

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«SOCIAL MEDIA MARKETING OF CRUISE OPERATOR»

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Head of the Department
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Task for a final qualifying paper

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Purpose of the paper is to develop an understanding of the current goals and marketing of cruise ship operator "Inflot Cruise And Ferry Ukraine", and to provide insight into the policies that may be necessary for "Inflot Cruise And Ferry Ukraine" to enhance effective social media marketing.

The object is the process of social media marketing and its importance for the tourism sector.

The subject are the tools of social medial marketing principles implementation in "Inflot Cruise And Ferry Ukraine" activities and possible ways to improve this process for the enterprise.

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Chapter	Consultant	Signature, date	
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PART 1. CONCEPTUAL BASES OF CRUISE OPERATOR SOCIAL MEDIA MARKETING

1.1. Modern social media marketing in tourism enterprise

1.2. Significance of social media marketing in the tourism

Conclusions part 1

PART 2. SOCIAL MEDIA MARKETING ANALYSIS OF INFLOT CRUISE AND FERRY UKRAINE

2.1. Characteristics of Inflot

2.2. Performance analysis of the cruise operator's website and online services

2.3. Assessment of Inflot cruise ship operator social media marketing efficiency on the cruise ship operator's market

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PART 3. MEASURES TO IMPROVE SOCIAL MEDIA MARKETING OF THE CRUISE SHIP OPERATOR AND THEIR EVALUATION

3.1. Measures to improve social media marketing of the cruise ship operator

3.2. Effectiveness evaluation of implementation social media marketing measures of the cruise ship operator

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6. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2019-12.12.2019	12.12.19
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5.	Writing and preparation of scientific article	till 22.05.2020	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	16.09.2020 - 01.11.2020	01.11.2020
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8. Scientific adviser of the research

Mykhaylichenko H.I.

9. Head of educational and professional program

Roskladka N.O.

10. The task received by the student

Solomakha I.V

11. Resume of a scientific adviser of a final qualifying paper

Student Ilona Solomakha executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

The first chapter of the paper will provide basic information about travel and cruise industry in order to facilitate the reader's understanding of the topic.

The second part is dedicated to characteristic of Inflow Cruises And Ferry Ukraine and its role in the sector.

The final part is concerned with social media marketing and recommendations how to improve it.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

Scientific adviser of a final qualifying paper _____ Mykhaylichenko H.I.

12. Resume about a final qualifying paper

A final qualifying paper can be admitted to defense in the Examination Board.

Head of educational and professional program _____ Roskladka N.O.

Head of the Department _____ T.I. Tkachenko

_____, _____, 2020

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INTRODUCTION

Actuality of final qualifying paper. In recent years, social media has gained more attention from both scholars and practitioners due to its rising popularity among users together with an increasing number of marketing tools for businesses. In the case of a tourism sector, where marketing is one of the core business activities, social media has gained prominence rapidly. The effective use of social media might be helpful in many ways, without making touristic operator's spend large sums of money on it. Although social media marketing has been a topic of an ongoing debate, there is still a shortage of research on tourism attempts to master social media marketing. This discovery provided the impetus for examining the subject in greater depth.

Among the people who considered the theoretical and practical aspects of social media marketing must be attributed: Roberta Minazzi, Damir Khalilov, Jason A. McDonald, Brendan Kane, Dave Kerpen, Gary Weinerchuk, Anne Handley, Peg Fitzpatrick, Guy Kawasaki, Jeremy McGilvree.

The objective of this research paper is to examine and assess how social media has influenced the tourism marketing strategies and how cruise operator's participate in social media marketing. Besides evaluating the current state of knowledge, the study intends to provide both tour operators executives and marketers with general guidelines on social media marketing in order to maximize the return on investment.

Aside from that, it is necessary to point out that social media is an ever-changing landscape that is shaped by technological advances as well as changing consumer taste. This is also connected to the issue of time relevancy of this work. For that reason, it does not aim to function as a definite guide, but rather a summary of recommended practices.

The first chapter of the paper will provide basic information about travel and cruise industry in order to facilitate the reader's understanding of the topic. The second part is dedicated to characteristic of Inflat Cruises And Ferry Ukraine and its role in the sector. The study will comment on the evolution of social media and it will also introduce readers to different types of social media platforms. The final part

is concerned with social media marketing and recommendations how to improve it.

Purpose of the paper is to develop an understanding of the current goals and marketing of cruise ship operator “Inflot Cruise And Ferry Ukraine”, and to provide insight into the policies that may be necessary for “Inflot Cruise And Ferry Ukraine” to enhance effective social media marketing.

The object is the process of social media marketing and it’s importance for the tourism sector.

The subject are the tools of social medial marketing principles implementation in "Inflot Cruise And Ferry Ukraine" activities and possible ways to improve this process for the enterprise.

Methods of research. For this work we have used the number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of qualifying paper comprised the review of the existed literature on this topic, analysis of current state of social media marketing and its main indicators, studying of other touristic operators and others. In the process of qualifying paper writing, the next research methods were used: analysis, systematization, comparative analysis, generalization and classification.

Scientific innovation. In this scientific work the social-media marketing was developed as well as the complex of improvement measures for touristic operator 'Inflot Cruise & Ferry Ukraine' was proposed.

Practical value. The use of digital technologies allows visually reproduce your dream vocation, and with the correct and detailed development of attract more and more customers to your business.

Publications. As the result of investigation of the final qualifying work was published the article "Social media marketing of cruise operator " in Articles of master programs students "Hotel Restaurant and Tourism Business: Focus on international trends" (appendix A)

Structure of the final qualifying paper. The final qualifying paper consists of three parts, introduction and conclusions, references (45 titles), 3 appendices, 11 figures and 2 tables.

PART 1

CONCEPTUAL BASES OF CRUISE OPERATOR SOCIAL MEDIA MARKETING

1.1. Modern social media marketing in tourism enterprise

According to the newest report published by Deloitte, a multinational professional service network, travel industry is on the increase and it currently contributes to the global gross domestic product [GDP] by 10.2 percent as to 2018. The authors of the 2018 travel and hospitality industry outlook, Langford & Weissenberg, point out that “global travel industry booking reached \$1.6 trillion in 2017, making it one of the largest and fastest growing sectors in the world” [1]. Experts suggest that a part of this massive growth might be attributed to a growing number of travelers from emerging economies. Each year, more people take advantage of improving economic conditions, and travel beyond their countries’ borders.

Social media has changed the way people interact and make purchasing decisions. It has also contributed to customer empowerment, and at the same time it provided tourism businesses with attractive marketing opportunities. Consequently, tourism sphere are increasing their social media budgets whereas spending less money on traditional marketing [2]. Nevertheless, mastering social media marketing involves more than just setting up an account or using paid ads.

One of the most competitive fields of service sector is tourism industry, which requires effective management of natural, financial and human resources existing in country. For developing tourism industry in any country is therefore important to provide relevant Infrastructure, improve service quality and increase of customer satisfaction. The essence of successful marketing is to provide sufficient value to gain loyal, long-term customers. There are different types of instruments in marketing, which aims to achieve of customer satisfaction and loathly [3]. Social media is a crucial tool for success in business today. People are already talking about the

business using social media, companies could establish good relations directly to the customers. Use of the internet for booking tends to be higher in countries that have high internet penetration levels and usage of credit cards especial in the USA and UK. But the highest levels can be found in some smaller Travel and Tourism markets such as Scandinavia (65% and higher) and Australia. Globally, different estimates suggest that more than 50% of leisure trips and 40% of business trips are booked online. By 2014, over 3 billion of the world's adult population will be able to transact electronically via mobile or internet technology with a 90% mobile penetration rate and 6.5 billion mobile connections.

Social media refers to a broad category, which involves blogs and microblogs, social networking sites, virtual worlds, collaborative projects, content community sites, and last but not least sites dedicated to feedback [4]. Each of these subcategories exhibits some common characteristic of social media, however they tend to differ in their purpose and popularity among different age groups. When reviewing academic literature, it becomes apparent that scholars use various classifications of social media. This section will briefly discuss different kinds of social media to ensure that readers have a clear understanding of “new media”.

Blogs and Micro Blogs

Blog is a website which allows bloggers to keep a journal, share their views and communicate with their readers through comments. Blogs can be text-based, however bloggers might also enhance their content with videos, audios, and images. Speaking of microblogs, they are similar to blogs, however they are mainly text-based and curb the author's expression to a certain amount of characters such as Twitter [5].

Social networking sites

Chan and Gulliet describe social networks as “websites where people create personal profiles, virtually meet, connect, communicate, and develop relationships with other users whom they might or might not know in the real world” [6]. Facebook, the biggest social media platform in the world, is probably what most people imagine when they think of social networks. Some social networks are

intended for a particular group of people, for instance the business-related network LinkedIn. Through LinkedIn, users can search for career opportunities and connect with other business professionals.

Collaborative Projects

As for the collaborative projects, these sites are in a large measure dependent on the users to supply and manage the content. There are two main types of collaborative projects, including wikis and social bookmarking sites. Wikis encourage users to get involved in the content creation while keeping their work open for additional changes and editions of others. In wikis, different users cooperate and interact with one another in order to jointly produce meaningful content. Social bookmarking sites function as a virtual place for storing and managing collections of links.

Content Community Sites

Content community sites allow users to share a variety of materials such as text, pictures, videos, and presentations. The content is either created by users themselves or modified from the original version. Unlike other social networking sites, content community sites do not require users to create a profile to be able to upload content [6].

Sites Dedicated to Feedback

Sites dedicated to feedback are of great importance for both consumers and businesses. Nga Ling & Guillet explain “this type of social media includes websites that allow users to post, read, review, respond, discuss, and share experiences, opinions, and thoughts on a myriad of topics” [7]. Typical examples encompass online forums and sites that are oriented on product reviews. TripAdvisor, the world’s largest travel website which gathers millions of consumer reviews, falls under this category.

