true, allowing for the creation of content that is both visually beautiful and relevant to the audience.

3. The existence of a protagonist or other page character. The information becomes more plot-based and engaging for consumers when a page character is present. This trait dominates the biographies of political leaders and other heroes from secular history. Personalization is unusual in the tourism sector, but with the right creative approach, it is not only feasible but also highly fruitful to create a page with a hero.

The main tasks of SMM include: increasing traffic to the company's website; increase the number of sales and brand promotion; targeting — an advertising mechanism aimed at a specific audience with predetermined criteria in order to display advertising to this particular group of potential customers; regulation of recommendations and opinions of the target audience; replenishment of the number of loyal customers; changing unwanted stereotypes. The primary essence of tourism lies in the realm of emotions: individuals explore diverse cities and countries in pursuit of novel encounters and feelings. Consequently, the chief objective of Social Media Marketing (SMM) in the context of tourism revolves around crafting optimistic anticipations for travel within social platforms. The most potent tools for achieving this are vivid photographs

and videos showcasing the destination being promoted. A majority of travel enterprises rely on the visual aspect in their posts to inspire the decision to purchase (Apanasyuk, 2018). Ways to use social networks for tourism development are (Fig. 1):

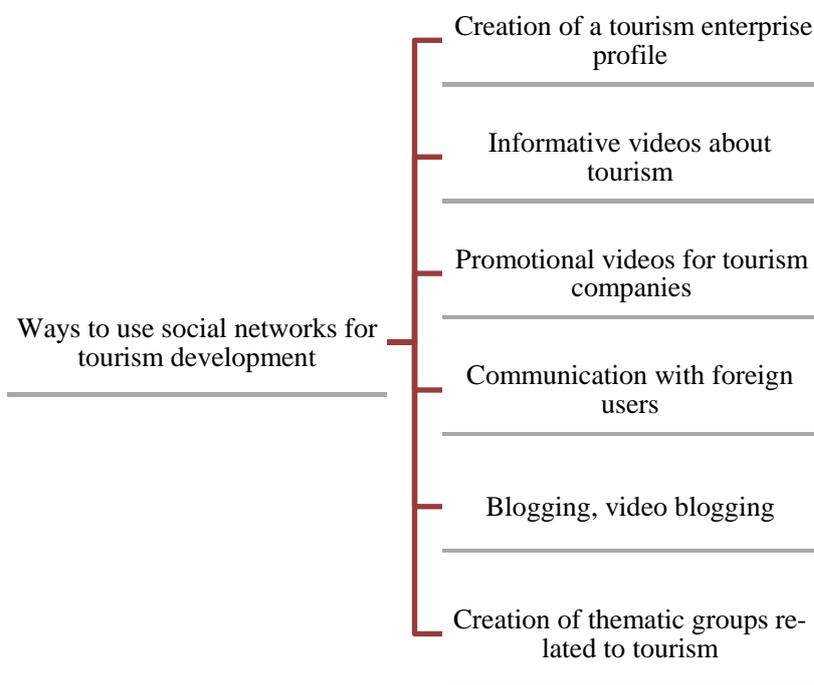


Figure 1. Ways to use social networks for tourism development

Note — compiled by the authors based on the analysis

Also in this area, the stage of moderation, that is, interaction with customers, is of particular importance (Mir, 2017). Social networks provide a platform where every individual can openly express their experiences regarding the services offered by a specific company. This enables prompt responses from the company and encourages discourse among customers through comments, a distinction from traditional review books or suggestion boxes. Notably, social media reviews serve an additional role as they significantly influence the purchasing choices of numerous potential customers. A handful of negative reviews could potentially divert them towards a competing company. Social networks essentially foster online communities comprising individuals who share akin interests or engagements. The primary categories of social networks encompass offline blogs, microblogs, blog platforms, and contact-based social networks (Morozov, 2018).

In addition to targeting and viral marketing, other methods of advertising on social networks can be distinguished, for example, guerrilla marketing (veiled advertising). The purpose of such advertising is not in direct sale, but in increasing consumer interest in it or in shaping the company's image. An example of guerrilla advertising is artificially generated comments and testimonials. SMM also involves working with bloggers, popular personalities, in this case, advertising is perceived by consumers not as something intrusive, but rather as advice from opinion leaders.

