

thinking, as well as gain practical experience to complement academic and professional studies.

Through these initiatives, young people are not only empowered to become leaders in their communities, but also inspired to make a global difference, making a meaningful impact in both personal and professional spheres. Volunteering is thus a powerful tool for developing the next generation of socially conscious and effective leaders.

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## **DIGITAL MARKETING TOOLS FOR PROMOTING HOSPITALITY AND TOURISM IN UKRAINE: THE ROLE OF ONLINE COMMUNICATIONS IN POST-WAR RECONSTRUCTION**

Digital marketing has become an integral part of the tourism industry, which is constantly developing and changing under the influence of modern technologies. In today's environment, tourism as a global market cannot exist without the effective use of digital tools to attract customers, build an image and promote products. At the same time, this sector faces certain challenges, in particular, in the conditions of the post-war reconstruction of Ukraine, which makes the implementation of digital marketing solutions particularly relevant. After the war, Ukraine is faced with the

important task of rebuilding the tourism industry, which is one of the key sectors of the country's economy. Restoration of infrastructure and formation of a new image of Ukrainian tourist facilities requires effective communication with domestic and international audiences. In this context, online communications, in particular social networks, content marketing and influencer marketing, play an important role in stimulating interest in Ukraine as a tourist destination [2].

The technology of digital marketing in the field of tourism is based on a number of defining tools that create conditions for establishing effective communications with clients and help to actively attract a new consumer audience. Company websites have indeed become the basis for the online presence and commercial activity of today's travel business, acting as a business card when offering customers information about travel services, prices, booking conditions, reviews, and online ordering options. In addition, visual content is also of special importance, as author's photos and videos about certain tourist locations and objects have a positive effect on customer decision-making.

Social networks have already established their status as defining things for establishing interaction with clients in the field of tourism and recreation. Most modern digital platforms: Facebook, Instagram, TikTok, provide opportunities for travel companies to confidently promote their services with the help of visual content, the use of advertising campaigns and online interaction with visitors and followers. Social networks provide excellent opportunities for companies to receive direct feedback from the consumer audience, which we define as a valuable asset for further improving the quality of tourist services and confidently expanding the client base.

Tourism content marketing has already proven itself as an effective and sufficiently powerful tool for attracting new customers, because the very creation of high-quality, interesting and informative content allows travel companies to form a positive emotional connection with their potential customers. This can include travel blogs, guides with interesting tourist routes, recommendations for tourist attractions or video stories with the impressions of real travelers.

SEO technology (Search Engine Optimization) – optimization of websites for search engines is defined by us as an advanced marketing tool in the promotion of tourist services of companies. It should be especially noted that high positions according to the search results in Google significantly increase the chances of a travel company to attract and create curiosity in the minds of potential customers. The main aspects of SEO include optimization of texts, technical parameters of the site and creation of relevant content taking into account selected key queries. In this area of the issue, we see that the world market of tourist services is observing a number of dominant trends in digital marketing, which have a significant effect for adaptation and implementation in the Ukrainian market. One of the most relevant trends we note is the use of artificial intelligence (AI) to personalize marketing offers. Travel companies have actively started using AI to analyze user behavior on websites and in social networks, in order to then offer targeted itineraries and services based on their preferences. Hotels also use automated systems for personalized recommendations, which allows customers to feel an individual approach to their requests and consumer needs.

It should also be said about short videos on social networks, virtual tours and live broadcasts from tourist facilities, these formats of digital content give travel companies an advantage when implementing projects to attract new potential customers and demonstrate the unique advantages of their services. It is in these positions that the modern Ukrainian tourism market can effectively use the experience of global companies, adapting the above technologies in accordance with the realities of the expected post-war recovery of the industry. These steps will include the creation of special digital platforms for domestic tourism, the development of relevant internal content focusing on the safety and attractiveness of Ukrainian tourist destinations, as well as personalizing marketing offers for different market segments of customers.

