ТУРИЗМ: МИРОВОЙ ОПЫТ
ТУРИЗМ: ӘЛЕМДІК ТӘЖІРИБЕ
TOURISM: WORLD EXPERIENCE

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GLOBAL PORTRAIT OF A MODERN TOURIST: TRAVEL TRENDS IN MARKETING

Abstract

The study of the latest global trends in travel and tourism, firstly, provides an opportunity to characterize the consumer profile and identify types of tourists, popular destinations in the world, demand for types of tourism, and trends such as the use of the most popular applications and digital channels by tourists, and in secondly, it has practical significance, since the results can be used by tourism organizations in Kazakhstan to plan and implement efforts to improve their ability to use digital technologies in tourism as the main communication channel. Based on the analysis of secondary information (big data of international online travel agencies), the authors formed portraits and maps of the route of global digital tourists. The presented information will serve as a guide for the Kazakhstani tourism business in the knowledge of global consumers of tourism services and will strengthen inbound tourism. The purpose of the study is to study travel marketing trends in the world, on the basis of which it is possible to make a map of the travel route of a tourist in the process of online purchase of a tourist product. The proposed recommendations will help attract foreign tourists, build customer loyalty, and, ultimately, improve the marketing activities of a travel company, including in a pandemic and quarantine regime.

Key words: tourism, digital marketing, online shopping, trends, global portrait, map, itinerary, tourist product.

Introduction

With the development of digital technologies, consumer behavior is changing too quickly, especially during the COVID–19 pandemic, when there has been a dramatic transformation of the business and therefore the process of buying on the online platform. The portrait of a modern tourist can be characterized as follows – conscious, has good digital skills, wants to feel confident and safe, wants immediate satisfaction and requires a personalized approach, becomes less and less loyal to one brand. Thus, with considering the "difficult" portrait of a tourist, the modern tourism business needs to follow the trends in the tourism market and innovate in digital technologies and approaches to reach and satisfy their target audience (segment). Today, digital marketing tools are very actively used in the world, such as a virtual experience that allows a tourist to buy an online tour and sit at home at a computer, spend time in another country and get acquainted with the main cultural features of another

people. To create virtual tours and promote, tools such as social media promotion are used, especially TikTok, travel blogging, local SEO, chatbots, and others [1]. Dynamically occurring changes in the world tourism market require the study of modern tourists, which determines the relevance of this article.

Literature review

The behavior of tourists in social networks is actively studied by modern researchers, their research is focused on the use and impact of social media before (selection process), during and after the trip [2–5]. Tourists have been found to read and use information from the Internet during the selection (decision-making) process, as well as share information on the Internet during and after the trip [6], thus creating content on social networks [7]. Researchers often conduct content analysis on the Internet, including social networks, in order to understand the attitude towards the place of rest (destination) [8].

Like many other products and services, travelers seek information to make decisions, such as which destination, airline, or hotel to choose. In addition, compared to other services or products, travel usually requires more information processing before making a decision, because the purchase of travel products is considered very risky [9]. Indeed, in order to consume tourism products, people must leave their daily environment and move to another geographic location [10], and only descriptions are available when making travel decisions [11]. On the other hand, consumers cannot try a tourism product/service before buying, making it difficult to assess value for money before the actual experience [12]. In this context, information retrieval reduces the uncertainty associated with travel, improving the quality of travel for tourists [13].

When summarizing recent research papers in tourism, it becomes clear that social networks play a key role before, during and after a trip.

Research methods

Methods: study, analysis and systematization of secondary big data of international online travel agencies.

Results and discussion

According to a report by Travelport [14], the study was conducted on the basis of big data from international booking systems, as a result of which five distinctive characteristics of travelers were identified depending on the number of travelers and their purpose of travel:

Tourist Segment 1: "Individuals/Loners" who travel alone, and this trend is growing every year, 58% of millennials (23–38 years old) worldwide are willing to travel alone compared to the older generation (47% respectively). Considering that solo travelers travel longer than other types of consumers, this means multiple accommodations will be required, so mobile applications and real-time offers are important for them, this concerns to various excursions, outdoor activities, trips to restaurants, cafes, transport reservations, including car sharing.

About 70% of "Individuals" falls to the share of international bookings, this figure indicates a sufficiently capacious and attractive segment to attract to the tourist market of Kazakhstan. In table 1, the authors generated a map of the route of the tourists "Individuals".