Virtual Worlds

Virtual worlds refer to online applications that are able to simulate real life situations in a 3D environment [6]. In virtual worlds, users may create their personal characters, get involved in various activities, and interact with other users. Second

Life is a primary example of such applications. As its name indicates, this game allows people to live a virtual life of their own devising [8].

Industry 4.0 is the term used to capture a number of trends occurring in the manufacturing sector driven by digitalisation, including automation, increased interconnectivity between cyber and physical systems, and increased management efficiencies provided by big data analytics and cloud computing. Now spreading well beyond the manufacturing sector into other parts of the economy, Industry 4.0, together with its counterpart Business 4.0 which seeks to transform business practices through digitalisation and open innovation, is the dominant paradigm disrupting, reshaping and transforming industrial systems and economic production. Tourism, which exhibits characteristics of both industry and the service sector, is undergoing massive transformation as a result of advances in information technologies and processes of digitalisation.

Three key phases of technology development can be identified in tourism.

Phase 1. Sales and marketing. In the last decade of the 20th century (1990-2000), the introduction of the Internet enabled destination organisations and businesses to harness technology as a marketing tool. Digital point-of-sale and supporting software helped SMEs improve internal operations. Websites began to replace paper-based marketing materials, destination management organisations became “information brokers”, web-based reservation systems started to facilitate business transactions, and distribution systems facilitated increased coordination across the industry.

Phase 2. Digital business ecosystems. Between 2000 and 2010, the Internet consolidated its place as the key source of information for travellers, and advances in Internet technologies enabled a virtual marketplace where products and services could be searched, compared, and transacted (i.e. purchases, shared, swapped, etc.) online. A shift in emphasis from products to the visitor experience meant that suppliers became increasingly interested in customising products and developing personal connections with their customers. Innovative online intermediaries emerged such as Expedia, disrupted the traditional travel agency business model, and growth

of review sites like TripAdvisor put the customer in control of their purchases but also gave them an influential role in the decision making of future consumers. Visitor Information Centres saw a decline in their role as point of contact, and tourists increasingly booked and completed electronic transactions online, which in turn facilitated the expansion of global markets.

Phase 3. Integration of systems. From 2010, advances such as cloud computing, mobile and wearable technologies, augmented and virtual reality, GPS, and increased integration and interoperability of digital systems have facilitated interconnectivities between digital and physical worlds. Combined with collaborative social media platforms and Web 2.0 that facilitates user-generated content, these advances have opened up new and innovative product development opportunities that have accelerated the global reach of tourism enterprises. .

Table 1.1

Examples of digital technologies transforming tourism [9]

Phase 1. 1990-2000	Phase 2. 2000-2010	Phase 3. 2010 onwards
Electronic cash registers Financial software Mobile phones Email Intranet Internet banking Office software Video conferencing Websites Destination (city) cards	Smart phones Computer graphics software Property management systems Computerised ticketing systems Computerised stock control systems Online booking systems Customer reservation systems Email marketing Customer relationship systems	Augmented reality Virtual reality Mobile Apps Cloud computing and online data storage Wearable technologies Social media Google analytics Review websites Collaborative online environments Web 2.0 Chatbots and instant advice Peer production

These developments, and associated transformations, necessitate new thinking about travel, new models of product development, new business practices and ecosystems, and new approaches to supporting and building capacity in tourism. Effective, targeted responses to digitalisation require a collaborative network and

learning environment be established so that SMEs can be inspired by technology savvy businesses both in and outside tourism and can learn and collaborate together. The public sector and professional associations have important roles in establishing and nurturing this environment.

1.2. Significance of social media marketing in the tourism

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these.

Merging social media and tourism marketing will lead to excellent results for business. Here gathered information about the essentials of social media in tourism marketing: what is the role of it and how it can be effectively used.

Social media impact on tourism is seen in the ways people research before going on a trip. Now people are encouraged to share their travel experiences. Thus, social media has transformed the way people make decisions. People build their trust in a tourism agency based on the reviews of the others [9].

Customer service is another essential aspect of the tourism industry that has changed with social media. Now brands and businesses can reach their customers directly through social media. When people are unsatisfied with a tourism service, they can call the companies to account for that. Thus, solving the problems of the customers in the kindest ways will lead to a better reputation for a company.

Social sharing might be the most significant factor that affected the tourism industry. Social media enables especially young people to share the most significant memories from their travels with a vast audience. Tourism companies should know that this is a more powerful way of attracting new travellers than simple advertisements and encourage people to share their real experiences online.

As seen above, the rise of social media led to the development of two-way communication between agencies and customers and customers to customers [10]. To

benefit from this impact of social media on the tourism industry, turning to social media is vital for a tourism agency.

The tourism industry is highly competitive. Once tourism companies are aware of the possible benefits of social media for their business, they use ways through which they can increase their brand awareness.

Creating engaging content is the most crucial step to go if you aim to attract more customers. Since the tourism industry is significantly connected with visual experience, visual material is the most engaging way to catch attention. You should use catchy photos and impressive videos that are simple and fun.

User-generated content is one of the best ways to get people to engage with your business. Influencer marketing will help a lot to make your business visible among the others. After specifying your target location and audience, you can get in touch with tourism influencers and experts [11]. You will not believe how fast your brand is reaching followers, thanks to influencers.

After you are familiar with the role of social media in tourism marketing, you notice that whatever you do, being social is the key. To increase your visibility, you should be actively contacting your customers by listening to them or answering their questions [12]. You can research your keywords and join in the conversations around your service. As we stated above, providing customer service online is an excellent way of making your voice heard.

The tourism industry is extensive and seasonal, so you should be relevant when it comes to timing. Whether popular or undiscovered, every location has its own season. Digital marketing agencies can help you provide up-to-date campaigns to advertise your newest services.

There are many ways to start an online conversation with a consumer. One of the most important steps of doing social media marketing involves selecting the most suitable social media channels. There are hundreds of social media platforms and their number is still growing. It is impossible for companies to be present on all of them and simultaneously deliver a steady flow of content to their followers. There are several possible methods of analyzing and choosing from an overwhelming quantity

of available social media tools. Some of them will be listed below. In their literature review, Kaplan and Haenlein point out that when selecting a suitable platform, hotels should think first about their target audience.

There are both social media platforms for the masses as well as those, which are intended for small niches. Besides, hotel marketers need to consider what message they seek to convey in order to use the strengths of each site [13]. Funk suggests that if a company was about to engage on a single social network, it would need to be Facebook. He explains that Facebook outnumbers its competitors in terms of membership size as well as the average time users spend on the platform.

Nevertheless, maintaining social media presence on Facebook alone is out of the question since being active on several platforms increases the company's chances of reaching its target customers [14]. When comparing social media sites and applications, it is advisable to look at the number of active accounts as well.

The chart below lists the most popular social networks worldwide as of January 2018, based on the number of active users. There are approximately 2 billion social media users at the moment [15], and it is anticipated that this figure will continue to grow due to an increase in mobile social media usage.

Facebook has the largest market share with more than 2.2 billion monthly active users. It is followed by YouTube, the most popular video-sharing website. Messaging applications such as WhatsApp, Facebook Messenger, and Chinese WeChat have a similar purpose, all of them allow users to exchange messages and make free phone calls. Popular social networks tend to have versions in multiple languages. When it comes to the travel industry and tourism, there are a few social media platforms, which should be taken into consideration when preparing a marketing plan [16].

heterogeneous user base [18]. These days, it is almost impossible to find a popular brand with no Facebook page. Without much exaggeration, being on the world's largest network is a must, regardless of the sector in which a company operates.

Instagram

Instagram is a suitable option for companies that heavily depend on the visual presentation of their products and services [19]. Instagram is undoubtedly the most successful online photo-sharing platform. It allows users to share pictures and videos either publicly or with a selected group of people only. The startup was released on October 6, 2010 and later acquired by Facebook for \$1 billion in 2012 [20]. Since that time, the popularity of Instagram has skyrocketed and placed it among the leading platforms in terms of usage. In hindsight, it has turned out to be one of the smartest acquisitions in the tech history [21].

Instagram is in many ways similar to Facebook, however it has its own distinct properties. Starting with similarities, Instagram provides companies with an opportunity to create free business profiles through which they can build social media following. On top of that, businesses can make use of Instagram paid advertising features. Ads might be customized with respect to company's objectives, target audience, preferred format, and budget (Instagram). Unlike Facebook, Instagram is a visual-oriented platform that is designed predominantly for mobile devices. Generally speaking, people come to Instagram to share their passions and to browse through the endless amount of related content. By creating an Instagram account, cruise operator's businesses can give their potential guests a glimpse into the living experience. In fact, they have the ability to control how people view their property. Through their Instagram profiles, cruise operator's can highlight their strong points such as room facilities, stunning views and so on [22].

Instagram is also suitable for brands that target the millennial demographic, since the majority of Instagram users is below 35. Nevertheless, the statistics show that the older generations have started to embrace the platform as well[23]. There has been an ongoing discussion regarding the most effective marketing practices for attracting modern millennials. Millennials are a tech-savvy generation, who enjoy

sharing the captures of their life with other social media users.

YouTube

YouTube is the most popular video-sharing platform that currently ranks as the second biggest social network in terms of the number of active users. There are currently around 1.5 billion users on YouTube [24]. The platform features both user-generated and corporate content such as vlogs, music clips, and promotional videos. Cruise ship operators can start their own YouTube channel to accommodate a growing demand for video content. The key is to be creative and deliver high-quality videos that users would find interesting enough to watch. In other words, the company-generated videos need to be meaningful for a viewer. When making videos, the options are endless, however they ought to convey a clear message [25]. Operator's might want to share everyday life in the property, travel stories of their guests or they can introduce some of the favorite spots. Posting videos on YouTube is free, but the platform also offers an opportunity to reach different audiences by the means of paid ads. In addition to that, hotels can harness influencers to promote their services [26].

