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INTERACTIVE MARKETING IN THE HOSPITALITY INDUSTRY: DIGITAL TOOLS FOR PROMOTION IN A MULTICULTURAL ENVIRONMENT

ІНТЕРАКТИВНИЙ МАРКЕТИНГ В ІНДУСТРІЇ ГОСТИННОСТІ: ЦИФРОВІ ІНСТРУМЕНТИ ДЛЯ ПРОСУВАННЯ У МУЛЬТИКУЛЬТУРНОМУ СЕРЕДОВИЩІ

Анотація: *У статті досліджено роль інтерактивного маркетингу в індустрії гостинності, зокрема його вплив на персоналізацію послуг у мультикультурному середовищі. Розглянуто значення психографічної сегментації для створення індивідуальних пропозицій, які враховують інтереси, цінності та поведінкові моделі гостей. Виокремлено ефективні інтерактивні інструменти, такі як гейміфікація, доповнена реальність і персоналізована реклама, що сприяють формуванню емоційного зв'язку з клієнтами, підвищенню їхньої залученості та конкурентоспроможності підприємств.*

Abstract: *The article examines modern approaches to the use of interactive marketing in the hospitality industry, focusing on its importance for personalizing*

services in a multicultural environment. The impact of globalization processes, which create new challenges for enterprises due to increased competition and growing consumer demands, is considered. The need to adapt marketing strategies to the cultural, linguistic and behavioral characteristics of customers is highlighted, which allows you to create unique offers that meet the needs and expectations of different audiences.

The main attention is paid to psychographic segmentation as a key tool for a deeper understanding of customers. This method allows you to analyze the interests, values, behavioral patterns of guests and create personalized services that increase their satisfaction. The use of interactive marketing, in particular tools such as gamification, virtual and augmented reality, interactive surveys and personalized advertising, helps attract customers and form an emotional connection with the brand. This allows businesses not only to better understand the needs of guests, but also to quickly adapt their strategies to market changes.

The role of digital platforms, websites and mobile applications in improving the quality of customer interaction is separately analyzed. They allow for a personalized experience by adapting content to the cultural and individual preferences of guests. The importance of interactive content, which contributes to increasing customer interest and forming their loyalty, is also emphasized.

The article concludes that interactive marketing is strategically important for the hospitality industry. Its use provides businesses with competitive advantages, allowing them to create personalized services that meet customer expectations in a multicultural environment, strengthening their loyalty and satisfaction.

Keywords: hospitality industry, tourism industry, interactive marketing, digital marketing, digital tools, multicultural environment, promotion of hospitality industry services, gamification

Ключові слова: індустрія гостинності, туристична індустрія, інтерактивний маркетинг, цифровий маркетинг, цифрові інструменти, мультикультурне середовище, просування послуг індустрії гостинності, геймифікація

Statement of the problem. The modern hospitality industry is facing the growing challenges of globalization and increased competition in the service market, which requires companies to adopt new approaches to meeting consumer needs. The rapid expansion of digital technologies creates conditions for the transition from traditional service methods to interactive and personalized models of interaction with customers. At the same time, the key issue remains the need for a deeper understanding of the psychological, cultural and behavioral characteristics of guests to increase the effectiveness of marketing strategies.

The problem is the lack of a comprehensive approach to interactive marketing in the context of psychographic segmentation. Most hospitality companies focus mainly on demographic factors, ignoring the deep needs of customers related to their values, lifestyle and motivation. This reduces the effectiveness of

personalized advertising and limits the opportunities for forming an emotional connection with the brand. Thus, it is relevant to study effective approaches to using interactive technologies to adapt the service to a multicultural environment, which will help increase the competitiveness of hospitality enterprises and ensure the sustainable development of the industry.

Analysis of recent research and publications. There are a number of works by domestic and foreign researchers who have studied aspects of interactive marketing and psychographic segmentation in the hospitality industry. In particular, psychographic segmentation as a marketing research tool was analyzed by K. Bekh [1], who emphasized the importance of taking into account individual consumer characteristics for effective market segmentation. Studies of the importance of taking into account the multicultural environment for marketing activities in the hospitality industry are highlighted in the works of M. Miroshnyk and E. Nalivka [2], who emphasized its importance for creating relevant content and personalized services. Interactive marketing and innovative digital marketing technologies, including in the hospitality sector, were studied by M. Boguslavska [3], A. Romanov [4], Y. Zinko [5], E. Kilipiri, E. Papaioannou, I. Kotzaivazoglou [6], A. Vidavska-Stanishe [7] and others, who focused on the use of digital technologies, social platforms and personalization tools to strengthen the emotional connection with customers.

However, some theoretical and practical aspects of the use of interactive marketing and psychographic segmentation in the multicultural environment of the hospitality industry require further research.

The purpose of the article is to analyze the features of the use of interactive marketing in the hospitality industry, based on psychographic segmentation, to create personalized services that take into account a multicultural environment.

To achieve the specified goal, the study provides for the solution of **the following tasks**:

- study of the theoretical foundations of the use of interactive marketing in the hospitality industry, taking into account the specifics of a multicultural environment and customer needs;

- study of the role of psychographic segmentation in interactive marketing and determine its significance for the personalization of services in the hospitality sector;

- determine the effectiveness of the use of interactive technologies (gamification, virtual and augmented reality, personalized advertising) in forming an emotional connection with customers and increasing the competitiveness of hospitality enterprises.

The object of the study is the implementation of interactive marketing in the activities of hospitality industry enterprises.

The subject of the study is the features of the application of interactive marketing and psychographic segmentation to personalize services and increase the competitiveness of hospitality industry enterprises in a multicultural environment.

Presentation of the main material. Modern globalization processes significantly affect the hospitality industry, creating conditions for oversaturation of the market with services and increasing competition. In this context, there is a need for rational market segmentation and effective positioning of offers. The growth of guest requirements encourages hospitality enterprises to focus on individualization of service, taking into account factors such as culture, religious beliefs, geographical origin and ethnicity of customers. This approach allows you to create unique services that satisfy various needs and expectations of customers. Individual characteristics of guests become the basis for the formation of multi-oriented competitive advantages. Adapting the overall business strategy to a multicultural environment helps enterprises to increase the attractiveness of their services and better understand customer needs. An important role in this is played by a communication policy that takes into account the cultural characteristics, language and traditions of different groups of guests. For example, personalized marketing campaigns, menus that take into account religious and dietary requirements, and multilingual service contribute to strengthening customer loyalty and forming new standards of service [1].

These trends are particularly evident in the hospitality industry, where multicultural aspects have become key to creating attractive services and ensuring competitiveness. Hospitality, like tourism, is closely related to cultural diversity, and successful businesses are increasingly taking into account the preferences, customs and traditions of guests when developing their offers and marketing campaigns. This allows for the creation of personalized services that not only meet customer expectations, but also contribute to the formation of their brand loyalty, providing a unique experience and satisfaction.

Since the mid-1980s, the theory and practice of marketing communications in the multicultural market have shifted dramatically from the analysis of socio-demographic factors to the so-called psychographics as a method of accounting for personal (individual) characteristics of a person that significantly affect their communication and consumer behavior [2].

Having studied scientific sources [1, 8, 9], we can assume that psychographics is a method of studying the personal characteristics of consumers, which allows for a deeper understanding of their behavior in the market. It focuses on the interests, actions, thoughts, values, and behavior patterns of customers, replacing traditional demographic criteria such as age or income. This contributes to more effective market segmentation, focused on the needs and preferences of consumers, and not only on the characteristics of the product.

Taking into account the above approaches, in a multicultural environment for marketing in the hospitality industry, psychographic segmentation becomes necessary. This will make it possible not only to obtain information about consumers, but also to communicate closely with them, to receive a reaction to the tourist product and separately provided services, the

brand, the selected channels of information distribution, etc. That is, to apply interactive marketing in the hospitality industry.

Interactive marketing in the hospitality industry is a strategic tool that promotes interaction between the brand and customers through digital technologies. Thanks to interactive methods, such as quizzes, surveys, contests or interactive content on social networks, hospitality enterprises involve customers in active participation, forming an emotional connection with the brand [3]. This allows not only to increase the interest and involvement of guests, but also to collect valuable data about their interests, preferences and behavioral patterns. For example, analyzing the response to interactive questions or guest activity on the booking platform makes it possible to segment the audience by psychological characteristics, which becomes the basis for psychographic segmentation.

Interactive marketing in the hospitality industry also increases the effectiveness of personalization, which is a key aspect of modern service. Real-time data collected allows you to create offers that best meet the individual expectations of guests. For example, hotels can offer special packages, taking into account the interests of customers, or adapt the service to their preferences. This not only helps to improve the quality of services, but also strengthens guest loyalty to the brand. In addition, interactive approaches allow you to quickly respond to changes in customer preferences, ensuring the relevance of marketing campaigns and increasing the competitiveness of hospitality enterprises.