Methods

The following methods were used in the research process: analysis; synthesis; specification; generalization; analogy method; studying the experience of tourism organizations.

Results

In Kazakhstan in 2021, in the ranking of popular social networking applications, Instagram occupied the first line — 79% of Kazakhstanis prefer this communication platform. Below are VKontakte, TikTok, Odnoklassniki, Facebook. The number of Internet subscribers is growing both for fixed Internet subscribers and in the cellular communication segment. The number of fixed Internet subscribers grew by 8.2% over the year, from 2.49 million to 2.7 million by the end of August 2021. The figure below shows statistics on the use of social networks in Kazakhstan over the past year according to Statcounter Global Stats:

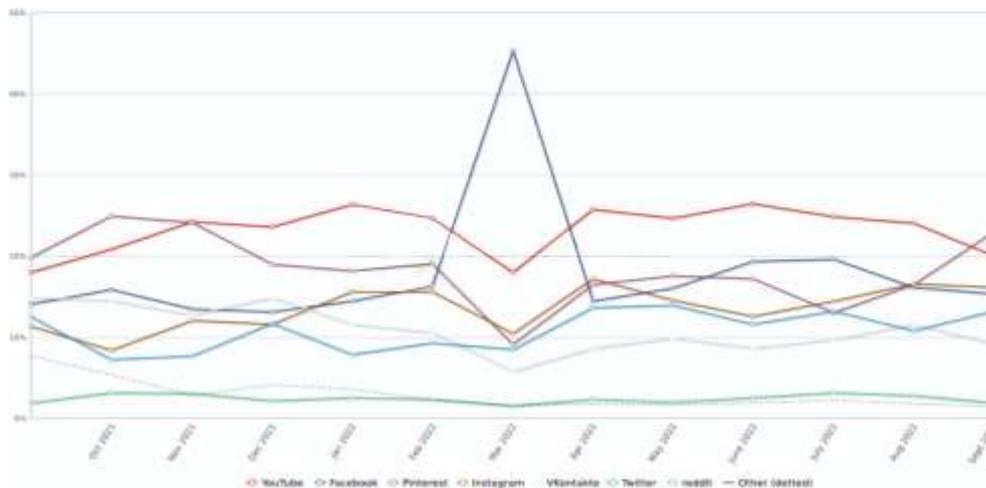


Figure 2. Statistics on the use of social networks in Kazakhstan

Note — compiled by the authors based on the analysis

The above figure shows that the most popular social networks in Kazakhstan are Youtube, Facebook and Instagram. From all the statistics, we can conclude that the online advertising market is steadily growing and developing. People use social media more than search engines when looking for information about a brand (Leung, 2013). Therefore, maintaining a travel organization brand account on Instagram or TikTok is now just as necessary as running contextual advertising on Yandex or Google.

The marketing efforts to showcase Kazakhstan as a desirable tourist spot employ a dual approach: the pull strategy, which involves stimulating interest among end consumers and generating demand within specific markets through diverse channels such as the Internet, television, and media; and the push strategy, which focuses on the creation of appealing offers at sales points within target markets, facilitated by foreign tour operators and travel agents. This push strategy is realized through activities such as information tours, webinars, road shows, and the establishment of exhibition booths. These initiatives aim to foster and reinforce business connections between Kazakhstan's tourism sector and the designated target countries (Li, 2010).

In order to conduct a study of SMM promotion of travel companies in Kazakhstan, an analysis was made of the use of social networks by travel companies: HT.KZ Almaty Travel Agency, Poedem! Travel Agency, Travel Agency - kaztour.kz, ProAgent Travel Agency (Table).