Corporate blogs

For many years, blogs have been overlooked by a business community. In the simplest form, blogs used to function as online personal diaries. Gunelius explains that this is no longer the case because blogs have become an integral part of marketing strategies [27]. Before starting a corporate blog, it is recommended that a company becomes familiar with unwritten rules of blogging. For example, when writing a post, it necessary to attribute each of the information sources. Furthermore, a writer needs to ensure that none of the materials included in a blog post violate copyright laws. When mentioning client names in blog entries, companies have to obtain their permission fist. Gunelinus also warns against discussing company's private matters online because it can be easily misused by a third party [28].

Conclusions to the part 1

First of all, it should be clearly defined what is meant by the social media marketing. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these.

Merging social media and tourism marketing will lead to excellent results for business. In this part gathered information about the essentials of social media in tourism marketing: what is the role of it and how it can be effectively used. Hotels are increasing their social media budgets whereas spending less money on traditional marketing. Nevertheless, mastering social media marketing involves more than just setting up an account or using paid ads.

PART 2

SOCIAL MEDIA MARKETING ANALYSIS OF INFLOT CRUISE AND FERRY UKRAINE

2.1. Characteristics of Inflat

Researched in the diploma project, Inflat Cruise And Ferry Ukraine – is cruise ship operator, a part of «INFLOT Worldwide». Inflat Worldwide company is honored to represent as a port agent and shore excursion provider leading cruise lines of the World in the ports of Baltic, Black, Barents, White seas, Russian Far East, Asia Pacific and Caribbean. Inflat Cruise And Ferry Ukraine, as every touristic operator, controls, books and devises the whole trip. They create a package holiday by combining all elements such as hotel, airport transfers, activities, restaurants, tours and such like. A tour may not include all of these elements, the list is purely an example. Tour operators create a package holiday. Holiday means the arranged combination of at least two of the following components:

- Transport
- Accommodation
- Other tourist services that account for a significant proportion of the package.

The most common package holidays that the consumer sees are accommodation and flights, accommodation and airport transfer or entire bespoke tours. A tour operator does not always sell flights, they can also be purely ground-based.

Understanding supply chain management (SCM) is vital in understanding how cruise operator “Inflat Cruises and Ferry Ukraine” work with other sectors of the travel industry. SCM is the flow of goods and services from their raw, original materials to the final product in the hands of the customers.

Inflat Cruises And Ferry Ukraine – is touristic company, work in Kyiv and Lviv. Central office located in Kyiv city, Esplanadnaya street 20, office 1003 A. Inflat

is a diversified cruise tour operator and offers cruise travel and tours around the world for Ukrainian tourists and shore excursion service for cruise ships in Ukraine. They have been working in cruise tourism since July 19, 2001. A team of cruise experts, with special training and experience on cruise ships, will help you plan all stages of journey, from the air flight to arriving in cabin on board.

The mission of the company is to realize the dream of many tourists “Enjoyable Cruise Ship Travel” by offering affordable prices, high quality cruise product and professional customer service.

Quality policy is based on a customer-oriented approach. The guest is the main priority in work. All actions are aimed at creating an atmosphere of hospitality for the client, care, understanding of needs and readiness to satisfy wishes and requests. In this company are helped by the pursuit of excellence, innovation, quality, responsibility and deep knowledge of the cruise product.

License of the State Tourist Administration of Ukraine AE №185730 from 13.03.2013 [Annex B]

Inflot has 17 employees, 10 of them have experience in the tourism industry, who have received high-quality training and IATA / UFTAA diplomas:

- IATA - International Air Transport Association;
- UFTAA - Federation of Travel Agencies.

Employees' workplaces are equipped with computer equipment connected to international sales systems, which allows for online booking operations.

The key to high quality work is a clear structural organization of employees in the following functional areas:

1) The ticket sales department makes reservations and sells tickets of national and foreign airlines; optimizes the route in order to reduce customer costs; organizes charter transportation and transfers. In cooperation with the largest airlines in the world, Inflot have the opportunity to sell tickets to any place in the world. Company has direct access to the international system of booking of air tickets thanks to what fast booking and confirmation of a place on any route from Kyiv and from any city of

the world is possible. Inflot carries out booking and sale of air tickets at the prices of airlines of carriers.

2) The tourist department offers high-level trips with service on a personally selected route; represents hotel reservation services, motor transport, excursion programs; organizes group and individual tours on the most attractive routes of Ukraine and abroad; organizes charter transportation, as well as provides support for the opening of visas.

Inflot, as a ticketing agency, cooperates with such well-known airlines as: Austrian Airlines, Air France, KLM, British Airways, LOT, Lufthansa, Ukraine International Airlines, Turkish Airlines, WizzAir and others. This guarantees the client the choice of the most optimal route for the flight.

Partners of Inflot uses the Cruise Materials Management System (CMMS) offers the ship operator a complete tool to manage the purchasing and inventory control processes in an efficient, time and cost saving manner.

The program follows the logical purchasing process from time of purchase to the point of consumption and is fully integrated with the Cruise Ship's Property Management System (SPMS) [29]. This program can be used in a shore side location, at a cruise operator's Head Office (the Head Quarter Module) if they are responsible for the purchasing process for the vessel or fleet of vessels or onboard a ship (Shipside Module) if the ship is directly responsible for the purchasing task.

Customers for CMMS are the existing Cruise customers who have been using the original Cruise Food & Beverage system but as this program is also a stand-alone product - it can be used independently of the Cruise SPMS - non-Cruise customers are potential customers. In addition to offering full integration with the Cruise SPMS and an on-line interface to the Point of Sale system, one of the key benefits of CMMS is that it gives the user a total overview (historic and real time) of all consumables. The user can track and check on the status of all food, beverage, uniforms, tools, shop stock, medical items and more, that have been ordered, purchased, delivered, consumed and invoiced throughout the life cycle of that item [30].

The objective of the application is to streamline the process for creating inventories of both main stores and points of consumption by giving the user the ability to enter inventory data directly into a handheld device instead of using printed count sheets [31]. The data entered into the mobile device will then be uploaded to the database via a web service interface. In addition to processing inventories, the mobile application also includes functionality to allow the user to view, control and enter exact amounts received from suppliers during loading.

Contact information about the touristic operator is available on its own website on the World Wide Web at: <https://inflotcruises.com>

The office in Kyiv is located at: Ukraine, 01001, Kyiv, Esplanadnaya street 20, office 1003 A. E-mail: booking@inflotcruises.com

The office in Lviv, e-mail: lviv@inflotcruises.com

Annex B show balance sheets, reports on financial results and calculations of indicators of economic efficiency of Inflot in 2016 - 2019 (for 3 quarters).

As the analysis of the data shown in figure 2.1. shows:

- the authorized capital of Inflot in 2004-2007 was constant and amounted to UAH 0.4 million;
- the total equity of Inflot in 2016-2019 slightly changed from the level of UAH 1.0 million (2016) to UAH 1.033 million. (2019);
- the currency of the balance sheet of Inflot in 2016-2019 increased from the level of UAH 2.0 million. in 2016 to the level of UAH 3.24 million. only due to the growth of borrowed funds;
- the analysis of the structure of borrowed funds (temporary liabilities of the balance sheet) of Inflot in 2016-2019 showed that with a constant amount of accounts payable of UAH 0.62 million in 2016 and UAH 0.63 million. in 2019, the growth of borrowed funds was ensured by the growth of current liabilities (advances and other liabilities) from the level of UAH 0.34 million. in 2016 to the level of UAH 1.41 million. In 2019.



Figure 2.1. Dynamics of balance units

Source: own elaboration

Thus, the growth of the balance sheet currency by sources in Inflow in 2016-2019 was ensured by unstable current borrowings, which is a risky basis for increasing the volume of active operations.

Figure 2.2. shows the dynamics of gross income, gross outcome and net profit of Inflow in 2016 -2019. Net profit is not more than 1% of gross net income, ie Inflow in 2016 -2019 as a result of the activity "eats" income in gross costs and does not receive funds in the development funds of the enterprise.

In the financial crisis, the risk of insolvency of the enterprise increases. However, decisions regarding the financial recovery and improvement of the financial situation of a tourist enterprise should be made not when it is on the verge of bankruptcy, but at the very beginning of the deterioration. Therefore it is necessary to carry out the analysis of financial stability of the tourist enterprise.

Financial stability is the ability of an enterprise to withstand operational difficulties. This is his position, when the profit provides self-financing and independence of the enterprise from external sources of asset formation.

Assessment of the financial stability of the enterprise should be carried out in stages, based on a set of indicators:

1. Coefficient of autonomy (C_{aut}):

$$C_{aut} = E / A, \text{ where} \quad (2.1)$$

E - equity;

A - assets of the enterprise

This ratio characterizes the share of business owners in the total amount of funds advanced to its activities. The higher the value of this indicator, the higher the financial stability of the enterprise, the more stable and independent is the situation from external sources of financing and creditors. The optimal situation is when the share of equity is at the level of 0.6-0.4. Creditors are more willing to invest in a company with a high share of equity, because it is more likely to repay debts at its own expense.

2. Funding ratio (F_{rat}):

$$F_{rat} = C_{at} / E, \text{ where} \quad (2.2)$$

C_{at} - attracted capital;

E- equity.

This ratio shows how much borrowed funds the company has attracted for UAH 1. invested in the assets of own funds. At the same time, the attracted sources of financing are not divided into long-term and short-term. Only the liabilities of the balance sheet are used to calculate the indicator without comparison with the asset. Normal is the level when F_{rat} is less than 1. If F_{rat} is greater than 1, the financial stability of the enterprise reaches a critical value.

3. Coefficient of long-term financial independence (C_{ind}):

$$C_{ind} = (E + F_{lt}) / A, \text{ where} \quad (2.3)$$

E – equity;

F_{lt} - long-term borrowed funds;

A - assets of the enterprise.

The ratio shows what part of the total value of the company's assets is formed from the most reliable sources of financing and does not depend on short-term borrowings.

4. The coefficient of maneuverability of equity (C_{equ}) shows what part of equity is used to finance current activities, ie invested in working capital, and what - capitalized. The coefficient of maneuverability of equity is calculated by the formula:

$$C_{\text{equ}} = (E + C_{\text{at}} - A_{\text{non}}) / E, \text{ where} \quad (2.4)$$

E – equity;

C_{at} - attracted capital;

A_{non} — non-current assets.

The coefficient of maneuverability of equity is based on the value of current assets. Its optimal level should reach 1.

5. An important indicator that characterizes the financial stability of the enterprise is the ratio of long-term borrowings, or the ratio of financial leverage (R_{fin}). It shows how much long-term borrowed funds are used to finance the company's assets along with its own funds. The measure of financial leverage characterizes the dependence of the company on long-term liabilities.

$$R_{\text{fin}} = F_{\text{lt}} / E, \text{ where} \quad (2.5)$$

F_{lt} - long-term borrowed funds;

E – equity

6. Coefficient of interest coverage (C_{int}) - the ratio of profit to interest and taxes to interest payments. It characterizes the degree of protection of creditors from non-payment of interest on the loan and shows how many times the company's earnings during the reporting period exceed the amount of interest on the loan. The size of the interest coverage ratio at the level of 5 is considered sufficient, although successful enterprises reach values of 10 and more.

$$C_{\text{int}} = P / R, \text{ where} \quad (2.6)$$

P - profit before interest and taxes;

R - accrued rate

Table 2.1

Analysis of indicators of financial stability of a tourist enterprise

№	Indexes	Index of the indicator	Procedure for calculating the indicator	Optimal value	2018	2019
1	Coefficient of autonomy	C_{aut}	Balance sheet total	0,5	3,69	3,19
2	Funding ratio	F_{rat}	Total liabilities	1,0	4,93	3,58
3	Coefficient of long-term financial independence	C_{ind}	Tangible current assets	0,1	2,2	2,53
4	Coefficient of maneuverability of equity	C_{equ}	Average value of assets	↑	0,2	0,13
5	Ratio of financial leverage	R_{fin}	Average amount of equity	↑	0,25	0,16
6	Coefficient of interest coverage	C_{int}	Current assets	-	1,92	1,02

Source: own elaboration

Figure 2.2. shows the dynamics of gross income, gross outcome and net profit of Inflat in 2016 -2019. Net profit is not more than 1% of gross net income, ie Inflat in 2016 -2019 as a result of the activity "eats" income in gross costs and does not receive funds in the development funds of the enterprise.

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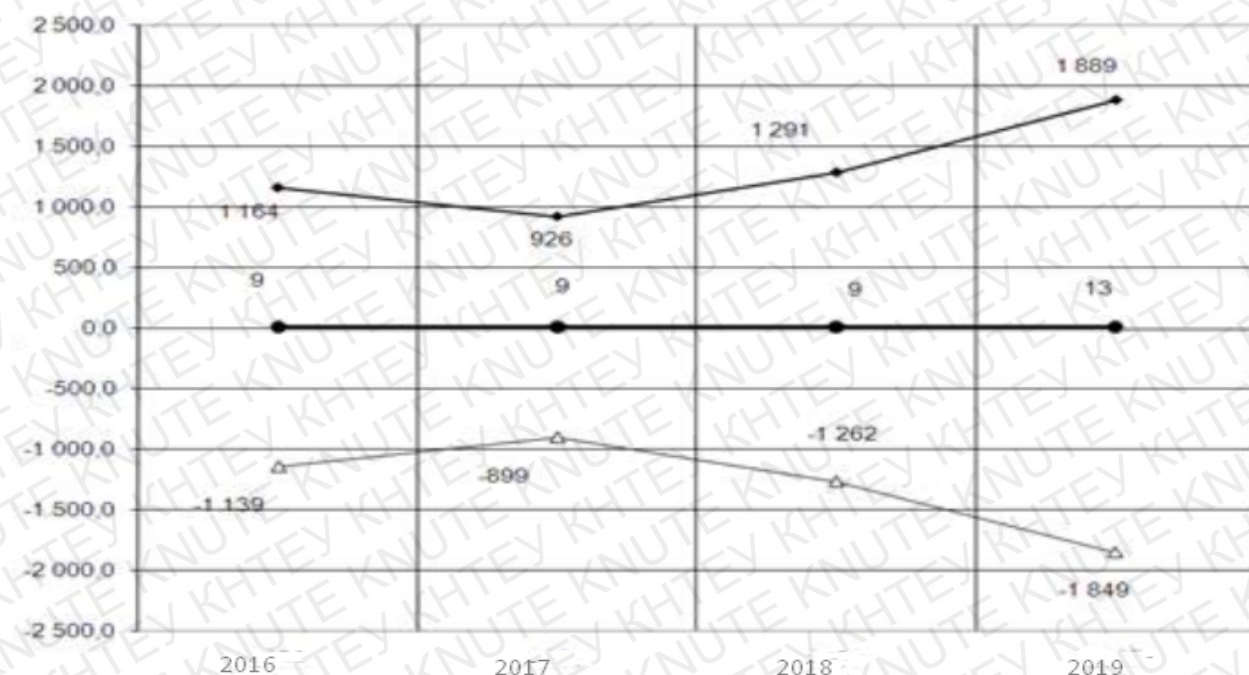


Figure 2.2. Dynamics of income and outcome

Source: own elaboration

According to the results of economic diagnostics, the touristic operator Inflat:

- low-income;
- has problems with instant liquidity;
- is increasingly included in the unstable range of autonomy of liabilities;
- has a very low level of business activity (asset turnover) due to taking over the functions of lending to travel services.

2.2. Performance analysis of the cruise operator's website and online services

Since the launch of commercial Internet applications in the early 1990s, many researchers have noted the potential of the World Wide Web in business, and advocated incorporating the Internet into the tourism industry [32]. The rapid development of information technology in general and the Internet in particular has

dramatically changed the tourism industry [33]. It is widely accepted that the Internet can serve as an effective marketing tool in tourism. It is a valuable tool for both suppliers and consumers for information dissemination, communication, and online purchasing. The rapid growth in the number of online users and the increasing rate of online transactions provide clear evidence of the popularity of the technology. Businesses, including customer-oriented and information-intensive tourism enterprises, are increasingly adopting e-business models to achieve their organizational goals. Maintaining an effective website has thus become vital for a business to strengthen its customer relationships and gain a larger market segment.

As a newly emerging research area, website evaluation has no globally accepted definition yet. However, the US Department of Health and Human Services broadly characterizes website evaluation as the act of determining a correct and comprehensive set of user requirements, ensuring that a website provides useful content that meets user expectations and setting usability goals. In general, prior studies on website evaluation fall into two broad categories: quantitative and qualitative.

Figure 2.3 summarizes the methodological approaches used in prior research on website evaluation in tourism and hospitality. Five evaluation approaches, namely, counting, automated, numerical computation, user judgment, and combined methods, were adopted by tourism researchers. Each of these approaches has merits and limitations. For instance, a counting method can identify the existence of certain website features. These features, however, may not indicate the ease of use of the site. Also, it can be difficult to ask users to measure the download speed and file size of a website.

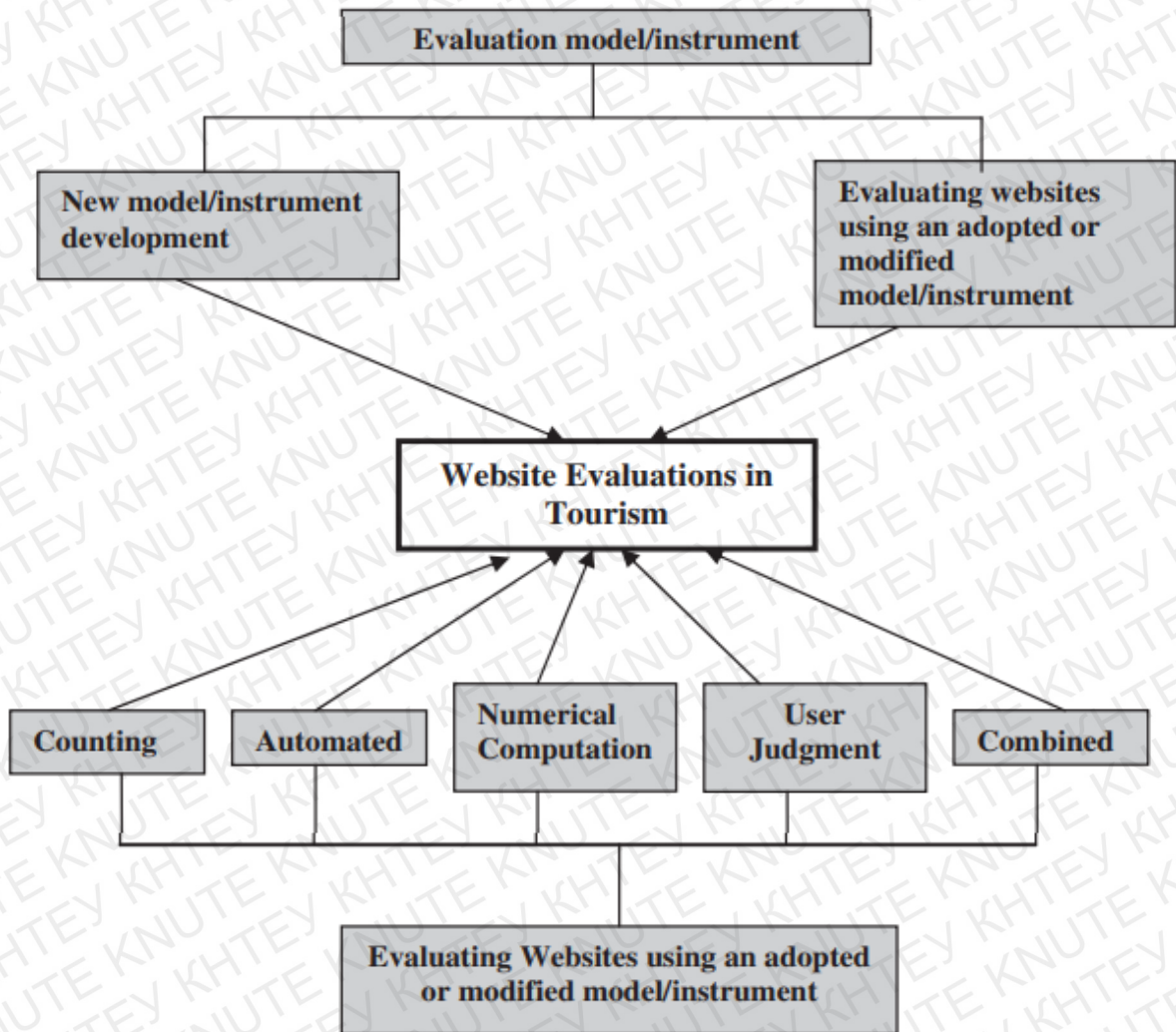


Figure 2.3. Methodological approaches for the evaluation of tourism websites

Source: own elaboration based on [29]

The trend in the structure of evaluation instruments for tourism website evaluation is presented in figure 2.4.

