

According to the Ministry of Commerce of China, the highest demand for imported products is observed for such product items as cars, cosmetics, baby food, dairy products, etc. Moreover, a significant part of Chinese consumers (37.1%) indicate that the biggest shortage in the market is fresh milk that opens additional opportunities for Belarusian commodity producers. In the next 10 years, the demand for dairy products in China will increase steadily. Experts from the GIRA agency report that the expected volumes of daily milk consumption in China could be: 62.23 million tons by the end of 2024, 63.20 million tons by the end of 2025, and by the end of 2026 – 64.22 million tons.

As a result of the research, the noted trends in the Chinese home market reveal clear long-term opportunities for Belarusian dairy exporters. However, their implementation requires domestic suppliers to pay attention to the needs of Chinese consumers. Supplies of confectioneries to China may also be increased products, chocolate and sweets, drinks and juices, flour, butter, which could lead to an additional increase in Belarusian exports by \$50–55 million annually. The prospects for the export of Belarusian products to China can be connected with the continued need of China for the import of dairy products, increasing its competitiveness in the Chinese market, the development of new forms and areas of cooperation, and the possibility of providing support of the export from the country.

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TIK TOK AS AN EFFECTIVE MEANS OF PROMOTING TOURIST SERVICES

Тik Tok как эффективное средство продвижения туристических услуг

The global tourism industry has become an integral part of modern life and a powerful economic driver for most countries. Due to the availability of a wide range of tourist services, transformation of the functioning of the tourism industry, and the behaviour of travellers, the ways of marketing the services offered have changed. Not using the achievements of digital science in the promotion of tourist products and services is absolutely impossible in view of the constant penetration of modern technologies and development of tourism as a large-scale computerised business.

Digital marketing is a group of activities performed by businesses online to create and strengthen customer relationships, attract business opportunities, and build a brand identity [1]. Social media, email, multimedia messages and texts are used as a marketing channel.

Recently, social platforms – online venues that provide the user with inexpensive or free opportunities to publish and receive information, collaborate with others and exchange opinions – have been gaining popularity.

An example of such a platform is the relatively young but becoming rapidly fashionable social application Tik Tok, which allows creating and publishing 3-minute videos on any topic. Tik Tok has won the recognition of numerous users all around the world. In this context, the purpose of the paper is to develop recommendations for improving the usage of this resource in promoting the services of the sectors of the tourism industry.

Since the main audience of Tik Tok is represented by young people, which, in turn, is a mobile segment and constantly seeks to travel for a variety of purposes, this application proves its effectiveness in promoting tourist services. Also, Tik Tok as a platform that attracts all categories of the population allows professionals to quickly convey information to the consumer and arouse interest due to the concise, memorable and rich content.

The recommendations developed by the author on the application of Tik Tok in the promotion of tourist services are the following:

1. Co-operation of the sectors of the tourism industry with travel-bloggers, as such partnership is beneficial for all parties. The consumer is provided with all the necessary information regarding the place of travel, service there, the cost and other details. The recognisability of the sectors increases and, as a consequence, their sales grow, along with that the blogger receives a commission.

2. Providing discounts to celebrities who advertise the sector's travel product and services.

3. Filming popular geolocation-tagged Challenges, which boosts tourist demand for a destination, driven by the desire to follow trends.

4. Providing tourism industry entities with videos of tourists who have used their services, with subsequent editing and publication on the entities' Tik Tok accounts. This contributes, on the one hand, to increasing interest in the services offered, on the other hand, to the inclusion of tourists in the organisations' loyalty programme.

In light of the above, tourism industry entities use a combination of digital and traditional marketing strategies to achieve their goals. In view of the expansion of Internet users, it is quite obvious to consider the World Web as a popular place to promote own brand and services offered. More and more consumers are primarily monitoring online platforms rather than anything else when searching for a travel product. Thus, the social platform Tik Tok, due to its advantages, can be considered one of the most effective tools of marketing communication policy, which allows for the setting up of targeted advertising available to all categories of the population.

References

1. Digital Marketing [Electronic resource] // WallStreetMojo. – Access mode: <https://www.wallstreetmojo.com/digital-marketing/?v=925ab312a51a>. – Date of access: 30.11.2022.