Interactive marketing in the hospitality industry is an effective tool for attracting customers and creating an emotional connection with the brand. The use of interactive content, such as surveys, interactive videos, chatbots, virtual tours or augmented reality, allows businesses to better understand the needs of guests and adapt their offers to their interests and preferences. This approach not only contributes to personalization of services, but also improves the quality of interaction, creating a positive experience for customers and strengthening their loyalty to the brand. Psychographic segmentation is a key element of interactive marketing in the hospitality industry, as it allows you to take into account not only demographics, but also psychological characteristics of guests, such as their values, habits, lifestyle and cultural preferences. Thanks to interactive tools, businesses can collect and analyze this data, optimizing their marketing strategies and creating relevant content for different audiences. This helps to avoid cultural misunderstandings, increase guest satisfaction and ensure competitiveness in the global market [4, 5].

To create a psychographic portrait of consumers in the hospitality sector, it is important to conduct preliminary audience segmentation. The most appropriate for this is the Mark Sherrington method (5W), which includes an analysis of five key questions: Who? (Who?), What? (What?), Why? (Why?), When? (When?) and Where? (Where?). The application of this method allows you to get a comprehensive picture of consumers, their needs and motivations

[10]. For example, determining the age categories of guests, their preferences in choosing services or motivations for travel allows you to adapt services to the needs of different audience segments.

To obtain the data necessary for segmentation, interactive tools such as questionnaires, CRM data analysis, guest feedback monitoring and behavioral research on digital platforms are widely used. For example, survey results showed that 35% of hotel guests choose places to relax with an emphasis on family programs and children's entertainment. Another 28% prefer hotels that offer business services, including conference rooms, high-speed Internet and transfers (Table 1). Such data helps create personalized offers focused on specific customer needs.

Table 1 – Key customer segments in the hospitality industry

Segment	Fraction	Segment description
Family	30%	This segment includes couples or couples with children, aged 26 to 45. They are looking for vacation destinations with an emphasis on children's entertainment, swimming pools, play areas and access to natural or cultural attractions. For example, the study found that 72% of family guests choose hotels with included meals and children's programs. This indicates the need to create family packages with additional services.
Ділові	26%	This segment covers the audience aged 26–55, including businessmen and corporate clients. For them, services that ensure comfortable work are important: conference rooms, stable Wi-Fi, fast transfers to airports. Analysis of reviews showed that 65% of such guests appreciate the possibility of flexible room booking and access to business centers.
Economical	23%	This segment is diverse in age (18–70 years old) and includes both individual guests and groups. They often look for budget accommodation options, such as hostels or apartments. The study found that 40% of such guests rely on reviews from friends and social media when choosing a place to stay.
Health resorts	12%	This segment includes people who travel for physical health or recreation. They look for hotels with spas, medical treatments and access to natural resources (thermal waters, mineral springs). The survey showed that 55% of such guests choose full-service sanatoriums.
Niche	9%	These are tourists who travel for shopping, pilgrimage or cultural experiences. They often have specific requests, such as access to religious sites or excursions. For example, 75% of pilgrims look for hotels located near temples or shrines.

Source: created by the authors based on their own research.

Based on segmentation, a psychographic portrait of guests is created, taking into account their interests, values, and motivations. This allows hospitality businesses to develop marketing strategies that better meet the needs of each segment. For example, interactive campaigns aimed at family tourists can include video content with reviews from other families or virtual tours of children's areas. For business guests, offers that focus on business services and infrastructure are effective.

Psychographic segmentation can significantly help hospitality businesses remain competitive by providing a personalized approach to each client. This not only helps increase guest loyalty, but also forms a positive brand image focused on the individual needs of its customers. In addition, a psychographic portrait can significantly help in selecting interactive marketing tools to promote hospitality services to different segments based on the main psychological characteristics of their character.

Social media platforms are becoming a key tool for promoting products and services in the hospitality

industry today. They are the perfect place to engage with multicultural audiences, where users can share experiences, get recommendations from influencers of different nationalities, and learn more about new restaurants and hotels. Using interactive features such as surveys, video stories, or live broadcasts allows establishments to receive instant feedback and increase engagement with their audience.

Research by R. Gorberry shows that the popularity of social media continues to grow, and new platforms and features are emerging to meet the changing needs of consumers [11]. This opens up additional opportunities for hospitality businesses, from restaurants to hotels, to understand the motivations behind their customers' behavior in the digital space.

