

UDC 004.77:316.774:338.486.2

DOI <https://doi.org/10.26661/hst-2021-9-86-16>

THE ROLE OF SOCIAL NETWORKS IN TOURISM ORGANIZATIONS COMMUNICATION FROM A CUSTOMER PERSPECTIVE

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Abstract

The relevance. In the last few years due to the rapid development of the Internet and the use of technology tourism and other industries, new trends in marketing communication have emerged. Many travellers «consult» social networks when planning a trip to find travel directions, their advantage, advisor and other traveller reviews – they are also important and makes tourists very careful in choosing and staying in a particular place during a trip [5]. The use of social networks is growing at an astonishing rate, attracting millions of new users across platforms, and the right opinion maker assignment to a particular travel direction can enhance the desire of travellers to choose a precisely advertised direction [22]. All the new communication channels that are integral nowadays part of integrated marketing communication should be used by tourism brand agencies and the popularization of travel destinations as today's tourists surf the internet in order to gather the needed information. If a brand cannot be reached online, it loses competitiveness in competition. A new era in marketing communication began with the advent of social networks [20]. While the tourism sector is quite receptive to technology innovation and has a number of opportunities offered by digital marketing, tourism businesses fail to take advantage of the interactive opportunities offered by digital marketing two-way communication, allowing the development or creation of new brands in the online space or to establish strong links with consumers, encourage them to be loyal) [13]. **The main problem.** How social networks apply to tourism organizations in communication with customers, and what opportunities to improve communication to increase social the value of communication with customers created by networks. **The research aim** – evaluating the importance of social networks in the communication of tourism organizations to customers to identify directions and ways to improve the application of social networks. **Research tasks:** to analyze the significance of social networks in the communication of tourism organizations with clients and their created value; to analyze the application of social networks in the communication of tourism organizations with clients trends and opportunities. The object of research. Application of social networking in the communication of tourism organizations with their clients. The used methodology is justified – analysis and synthesis of scientific literature.

Results. The use of social networks in the communication of tourism organizations helps to reach the desired segments and provide personalized offers to customers with the right opinions the use of makers in tourism marketing can bring a higher return on investment than traditional advertising. The growing importance of customer service in services in particular in the tourism sector is due to the fact that organizations are increasingly choosing social networks and their gadgets to form communication channels with customers.

Keywords: social networks, tourism, influence, communication

The importance of social networks in the communication of tourism organizations with clients

For the past few years, due to the high-speed internet development and use of technology in tourism and other industries, new marketing has emerged communication trends. All the new communication channels that are integral nowadays part of integrated marketing communication should be used by tourism brand agencies and the popularization of travel destinations as today's tourists surf the internet in order to gather the needed information. If a brand cannot be reached online, it loses competitiveness in competition. A new era in

marketing communication began with the advent of social networks [20].

Travel marketers have acknowledged the huge number of posts the potential for empowerment and personalization of travel social network opinion formers. Marketing professionals can take advantage of opinion leaders and their opportunities to reach out to large /target audiences with compelling content, building a mutually beneficial relationship because they usually collaborate with various brands. When done properly, such opinion formers 'marketing strategies can bring a much higher return on investment than a brand use of sign content or direct advertising [2].

While the tourism sector is sufficiently receptive to technological innovation and has a number of opportunities offered by digital marketing, tourism businesses are failing to take advantage of the interactive opportunities offered by digital marketing is a two-way communication that allows you to develop or create new brands online space or to establish strong relationships with consumers, to encourage them to be loyal [12].

Gretzel (2018) conducted a study investigating the influence of influencers on travel and tourism marketing. The above-mentioned author, after reviewing the literature, states that such social networks platforms like Facebook have developed their own display information algorithm so that marketing it would become increasingly difficult for professionals to appear organically on consumer social networking platforms. Also, users feel bombarded with information, leading to an increasingly frequent choice to install ad blocking software. This encourages the need for information filters and the traditional two the emergence of stages in the flow of information, with influencers pre-processing information and disseminating messages to a wider, loyal audience.

