
Section: Tourism and Hotel and Restaurant Business

ADVERTISING MANAGEMENT IN THE HOTEL AND RESTAURANT BUSINESS: MODERN TRENDS AND CONSUMER INFLUENCE TOOLS

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Relevance. In today's conditions of dynamic development of the hospitality industry, advertising management occupies a key position among the tools for forming the competitiveness of hotel and restaurant enterprises. Globalization processes, the digitalization of the communication space, and the growing role of customer experiences in the decision-making process regarding the purchase of services have led to a transformation of traditional approaches to promotion. Advertising no longer performs only an informative function; it becomes a means of creating emotional value, an instrument for building long-term communication, and a mechanism for fostering customer loyalty. This is particularly important for the hotel and restaurant business, which by its nature is highly competitive and focused on meeting the individual needs of consumers. Therefore, the results presented for consideration can be reasonably regarded as relevant and timely.

Review of literature. In the academic literature, the issue of advertising management in the hotel and restaurant sector is examined through the lens of marketing research as well as behavioral and communication aspects of interaction between an enterprise and its consumer. Thus, in the work of N. Martynovych, V. Hornyk, and E. Boichenko [1], the authors emphasize the need for a comprehensive study of the market, consumer behavior, and the factors influencing clients' decision-making. The scholars highlight that advertising should be based on the results of analyzing consumer preferences and motivations, rather than solely on intuitive approaches to promotion. This creates a foundation for personalized advertising campaigns built on the value orientations of target groups.

In the research by N. Martynovych and Yu. Snizhko, attention is focused on the adaptability and resilience of hotel and restaurant enterprises. The authors stress that in the conditions of an unstable external environment, the importance of a project-based management approach increases, as it enables effective response to changes and the implementation of innovative communication tools, particularly digital advertising [2].

In the article by Y. Mendela and I. Mendela, the transformation of advertising activities of hotel and restaurant enterprises under crisis conditions is examined. The authors underline that advertising campaigns lose effectiveness if psychological factors of consumer behavior and modern communication platforms are not taken into account. They argue that the use of social media, collaborations with content creators, and the formation of an emotional brand are indispensable today.

Thus, the synthesis of the literature demonstrates the need for systematic use of marketing research, digitalization of advertising tools, and the development of flexible communication strategies in the hotel and restaurant business. At the same time, the presented theoretical material requires empirical verification, as the dynamic processes characteristic of today's turbulent environment may significantly change the intensity and direction of advertising tools' influence on consumers.

In this context, the analysis of actual market trends becomes particularly significant, as it makes it possible to strengthen, clarify, and adjust the theoretical conclusions presented in academic sources. Accordingly, the aim of this study is to conduct an analytical review of the current state of advertising management in the hotel and restaurant business, based on statistical data, market indicators, and consumer behavioral characteristics.

Presentation of the research results. As noted in the section on relevance, the hotel and restaurant industry is one of the most sensitive to changes in the market environment, since it is fundamentally based on meeting consumer needs for comfort, leisure, and service. Modern trends in the development of the hospitality industry demonstrate that the quality of advertising activities has become a key factor in shaping competitive advantages and maintaining stable demand. In the context of global digitalization, advertising management enables enterprises to adapt their communication strategies to the dynamics of consumer behavior, enhance brand recognition, and build customer loyalty.

According to research findings [3, pp. 101–108], the hotel and restaurant business is characterized by high competition, seasonal demand, dependence on tourist flows, and external socio-economic conditions. Under conditions of uncertainty and the growing influence of digital technologies, enterprises are compelled to apply modern tools of communication influence on consumers. Therefore, advertising management becomes not only a means of informing but also an instrument for demand management and influencing the emotional perception of the brand.

Analytical data presented on the Euromonitor portal [4] indicate that consumers increasingly respond not to direct advertising messages, but to integrated marketing communications, which include social media activity, content marketing, cooperation with bloggers, visual branding, and emotional storytelling. The effectiveness of advertising budget management, identification of the target audience, market segmentation, and the creation of personalized offers becomes particularly important.