Table 1 – Map of the route of the tourist "Individuals"

	Awareness	Search	Planning	Purchase	Housing/ Transport	Leisure
Purpose of the tourist	Learn a new culture, active recreation	Find the best offer for price and service	Planning a trip 1.5 months in ahead	Booking for specific dates	Several hotels (hostels) бронируют во время поездки	Individual and group tours, book at the place of arrival

Table 1 continued

Tourist waiting	Inspirational Content	Easy search, complete information	Long trips and distances	Mobile version of the site, easy transaction	Cleanliness and convenience	To relax in a fun and interesting way, get to know each other
Points of contact	- Advertising - Google search - Social networks	Through smartphones OTA applications	Through smartphones	Through smartphones	Through smartphones	Social networks Networking
Recommendations for travel business	Organic results in Google search (Google Travel), personal Push-notifications	OTA app update, voice and visual search, online map integration	Availability of websites and speed, registration in tourism platforms (TripAdvisor)	Availability of a mobile version, integration with platforms for comparison of prices for a tourist product	Availability of chatbots, real-time offers	Availability of chatbots, consultants, real-time offers
Note – Compiled by the authors based on the source [14].						

The map characterizes the goals, expectations of the tourist and points of contact with the business on the Internet at all stages of the trip and provides recommendations for the Kazakhstani tourism business at each of these stages. And also in the map, 3 main tourist products are considered – housing, transport and leisure.

The 2nd segment of tourists: traveling with family – the largest segment in the world, they plan their trip well and in advance, so OTA (Online Travel Agency) should be attentive to children, form and offer profitable offers on hotels, transport, attractions during reservation and rest time.

Table 2 shows a map of the route of family tourists.

Table 2 – Map of the route of tourists "Family"

	Awareness	Search	Planning	Purchase	Housing/ Transport	Leisure
Purpose of the tourist	Comfortable holiday with entertainment program for children	All in one site	Plan in advance (1-2 months ahead)	To buy the best deals at an affordable price	Hotels with a swimming pool, transport rental	Attractions, theme parks, entertainment
Tourist waiting	To try something new, relax comfortably	Easy and clear interface, mobile applications	Planning for specific dates	Reliability, convenient transaction conditions	Comfortable and spacious rooms	Clean, safe, fun, interesting
Points of contact	- Advertising - Friends - Social networks	- Social networks - Web sites	Through smartphones and laptops	Through smartphones and laptops	Through smartphones	Social networks
Recommendations for travel business	Targeted advertising, SEO optimization, Push notifications	Collaboration with various platforms (Google Travel, TripAdvisor) and OTA	Hot offers, motivation to publish positive reviews on the Internet	Safe transaction guarantee, online payment	Availability of complete information on the website and social networks, virtual tours, 3D videos, photos, chat bots. Lead generation	Availability of complete information on the website and social networks, virtual tours, 3D videos, photos, chat bots. Lead generation
Note – Compiled by the authors based on the source [14].						

Tourist Segment 3: "Couples" – 45% of respondents answered that they are looking for tours, and site loading speed and social networks are important for them to find information and inspiration, 61% use 2–3 websites for booking. OTAs should offer them the best deals for romantic couples.

Table 3 presents a map of the route of tourists "Traveling in pairs". Recommendations for this segment differ in that couples prefer to buy a travel package and prefer one platform for finding and booking a trip.

Table 3 – Map of the route of tourists "Traveling in pairs"

	Awareness	Search	Planning	Purchase	Housing/ Transport	Leisure
Purpose of the tourist	Take a romantic trip together	Best price and quality	Book in advance (2.5 months in ahead)	Secure transaction, payment choice	Hotels with double room	Romantic holiday, dinner
Tourist waiting	Get an unforgettable impressions	Find all information on the 1st site	Travel on specific dates	To buy a tourism product on one platform	Attention, comfort, romantic atmosphere	To get an unforgettable experience
Points of contact	- Advertising - Social networks	- Social networks - OTA websites	Various websites	Through smartphones and laptops	Through smartphones	Through smartphones
Recommendations for travel business	Activation of work in social networks, personalized offers, Push notifications	Representation on Google (Travel), TripAdvisor, Social networks	Representation in international booking systems, offer of a full cycle of trip (tourist packages)	Monitoring the technical parameters of the site (download speed)	Registration on international OTA platforms (booking services)	Real time offers for two
Note – Compiled by the authors based on the source [14].						

Table 4 shows a map of the route of tourists "Weekenders". This segment of tourists prefer active cultural and educational recreation with various offers of real-time excursions on weekends and holidays.

