


Chapter 12


Viral Content in Event Management of Hospitality and Socio–Cultural Activities

Bovsh A. Liudmyla

 <https://orcid.org/0000-0001-6044-3004>

State University of Trade and Economics, Ukraine

Kamel Mouloudj

 <https://orcid.org/0000-0001-7617-8313>

University of Medea, Algeria

Alla M. Rasulova

State University of Trade and Economics, Ukraine

Tetiana Mykhaylivna Tkachuk

 <https://orcid.org/0000-0001-8657-2621>

State University of Trade and Economics, Ukraine

ABSTRACT

This chapter examines the determinants of the formation of viral content in the event management of hospitality entities and socio-cultural activities. The methodology covers the assessment of the popularity and potential impact of social networks on marketing and practical opportunities of hospitality entities and socio-cultural activities. The modeling method was applied to create a reference model of the credibility strategy of impression marketing. In the process of forming authenticity and emotional involvement of customers, the technological road map method, which is based on brand marketing approaches, was applied. In addition, the analysis of

DOI: 10.4018/979-8-3693-2272-7.ch012

the involvement of users of social networks was investigated. The selection of key indicators for evaluating the effectiveness of real content and an in-depth review of modern technologies and trends in its creation empirically contributed to the modeling of the strategy of creating real content in the field of event management of hospitality entities and socio-cultural activities.

INTRODUCTION

With the emergence of the COVID-19 epidemic, the hospitality industry suffered from a decline in demand, causing a decline in revenues (Bouarar et al., 2023), so most hospitality entities turned to digital technology to find practical solutions (Bovsh et al., 2023). In practice, in order to improve business performance, digital transformation has been widely adopted across most industries (Bouarar et al., 2022), including the hospitality industry. In this context, event management becomes a key tool for the promotion and development of hospitality and socio-cultural activities, as it allows you to diversify the product and create profitable package offers, in particular, in the organization of conferences, exhibitions, family events, corporate events, and festivals. In fact, innovative approaches to the implementation of inventive activities, marked by Industry 5.0 and digital technologies, create new opportunities in the services marketing (Bouarar et al., 2023; Bovsh et al., 2023; Oliveira et al., 2024). Now, when the competition in the field of hospitality and socio-cultural activities is intensifying, the formation of authentic content is becoming an important element of marketing strategies and attracting the attention of the target audience. In this sense, real content that conveys the uniqueness of events in the field of hospitality and socio-cultural activities has great potential for attracting attention and attracting new customers. In a consumer society where people share their lives on social media, effective, honest content can spread faster than any other form of advertising. Therefore, the study of its features and the effectiveness of its use in the marketing of hospitality entities and socio-cultural activities is relevant.

The goals of this research are to study the academic field regarding the theoretical categories “virality”, “event content”, “viral content”, their meaningful characteristics in the development of event management of hospitality entities and socio-cultural activities. We also explore the importance of content viralization in the current advertising scenario and the use of emotional intelligence for the perception and distribution of content about events offered by hospitality entities and socio-cultural activities. This research insight forms scientific approaches to the promotion of information and activation of sales of events (event services). The goal is to confirm that authentic content, which conveys the uniqueness of events in

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/viral-content-in-event-management-of-hospitality-and-socio-cultural-activities/353857

Related Content

LAPLI The Language Learning Lab: A Methodological Proposal for a Hybrid Course in a Virtual Environment

Rita de Cassia Veiga Marriottand Patricia Lupion Torres (2008). *Virtual Technologies: Concepts, Methodologies, Tools, and Applications* (pp. 774-788).

www.irma-international.org/chapter/lapli-language-learning-lab/30953

Identification vs. Self-Verification in Virtual Communities (VC): Theoretical Gaps and Design Implications

Kathy Ning Shen (2012). *Virtual Community Building and the Information Society: Current and Future Directions* (pp. 208-236).

www.irma-international.org/chapter/identification-self-verification-virtual-communities/56291

Using a Design Science Research Approach in Human-Computer Interaction (HCI) Project: Experiences, Lessons and Future Directions

Muhammad Nazrul Islam (2017). *International Journal of Virtual and Augmented Reality* (pp. 42-59).

www.irma-international.org/article/using-a-design-science-research-approach-in-human-computer-interaction-hci-project/188480

Seeking Accessible Physiological Metrics to Detect Cybersickness in VR

Takrou Magakiand Michael Vallance (2020). *International Journal of Virtual and Augmented Reality* (pp. 1-18).

www.irma-international.org/article/seeking-accessible-physiological-metrics-to-detect-cybersickness-in-vr/262621

Visual Complexity Online and Its Impact on Children's Aesthetic Preferences and Learning Motivation

Hsiu-Feng Wangand Julian Bowerman (2018). *International Journal of Virtual and Augmented Reality* (pp. 59-74).

www.irma-international.org/article/visual-complexity-online-and-its-impact-on-childrens-aesthetic-preferences-and-learning-motivation/214989