Specifically, theories, algorithms, and models from other disciplines such as psychology, human–computer interaction, and engineering could, and should, be incorporated into the tourism website evaluation process. After all, tourism practitioners set up their websites, representing public places in the virtual environment, for information dissemination and sales. It is of paramount importance to be aware of the different range of human possibilities of intentions behind the

websites. In addition, seeking the views of industrial practitioners and consumers remains important, as these groups are the ultimate suppliers and users of tourism websites.

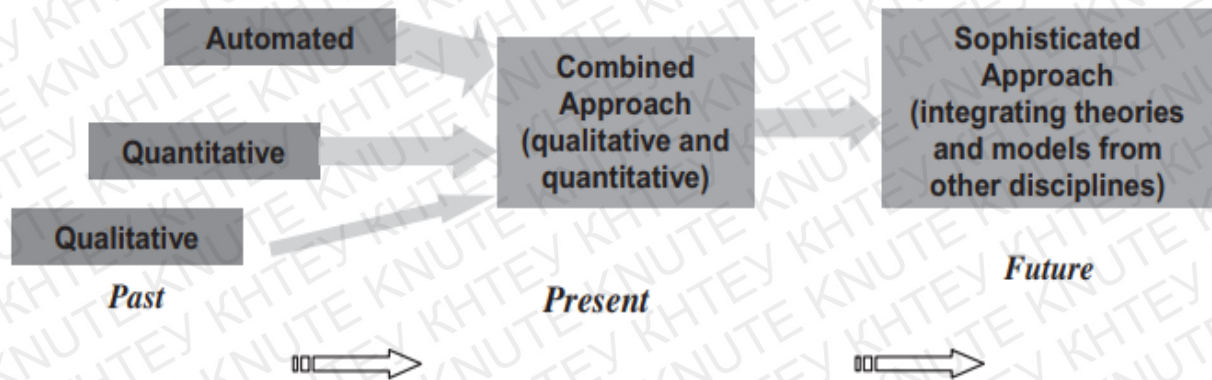


Figure 2.4. A structured trend in website evaluation approaches in tourism

Source: own elaboration based on [29]

To date, there has been only limited research into tourism website evaluation, and that using the previously mentioned approaches has achieved only a moderate degree of success. These approaches may not be adequate to measure what motivates users to browse and make purchases on travel websites. In other words, consumers and practitioners do not have sufficient insight into how website performance may be accurately measured. The existing tourism literature simply does not have any commonly agreed upon standards or techniques for website evaluation. Thus, a future research direction would be to investigate the feasibility of developing sector (or subsector)-specific standards for tourism website evaluation. Another direction for evaluation model/instrument research would be the development of new techniques for conducting research that focuses on the needs of consumers and practitioners, as the behavior of these users may change after they have used the Internet for some time. Inflat have its own site, main page of this site on the figure 2.5. From beginning is immediately possible to see advertisements for tours from Inflat. Also, the site have three languages: English, Russian and Ukrainian.



Figure 2.5. Main page of the Inflot Cruises And Ferry Ukraine [27]

On the figure 2.6. there are different promotions from the partners company's of Inflot company.

Business promoting is an active process which needs to be very closely scrutinized for obtaining the best results. You can utilize the manpower that you have to the fullest and come up with strategies to promote your business and let it flourish.

Promotional strategies and marketing go hand in hand. Promotion is a key element in putting across the benefits of your product or service to the customers.



Figure 2.6. Promotions from the partners company's [27]

Promotion is the voice of a company which send out brand's message loud and clear to the audience. Various media platforms can be used to promote company and brand. Without marketing promotions, your brand or service would not be able to garner the attention of pre-occupied customers.

Promoting brand will help Inflow in many different ways:

Increase brand awareness

- Provide appropriate information
- Increase Customer Traffic
- Build sales and profits

There are various companies, with who Inflow have partnership. Some of them is on the figure 2.7. Strategic business partnerships allow small businesses the opportunity to grow their customer base and improve their business. Collaboration and strategic partnerships are fundamental to improving business outcomes.

One of the biggest partners – Royal Caribbean International. Royal Caribbean Group, formerly known as Royal Caribbean Cruises Ltd., is an American global cruise holding company incorporated in Liberia and based in Miami, Florida, US. It is the world's second-largest cruise line operator, after Carnival Corporation. As of July 2020, Royal Caribbean Group fully owns four cruise lines: Royal Caribbean International, Celebrity Cruises, Azamara Cruises, and Silversea Cruises.

Norwegian Cruise Line (NCL), also known in short as Norwegian, is a cruise line founded in 1966, incorporated in Bermuda and headquartered in Miami. It is the third-largest cruise line in the world by passengers, controlling about 8.7 % of the total worldwide share of the cruise market by passengers as of 2018. It is wholly owned by parent company Norwegian Cruise Line Holdings.

As of December 2019, Norwegian Cruise Line operates 17 cruise ships, with six on order. It has also previously owned or operated 19 other ships. All its ships are flagged to the Bahamas, except for the Pride of America, which operates cruises within the United States and is flagged and registered in the US, as well as being owned by a US-registered subsidiary, NCL America.

MSC Cruises is a global cruise line registered in Switzerland and based in Geneva. It was founded in Naples, Italy, in 1989. It is part of the Mediterranean Shipping Company, the world's second biggest container shipping operator. In addition to being the world's largest privately held cruise company, employing about 23,500 people worldwide and with offices in 45 countries as of 2017, MSC Cruises is the fourth largest cruise company in the world, after Carnival Corporation, Royal Caribbean Group and Norwegian Cruise Line Holdings, with a 7.2% share of all passengers carried in 2017.

One of the most popular cruise ship – Norwegian Encore. Norwegian Encore is a Breakaway Plus-class cruise ship operated by Norwegian Cruise Line. Her Current Captain Is Captain Niklas Persson. She is the third Breakaway Plus-class ship in the fleet, following sister ships Norwegian Bliss, Norwegian Escape, and Norwegian Joy, and debuted in November 2019.

Norwegian Encore has an overall length of 333.5 m moulded beam 41.50 m and maximum draft 9.00 m. The ship has gross tonnage of 169,116 GT and deadweight of 11,700 DWT. Norwegian Encore has 20 decks, 2,043 staterooms and capacity for 4,004 passengers at double occupancy.

Symphony of the Seas is an Oasis-class cruise ship owned and operated by Royal Caribbean International. She was built in 2018 in the Chantiers de l'Atlantique shipyard in Saint-Nazaire, France, the fourth in Royal Caribbean's Oasis class of cruise ships. At 228,081 GT, she is the largest cruise ship in the world by gross tonnage, surpassing her sister ship Harmony of the Seas, also owned by Royal Caribbean International.

Symphony of the Seas is about 30 metres longer than the largest military ships ever built, the U.S. Nimitz-class aircraft carriers.

Facilities include a children's water park, a full-size basketball court, an ice-skating rink, a zip line that is 10 decks high, a 1400 seat theater, an outdoor aquatic theater with Olympic-height platforms, and two rock-climbing walls. There is also a park containing over 20,000 tropical plants.



Figure 2.7. Main menu of the Inflot site [27]

Whether creating internal partnerships between colleagues or departments, to larger partnerships between businesses, harnessing the strengths and abilities of others from different corners of your ecosystem is one of the most strategic ways for businesses to scale their innovation and solve complex challenges. In today's fast-paced environment, a "do-it-alone" approach is not the best strategy for growth. Companies that initially grew organically need to look for new ways to drive collaborative innovation that delivers on what their customers need today – and in the future.

Big breakthroughs and progress can't happen in silos. Working collaboratively with partners – within an organization as well as within your ecosystem to solve business problems – generates the kind of energy that fuels growth, innovation and creativity. Developing value-aligned partnerships that focus on common goals and complementary strengths is key to ensuring successful outcomes for all.

Sales are vital to every business. It's the only way that you can keep your company up and running. And improving sales is the best way to improve the health

and success of your business. The importance of a website for sales cannot be overstated.

By having an online presence through your website, you are able to reach more consumers. The more consumers you reach online, the more opportunities you have to make a sale. Developing a website doesn't automatically bring paying customers to your business. However, through search engine optimization of your website, you can improve your chances of bringing in more qualified leads who are more likely to make a purchase.

Not only does a website help you increase your sales opportunities, but it also increases your availability to make sales. With a website, you can sell your products and services around-the-clock. You don't have to be actively engaging with leads on a constant basis because they are able to get the information they need from your site.

Your website offers another channel for sales. In addition to selling your products and services online, you can provide consumers with the information they need to make an informed purchasing decision. Effectively, the content that's on your site serves as an additional sales person, helping customers get the information they need and convincing them of the benefits of your products or services.

2.3. Assessment of Inflat cruise ship operator social media marketing efficiency on the cruise ship operator's market

Inflat uses as social media, same as traditional media. In the text below compared social media vs traditional media. The fundamental differences between social and traditional media, sometimes called old media, reside in the means of communication, flexibility of content, and last but not least the measurability of consumer response. There are several reasons why more and more companies have a propensity to put a lot of effort and financial resources into establishing or improving their online presence. To begin with, social media has marketing potential for businesses of all sizes. In fact, media marketing can be relatively inexpensive in comparison with other available types of marketing. This makes it possible even for

companies with modest marketing budgets to leverage social media for marketing purposes. Tsimonis & Dimitriadis point out that competitors' presence on social media platforms also compel many businesses to create and actively manage their social media profiles [35]. Lastly, growing influence of social networking websites as well as increased online communication is another incentive to jump on the social media bandwagon.

