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SOCIAL NETWORKS AS AN ALTERNATIVE TO IMPROVEMENT AND MANAGEMENT OF TOURIST AND EXCURSION ACTIVITIES

Summary

Today the tourist and excursion activities of Ukraine are undergoing a stage of modernization in connection with the rapid development of digital technologies and the successful launch and operation of various startups. The most popular of them at the national level is the "State in a smartphone" of the application "Action". Such trends have led to the reorientation of the tourism industry to innovative technologies, as the field of tourism is quite differentiated and provides a variety of opportunities for organizing the most unusual trips and excursions in various formats, including using social networking platforms and their messengers. That is why the relevance of this work lies in the need to study social networks as a channel of demand and promotion of tourist services in Ukraine for different segments of the population. The article considers the theoretical and methodological principles of studying the objects of tourist and excursion activities, creation and implementation of a tourist product as the standpoint of presentation features and potential at various platforms of social networks. The statistics of activity of tourist and excursion attractions in the region in the most popular youth social network "Instagram" of indicators of their content are analysed. The degree of related attractiveness of the most rated excursion destinations by cluster analysis is presented. The results of the research can be used by local governments, tour operators and associations of excursion and tourist support to develop and justify long-term plans for optimization, improvement and development relevant activities based on excursion destinations in the region to promote in it tourist services. Theoretical, methodical and applied developments together with the received results can be involved in similar researches for the other regions.

Keywords: tourist and excursion activity, destination, startup, digitalization, social network, cluster, hashtag, geolocation

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