Table. SMM promotion of travel companies in Kazakhstan

	HT.KZ Almaty Travel Agency	Poedem! Travel Agency	Travel Agency - kaztour.kz	ProAgent Travel Agency
Official site	https://ht.kz/company	https://poedem.kz/company	https://kaztour.kz/?ysclid=19jn49dzh0855867172	https://pro-agent.kz/company
Instagram	https://www.instagram.com/htalmaty/ more than 80 thousand subscribers	https://www.instagram.com/poedemkz/ 82.3 thousand subscribers	https://www.instagram.com/kaztour/?ysclid=19jn4nngnw45685057 365 thousand subscribers	https://www.instagram.com/proagent.kz/ 24.1 thousand subscribers
facebook	https://www.facebook.com/Tourismalmaty/ 11 498 subscribers	https://www.facebook.com/TuragentstvoPoedem/ 94 followers	https://www.facebook.com/kaztour/ 33 thousand subscribers	https://www.facebook.com/proagent.kz/ 311 followers
TikTok	https://www.tiktok.com/@htalmaty 12.4 thousand subscribers	-	-	-
Twitter	https://twitter.com/htalmaty 28 readers	-	https://twitter.com/kaztouroperator 84 readers	-
Vkontakte	https://vk.com/htkztourism 39 subscribers	-	https://vk.com/kaztourpage?ysclid=19jn8ck54e199661531 829 subscribers	-
Youtube	https://www.youtube.com/watch?v=c9C7yb9yg2Y 3.69 thousand subscribers	https://www.youtube.com/channel/UC7ry9Aef1ytI9jz4XhGMGmQ 126 subscribers	https://www.youtube.com/channel/UCUOMMwjYG8eV0o2HvdBobfQ 11 followers	-

Note — compiled by the authors based on the analysis

Methods for promoting tour operators and travel agents in social networks are similar. For example, tour operators HT.KZ Almaty Travel Agency and kaztour.kz Travel Agency advertise themselves on all social platforms. They arrange various competitions for clients, and also conduct an active dialogue with them. Community Travel Agency “Poedem!” allows you to subscribe to the mailing list in private messages, and the Travel Agency “ProAgent” added a products section where users can get acquainted with possible tours, prices for them and place an order.

The travel agency HT.KZ Almaty publishes contests on the wall of the Vkontakte community to increase the activity of subscribers, as well as possible tours and directions with prices and a link to the agency's website. The Instagram page has a specific design, publications contain topics that users may be interested in, for example, how to save money on travel and book a tour at a bargain price. Travel agency “Let's go!” in the VKontakte community publishes not only information about the proposed tours, but also entertaining and educational content, which is also an effective way to promote the group.

When promoting their tourism services, companies primarily monitor the effectiveness of their activities through the use of various indicators. Viral reach directly depends on the interest in the content, paid reach depends on the advertising budget. Organic reach is affected by the number of subscribers and the frequency of posting content.

The metrics for evaluating audience feedback are likes (likes), comments (comments) and reposts (shares).

The formula for calculating the level of attractiveness (Love Rate): $\text{Likes} / \text{Followers} * 100\%$. Talk Rate Formula: $\text{Comments} / \text{Followers} * 100\%$.

Distribution coefficient calculation (Amplification Rate): $\text{Shares} / \text{Posts (number of posts)} * 100\%$.

Let's calculate the feedback on the example of publishing an Instagram profile HT.KZ Almaty Travel Agency:

Travel agency HT.KZ Almaty Rate: $(1092/194000) * 100\% = 0.6$.

Talk Rate: $(19/194000) * 100\% = 0.01$. Amplification Rate can only be calculated by being the page administrator, that is, the owner. In addition to evaluating the activity of subscribers, it is important to evaluate the work of SMM specialists.

Calculate how many posts are posted for a certain period — post generation frequency (post rate), what tools are used, except for text — content generation frequency (content rate), average response time (Response Time), which is calculated by the formula: $(\text{response time for the previous period} / \text{response time for the reporting period} - 1) * 100\%$. Response frequency shows the proportion of questions that users have received answers, its formula: $(\text{number of answers} / \text{number of questions}) * 100\%$ (Khodzhaliev, 2020).

Discussion

The social network TikTok, which had only one registered company last year, hasn't really caught on. Only two travel operators are quite successfully active in this social network. However, one of them, HT.KZ Almaty Travel Agency, saw the maximum increase in subscribers in 2021 due to TikTok. This is a smart decision in a highly competitive environment. Although Instagram has a fairly high competition, this platform is growing and giving the largest number of subscribers, and therefore we can conclude that its audience is enough for everyone. Here, it is only important to understand and determine what mechanisms you will use to develop your accounts: regular launch of targeted advertising, contest posts, games, or something else.

