Digital Marketing Tools for Managing the Development of Park and Recreation Complexes

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Summary

Digital marketing tools are actively used in managing the development of park and recreation complexes to familiarize the population with the objects of natural heritage. This article aims to empirically evaluate digital marketing tools for popularizing the park and recreational complexes. The methodology was based on the concept of ecosystem value of park and recreation complexes as a natural heritage site. These methods included: identifying and selecting websites with information about park and recreation complexes in Slovakia and Ukraine. structural analysis of the main channels of online details about natural parks. Assessing the current state of online identity of the studied sites from the perspective of Internet users. The results indicate that to manage the development of park and recreational complexes developed their driven official websites in the Internet space, on which sections structure the information with the allocation of data on tourism and recreational potential. The article identifies additional digital marketing tools for managing the development of park and recreation complexes, particularly social networks and tourist websites. There is a sufficient amount of information about tourist recreation sites within these natural parks and tourist routes. Among the main problems of the websites: the information on the websites is entirely textual, there is a lack of sufficient data on social networks, despite the created official pages, there is no video content, which was more attracted tourists and visitors, allowing a visual assessment of the tourist potential; there is a problem of many communication channels to present the natural heritage of the countries. The research proves that the website is the primary and most common digital marketing tool for natural heritage, structuring information about tourism potential and recreation.

Keywords:
digital marketing, park and recreation complexes, natural heritage development management, marketing of natural parks, tourism.

1. Introduction

Management of the development of park and recreation complexes and marketing involves presenting information in the virtual space for different purposes, the main of which is to familiarize with the objects of natural heritage. Various digital marketing tools are used to form the brand of such things for the familiarization and popularization of parks. Branding park and recreation complexes as natural and world heritage sites is a powerful incentive for developing nature and cultural tourism. However, there are limited empirical studies on digital marketing tools for natural heritage branding in the scientific literature. Against the background of minor publications on marketing practices in protected areas and natural heritage sites, there are no studies on the quality of content about park and recreation complexes for their development. At the same time, their management organizations develop targeted marketing and management development plans and use digital marketing strategies and tools to create the identity, image, and reputation of natural heritage sites.

This article aims to empirically evaluate digital marketing tools for the popularization of park and recreation complexes

2. Literature review

Digital marketing tools

Digital marketing is a term for marketing products and services that use digital technologies, tools, and channels to attract the target audience and its content.

The main tools of digital marketing include (Hays, Page & Buhalis, 2013; Rudiani, Gaffar & Ridwanudin, 2016):

1. SEO (search engine optimization) is a process of optimizing the site for search engines to raise the site's position in the results of search engines for specific user queries.

2. SMM (social media marketing) is a complex measure to promote goods, services, and brands through social networks.

3. Content marketing is a complex of measures aimed at attracting a target audience by creating a distribution of helpful information.

4. Contextual advertising is a complex of measures aimed at displaying ads according to the content of the Internet page manually or automatically, which can be in the form of a banner or text ads.

5. Email marketing is a promotion method, services, and brands through email.

6. SERM (search engine reputation management) - a set of measures which allows to displace negative information in search results and positively represent the brand.

Digital marketing tools for managing the development of park and recreation complexes

Globalization and growth of flows of trade, capital, and knowledge, liberalization of markets, have led enterprises to resort to a global search for partners through the growing involvement in the supply chains of large multinational companies (Shakeyev et al., 2021; Sadchenko et al., 2020; Beisengaliyev et al., 2018). At the same time, environmental and sustainable development issues have become extremely important, and companies, regardless of size and type of activity, spend resources and invest in the development of new management and marketing tools (Prokopenko, 2011; Deineha et. al, 2022). In this case, marketing plays a vital role in managing the development of park and recreation complexes by maintaining public interest in natural heritage sites and providing funding by attracting visitors and investors. Digital marketing has made it possible to give tourists information on natural heritage sites, allowing the positioning of park and recreation complexes and the formation of their brand in the Internet space. This form of marketing is implemented in a virtual environment, so scientists call it electronic marketing (Dehkordi et al., 2012; Piñeiro-Otero & Martínez-Rolán, 2016). Among the leading and most common tools of natural heritage digital marketing are the website, which provides functionality, interactivity, visual communication, relevant advertising, public relations, viral distribution of messages, and measurement of the results and effects of digital marketing (Piñeiro-Otero & Martínez-Rolán, 2016). Grubor and Jakša (2018) proposed "Internet marketing" as a component of digital marketing that uses the Internet space to achieve these goals. Constantinides (2002) presented a Web-Marketing Mix framework in which an organization's website is a significant component of its Internet marketing strategy. Websites serve an essential function in managing the development of park and recreation complexes, such as attracting traffic, branding, positioning, and communicating with target audiences. The content of websites should express the identity and identity of the organization managing the natural heritage site. Therefore, in academic circles, there is an increasing discussion about the identity of websites and their content in the context of the concept of "competitive identity" (Anholt, 2012), where branding plays an important role. The conceptual model of successful brand identity developed by Ghodeswar (2008) contains four stages: brand positioning, messaging, brand effectiveness, and the use of brand equity.