Social media platforms have changed the marketing game. One of their many advantages is the ability to reach customers and prospects, regardless of the geographical distance. Consequently, many hospitality businesses have already started abandoning traditional forms of media such as print or radio, and they have been increasing their social media budgets instead [36]. 2012 Trip Advisor survey suggested that social media had turned into a number one marketing tool for hospitality marketers with almost two-thirds of hotels employing some kind of social media so as to maintain relationships with loyal customers and target new ones.

The consumer empowerment through social media is one of the key factors that contributed to higher competitiveness on both national and global scale.

Unlike traditional media, social media enables a two-way communication among brands and consumers so that social media marketing is no longer one-sided. If done right, businesses might be able to obtain real-time feedback from their audiences. Aside from that, social media allows businesses to actively engage with their followers, who can share or comment on the company's posts, participate in social media campaigns and so on. With traditional forms of media, this is impossible to achieve because consumers are only passive receivers of the brand's message who cannot talk back to companies without exercising extra effort [38]. The lack of feedback may prevent businesses from identifying their weak spots, thus improving their products or services. Moreover, two-way conversations on social media can provide marketers with a better picture of how successful or abortive are their marketing strategies. By monitoring social media interactions, marketers can better respond to consumers' expectations, and hone their future marketing plans accordingly. Another advantage of social media platforms above other forms of

media is connected to the WOM communication. Although this kind of advertising has been around for centuries, technology makes it easier for people to build connections with others than ever before. For that reason, digital word-of-mouth communication that is facilitated by social media plays a prominent role in the consumer decision-making process.

Versatility of content

Apart from its interactive nature, social media differs from traditional media in terms of versatility of marketing content. This allows marketers to design and tailor a marketing campaign according to a current situation. It might take just a few minutes to prepare a new post promoting an upcoming event or to inform customers about unexpected events. With traditional forms of media, the same degree of flexibility is nearly impossible since both print and broadcast require a lot of planning and precision. In this case, adhering to fixed marketing schedules matters because the content cannot be promptly altered once it is released. When working with traditional media, companies have to commit to brand's message for a certain period so that they might not be able to take advantage of unforeseen opportunities. Moreover, marketing through traditional media tends to be costly in comparison with social media marketing, and the results are not guaranteed. Due to this fact, social media platforms are becoming more attractive especially for smaller hotels that cannot afford to spend large amounts of money on marketing (Meyer-Delius).

Measuring results

Finally, company's ability to measure the immediate impact of marketing efforts and social media reach belong to additional advantages of social media marketing. In her book *Advertising 2.0: Social Media Marketing in a Web 2.0.*, Tracy Tuten suggests that this factor was instrumental in the shift of attention and financial means from old media to "new" media. At the outset of online advertising, there were only a few metrics like page views that could give companies a basic idea of consumer engagement. Nevertheless, the arrival of new technology made it possible to track and measure consumer online behavior. Nowadays, businesses have a chance to monitor the length of time a person spends at a particular site, how many times a

video has been played, the reach of social media posts and many other activities. Owing to data gathered by tracking technology, companies can optimize and experiment with their ads [39]. In this sense, tracking capabilities of social media outweigh those of traditional media since old media has only limited ways of tracking success.

It is necessarily to look on the social media stars at major cruise lines, to see and compare marketing differences between the company's. Travel Agent is spotlighting "The Most Innovative People in Cruise Travel for 2018". As a part of that coverage of excellence in global cruise line leadership and creativity, there are three front-line managers from Carnival Cruise Line, Norwegian Cruise Line and Royal Caribbean International who are social media stars.

Robyn Fink, Carnival Cruise Line Since joining Carnival Cruise Line as director of consumer public relations in early 2016, Robyn Fink has assumed responsibility for consumer PR outreach including public events, ship inaugurations and social media – with the goal of increasing positive news coverage and building brand awareness.

For example, she's played a role in the celebrity-driven launch of two new ships – Carnival Vista, with a year-long sponsorship of singer Carrie Underwood's tour and a shipboard concert and naming ceremony for military personnel affiliated with Operation Homefront, and Carnival Horizon, which launched with a fun event with partner Lip Sync Battle featuring Queen Latifa.

These and other events have generated a billion-plus media impressions and significantly boosted growth within Carnival's social media platforms.

That includes a 21 percent increase on Twitter, a 16 percent increase in Facebook followers and a whopping 63 percent increase on Instagram.

Prior to joining Carnival, Fink served as vice president at Taylor PR in New York, where she specialized in sports-related public relations and developed effective PR strategies and projects for consumer brand companies, including Lenovo, KT Tape and Capital One.

Named "Account Director of the Year" in 2009 by PR News, she also has led

major consumer PR initiatives in everything from sports (with on-site PR initiatives surrounding three Super Bowls) and entertainment initiatives to charitable organizations and community relations.

Nathalie Fernandez, Royal Caribbean International. During Nathalie Fernandez's three years as Royal Caribbean International's senior manager of social media, she's played an integral role in developing the team, as well as strengthening and expanding the company's social media presence.

Royal Caribbean's fan growth on Instagram has increased a whopping 780 percent, as part of a robust influencer program and effective social media growth strategy.

With a combination of original content creation, daily performance analysis, strategic focus and an eager and creative social care team, Royal Caribbean has become a leader in fan and follower growth and engagement.

A Miami native and University of Miami graduate, Fernandez also is a strong advocate for inventive storytelling on social media -- overseeing two award-winning projects: "The Local" and "SeaSeekers."

As the social media landscape becomes increasingly competitive and as consumers become more selective with how they consume media, Fernandez leads Royal Caribbean's social media team in sharing the kinds of stories that inspire wanderlust.

Evelyn Macki, Norwegian Cruise Line. In just five years, Evelyn Macki, director of social media and content marketing, Norwegian Cruise Line, has moved up the ranks quickly. Joining Norwegian Cruise Line as assistant manager, marketing and promotions in 2014, she became social media manager in 2015 and assumed her present post in 2017.

At Norwegian, she's expanded marketing efforts on social media to more effectively connect the brand with consumers who are a good match for the Freestyle product.

Macki has orchestrated multiple, successful social media campaigns for Norwegian, most notably, #NorwegianBLISS, a social media effort that helped

launch the line's newest, most amenity-laden ship, Norwegian Bliss.

Macki's 15 years of advertising and marketing experience span a wide range of industries including travel, telecommunications, consumer packaged goods, government and healthcare.

Inflot have a great amount of example's of successful cruise lines, who have social media marketing as priority of their marketing in general. Social media has marketing potential for businesses of all sizes. One of their many advantages is the ability to reach customers and prospects, regardless of the geographical distance.

Conclusions to the part 2

Inflot Cruise And Ferry Ukraine, as every touristic operator, controls, books and devises the whole trip. They create a package holiday by combining all elements such as hotel, airport transfers, activities, restaurants, tours and such like. According to the results of economic diagnostics, the touristic operator Inflot: low-income; has problems with instant liquidity; is increasingly included in the unstable range of autonomy of liabilities; has a very low level of business activity (asset turnover) due to taking over the functions of lending to travel services.

Having an online presence through website, you are able to reach more consumers. The more consumers you reach online, the more opportunities you have to make a sale. Developing a website doesn't automatically bring paying customers to your business. However, through search engine optimization of your website, you can improve your chances of bringing in more qualified leads who are more likely to make a purchase.

Inflot have a great amount of example's of successful cruise lines, who have social media marketing as priority of their marketing in general. Social media has marketing potential for businesses of all sizes. One of their many advantages is the ability to reach customers and prospects, regardless of the geographical distance. The consumer empowerment through social media is one of the key factors that contributed to higher competitiveness on both national and global scale.

PART 3

MEASURES TO IMPROVE SOCIAL MEDIA MARKETING OF THE CRUISE SHIP OPERATOR AND THEIR EVALUATION

3.1. Measures to improve social media marketing of the cruise ship operator

Booking a cruise is complicated. There are a number of factors to consider—ports, routes, meal options, on-shore excursions, and vast differences in a ship's room selection.

Understanding such a complex product is tough and takes a lot of effort for consumers. Plus, the average time between when a person starts researching and actually books a trip is shrinking as people increase the amount of research they do across devices. Online research prompted more than 390 million visits to U.S. cruise line websites over the last year, which is more than 34X the estimated number of U.S. cruise passengers in 2016.

With that in mind, here are three principles that I would recommend, which can help cruise marketers raise the bar.

Value early engagement

First impressions matter, and so does first engagement with a potential customer. As with many products, search is the go-to channel when people begin to explore a cruise. Cruise brands, destinations, and ports are among the most popular types of searches conducted related to cruises. Also observed that category searches for terms such as "Alaska cruises" and "best cruise lines" exceed that of any individual cruise brand by more than 2X. This suggests that many travelers are undecided. If they're researching early enough, they may be more valuable than someone seeking a last-minute discount. It's vital to establish an engagement strategy that connects with these researchers early.

Examples, what people search the most on the figure 3.1.



Figure 3.1. Most searched cruise options [38]

Berge&Meer, a German tour operator promoting package tours, including cruises, knew that customers conducted many searches before going on vacation. Travelers would often search with broad terms first such as “German vacation” or “cruise discounts,” and not for their brand, leaving the company unsure of how to strategically market themselves in search. Berge&Meer worked with Google to implement a cross-device, data-driven approach to attribution and evaluate the impact that various keywords had on a conversion. The result? Optimizing its search strategy helped Berge & Meer grow bookings by 24% on desktop and by as much as 26% on mobile.

Creating frictionless, comprehensive experiences across devices should be a priority for all marketers. But it’s even more important for cruise brands due to the complexity of the product experience. People interested in booking a future cruise told us that pricing, destinations, entertainment, and dining options were among the leading components that would influence their choice of a cruise line, but the average cruise website doesn’t facilitate easy comparisons between ships or even rooms.

