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## **THE INNOVATIVE PROMOTION METHODS IN THE TOURISM INDUSTRY**

In today's conditions of high competition in the tourist services market, effective promotion plays an important role. Innovative marketing tools allow not only to attract the attention of new customers, but also to form the loyalty of a regular audience. This study considers modern methods of promotion that contribute to increasing the competitiveness of a tourist enterprise.

The aim of research is to analyse innovative promotion methods that can increase the popularity of tourist services.

According to the aim the following tasks have been set: to study current trends in the field of tourism marketing, to analyse successful cases of the use of innovative technologies, to develop recommendations for the implementation of the latest methods of promotion.

The analysis of practical cases of leading travel companies demonstrates the high efficiency of digital tools in promoting services. For example, the Marriott Hotels chain introduced VR tours for preliminary acquaintance with rooms, which contributed to an increase in bookings. The Airbnb platform successfully uses interactive content to promote unique local activities, and TUI Group optimised customer service with the help of chatbots and mobile applications.

Based on the study of modern trends and successful cases, recommendations for tourism enterprises were formed, social networks and content marketing, creation of attractive video content, organisation of interactive campaigns, cooperation with travel bloggers (Сагалакова, 2015, 103).

Technological innovations, implementation of virtual tours, augmented reality and chatbots to improve communication with customers.

Analytics and personalisation, using CRM systems to collect customer data and create customised offers.

The implementation of these recommendations will allow tourism enterprises to increase competitiveness, attract new customers and form a loyal audience.

Targeted advertising in social networks is an effective tool for promoting travel services. Facebook and Instagram allow you to customise ads by interests and geolocation, and TikTok promotes the viral distribution of content among the youth audience. Bright videos and interactive content form an emotional connection with consumers and stimulate the booking of services.

Cooperation with bloggers and opinion leaders increases brand awareness and trust in the travel company. Authentic content - reviews, vlogs, recommendations - motivates the audience to choose the offered services. Positive experiences in social networks are perceived as a personal recommendation that enhances the effectiveness of marketing (Бабич, Примаць, 2020).

Visual content is a key tool for promoting travel services. Vlogs show travel, virtual tours allow you to explore hotels and routes, and interactive videos with a choice of scenarios increase engagement and effectively present the company's offers.

Content marketing attracts tourists through useful information. Articles, blogs and guides with recommendations help to plan trips and build trust in the company, motivating to choose its services.

VR/AR technologies allow you to create virtual tours and reviews of tourist sites, which allows customers to "feel" the locations before the trip, increasing interest and reservations.

Chatbots provide automatic processing of requests, answers to frequently asked questions and reservations of services, improving customer experience and reducing the burden on staff.

Innovative promotion methods allow tourism enterprises to adapt faster to changes in consumer behaviour and stand out in the market. The combination of digital marketing, content strategy and technological solutions will help not only increase brand awareness, but also attract new customers.

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## **THE IMPORTANCE OF CREATIVE THINKING AND PROBLEM-SOLVING SOFT SKILLS FOR FUTURE IT PROFESSIONALS**

Compared to the past, IT specialists today face more and more complicated problems. This not only requires technical expertise but also flexible thinking. Automation, artificial intelligence, and rapid technological change all mean that how we approach problem-solving has already changed. This is where the combination of creativity and skills for solving problems will be vitally important for workers in the future.

This topic is relevant because the classical approaches to the work of the IT industry gradually give way to more flexible and non-standard ways. In an increasingly competitive environment for companies and professionals alike, the capability to respond to changes at high speed and come up with new ideas and solutions is becoming critical.

Initially, soft skills play a key role in a successful IT career, complementing technical expertise. Skills such as critical thinking and teamwork are equally necessary as system design, coding, and data analysis. However, a lot of IT specialists fail because they do not have the right skills in communication, teamwork, and adaptability – all essential for driving innovation and projects. Research highlights that IT professionals must smoothly integrate technical expertise with soft skills to succeed in today's dynamic work environment (de Campos, de Resende, & Fagundes, 2020, 1505).

Also, creative thinking helps IT professionals to develop innovative solutions to complex technological challenges. Whether designing user-friendly software, enhancing cybersecurity protocols, or advancing artificial intelligence algorithms,