According to 2023, Facebook, YouTube, and Instagram remain the most popular social platforms in the world, offering a variety of formats for content creation. In Ukraine, TikTok, Facebook, and Instagram are the leading platforms in terms of user numbers, making them especially important for hospitality marketing campaigns.
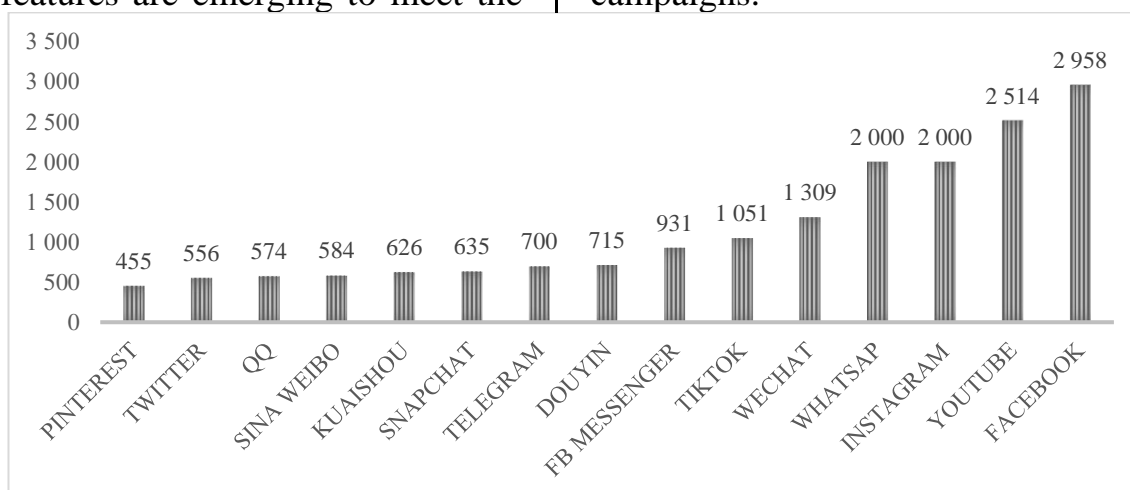

Figure 1 – The most popular social platforms in the world as of 2023 (million users per month)

Source: created by the author based on [11].

To effectively disseminate information, it is important to consider the age segmentation of the audience. Young people prefer TikTok and Instagram, while older audiences remain active on Facebook. A successful marketing strategy must adapt content according to these characteristics. Overall, social networks allow hospitality businesses to:

1. Establish direct interaction with customers by promptly responding to feedback and comments [6].

2. Increase brand trust through the publication of user-generated content (UGC) [12].

3. Use influencers for authentic advertising, which is better perceived by consumers [12].

Therefore, social platforms can be considered not only as a means of communication, but also as a strategic tool for developing loyalty and increasing awareness of hospitality services, which makes them an integral part of modern business.

Websites and mobile applications are key interactive

marketing tools in the hospitality industry, allowing you to create personalized offers for a multicultural audience. They take into account the language, culture and individual preferences of users. For example, restaurant or hotel visitors can customize their profile depending on their preferences: whether it is a family vacation, business trips or gastronomic tours. Thanks to this, users receive relevant recommendations, which simplifies the process of choosing services and increases interest in the brand.

Website localization is an important component of marketing strategies in the hospitality industry. It includes not only the translation of content, but also its adaptation to the cultural characteristics of different markets. Web design and navigation can vary depending on preferences: some cultures prefer a minimalist design, while others expect information overload. In addition, visual elements such as colors have different meanings: red, which symbolizes good luck in Asia, can evoke negative associations in Western Europe. Proper adaptation of these elements improves the user experience and makes the brand more attractive [13].

Cultural adaptation of content also plays an important role. It involves not only translating the text, but also adapting it to local customs and linguistic features. For example, phrases or humor that are understandable in one country may not have analogues in another. The use of personalization technologies, such as recommendations based on the user's profile, allows for a more interactive experience. Thanks to this, hotels and restaurants can more effectively attract an international audience, increasing customer loyalty and satisfaction [13].

Mobile applications have become an important marketing tool in the hospitality industry, allowing hotels, restaurants, and leisure facilities to provide a personalized approach to guests of different nationalities and increase customer engagement. They provide access to relevant information in real time, helping users quickly find the services or special offers they need. For example, applications can collect data on customer preferences to create individual recommendations regarding menus, room types, or additional services, taking into account the cultural characteristics of guests. One of the main advantages of mobile applications is the ability to provide relevant data in real time. Guests can receive notifications about changes in the opening hours of establishments, table or room availability, as well as menu updates. This significantly improves interaction with the brand, increases the level of service, and helps to build trust and loyalty to the hotel or restaurant business [14].