With digital, marketers have the opportunity to use data to understand customer intent, group customers according to lifetime value, and market to each segment accordingly. For instance, a first-time cruiser signaling interest in a Baltic cruise may provide more long-term value to a marketer than, say, an existing customer who shows annual interest in Caribbean cruises.

Machine learning will continue to fuel such innovations in targeting and automation, making it easier for marketers to reach and engage audiences. Still, the basics remain. People want to find information quickly, and they want their digital experiences to be seamless. If you can deliver that, you'll be well-positioned to build a long-term relationship with your customers—and drive profitability while doing so.

So, goals for Inflat, which we need to achieve with social media marketing:

- Reach new customer groups
- Implement budgets efficiently
- Understand how customers are using mobile

Approach:

- Ran Google Ads Search campaigns
- Leveraged Google Ads cross-device conversion measurement
- Moved from the last-click attribution to data-driven attribution

Before going on vacation, customers conduct multiple searches and click on many different ads. When optimizing its search engine marketing, possible to realize that new customers don't search for the brand first. They start with more generic search terms such as "German vacation" or "cruise discounts." Because generic keywords are relatively expensive and bookings were only associated with the last click, investments earlier in the click path didn't seem to be very profitable. And last-click attribution consistently showed mobile as a poor performer.

The solution is to move from last-click attribution to a new attribution model. Data-driven attribution allows the business to analyze all click paths based on its own Google Ads data and attribute conversions based on the contribution of each keyword. The limitations of last-click attribution made it difficult to justify significant investments in upstream keywords. That has definitely changed as a result of data-driven attribution. Using Google Ads from the very beginning - this is definitely one of the biggest improvements. Also necessarily to consider cross-device effects in attribution—after all, the average booker switches between different devices several times in the path to purchase.

For new strategy, for the company “Inflot” I propose to use such tools:

Include Audience-Specific Hashtags. Hashtags are a way to group ideas, concepts or conversations. They make it easy for people to find others who are posting about topics they’re interested in.

By including the appropriate hashtags in your updates, you can effectively reach new people interested in your products. The key is to use hashtags that not only describe your photos and business, but are also actively searched for and used on Instagram.

To find the most relevant hashtags for updates, we will use a free online service like Iconosquare or Websta. These tools provide a list of popular hashtags based on keywords. Use those lists to come up with the top 10-20 hashtags that relate to cruise business, brand and products. That way we can refer to them no matter where you’re posting from.

Apply the Right Filters. Most people don’t think about how Instagram filters affect engagement—we just use what we think looks good and post away. It turns out the filter you use may influence overall interaction.

TrackMaven recently published a study that found photos with the Mayfair filter, no filter or the Inkwell filter ended up with more likes and comments [40].

Of course, everyone’s audience is slightly different. I suggest experimenting with various filters and using an Instagram management tool to help you see which one is most popular with your community.

Post at Peak Times. As with all social networks, knowing when your community is most likely to engage helps you choose the most effective time to post. IconoSquare has an optimization report that identifies the best times for you to update based on your previous posting history and engagement.

The report shows black circles representing the times you’re currently posting and light-gray circles representing the level of interaction those posts receive. The biggest light-gray circles represent the best times for you to post based on your followers’ engagement.

Engage With Competitors’ Followers. Anyone following your competitor’s

Instagram account is someone you want to talk to. You want to tell them about your (better) site, product or service, right?

Those users have already shown an interest in your product simply by following your competitor's account. Finding and interacting with them increases both your number of followers and qualified leads.

There are several tools that can help you find your competitors' followers. For example, use JustUnFollow to search for your competitors' Instagram accounts by name and it gives you a list of everyone who follows them. With that list in hand, start engaging with your new potential customers—follow them and like or comment on one of their photos.

Work With Popular Instagrammers. One of the most effective ways to grow your Instagram community is to ask a heavy-hitter in your niche to feature your product. Unlike the previous tactics, this one usually has an advertising cost associated with it—either payment or sending products for review—but the results can be dramatic. Yumbox paid a well-known food blogger and Instagrammer to post a photo of a food-filled Yumbox and a link back to the Yumbox Instagram account. That single post doubled the company's Instagram following and spiked traffic to the their website.

To find the largest accounts in your niche, use Instagram's search function and type in keywords, hashtags and company names. When you find and follow a large account, Instagram will give you a list of similar users you can follow.

The most growing new service right now, is Tik Tok. With TikTok on the rise, many are now scrambling in their respective app stores and looking to download the trending app in order to learn what all the fuss is about - and for marketers, whether they can use it to promote their products. Is necessarily to use this social media in Inflat marketing too.

Using TikTok for marketing is actually much simpler than you'd think.

There are currently three key options for brands looking to utilize TikTok for promotion:

1. Create brands' own channel and upload videos relevant to your business

2. Utilize influencers to open your content to a much broader (but well-targeted) audience

3. Pay to advertise utilizing TikTok's new campaign options

We're full of fun and creative ideas for marketing on TikTok. A few of them:

- In a world where consumers are becoming increasingly skeptical of ads, the raw, unedited videos on TikTok can be a great way to showcase people using your brand in their everyday lives.
- TikTok videos can also be a great place to showcase business behind the scenes or in-the-moment content - for example:
 - Human Resources can make trainings more interactive by going live on TikTok to conduct their sessions
 - Landing pages can have you popping on to drive traffic to lead magnets
 - With such a young demographic, TikTok can be great for higher ed marketers and students within colleges and universities. There's already a lot of content to be found on campus - sports, BTS, dance marathons, these all do well.
 - Boutiques can use TikTok for the ever-popular try-on videos - you can film a whole seasons worth of sales in a fun sped up video and you can even add your own hype music
 - Of course, larger clothing brands also see almost immediate success as well. Last fall, Guess was the first brand TikTok collaborated with in the US for its #inmydenim campaign

Despite the multiple benefits of social media marketing for accommodation businesses, it is getting increasingly difficult not to get lost in today's crowded social media space [42].

Unlike traditional media, social media functions as a real-time communication tool that allows businesses to get a response within a matter of seconds. Consequently, direct marketing and promotions might be effective in boosting sales, however they tend to have a short-term effect. For that reason, hotels' primary focus should be on the long-term indirect marketing rather than short-term sales spikes

[43]. One of the current popular trends in the hotel industry is partnering with social media influencers.

The research shows that over 90% marketers find influencer marketing effective. An influencer is an individual or entity that has the capacity to influence or alter someone else's purchasing behavior. "Specifically travel influencers are trusted travel experts who travel around the world showcasing their adventures and experiences to their followers through vivid imagery and videos", says Steve Cox [44].

In general, people have a tendency to follow influencers they admire and trust. Due to this fact, some experts place influencers under the word-of-mouth marketing. People identify with social media influencers because they think of them as people who are just like them. Each influencer is unique in terms of his or her ability to inspire and motivate followers. What is more, consumers tend to be interested in a third party perspective rather than in promotional material that is supplied by companies. Through influencers, they can acquire this outside perspective). Therefore, the relationship between influencers and their followers has a great marketing potential for businesses.

Influencers are classified according to the size of their network, which can have a reach from a few thousands to millions of followers. "Micro-influencers" have a smaller social media following, whereas "mega-influencers" control audiences of millions. There are several approaches hotel marketers can take so as to find the most suitable influencer for their brand. First of all, they should decide which influencer characteristics will match their brand, and then search for suitable influencers. On the contrary, Nicholson provides a different stance on the issue. In his view, hotels should first look at their followers to discover who inspires them. Considering customer preferences, they can ascertain influencers that bring the greatest value to their audience.

The size of influencer's audience matters, but marketers should also focus on how much engagement their posts receive in general. It follows that influencers with large audiences do not necessarily guarantee the best results, hence micro-influencers

might be more suitable for a particular role. There are two kinds of relationships between companies and influencers, including paid and unpaid partnership. In paid partnership, influencers receive money for including the company's products or services in their content.

3.2. Effectiveness evaluation of implementation social media marketing measures of the cruise ship operator

The literature review indicates that quantifying social media efforts might be an exacting task to accomplish. Gunelius claims that many benefits of social media marketing are in fact intangible, for example brand and relationship building.

Therefore, the success of social media marketing strategies ought to be assessed with respect to the company's pre-defined goals and objectives, not merely by the sales attributable to a particular social media campaign. With that being said, traditional ways of tracking success of marketing campaigns such return on investment [ROI] might not be the most appropriate indicator of social media performance since it cannot evaluate tangible and intangible benefits together. Presented with these facts, Gunelius proposes calculating return on objectives [ROO], when assessing the overall impact of social media marketing efforts. Measuring ROI for social media conversations is according to Gunelius "nearly impossible", however this does not imply that they are meaningless in terms of brand building process.

Foundational metrics allow businesses to compare and contrast different platforms. What is more, these metrics help companies determine the effectiveness of specific marketing actions based on the key performance indicators. Lovett distinguishes between five major dimensions of foundational metrics including interaction, engagement, influence, advocacy, and impact.

When measuring interaction, marketers are interested in the number of views, clicks, comments, shares and so on. On the contrary, engagement seeks to measure to what extent people participate in online discussions, not only the quantity of "replies to specific incentives". Minazzi warns that since these concepts are similar, they are

frequently confused by hospitality businesses. Influence describes the capacity of an individual to exercise decision-making power over the acts of others [46].

Relevant literature gap that need to be addressed further, still persists, as cruise lines would greatly benefit from comprehending how posting strategies on widely diffused social media may support online engagement. Given the above, the papers aims to unveil which kind of content, media and posting day allow companies to increase cruisers’ engagement on social media. For this purpose, I developed a conceptual framework, which includes 21 research hypotheses to be tested, as reported in figure 3.2.