Table 4 – Map of the route of tourists "Weekenders"

	Awareness	Search	Planning	Purchase	Housing/ Transport	Leisure
Purpose of the tourist	To get the most rest in the shortest amount of time	To compare offers across multiple platforms	Booking 1 month ahead	Planned or impulsive	Offers with early arrival and late departure	Active, cultural and educational recreation
Tourist waiting	Interesting, informative, rich holiday	Accessible information, high download speed	To rest as long as possible, watch	Secure transaction, payment choice	Offers with multiple options	Various leisure offers, excursions
Points of contact	- Advertising - Social networks	- OTA websites - Social networks	Various websites	Web sites	Web sites	Google search, social networks
Recommendations for travel business	SEO – optimization, targeted advertising, active work in social networks (publication of interesting content in stories with elements of games)	Representation on Google (Travel), TripAdvisor, Booking.com, Viator, Pinterest etc.	Hot deals – weekend getaways	Monitoring the technical parameters of the site (loading speed, security)	Targeted offer and promotions, Push notifications	Real-time offers, presence on online maps
Note – Compiled by the authors based on the source [14].						

Above is the 4th segment of tourists who travel on weekends and want to get the most delight out of short trips, only one third are foreigners, most of them are local tourists traveling in pairs or alone. 71% use more than one booking website, so OTAs are in fierce competition for customers.

Table 5 presents a map of the route of group tourists.

Table 5 – Map of the route of the "Group" tourists

	Awareness	Search	Planning	Purchase	Housing/ Transport	Leisure
Purpose of the tourist	Active leisure	To find the right solution for the whole group	Booking 3 months ahead	Flexible payment system	Offer for group tourists	Organization of leisure for a group of people
Tourist waiting	Impressions	Travel package	Assistance of the OTA representative in organizing the trip	Possibility of payment in installments	Cleanliness, convenient location	Active holiday offers
Points of contact	- Advertising - Web sites	Social networks	E-mail, chat bots, messengers	OTA websites	OTA websites	Advertising, Push Notifications
Recommendations for travel business	Attractive offers for a group of people. Targeted advertising	Formation of offers for group tourists «all inclusive»	Assistant (physical or virtual) who will interact with tourists	Providing the option of paying in installments	Full information on the site, photos, virtual tours, chat bots	Real Time Offers
Note – Compiled by the authors based on the source [14].						

Above is the 5th segment of tourists who travel in groups. Although the proportion of such travelers is only 5% worldwide, but in Asia a significantly higher proportion – 16%. Despite the short travel time, this category of consumers book the most distant countries in advance. It is more convenient for them to book a package holiday and, since the amount of the trip is significant, a tourist ticket is often bought in installments.

In Figure 1 (p. 171), the authors suggest a model that characterizes the types of loyal tourists, important parameters that influence the decision to purchase a tourism product and the demand for a tourism product before and during a pandemic.

Conclusion

In this article, based on the study and analysis of secondary information, the authors created and recommended:
  ⬥ a map of the route of the global tourist;
  ⬥ suggestions for the Kazakhstani tourism business to attract and retain foreign tourists;
  ⬥ a model that represents the types of loyalty and important parameters that influence the decision to purchase a tourism product, as well as based on UN WTO expert assessments, the change in demand for a tourism product before and during the pandemic.
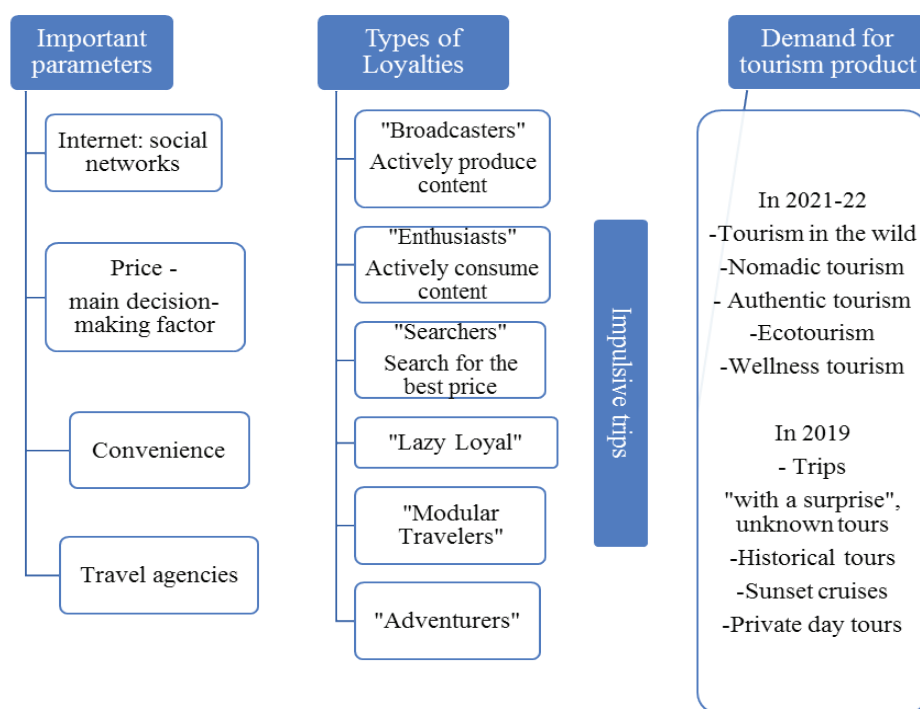
Figure 1 – Digital consumer loyalty model in tourism based on global trends