Mitova, Borisova & Koulov (2021), based on the analysis and benchmarking method, examined the content of 20 websites about natural heritage and tourist destinations to identify their brands, the features of structuring, and the attractiveness of the information provided. The authors found an unsatisfactory level of representation of the value of natural heritage in Bulgaria and severe impairment of the provision of necessary tourist and recreational information compared to the global benchmark. The authors provide suggestions for developing the brand "natural heritage" for tourism and recreation. It involves strengthening the identity of the site and messages, as well as increasing the visibility of the websites.

Ramkissoon, Mavondo & Uysal (2018) conclude that natural park managers should implement marketing strategies to ensure communication with visitors, consider their recreational development wishes, and encourage repeat visits. In addition, messages to park audiences should promote visitors' sense of belonging to the park by creating the distinctiveness and specialness of such places. Actions to encourage include signing petitions to support park biodiversity and other resources and volunteering for meetings and other direct events.

Thus, the scientific literature explores the problem of using digital marketing tools to promote park and recreation complexes.

3. Methodology

The article uses the methodology and conceptual approaches proposed (Mitova, Borisova & Koulov (2021) to analyze natural heritage objects based on benchmarking criteria. Consequently, the study is built on the concept of ecosystem value of the park and recreational complexes as an object of natural heritage is both a source and a result of interaction between people and nature, which explains the term "natural heritage object" as an area of interaction between man and nature in the form of recreation, tourism (Mitova, Borisova & Koulov, 2021).

The methodology presented in Figure 1 allows us to determine: 1) whether the park and recreation complexes are designed to manage the development of their own managed official websites in the Internet space; 2) whether the information in the Internet space about the park and recreation complexes is sufficiently presented, whether the information presented reflects the main characteristics of the natural heritage.
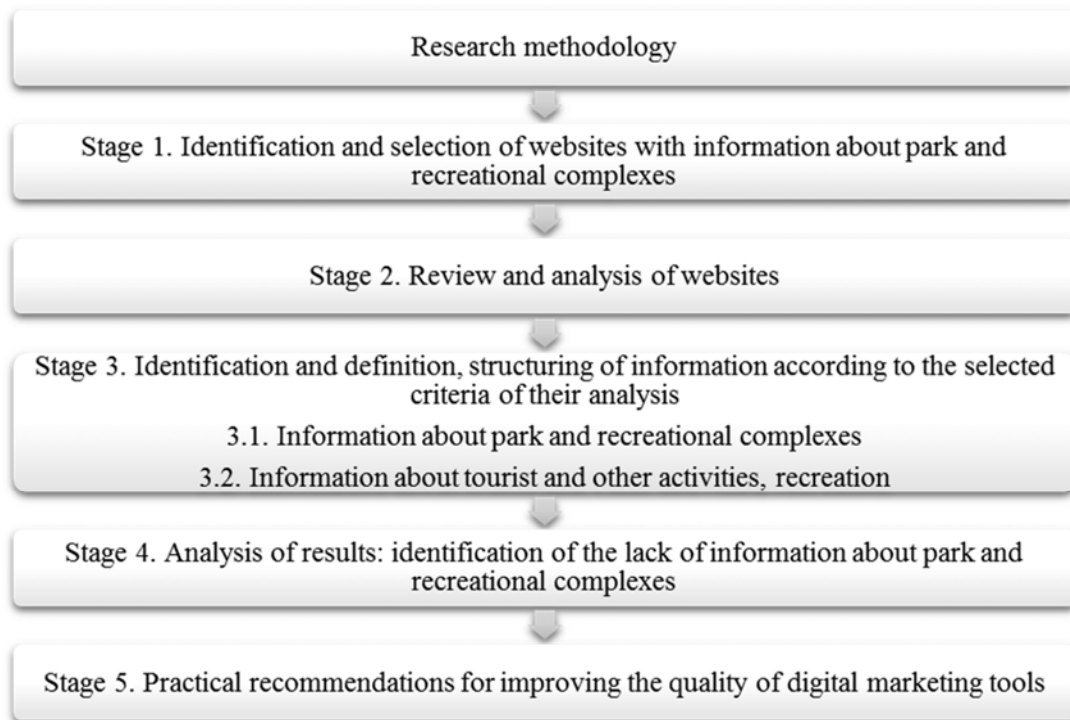
Fig. 1. Research methodology.