Due to the peculiarities of the rules followed by the social network, placing a travel agency group on Instagram is promising. Strict guidelines for published content cut down on the number of deserving rivals, which is good for advertising travel businesses on Instagram.

1. Instagram has little chances for advertising, therefore you must offer your visitors this type of content to get them to subscribe on their own.

2. No “viral effect” since users need a specific program to share other people's posts in their feed. This requires each user to be interested in the information shared on the network and requires it to be made entertaining, practical, or unique for each user.

3. Feedback is available. Regardless of whether reviews are fair or not, responses must be given. Every business has a responsibility to respond to inquiries about its operations, products, and services, providing an opportunity to impress a possible customer.

4. The tagging of data. The approach is challenging because to Instagram search's restricted capability. Here, the “hashtag or nothing” rule is applicable.

5. Setting the link click manually. In the account description section of the profile, there is only one active link. The developer of the group adds reference material to the caption in addition to the illustrative content.

6. The account needs to be active. The effort put into marketing a commercial organization's "selling" page will be wasted if you employ the "hide" photographs feature. Such users are typically given the cold shoulder and are less inclined to subscribe to them. Furthermore, publications from a closed profile cannot be found using hashtags.

The most actively used tools in the tourism business of Kazakhstan should include:

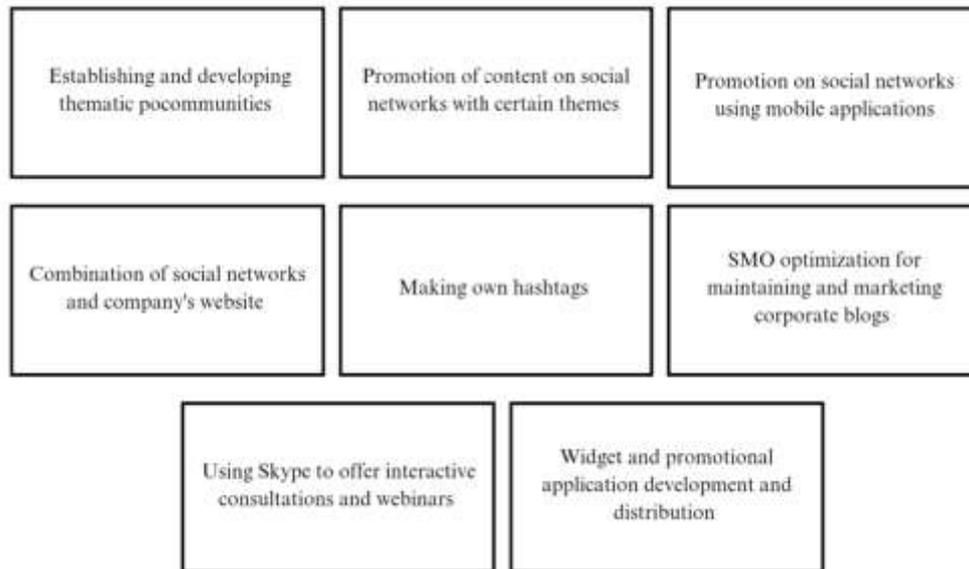


Figure 3. The most actively used tools in the tourism business of Kazakhstan

Note — compiled by the authors

Targeting is one of the areas of advertising, which involves the preparation and distribution of targeted messages. When creating them, the characteristics of the audience are taken into account, for example, place of residence, occupation and interests. The use of targeting increases the effectiveness of an advertising campaign.

The use of targeting technology allows you to promote your business on social networks such as TikTok, Facebook, VKontakte and other equally popular resources.

There are the following subspecies of targeted advertising:

territorial (or geographical) involves targeting residents of a particular city/region, which is very beneficial for tourism industry enterprises.

- socio-demographic is aimed at an audience united by specific social criteria (age, gender, marital status, etc.).

- contextual is aimed at people with certain interests that are found out by subscribing to social networks.

- behavioral, focused on user actions, such as repeated search queries.