Note – Compiled by the authors based on sources [14, 15, 16, 17].

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ГЛОБАЛЬНЫЙ ПОРТРЕТ СОВРЕМЕННОГО ТУРИСТА: ТРЕВЕЛ-ТРЕНДЫ В МАРКЕТИНГЕ

Аннотация

Исследование последних мировых тенденций в сфере путешествий и туризма, во-первых, предоставляет возможность охарактеризовать портрет потребителей и выявить типы туристов, популярные дестинации в мире, спрос на виды туризма и такие тренды, как использование туристами наиболее популярных приложений и цифровых каналов. Во-вторых, имеет практическую значимость, поскольку результаты могут быть использованы туристскими организациями Казахстана для планирования и реализации усилий по улучшению возможностей использования цифровых технологий в туризме в качестве основного коммуникационного канала. На основе проведенного анализа вторичной информации (больших данных международных онлайн туристических агентств) авторами сформированы портреты и карты пути следования глобальных цифровых туристов. Представленная информация послужит гидом для казахстанского туристского бизнеса в знании глобальных потребителей туристических услуг и усилит въездной туризм. Цель исследования – изучить тренды тревел-маркетинга в мире, на основе которого можно составить карту пути следования туриста в процессе онлайн-покупки туристского продукта. Предложенные рекомендации будут способствовать привлечению иностранных туристов, формированию клиентской лояльности и в конечном счете совершенствованию маркетинговой деятельности туристской фирмы, в том числе в условиях пандемии и карантинного режима.

Ключевые слова: туризм, цифровой маркетинг, онлайн-покупка, тренды, глобальный портрет, карта, путь следования, туристский продукт.

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ҚАЗІРГІ ЗАМАНҒЫ ТУРИСТІҢ ЖАҺАНДЫҚ ПОРТРЕТІ: МАРКЕТИНГТЕГІ САЯХАТ ТРЕНДТЕРІ

Аңдатпа

Саяхат пен туризмдегі соңғы жаһандық тенденцияларды зерттеу, біріншіден, тұтынушылардың портретін сипаттауға және туристердің түрлерін, әлемдегі танымал дестинацияларды, туризм түрлеріне

сұраныс және ең танымал қосымшалар мен цифрлық арналар пайдалану сияқты тенденцияларды анықтауға мүмкіндік береді, ал екіншіден, оның практикалық маңызы бар, өйткені нәтижелерді Қазақстанның туристік ұйымдары негізгі коммуникациялық арна ретінде туризмде цифрлық технологияларды пайдалану қабілетін арттыру бойынша күш-жігерді жоспарлау және іске асыру үшін пайдалана алады. Авторлар қайталама ақпаратқа (халықаралық онлайн туристік агенттіктердің үлкен деректеріне) жүргізілген талдау негізінде жаһандық цифрлық туристердің портреттері мен маршрутының карталарын қалыптастырды. Ұсынылған ақпарат туристік қызметтердің жаһандық тұтынушыларын білуде қазақстандық туристік бизнес үшін гид ретінде қызмет етеді және келу туризмін нығайтады. Зерттеудің мақсаты – әлемдегі саяхат маркетингінің трендтерін зерттеу негізінде туристік өнімді онлайн сатып алу процесінде туристің жүру жолын картаға түсіру. Ұсынылған ұсынымдар шетелдік туристерді тартуға, тұтынушылардың адалдығын арттыруға, сайып келгенде, туристік компанияның маркетингтік қызметін пандемия және карантиндік режимде де жақсартуға көмектеседі.

Тірек сөздер: туризм, цифрлық маркетинг, онлайн сауда, трендтер, жаһандық портрет, карта, жүру жолы, туристік өнім.