As shown by the analysis of restaurant market research results for 2022–2025 (Fig. 1), the advertising market of the hotel and restaurant sector has undergone significant

changes due to socio-economic challenges [5]. In particular, the widespread introduction of digital services, the intensification of competition in food delivery formats, apartment hotels, short-term rental platforms, and gastronomic projects have created the need to update advertising strategies. Enterprises that promptly adapted their communication models to digital channels were able to maintain or even expand their customer base.

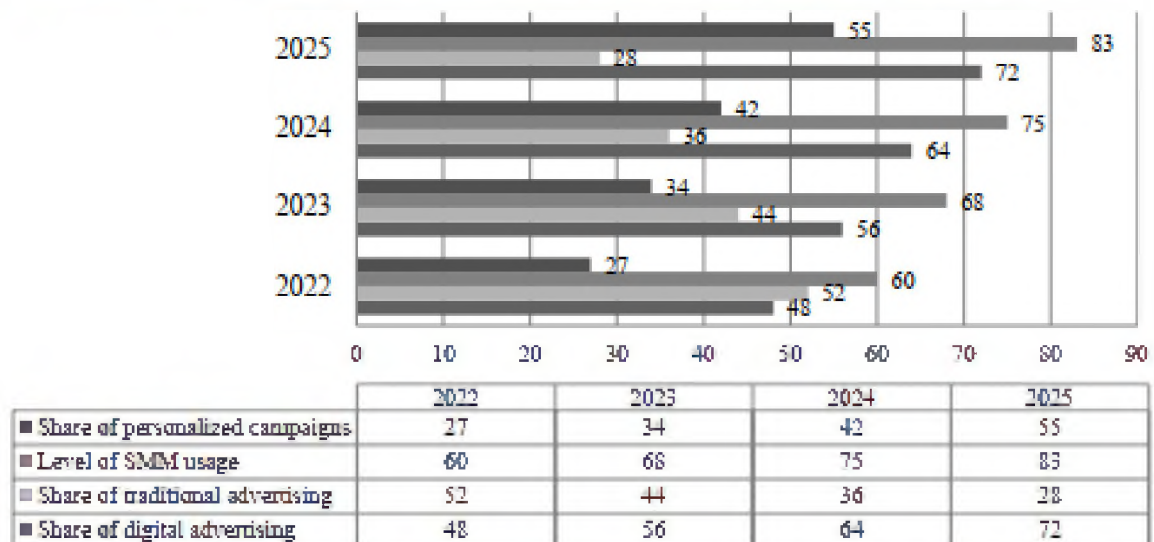


Fig. 1. Dynamics of the use of advertising tools in the hotel and restaurant sector in 2022–2025, %.
 Source: compiled by the authors based on data from [5].

The analysis of the dynamics indicates a gradual increase in the role of digital communication channels. While in 2022 the main focus was placed on outdoor advertising, print media and offline partnership programs, by 2024 most hotel and restaurant enterprises had shifted to the active use of social media, targeted advertising, SEO promotion and content marketing.

The transition from traditional advertising formats to digital ones is explained by a number of advantages, which are also highlighted in the Global Hospitality Market Report 2025, including:

Table 1. Comparative Effectiveness of Advertising Channels in 2025 [6]

Channel	Customer Acquisition Cost, UAH	Conversion, %	Advantages	Disadvantages
Social media (Instagram/TikTok)	58	4.2	High empathy, fast dissemination, virality	Need for constant content creation
Google Ads	74	3.6	High targeting accuracy	High cost per click
Outdoor advertising	132	1.4	Mass reach	Low personalization
Partnership programs with travel websites	61	5.1	Audience trust, readiness to purchase	Commission fees

It should be noted that the highest conversion rate is provided by travel platforms (Booking, TripAdvisor); however, according to Euromonitor data, social networks have had the greatest emotional impact over the past five years (Fig. 2).

