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SOCIAL NETWORKS AS MEANS OF PROMOTING TOURIST SERVICES

At the present stage in the promotion of tourist services there is a wide use of social networks. According to the *2018 Global Digital Statshot* report, more than 4 billion people worldwide currently use the Internet. Today there are about 200 social networks. More than 3 billion people use social media every month [1]. *Facebook, Instagram, V Kontakte, Odnoklassniki and Twitter* are the most popular social services in Belarus. Ease of use and the ability to quickly update makes them an indispensable tool for Internet marketing. On the Belarusian tourist portal *Holiday.by* presented 1616 travel agencies [2]. Due to the importance of social networks the topic of the article is relevant.

The study examined the use of social networks by ten popular, according to the author, tourist companies of the Republic of Belarus. Based on the study, three travel companies with the highest total number of followers on social networks were selected. Social networks in the field of tourism contribute to improving the reputation of a particular travel company, attracting new tourists, keeping in touch with regular customers, interacting with users and solving various tasks.

Social networks for a tourist enterprise is an opportunity to quickly, colorfully, in detail show the tourist product. The use of social networks by the travel agency contributes to the formation of interest in new routes and places of rest of the group members. Created groups in the social network allow users to talk about their trips, share opinions and photos about places of stay (table).

Use of social networks in promotion of tourist services

Travel agency	Social network	Number of followers	Latest Records	Performance
1	2	3	4	5
Alatantour	Instagram Vkontakte Facebook	20 335 8247 6188	07.11.2019 08.11.2019 06.11.2019	Information about offers of the tourist enterprise, the review of hotels of the world. Recommendations for rest

1	2	3	4	5
Eurotrips	Vkontakte Instagram	33 660 43 449	07.11.2019 07.11.2019	Information about directions and recommendations for the pastime and the purchase of Souvenirs, raffle prizes and conducting the surveys
Streamline	Twitter Instagram Vkontakte Facebook	1629 11 786 12 347 9676	02.11.2019 06.11.2019 07.11.2019 06.11.2019	Announcement of profitable offers, review of new directions, reviews and photos of participants.

Source: own development.

It is important to regularly update the pages, posting relevant information and maintaining the news feed. Promotion in social networks allows you to: influence the target audience; look for sites where this audience is more represented; identify the most appropriate ways to communicate with it. Thus, the work in social networks is an important tool of marketing communication in the tourism industry, the use of which affects the promotion of tourist services.

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1-е место по итогам работы секции

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MICE-TOURISM IN CONTEXT OF CROSS CULTURAL COMMUNICATIONS GLOBALLY AND IN BELARUS

Cross cultural communication consists of values, perceptions, manners, social structure, decision-making practices, social and formal communication. Culture does influence on the most important conceptual dimensions of tourism consumer behavior: decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty.