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INNOVATIONS IN TOURISM MARKETING: E-SERVICES AND MODERN TECHNOLOGIES

Nowadays, when a plethora of innovations found its way into the field of tourism marketing, the impact of the new technologies is likely to change the way international tourism will develop in the forthcoming decades (see Beeton, 2004; or Carl et al., 2007).

In the field of tourism marketing, there is clearly a shift from the traditional to the novel way of experiencing resources. This shift is largely based on employing a major fusion of information and communication technologies (ICT), as well as the new services (e-services) that bring into the picture various modern information technologies. Therefore, there exists a certain demand on the tourism market to assess the preferences of potential tourists for innovative and novel e-services that might enhance their experience before, during, and after a visit to the cultural destination of their choice. This assessment could provide policy-makers with important insights to help them appropriately shape the supply side of the tourism market in order to respond to the latent demand whilst developing sustainable cultural tourism strategies.

Nevertheless, it has to be stressed that the role of innovative e-services in tourism marketing and the part they might play in shaping the demand side has not been fully explored so far. Strielkowski et al. (2012) discuss the role of e-services in shaping up the digital cultural heritage offer in European cultural destinations (represented by Amsterdam, Genoa and Leipzig). Moreover, Strielkowski (2013) describes the results of the focus groups that were held in Prague with an aim to construct a blueprint for the mobile app (provisionally called «Golem») that would aim at exploiting local myths and legends (or mysteries and thrillers) in order to capture the new segment of the tourism market – e.g. the young and adventurous tourist who might be interested in exploring the Prague’s cultural heritage in a new, unknown way, to play city games or conduct «treasure hunts», etc.

Overall, it can be seen that the potentials for cultural tourism in European cultural destinations is enormous and new paths should be found to develop its hidden and embedded layers. There are many realms of cultural tourism marketing with the most promising being the employment of the intangible cultural heritage.

Although personal computers became probably the most important must-have item in the 1990s, the 2000s and the 2010s belong to the smartphones and (most recently) handhelds or tablets (with those two becoming one symbiotic device). Since the appearance of an iPhone, a revolutionary cellular phone with a touchscreen that combined the features

of a mobile phone and a portable computer, smartphones gained wide popularity and are currently owned by the majority of world's population (see Apple, 2013). While most of Apple devices were relatively expensive and therefore unavailable for the larger masses, the introduction of Android-based devices by Google made smartphones and tables widely available to the people from virtually all income groups.

A very cheap but effective way how to innovate the traditional tourism marketing approach in European cities might be through game-like appsmartphone and tablet apps based in a cultural destination that would involve local stories, myths and legends and blend them with popular culture, represented by literary works and films. These apps might constitute quest-like games often played by teenagers and adults in urban locations (known as «treasure hunts») bearing the elements of the legends and the stories, narratives of the city's most interesting parts and neighborhoods as well as including the interactive element of «being a part of the city». As far as the interactivity is concerned, the app should also include a contest-like element of multiple users playing against each other in real time, or competing for a prize or some incentive, thus resembling the «urban games» or «urban quests» that are often organized by the local residents in large cities and include elements of treasure hunt and gaming.

This contribution explores the potential of the geolocation game app based on the events of «Operation Anthropoid» that took place in Prague in 1942. The geolocation game represents a very interesting example of innovations in tourism marketing using novel technologies.

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4. Strielkowski, W. (2013), Mystery and thriller tourism: Novel solutions for European cities, *Turizam: znanstveno-stručni časopis*, Vol. 61 No. 3, pp. 277-287.

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INNOVATION IN MARKETING OF TATA MOTORS

Tata Motors Limited (formerly TELCO, short for Tata Engineering and Locomotive Company) is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group. Its products include passenger cars, trucks, vans, coaches, buses, construction equipment and military vehicles. It is the