Opinions of Keller & Fay (2016) digital influencers describes as everyday users who are searched significantly more often than average, they share information, ideas, and recommendations with other people. They do it voluntarily expressing their views on products and services for which they have a passion and are approached for their knowledge, advice and insights. These opinion leaders are trusted individuals who offer advice and influence the opinion of others.

Application of social networks in communication of tourism organizations with clients

Hearn and Schoenhoff (2016) describe social network opinion formers as influencers working to create a form of celebrity capital by educating as much as possible more attention through social networks and the creation of an authentic 'personal brand' that can later be used by businesses and marketers as a tool to reach potential consumers.

Practice to date has shown that tourist travel destinations are managed through the public sector, private companies or under a public-private partnership model. Modern business and daily life are unimaginable without the use of social networks and electronic marketing. Among information sector products, social networks and everyday business and private communications is an uninterrupted connection.

Tourism as a service activity, in particular, depends on social networks. Potential buyers of tourism products can order with just one click, pay for the service, view photos and read comments about the desired location [6]. For a successful business in tourism, communication with customers is essential, whether or not it would be direct between people, workers and tourists, or online. The internet is just another means of communication like newspapers or television. The ability to communicate online is one basic skill needed for tourism.

Communicating online for everyone is so easy for people to communicate daily with friends, acquaintances, professional colleagues or strangers. Undoubtedly, the internet has changed the way we live, work or study. Due to the availability of Internet speed, we can advertise faster and easier services offered by economic agents in the field of tourism. In Romania, the main reasons for using the Internet are information on tourism, agritourism, news, books, entertainment, social networks, job search, etc. [5].

Choice of social networks

The influence of information technology is considered to be one of the phenomena that have rapidly changed the various information in all areas of life. Nowadays, the websites of all companies are being created about their activities allowed to talk about efficiency and effective communication. It also led to changes in marketing strategy processes, especially in the tourism industry. Internet and various forms of online communication, the role of social networks and the influences generally mentioned are not required. In the tourism industry, social networks make a big impact because tourists from different countries can communicate freely and share experiences about various travel directions [15].

One of the most influential technologies in tourism and its development is the Internet. The internet has affected changes in customer behaviour (tourists). Studies by various authors emphasize that thanks to technological developments and the internet phenomenon, tourists who previously searched for tourist destinations on the Internet have released more tourist destinations than those who received information from other sources. Online communication tools influence the delivery of rapid information, in particular hospitality companies, reservation services, cost savings and faster potential customer reach [15].

In social network marketing, the most important thing is to build relationships with potential customers recurring purchases and expand and loyal

brand loyalty. Social media is an innovative tool that organizations use to build very strong public relations with customers in virtual networks [8].

Social network marketing is a more powerful tool than the classic one. Mutual communication between customers and consumers helps to create long-term cooperation and communication. Influencer-based marketing based on individual reputation popularity and experience is a very effective way to promote tourist destinations to the world audience, so social networking platforms are now designed to share great personalities experience. Also, thanks to social networking platforms and their very easy access, anyone can become not necessarily a celebrity, but at least an opinion maker [17].

Users often use social networks to find travel destinations and related services and share individual experiences about them with others in a completely authentic and trustworthy way. That's why it can be argued that social networks actually dominate the tourism industry as consumers the content generated is usually more important than any official information. Feedback is a very powerful weapon, bad ratings can severely damage small businesses) [17].

The results showed (Guerreiro et al., 2019) that the majority of respondents (68.9%) use social

networks to share their travel experiences, most of which follow opinions and use Instagram to share content, and are influenced by opinion leaders shared and created content. Gretzel, U., & Yoo, K.H. (2008) presents the results of a study in which travellers assess the impact of inflationary opinions (figure 1).

Although the significant impact of opinion formers on consumers in this study, respondents who admitted to being interested in the content created by opinion formers most often evaluate their content, visit the sites they offer, and share their experiences, most often via Instagram. Social networking content plays an important role as a travel information source. Travellers realize that their content is more relevant, up – to – date and reliable than the information available through other channels [2; 3].

Formation of social network content for communication with clients

Traditionally the marketing of tourism products and services has been limited to conventional advertising such as television, radio, newspapers, magazines, billboards, brochures, catalogues and flyers [10]. They want them to be effective in making an impact on consumer behaviour, these measures remain costly and often common to many tourism organizations not available. With the advent of social networking and websites and mobile technology progress, a new

Other Travellers' Reviews...	% of Travel Review Readers Who Strongly Agree or Agree
Are a good way to learn about a travel destination, product or service	94.6
Help me evaluate alternatives	91.9
Help me avoid places/services I would not enjoy	91.8
Provide me with ideas	90.3
Increase my confidence in the decisions I make	86.6
Make it easier to imagine what a place will be like	85.3
Reduce the risk/uncertainty involved in making travel decisions	82.4
Make it easier to reach decisions	81.3
Help me plan my trips more efficiently	80.2
Reduce the likelihood that I will later regret a decision	77.6
Make travel planning more enjoyable	77.4
Make me feel excited about travelling	76.8
Add fun to the travel planning process	76.5
Help me save time in the travel planning process	68.0
Help me imagine my trips more vividly	67.4

Fig. 1. Influence of Travellers' reviews [2]

sector of advertising platforms has emerged in the field of tourism [14].

Social networking sites are a suitable platform for advertising for tourism organizations and for tourists. Social networking sites are ideal for organizations with low marketing budgets [15].

The internet has changed the tourism travel business both as a source of information and as a sales channel. Visitor reviews, photos, videos, stories and recommendations for online marketing gives potential visitors, no matter where in the world they are [12].

Increased use of technology and changes coupled with declining marketing budgets, forcing tourism organizations to update their communication strategies. More and more travel agencies in their traditional communication strategy based on radio, television, printed media, etc. changes towards the internet and social media. Communication strategies are designed to successfully communicate communication directions.

This can help increase awareness of the place of travel, to achieve global publicity, to strengthen the images of travel destinations as a favourite tourist destination, target a specific market, ensure an understanding of travel location, change travellers' behaviour and perceptions, support the brand, increase the number of visits on social media channels, websites and digital communication, effectively collaborate with stakeholders and demonstrate the success of a particular travel destination [12].

The tourism sector has not only done online marketing but has also started to move it to various gadgets. The most important innovation that has been formed is information technology. In the tourism sector there is an opportunity for direct communication between sellers and customers, through channels that are focused on information and data. The importance of customer service to the service sector is helping to grow for the new economy [17].

Garrido-Moreno, García-Morales, Lockett and King (2018) argue that social media has changed firms' relationships with their markets. More and more hotels around the world use these tools by integrating them into their customer relationships management strategies with clients during active conversations. Social Networking And Review Sites Like and TripAdvisor, use has become widespread, and hotels are investing large sums of money in customers' inclusion through social media. However, there is some scepticism about how these technologies can help create value. Following the investigation, the said authors were able to confirm that the use of social

networking can help build valuable competencies based on customer information.

Only when the information captured by these tools is integrated into the entire organization and used in order to understand customer needs and personalize the service accordingly, this will have a positive impact on value creation. Due to the increasing competitiveness in the field of tourism, marketing communications the role becomes the primary means of telling others that 'we are here, whether or not that is – the provision of tourism services, accommodation or the organization of sports or cultural events, such as like the Olympics, music festivals.

The special characteristics of a tourism product have an impact on the effectiveness and use of traditional marketing communication tools: advertising, exhibitions and etc., and in presenting the directions of mass tourism travel, prefer to use new modern marketing communication trends and tools. Social network marketing seems to be the best way for mass tourism and travel destinations to interact with potential visitors [19].

Experts agree that work is done to retain customers and ensure a positive experience for them. Communicating with business will become one of the key factors in the future success of online marketing. Promoting loyalty is not just about offering special discounts or new promotions (membership card, special conditions) but it is a positive customer experience.

Customization is one of the most important components of customer satisfaction in the tourism industry. The customer especially appreciates when the company personalizes travel services at a time when all stages of the journey can be created independently. Suggestions, recommendations and advice should be modelled on the specific needs of each consumer segment [21].