Interactive features of mobile apps, such as gamification, virtual tours, or augmented reality navigation, create immersive experiences for users. For example, virtual tour apps allow you to preview a hotel interior or restaurant ambiance, while interactive maps make it easy to navigate the establishment. This approach not only makes brand interactions more engaging, but also helps to popularize services among multicultural audiences.

Gamification has become one of the leading trends in hospitality

marketing, especially in multicultural environments. It allows businesses to create interactive and personalized experiences for guests of different cultural backgrounds, encouraging them to actively participate. For example, hotels and restaurants can use gamification elements, such as themed quests or loyalty programs with rewards for completing tasks, to increase guest engagement and create an emotional connection with the brand. Guests can accumulate points, solve puzzles, or receive special offers, turning a regular stay into an exciting adventure.

Gaming experiences in hospitality can include the use of virtual and augmented reality to create interactive tours of a hotel or restaurant. Such technologies allow guests to explore menus through interactive screens or take virtual tours that convey the atmosphere of the establishment before visiting it. Gamification also improves the service experience through instant feedback - guests can rate the quality of services or share reviews, receiving bonuses for doing so.

Storytelling plays a particularly important role in gamification, which is used to create unique storylines that accompany guests throughout their stay. For example, a hotel can offer a story-based game where each room or floor is associated with a specific story that the guest must uncover by collecting clues. This approach deepens the experience of the visit and encourages guests to return to complete or learn the sequel.

Interactive maps and navigation with augmented reality are another tool that provides convenience for international guests. With AR, users can receive information about establishments and services by pointing their device's camera at objects in a hotel or restaurant. This makes it easier to find the right services, learn the cultural context, and tailor the experience to language preferences, which increases satisfaction and loyalty [7, 15, 16].

Personalized advertising plays a key role in the hospitality industry, ensuring effective interaction with multicultural audiences by adapting marketing strategies to the cultural, linguistic and behavioral characteristics of guests. Using data on previous visits, customer preferences and their behavioral pattern, hotels and restaurants can create individual offers that meet the unique needs of each guest [17]. For example, a hotel can provide special discounts on a favorite room type or restaurant - personalized menu recommendations, taking into account the visitor's dietary preferences, which significantly increases advertising effectiveness and customer satisfaction. Audience segmentation and the use of location data, search history or activity on social networks allow you to create relevant messages in real time. Personalizing advertising using artificial intelligence, virtual and augmented reality not only increases the accuracy and effectiveness of marketing campaigns, but also reduces costs. This promotes an interactive dialogue between the guest and the establishment, strengthens loyalty and trust in the brand. As a result, hospitality companies gain a competitive advantage by offering customers a unique experience that takes into account cultural values and personal expectations.

I. Parfenyuk, researching the personalization of advertising in social networks, considers modern methods of personalized advertising and emphasizes its importance in the context of digitalization and the development of new technologies. He notes that the personalization of advertising campaigns is based on the collection of behavioral data of users, such as search history, geolocation and activity in social networks. The use of this data helps to create more accurate and effective advertising offers that meet the interests of specific tourists or consumers, increasing their involvement and satisfaction from interaction with the brand [18].

Modern trends in interactive marketing in the hospitality industry emphasize the importance of personalization and adaptation to a multicultural environment. Using psychographic segmentation, interactive technologies and social platforms allows businesses to create unique, personalized experiences for each guest, taking into account their cultural, linguistic and behavioral characteristics. Gamification, augmented reality and personalized advertising tools not only increase engagement, but also form an emotional connection with the brand, ensuring loyalty and competitive advantages. This makes an interactive approach an integral part of a successful marketing strategy in a globalized world.

Conclusions. Therefore, modern globalization processes and increased competition in the hospitality industry require new approaches to customer interaction. The use of interactive marketing, built on psychographic segmentation and personalization, allows companies to more effectively take into account the cultural, linguistic and individual characteristics of guests. Thanks to this, they can create unique services and offers that meet the needs and expectations of different audience segments. This approach not only increases guest satisfaction, but also contributes to the formation of long-term emotional connections with the brand.

Interactive technologies, such as gamification, virtual and augmented reality, as well as personalized advertising, are becoming key tools for increasing engagement and developing loyalty. Thanks to interactive platforms, companies are able to collect and analyze customer behavioral data in real time, which allows them to quickly respond to changes in preferences and adapt marketing strategies. Successful implementation of these methods strengthens the competitive position of companies, promotes sustainable development and increases the attractiveness of the brand in the international market.

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