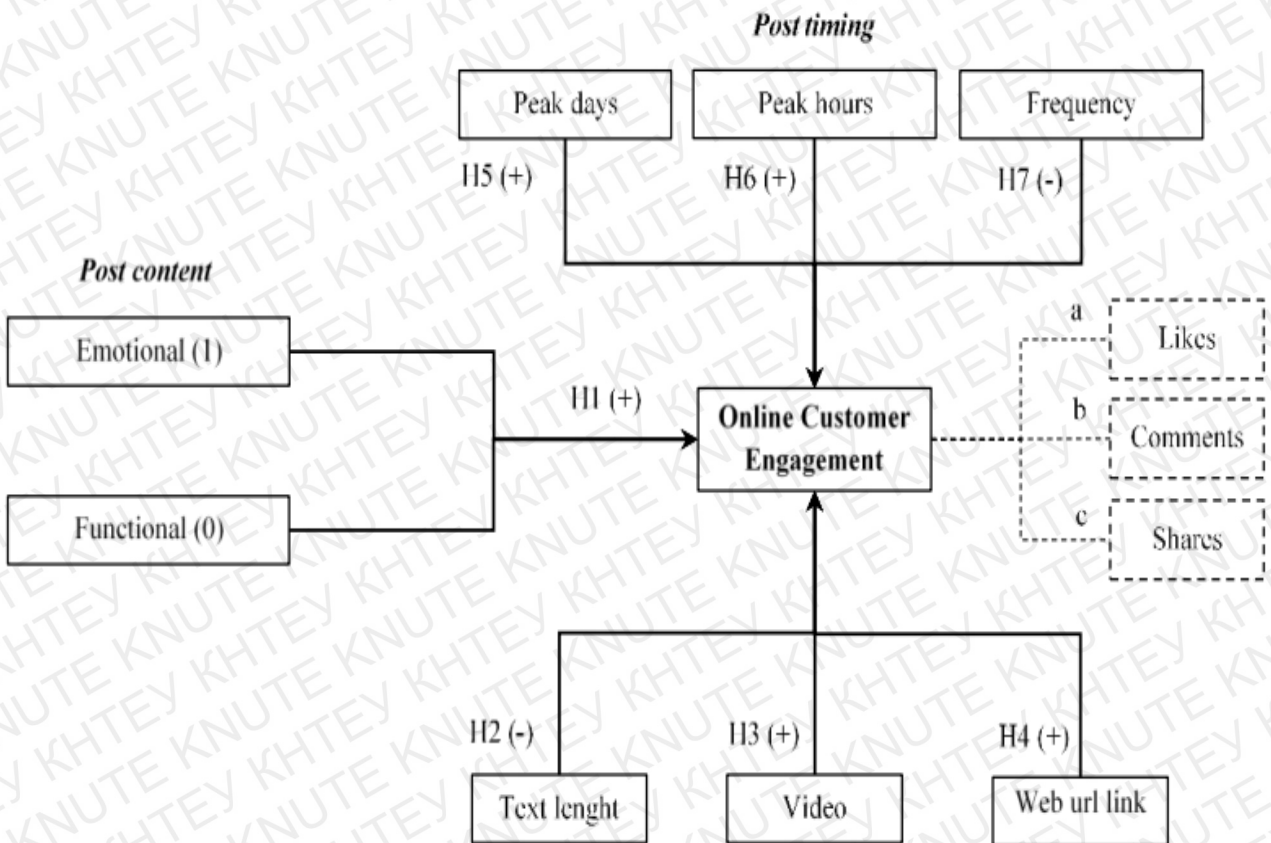


Figure 3.2. Research hypotheses

Source: own elaboration

Even though it is challenging to find an optimal tool for analyzing marketing performance on social media, companies might still manage to obtain some valuable insight thanks to analytics tools. In this way, they can make a better sense of whether

they are meeting their objectives or not and optimize their strategies based on this information. Gunelius believes that by combining different approaches to social media tracking, companies can obtain a bigger picture.

Consequently, there are many instruments which allow companies to manage their profiles, monitor their performance, aggregate information about the followers and last but not least make better informed decisions about their marketing strategies. For instance, Google Analytics is a freemium service that provides companies with information about the performance of corporate websites and blogs.

Influencer marketing is when companies partner with influencers in order to increase brand awareness or conversions among a specific target audience. 89% of companies say ROI from influencer marketing is comparable to or better than other marketing channels. What influences will give to Inflat Cruise & Ferry Ukraine? So:

- Increase brand awareness. The most popular goal for influencer marketing campaigns is building awareness around a brand, product or service.
- Reach new audiences. Influencers should be able to share their audience data (age, gender, location, interests, etc. to help ensure alignment with your target audience.
- Generate sales. More influencer campaigns today are aimed at driving tangible sales, which can be clearly tracked using custom links, landing pages and redemption codes.
- Improve brand advocacy. Influencers can provide strong validation and spark word-of-mouth conversations about your product or brand amongst their fans.
- Drive lead generation. Aside from sales, new leads are another popular direct response metric for influencer marketing campaigns. Names and emails can be collected through newsletter subscriptions, account setups, or giveaway entries.

Likewise, Facebook, Instagram, YouTube, and other social media have their own metrics for evaluating the campaign results. In fact, there are dozens of social media monitoring tools for a hotel to choose from. Nonetheless, companies should keep in mind that these metrics are imperfect. They can be useful in many ways, but they still do not give a full picture.

Thanks to the ever-changing social media landscape, doing social media marketing is a never-ending learning process. That is why it is important that hotels actively participate, listen and work towards mastering their social media strategies.

This results company Inflat gonna achieve, if will follow rules which described in chapter 3.1:

- Conversions increased +24%
- Mobile conversion rate increased +26%
- CPA decreased -15%
- Better understanding of the relevance and success of mobile campaigns
- Easier campaign management

Moving to data-driven attribution is simple and possible to do it with just a few clicks in Google Ads. And the brand will be thrilled with the results: during the two-month test period, expecting, bookings increased +24%, and by as much as +26% on mobile. At the same time, the CPA should be reduced -15%.

Moving to data-driven attribution is simple and possible to do it with just a few clicks in Google Ads. And the brand will be thrilled with the results. Many benefits of social media marketing are in fact intangible, for example brand and relationship building. Therefore, the success of social media marketing strategies ought to be assessed with respect to the company's pre-defined goals and objectives, not merely by the sales attributable to a particular social media campaign.

Conclusions to the part 3

First impressions matter, and so does first engagement with a potential customer. As with many products, search is the go-to channel when people begin to explore a cruise. Cruise brands, destinations, and ports are among the most popular types of searches conducted related to cruises. This suggests that many travelers are undecided. If they're researching early enough, they may be more valuable than

someone seeking a last-minute discount. It's vital to establish an engagement strategy that connects with these researchers early.

Influencer marketing is not a quick fix or a silver bullet. But when used smartly, it can deliver exceptional results. And once your e-commerce store is able to find a great mix of influencers, you can partner with them and can initiate exclusivity contracts.

Influencer marketing for e-commerce is a rapidly changing space both in terms of platforms, content, and who becomes the next rising stars. We've barely scratched the surface of the potential influencers bring to e-commerce revenue growth – which makes now the ideal time to start planning strategy.

Moving to data-driven attribution is simple and possible to do it with just a few clicks in Google Ads. And the brand will be thrilled with the results. Many benefits of social media marketing are in fact intangible, for example brand and relationship building. Therefore, the success of social media marketing strategies ought to be assessed with respect to the company's pre-defined goals and objectives, not merely by the sales attributable to a particular social media campaign. With that being said, traditional ways of tracking success of marketing campaigns such return on investment [ROI] might not be the most appropriate indicator of social media performance since it cannot evaluate tangible and intangible benefits together.

CONCLUSIONS

First of all, it should be clearly defined what is meant by the social media marketing. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these. Merging social media and tourism marketing will lead to excellent results for business. In this part gathered information about the essentials of social media in tourism marketing: what is the role of it and how it can be effectively used. Hotels are increasing their social media budgets whereas spending less money on traditional marketing. Nevertheless, mastering social media marketing involves more than just setting up an account or using paid ads.

Inflot Cruise And Ferry Ukraine, as every touristic operator, controls, books and devises the whole trip. They create a package holiday by combining all elements such as hotel, airport transfers, activities, restaurants, tours and such like. According to the results of economic diagnostics, the touristic operator Inflot: low-income; has problems with instant liquidity; is increasingly included in the unstable range of autonomy of liabilities; has a very low level of business activity (asset turnover) due to taking over the functions of lending to travel services.

Having an online presence through website, you are able to reach more consumers. The more consumers you reach online, the more opportunities you have to make a sale. Developing a website doesn't automatically bring paying customers to your business. However, through search engine optimization of your website, you can

improve your chances of bringing in more qualified leads who are more likely to make a purchase.

Inflot have a great amount of example's of successful cruise lines, who have social media marketing as priority of their marketing in general. Social media has marketing potential for businesses of all sizes. One of their many advantages is the ability to reach customers and prospects, regardless of the geographical distance. The consumer empowerment through social media is one of the key factors that contributed to higher competitiveness on both national and global scale.

Cruise brands, destinations, and ports are among the most popular types of searches conducted related to cruises. This suggests that many travelers are undecided. If they're researching early enough, they may be more valuable than someone seeking a last-minute discount. It's vital to establish an engagement strategy that connects with these researchers early. Influencer marketing is not a quick fix or a silver bullet. But when used smartly, it can deliver exceptional results. And once your e-commerce store is able to find a great mix of influencers, you can partner with them and can initiate exclusivity contracts. Influencer marketing for e-commerce is a rapidly changing space both in terms of platforms, content, and who becomes the next rising stars.

Moving to data-driven attribution is simple and possible to do it with just a few clicks in Google Ads. And the brand will be thrilled with the results. Many benefits of social media marketing are in fact intangible, for example brand and relationship building. Therefore, the success of social media marketing strategies ought to be assessed with respect to the company's pre-defined goals and objectives, not merely by the sales attributable to a particular social media campaign. With that being said, traditional ways of tracking success of marketing campaigns such return on investment [ROI] might not be the most appropriate indicator of social media performance since it cannot evaluate tangible and intangible benefits together.

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