Conclusions

Firstly, the use of social networks in the communication of tourism organizations helps to reach the desired segments and provide personalized offers to customers with their right opinions. The use of makers in tourism marketing can bring a higher return on investment than traditional advertising. Also, these days tourists mostly use social networks to find what they need information or feedback on the desired tourist destination or direction, which shows how important and social networks for communication of tourism organizations with customers are significant.

Therefore, the use of social networks in the communication of tourism organizations with customers are superior to other marketing methods

in their accessibility and speed – just a few clicks allow customers to purchase trips, see various images of the direction of travel of interest or other tourist reviews that have a huge impact on the direction of travel. Also, social networks can help encourage and encourage potential customers to purchase travel agency services customer loyalty by providing special personalized promotions or loyalty programs. Social networks encourage tourists to travel because most tourists learn about visited tourist destinations or travel directions on various social networking platforms.

Tourism as organizations build relationships with potential customers, social media helps them build strong connections and loyalty, encourage organizations to remain attractive, increase

their visibility online, improve communication with customers. Also, content created by travellers on social networks is more relevant, up-to-date and more reliable than the information available through other channels, therefore social networks are often chosen as a means of information when planning a trip.

Finally, the growing importance of customer service in services in particular in the tourism sector is due to the fact that organizations are increasingly choosing social networks and their gadgets to form communication channels with customers. In order to retain customers and ensure their positive experience on social networks is excellent communication in a tourism organization is a tool that is usually a less investment intensive option than other miscellaneous marketing tools ways.

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РОЛЬ СОЦІАЛЬНИХ МЕРЕЖ У СПІЛКУВАННІ ТУРИСТИЧНИХ ОРГАНІЗАЦІЙ З ПЕРСПЕКТИВИ КЛІЄНТІВ

Анотація

Актуальність. В останні кілька років через швидкий розвиток інтернету та використання технологічного туризму та інших галузей з'явилися нові тенденції в маркетингових комунікаціях. Багато мандрівників «консультуються» з соціальними мережами при плануванні поїздки, щоб знайти маршрути проїзду, їх переваги, рекомендації та інші відгуки мандрівників – вони також важливі та змушують туристів дуже обережно вибирати та залишатися у тому чи іншому місці під час поїздки [5]. Використання соціальних мереж зростає з різною швидкістю, залучаючи мільйони нових користувачів на різних платформах, і правильне призначення осіб, які формують думку, певному напрямку руху може посилити бажання мандрівників вибрати саме рекламований напрямок [22]. Всі нові канали зв'язку, які є невід'ємною частиною інтегрованої маркетингової комунікації, повинні використовуватися агентствами туристичних брендів та популяризацією туристичних напрямків, оскільки сучасні туристи шукають в Інтернеті необхідну інформацію. Якщо бренд недоступний в Інтернеті, він втрачає конкурентоспроможність у конкурентній боротьбі. Нова ера у маркетингових комунікаціях почалася з появою соціальних мереж [20]. У той час як туристичний сектор дуже сприйнятливий до технологічних інновацій і має ряд можливостей, що пропонуються цифровим маркетингом, туристичні компанії не можуть скористатися перевагами інтерактивних можливостей, які пропонуються двосторонньою комунікацією цифрового маркетингу, що дозволяє розробляти або створювати нові бренди в Інтернеті. простір або встановити міцні зв'язки зі споживачами, спонукати їх до лояльності [13]. Головна проблема-як соціальні мережі застосовні до туристичних організацій спілкування з клієнтами, і які можливості покращити спілкування, щоб підвищити соціальну цінність спілкування з клієнтами, створювану мережами. Мета дослідження. Оцінити важливість соціальних мереж у комунікації туристичних організацій з клієнтами для визначення напрямків та способів покращення застосування соціальних мереж. Завдання дослідження: проаналізувати значення соціальних мереж у комунікації туристичних організацій з клієнтами та їх створювану цінність; проаналізувати застосування соціальних мереж у комунікації туристичних організацій із клієнтами. Використовувана методологія – аналіз та узагальнення наукової літератури. Об'єкт дослідження – застосування соціальних мереж спілкування туристичних організацій з клієнтами. Результати. Використання соціальних мереж у спілкуванні туристичних організацій допомагає досягти бажаних сегментів та надавати клієнтам персоналізовані пропозиції. Використання соціальних мереж у маркетингу туризму може дати вищу віддачу від інвестицій, ніж традиційна реклама. Зростання значення обслуговування клієнтів у сфері послуг, зокрема у туристичному секторі, пов'язане з тим, що організації все частіше вибирають соціальні мережі та свої гаджети для формування каналів зв'язку з клієнтами.

