

5. Regional integration will replace globalization. Regional integration will be central. Countries will seek an agreement to become part of the international team. The European Union is an example. Each member of this alliance has benefited in various fields.

6. As we know, in terms of economic development, countries can be divided into three groups: strangely underdeveloped, developing and developed countries. As a result of rapid improvement in the economies of the second and third groups, there will be a gap in economic and technological development between the first and third groups.

7. As the modern world is in constant development, the population is growing every day and the needs of the population are growing, there is a need to restructure the economy. This means that inefficient economic management will be replaced by more sophisticated methods.

At present, it is difficult to keep track of the development and improvement of the world economy, and hence the world economy is an increasingly important research area.

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CLIP THINKING IN THE CONTEXT OF MODERN MARKETING A TOURIST PRODUCT

Клиповое мышление в контексте современного маркетинга туристического продукта

In modern tourism marketing, it is important to take into account the development trends of the society. In this regard, the purpose of this research is to study interdependence between consumer clip thinking and effectiveness of tourism product advertising. The task is to analyze a review of existing methods of influencing consumer behavior.

The Microsoft study of 2015 revealed that people keep their attention focused for a maximum of 8 seconds. This is explained by the development of clip thinking in the modern man due to the spread of social networks.

Clip thinking is the brain's habit of perceiving information in fragments, short and vivid images. This type of thinking is opposed to systemic thinking, which implies deep immersion and systematization of information.

Travel agencies, for which social networks are the main means of promoting their services, face the task of keeping the user's attention for as long as possible.

People with clip thinking try to absorb as much information as possible in a short period of time, quickly switch between its sources, so you should emphasize the visual component of advertising content.

As a rule, a person pays attention to a sentence with an image that explains its essence. Posts in social networks with a photo or a unique picture are shared 94% more often than without them. Humour also attracts attention and helps to keep the user engaged, so it is effective to use "memes" in an advertising post – informal humorous or satirical visualized ideas, symbols, images. They propagate quickly from person to person and all over the Internet.

Advertising banners today are viewed by the user according to the Z scheme: he/she starts from the top left corner, diagonally downwards in the right corner and takes his / her eyes to the right again. Therefore, important elements (action button, offer, link, headline) should be placed in the course of such reading.

Infographics allow you to simplify complex information and show it clearly. It can be used to create an illustrative description of a tour with information on timing, price and the main sites to be visited.

The emergence of the clip mentality encourages simplicity, including in a text. A person should be able to easily understand what they want to be told and what is required of them, so information should be presented in a clear and simple way.

For people with clip mentality, emotions are important in the information they receive. Storytelling – telling stories through images, videos, creating positive associations with a particular travel company – helps to add them to advertising.

The TikTok platform has been growing rapidly since 2020, with around 800 million users who spend an average of 52 minutes a day on this social network as of June 2023. Videos with abruptly changing frames are popular on TikTok. In addition, according to Multy Vision Digital, video increases conversion rates and makes users 64% more likely to make a purchase. It attracts attention through moving objects. It can be used to showcase the hotel, beaches, attractions and other elements that await a traveller in a fast-paced way. Musical accompaniment increases memorability of a video and adds to its spectacularity.

Thus, the modification of human systemic thinking into clip thinking becomes a tool of modern marketing, which allows to quickly convey information about the service to the potential consumer, which leads to increased sales and increased efficiency of the marketing strategy of a tourist firm.