Source: author's elaboration.

The first stage of the research was identifying and selecting websites with information about park and recreation complexes. For this purpose, UNESCO's World Heritage List was used by type of natural heritage (https://whc.unesco.org/en/list/?&type=natural). In the list, the park-recreational complexes of the countries, which differ in socio-economic and biological characteristics, i.e., they have different financial opportunities for managing the development of natural protected areas, were selected. Consequently, the park-recreational complexes within the Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe, transnational natural heritage sites in 19 European countries, were selected for analysis. The international site Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe covers 345838,62 hectares, of which 92,023.24 hectares are the protected core, 253815,38 hectares are the buffer zone. More than 25% of the property is located in Ukraine.

The following park-recreational complexes selected for analysis are located within this natural site: Poloniny National Park, Uzhansky National Nature Park, and Muritz National Park (Table 1).

Table 1: Location and area of beech snowdrops of the transboundary site (before expansion in 2017)

	Array name	Country, region	Nature Protection Institution	Core (Reserved) zone, hectares	Buffer zone, hectares
	Havešová	Slovakia, Pryashevský krai	National Park "Poloniny"	171,3	63,99
	Stužica — Uzhansky National Nature Park	Ukraine, Zakarpattya region	Uzhansky National Nature Park	2532,0	3615,0

Source: World Heritage List, UNESCO (https://whc.unesco.org/en/list/?&type=natural

A Google keyword search (keywords are the names of natural parks) identified relevant websites to present information about the study sites. According to modern digital marketing features, in particular, considering search engine optimization (SEO), we reduced the search to the third page of Google. The search served as the basis for structural analysis of the main channels of online information about natural parks. Next, we assessed the current state of the online identity of the sites studied from the perspective of the Internet user. The study determined that the UNESCO World Natural Heritage List includes sites of global importance. At the same time, when

searching on Google, there is no such list of places of national importance, and even less information is available about sites of regional or local significance.

On the other hand, many areas and natural parks in the countries have an official status of sites defined by law in various laws and regulations of Ukraine and Slovakia. In addition, there are also nature parks within the states that do not have official status but are potentially popular among tourists and the public. Therefore, the study focused on 3 natural parks (Table 1), the selection of which was based on stratified sampling, which considers the protection of parks as objects of natural heritage and the development of parks as a recreational complex for tourism and recreation.

After selecting the objects of analysis, the search of websites using the Google search engine to evaluate the presentation of information about these park-recreational complexes and information about tourist visits to these sites. In the second stage of the study (Review and Analysis of Websites), the study and comparison of content about park and recreation complexes, namely the availability of information about recreation sites for tourists within these natural parks, the level of attendance, tourist potential, etc. The third stage of the study (Identification and definition, structuring of information according to the selected criteria for their analysis) is systematized and structured: 1. Information about park-recreational complexes. 2. Information about tourists and other types of activity, recreation. In the fourth stage of the research, the results of the websites were analyzed. The deficiency of information about park and recreation complexes was identified. The fifth stage offered practical recommendations for improving the quality of digital marketing tools to manage the development of natural heritage sites.

A natural recreational park is an entity that combines the interests of nature conservation and the interests of the organization of recreation. These are areas of little assimilated nature or regions of unique natural and cultural values.

4. Results

Slovakia: Poloniny National Park

The information about the Poloniny National Park can be found on the official website (http://nppoloniny.sopsr.sk/kontakt/) and the official Facebook page (https://www.facebook.com/NarodnyParkPoloniny/). The main limitation of the site - the information is presented only in the Slovak language. The information on the website is structured as follows: information about the park, news, nature, environmental education, reports on the national park, information for visitors, gallery, and contacts. The "For Visitors" section contains information about nature trails and sites, hiking trails, biking trails, tourist attractions, places with history, information centers, and visiting rules (Figure 2).