YouTube is a social network where users can upload, view, rate, comment and share certain videos. To date, the number of YouTube users has exceeded 1 billion people, and the views of many videos have passed the mark of more than 100 million. The first way to influence the development of tourism through YouTube is the creation of promotional videos by tourism enterprises, which contain information about both the organization itself and the services provided. Another important way YouTube influences the development of tourism is educational videos about tourism. However, the biggest contribution to the development of tourism through YouTube was made by video blogging.

However, despite the fact that in recent years social networks have had a great impact on our lives, it cannot be denied that there are a number of problems that negatively affect the development of tourism. In recent years, with the rapid development of the Internet, the number of Internet scammers has also increased. Many fake tourism businesses register on the most popular social networks, offer various kinds of services, ask for payment, and end up stealing money. Another danger of social networks is that fraudsters can create

fake pages of existing tourist enterprises and offer various services on their behalf. The second negative factor of social networks affecting tourism is the distortion of reality. Many users of social networks embellish reality, so often when a tourist is faced with the real state of affairs, he is disappointed. The third negative aspect is the great role of the authority of media personalities, whose publications can influence the opinions of many people. At the same time, such opinions are often purely subjective and do not reflect the full picture of reality.

Conclusions

Thus, the tourist product is a pronounced combination of all tangible and intangible elements. It cannot be pre-prepared for the client, perceived and evaluated for him. Consequently, tourism enterprises have an informal task to sell “hospitality”. Advertising of a travel agency in social networks is a fairly effective way of online advertising of tourist services and promotion of a tourist product, which is currently widely used by travel companies. An example of tourist advertising is the presence of more than 5,000 groups advertising the services of travel companies and promoting travel products. Creating a special travel agency group can replace your own website — you can report new offers, inform about burning tours, accept applications and much more — directly from the group in the social network. A popular active group on a social network can serve as an advertisement for a specific travel agency, as well as an advertisement for a tour, some tourist product or destination.

Consequently, social networks can serve diverse purposes and be harnessed through various approaches, yet in any scenario, they prove to be an effective avenue for promoting the offerings of a tourism enterprise to the market.

The research has identified several key challenges inherent in utilizing SMM marketing for travel agencies:

1. Inadequate grasp of leveraging social networks for business expansion.
2. Shortage of proficient IT technology experts.
3. Inconsistent updates to pages.
4. Posting irrelevant content.
5. Absence of a coherent news feed or sporadic engagement with it.
6. Failure to monitor the effectiveness of social network efforts.
7. Reluctance to allocate funds for brand promotion on social platforms.

Therefore, the primary methods for effectively promoting services online for Gomel travel agencies may involve:

1. Establishing a community or group on a social network.
2. Crafting a dedicated corporate online resource showcasing the company's services.
3. Employing targeted advertising aimed at specific user segments.
4. Leveraging advertising within applications, such as games.
5. Engaging the target audience through promotions, discounts, and contests.
6. Enabling service bookings directly through social network pages.
7. Collaborating with bloggers and active users who endorse the company.

As of now, a revolutionary shift towards e-commerce dominating the regional tourism market has not transpired. Nonetheless, with the ongoing surge in Internet users, achieving financial gains seems increasingly plausible in the near future. It's clear that companies disregarding internet technologies are unlikely to uphold competitiveness within the tourism market. Thus, the utilization of SMM marketing emerges as a pivotal determinant for the triumph of a tourism enterprise. A well-crafted web resource not only enables cost reduction by curbing the usage of printed advertising materials but also saves time for marketing and PR personnel. It further provides a supplementary public platform for disseminating information about the company.

This complicates the problem of selling its services to potential customers and at the same time increases the role of advertising. Research and analysis of the tourism markets in technologically advanced countries such as Japan and the United States show that in the future, almost all sales, including tourism services, will be carried out online and will be carried out using electronic technologies. Company websites and social networks will be one whole. Social networks are not only promotion, but also an opportunity to find new partners as a means of disseminating information. With sufficient knowledge and clear planning of the SMM promotion strategy, advertising on social networks can have a positive effect at minimal financial cost. The time that modern society spends in social networks is growing every year, which makes it

necessary to use the possibilities of SMM to form effective communication between travel companies and consumers in real time.