Ключові слова: соціальні мережі, туризм, спілкування.

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РОЛЬ СОЦИАЛЬНЫХ СЕТЕЙ В ОБЩЕНИИ ТУРИСТИЧЕСКИХ ОРГАНИЗАЦИЙ С ПЕРСПЕКТИВЫ КЛИЕНТОВ

Аннотация

Актуальность. В последние несколько лет из-за быстрого развития интернета и использования технологического туризма и других отраслей появились новые тенденции в маркетинговых коммуникациях. Многие путешественники «консультируются» с социальными сетями при планировании поездки, чтобы найти маршруты проезда, их преимущества, рекомендации и другие отзывы путешественников – они также важны и заставляют туристов очень осторожно выбирать и оставаться в том или ином месте во время поездки. Использование социальных сетей растет с поразительной скоростью, привлекая миллионы новых пользователей на разных платформах, и правильное назначение лиц, формирующих мнение, определенному направлению движения может усилить желание путешественников выбрать именно рекламируемое направление. Все новые каналы связи, которые в настоящее время являются неотъемлемой частью интегрированной маркетинговой коммуникации, должны использоваться агентствами туристических брендов и популяризацией туристических направлений, поскольку современные туристы ищут в Интернете необходимую информацию. Если бренд недоступен в Интернете, он теряет конкурентоспособность в конкурентной борьбе. Новая эра в маркетинговых коммуникациях началась с появлением социальных сетей. В то время как туристический сектор весьма восприимчив к технологическим инновациям и имеет ряд возможностей, предлагаемых цифровым маркетингом, туристические компании не могут воспользоваться преимуществами интерактивных возможностей, предлагаемых двусторонней коммуникацией цифрового маркетинга, что позволяет разрабатывать или создавать новые бренды в Интернете, пространство или установить прочные связи с потребителями, побудить их к лояльности. Главная проблема – как социальные сети применимы к туристическим организациям в общении с клиентами, и какие возможности улучшить общение, чтобы повысить социальную ценность общения с клиентами, создаваемую сетями. Цель исследования. Оценить важность социальных сетей в коммуникации туристических организаций с клиентами для определения направлений и способов улучшения применения социальных сетей. Задачи исследования: проанализировать значение социальных сетей в коммуникации туристических организаций с клиентами и их создаваемую ценность; проанализировать применение социальных сетей в коммуникации туристических организаций с клиентами. Используемая методология – анализ и обобщение научной литературы. Объект исследования – применение социальных сетей в общении туристических организаций с клиентами. **Результаты.** Использование социальных сетей в общении туристических организаций помогает достичь желаемых сегментов и предоставлять клиентам персонализированные предложения. Использование социальных сетей в маркетинге туризма может принести более высокую отдачу от инвестиций, чем традиционная реклама. Растущее значение обслуживания клиентов в сфере услуг, в частности в туристическом секторе, связано с тем, что организации все чаще выбирают социальные сети и свои гаджеты для формирования каналов связи с клиентами.

Ключевые слова: социальные сети, туризм, общение

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Received date 10.10.2021

Accepted date 01.11.2021

Published date 10.11.2021

How to cite: Berenyte, Kamile. The role of social networks in tourism organizations communication from a customer perspective. HUMANITIES STUDIES : Collection of Scientific Papers / ed. V. Voronkova. Zaporozhzhia : Publishing house “Helvetica”, 2021. 9(86). P. 147–153.

doi: <https://doi.org/10.26661/hst-2021-9-86-16>