ADVANTAGES OF USING SOCIAL MEDIA INNOVATIONS IN THE ACTIVITIES OF TOURISM INDUSTRY AND HOSPITALITY

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This world is constantly changing. The globalization process is no exception. At the moment, there is an unprecedented increase in the number of people who communicate. The complication of forms of communication is an ongoing process, and not only among the population who speaks the same language, but also between speakers of different languages. This happens same in the borders of one country and same process with worldwide. In the hospitality industry of tourism, innovative Social Media technologies are becoming an important communication tool at the micro-, meso- and macro- levels. The influence this industry on business, the economy and society - creates favorable conditions for the development of human capital and reserves, and good social conditions for creative activities for the implementation of products and processing of innovations.

Objective of this work: to consider the benefits of the influence of social media for the activities companies industry of tourism and hospitality.

The concept of the hospitality industry first time was born in the USA. According to Webster's dictionary, hospitality mean an entrepreneurial activity in the services market related to the reception and servicing of guests. The specificity of the hotel business, the tourism industry and hospitality concludes in their characteristic. The one side - the service is associated with the identity of the contractor and the coincidence in time of the production and consumption process. This process depends on momentary demand and quality of service [1]. This process depends on the usage and implementation of innovative and modern ideas in Social Media. Nowadays, the level of innovation and features of the provision of enterprise services is growing, which is an important factor for competitiveness.

Effective management of activities in the tourism business involves the optimal usage of all resources, including expenses and customers satisfaction. Today, there are no similar views on issues of HR management, the material base of the hotel, technological procedures for servicing, the formation of marketing and pricing policies, etc...There are more action is needed, than just offering a service, setting
an attractive price and making it affordable for consumers. The companies of tourism
industry and hospitality must be able to have proper dialogues with their guests or
customers.

One of effective way of promotion for hotel networks - it is Social Media (“social
media”). Nowadays, biggest part hotels of Ukraine do not use this opportunity. By the
phenomenon of Social Media (we will use definition “social media”), we propose to
understand co-created content. But we put definition of social media tools as
technologies that help users interact, communicate with each other and access
shared content. There are a huge number of innovative technologies and services
that can be classified as social media: blogs, vikies, microblogs, podcasts, photo and
video hostings, social networks, communities of interest, social bookmarks [2].

The difference between traditional and social media- it is in the level of user
interaction. While watching television news by the viewer, there is no mechanism for
interactive feedback. But social media tools let you comment, discuss, and even post
news items on your own.

L. Lafko and D. Brake identified three main characteristics of social media:
1) social media exist for communication;
2) control over the conversation is impossible, but it is possible to influence it;
3) all economically viable relations are built on the factor of influence [3].

Quick feedback from customers gives for managers of company the opportunity
to get acquainted with the opinions of customers. This helps to better understand
customer needs and use this information to improve products and services. The
information, which is received in social media can be useful to create completely new
services. Companies also use social media to monitor the market, track the actions
of their competitors and customers. This feature allows companies to keep going on
the way of any changes, quickly adapt and adjust their product or service
development strategy in advance, as well as use innovative technologies in a timely
manner.

Conclusion: by the process of writing this science work were identified and
founded the positive aspects of the practical usage of social media for corporate
purposes. Easiest way of use networks and the ability to reach a large audience in a
short period of time, makes social media a powerful tool for solving business
problems, attracting and strengthening the loyalty of customers, employees, business
partners and other interested sides.

Innovative social media technologies are becoming an important tool for
communication on micro-, meso- and macrolevels, affecting business, economy and
society, creating favorable conditions development of human capital, creating social
conditions for creative activities for implementation commodity and process
innovations [4].

The purpose of future research is creation a strategy for using social media with
the introduction of innovative technologies, with understanding problems of
information and commercial risks.

References:

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