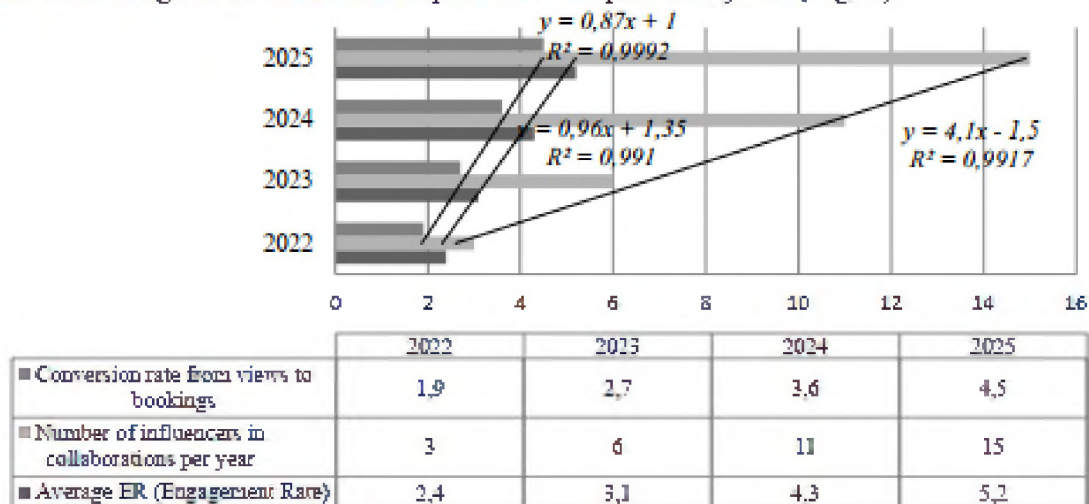


Fig. 2. The Effect of SMM Campaigns in Hospitality Enterprises (2022–2025).

Source: compiled by the authors based on [6]

Thus, the data indicate an increase not only in the size of the audience but also in its engagement, and this trend is expected to persist in the near future, as evidenced by the trend line (Fig. 1). Influencer collaborations are becoming one of the most effective tools influencing consumer choice; however, according to the chart, this trend may change. Overall, the approximation coefficient allows us to assert the high reliability of the trend, as its value ranges between 0.99 and 1.

Therefore, based on the conducted analysis, it can be concluded that advertising management in the hotel and restaurant business is undergoing significant transformations under the influence of digitalization and changes in consumer behavior patterns. Enterprises that implement personalized advertising strategies and actively use social media, video content, recommendation platforms, and influencer marketing gain sustainable competitive advantages and increase customer loyalty. Effective advertising is viewed not as mass information dissemination but as emotional and value-based interaction with the audience. All this creates a foundation for the development of new research directions, in particular the study of the effectiveness of innovative advertising formats in a dynamic media environment, the analysis of the impact of digital platforms on consumer behavioral models, and the development of indicators for evaluating the effectiveness of integrated communication strategies.

Promising avenues also include empirical studies on the relationship between the level of personalization of advertising messages and the degree of customer trust, as well as research into the role of artificial intelligence in automating promotional activities and forecasting demand.

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ПРОДУКТОВІ ІННОВАЦІЇ ЯК ЕФЕКТИВНА СТРАТЕГІЯ РОЗВИТКУ ПІДПРИЄМСТВ РЕСТОРАННОГО БІЗНЕСУ

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Анотація. Дослідження присвячене продуктовим інноваціям як ефективній стратегії розвитку підприємств ресторанного бізнесу. У роботі запропоновано технологію мусу функціональної дії «Вітамінка» з використанням чорної смородини та насіння чіа як джерел біологічно активних речовин. Ця рецептура забезпечує високу харчову та біологічну цінність, збереження вітамінів, зниження трудомісткості процесу та скорочення часу приготування десерту. Використання насіння чіа у поєднанні з ягодами чорної смородини сприяє створенню продукту з імуномодельючими властивостями та підвищеною функціональністю.

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