The post-war reconstruction of Ukraine creates specific challenges for the development of the tourism sector, especially in the field of digital marketing, when a new factor for determining the current state of the industry is the uncertainty regarding the level of military security in certain regions of the country, and this factor fully affects the behavior of consumers in all tourism segments.

For Ukraine, which may eventually enter the stage of reconstruction after the war, social networks can become the most sought-after platform for forming a new and improved image of the country. It is global digital platforms such as Facebook, Instagram and TikTok that will provide comprehensive information on the promotion of tourist objects, will convey information about their physical recovery and the current level of security. The well-known Facebook platform is used to create communities, share news and organize thematic groups related to travel to Ukraine, where successful tourism campaigns can post and promote posts about restored tourist areas, places, activities and expected cultural events. Facebook will also allow you to run targeted advertising campaigns aimed at certain audience segments, in particular at international tourists who have previously visited Ukraine and know about its attractiveness. The Instagram network, with its focus on visual content, can become an ideal platform for showing the beauty of tourist attractions in Ukraine. Restored historical sites, picturesque natural landscapes and modern tourist complexes can be presented through photos and videos, new hashtags like # VisitUkraine or # DiscoverUkraine will help increase the level of interest and awareness among international tourist audiences [1].

Popular among young people, the social network TikTok is a great platform for creating short videos about tourist attractions, where viral videos can spread quickly, increasing interest in new and restored places. TikTok campaigns based on authentic videos of local residents or tourists can stimulate a new wave of interest in visiting Ukraine, demonstrating how the country is recovering and flourishing after the war.

Content marketing and storytelling are important components of online communications that allow you to form a deep emotional connection with the audience. In the recovery of the tourism industry of Ukraine, these tools can be used to create emotional narratives that tell stories about places, culture and people. Effective content marketing in tourism can include blogs, articles, videos and photo stories about restored tourist sites. The post-war reconstruction of Ukraine can become a topic that attracts the attention of foreign tourists through stories of

strength, resilience and revival, when content creation processes about rebuilt castles, national parks or museums can attract the interest of tourists looking for unique cultural and historical experiences. Storytelling allows you to tell personal stories about local residents who participate in the reconstruction of their country. Such stories can be very powerful in creating an emotional connection with potential tourists, stories about hotel or restaurant owners who opened their establishments after the war can generate support and desire to visit these places. You can also create stories about volunteer initiatives that contribute to the restoration of tourist locations, attracting tourists through social values and charity.

Influencer marketing has become one of the most effective tools in the promotion of tourist facilities. In the context of the recovery of the tourism industry in Ukraine, local and international opinion leaders can help quickly convey information to a large audience. Local influencers can share their stories about rebuilding Ukraine and visit tourist sites, thus supporting national tourism. Their authentic stories, photos and videos can attract the attention of an audience that wants to know more about the changes in the country and see its modern face. Influencers can host online broadcasts from tourist locations, organize trips to their favorite places, or create special tours for their visitors. International influencers also play an important role in shaping the image of Ukraine as a safe and attractive tourist country, and their visits to Ukraine and recommendations can influence the decisions of a large number of potential tourists from other countries. It is important to attract foreign bloggers and travelers to cooperate with travel agencies and authorities to create content that shows the beauty and cultural richness of Ukraine.

Thus, we state that online communications, in particular social networks, content marketing and influencer marketing, are powerful tools for the recovery of the tourism industry of Ukraine, they really contribute to the recovery of the country's image as a safe and attractive tourist destination, as well as the attraction of domestic and international tourists. In the conditions of post-war reconstruction, the effective use of these tools can help quickly restore interest in Ukraine and promote the development of the tourism industry. Digital marketing is an important tool for the development of the tourism industry, especially in the conditions of the post-war reconstruction of Ukraine. Basic tools such as websites, social networks, content marketing and SEO enable companies to effectively interact with customers and develop the tourism market. Global trends, such as the use of AI and video content, can be adapted to Ukrainian conditions. However, the tourism sector faces serious challenges such as uncertainty, infrastructural problems and financing, which require additional efforts to restore and develop tourism in Ukraine.

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