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М.Н. Абдуова, Д.А. Сейдуалин, С.М. Рустемова

Туризмді SMM арқылы жылжыту

Аңдатпа:

Мақсаты: Мақаланың мақсаты SMM құралдарының ерекшеліктерін және оларды қазіргі жағдайда туристік қызметтерді ілгерілету үшін пайдалану жолдарын анықтау.

Әдісі: Зерттеуде әлеуметтік медиа құралдарын пайдалана отырып, бірқатар туристік компанияларды жылжыту талдауын қамтиды.

Қорытынды: Ақпараттық кеңістіктің жаһандану дәуірінде, Интернет іс жүзінде барлық қызмет салаларын қамтыған кезде, туризм өз өнімін ілгерілету үшін жаңа мүмкіндік алды. Шынында да, бүгінде Интернет тек қарым-қатынас нысаны ғана емес, сонымен қатар ақпаратты жеткізу мен қызмет көрсетудің, бизнесті дамытудың таптырмас құралы болып саналады. Әлеуметтік желілер ерекше рөл атқарады, соның арқасында барлық қажетті технологиялық және әлеуметтік жағдайлары бар жаңа нарық дамиды. Әлеуметтік желілердің құралдары, сондай-ақ олардың жұмыс тәсілдері белгілі бір туристік компанияға бәсекелестер тобынан аулақ болуға, Интернеттегі жарнама шығындарын азайтуға, клиенттердің адалдық деңгейін арттыруға және жаңа клиенттерді тартуға мүмкіндік береді. Жаһандық контексте әлеуметтік желілер елдің оң имиджін құру, туристік ағындарды қайта бөлуде туристер үшін ақпараттық базаны қалыптастыру құралы бола алады.

Тұжырымдама: Әлеуметтік желілердің барлық жағымды жақтарына қарамастан, зерттеу барысында туризмнің дамуына теріс әсер ететін маңызды проблемалар анықталды. Бұл факторларға мыналар жатады:

алаяқтық, шындықты бұрмалау, медиа тұлғалардың пікірінің беделі, туристерді жас шамасына біркелкі топтау керек. Осы және мүмкін болатын басқа да проблемалар бүгінгі күні ерекше назар аударуды және әлеуметтік медиада жарнама және жылжыту бойынша іс-шаралар кешенін өткізуді талап етеді.

Кілт сөздер: туризмді жылжыту, туризмдегі SMM, әлеуметтік медиа, туризмді дамыту, SMM рөлі, SMM арқылы жылжыту, бренд.

М.Н. Абдуова, Д.А. Сейдуалин, С.М. Рустемова

SMM продвижение туризма

Аннотация:

Цель: Основной целью статьи является выявление особенностей инструментов SMM и способов их использования для продвижения туристических услуг в современных условиях.

Методы: Данное исследование включает в себя анализ продвижения ряда туристических компаний с помощью инструментов социальных сетей.

Результаты: В век информационной глобализации, когда без Интернета не мыслится ни одно дело, для продвижения туристского продукта открылись широкие возможности. Действительно, Интернет сегодня не только объект взаимоотношений, но и инструмент развития бизнеса, оперативной передачи информации и оказания услуг. Социальные сети играют особую роль, в результате с их помощью образуется новый рынок технологических и социальных условий. Инструменты социальных сетей, вместе с тем методы работы позволяют определенной туристической компании быть конкурентоспособной, а также сократить издержки на рекламу, повысить уровень доверия клиентов и привлечь новых клиентов. В контексте глобализации социальные сети являются инструментом формирования информационной базы при перераспределении туристических потоков и, в свою очередь, положительного имиджа страны.

Выводы: Несмотря на все положительные стороны социальных сетей, в ходе исследования были выделены существенные проблемы, негативно сказывающиеся на развитии туризма. К данным факторам относятся: мошенничество, искажение действительности, авторитет мнения медийных личностей, неравномерный охват возрастных групп туристов. Эти и возможные другие проблемы на сегодняшний день требуют особого внимания и проведения комплекса мероприятий по рекламе и продвижению в социальных медиа.

Ключевые слова: продвижение туризма, SMM в туризме, социальные сети, развитие туризма, роль SMM, продвижение через SMM, бренд.

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