The development of the natural park is managed based on the following legal regulations: Government Decree No. 258 of the Slovak Republic of September 23, 1997, declaring Poloniny National Park; Decree No. 25 of the Ministry of Nature of the Slovak Republic of January 7, 2008, declaring Bukovsky Park a protected bird area; Program of care for the Poloniny National Park 2017 - 2026; Decree of the Regional Office of Environmental Protection in Pryszów No. 2/2006 of March 23, 2006, On the rules of visiting Poloniny National Park and The Nature Park is developed through the following projects: Swiss-Slovak Cooperation Program - Project "Development of nature protection and protected areas in the Slovak Carpathians"; EEA and NFM Financial Mechanism - Nature Protection Project as an opportunity for regional development.
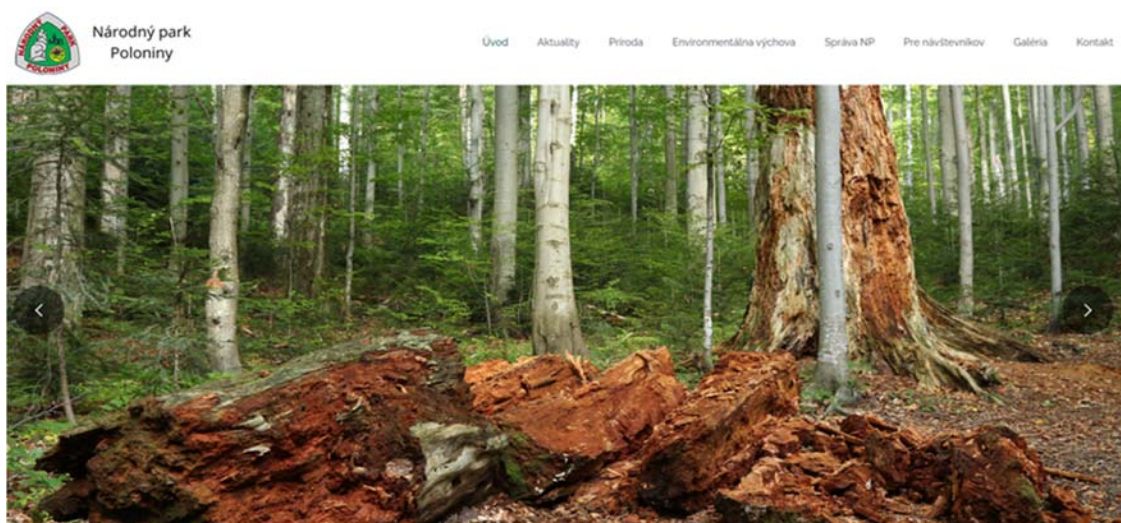

Fig. 2. Poloniny National Nature Park website.

Source: http://nppoloniny.sopsr.sk/galeria/flora/
In addition to the official website and social media, information about the National Park "Poloniny" Slovakia is available on the following websites: 1) Slovakia Travel (https://slovakia.travel/en/national-park-of-poloniny), which has information about its location, tourist places to visit; 2) The World Bank (https://openknowledge.worldbank.org/handle/10986/32433).

Ukraine: Uzhansky National Nature Park
Uzhansky National Nature Park was created by the Presidential Decree "On creation of Uzhansky National Nature Park" with the purpose of preservation, reproduction, and effective use of typical and unique natural complexes of the Eastern Carpathians, which have essential nature conservation, aesthetic, scientific, educational, recreational and health value. Uzhansky NPP is entrusted with the following main tasks:

preservation of valuable natural and historical, and cultural complexes and objects located on its territory;

creation of conditions for organized tourism, recreation, and other types of recreational activities in natural conditions with the observance of the regime of protection of protected natural complexes and objects;

conducting scientific research on natural complexes and their changes in states of recreational use, development of scientific recommendations on environmental protection and efficient use of natural resources;

carrying out environmental education and outreach work

To perform its scientific and environmental functions, Uzhansky National Park has a scientific department, a department of recreation, propaganda, and eco-education, and a department of protection, reproduction, and rational use of natural resources. Research works are carried out to study the species composition of the main plant cenosis and the qualitative and quantitative composition of fauna. Recreational activities are aimed at creating conditions for the development of tourism. For this purpose, several recreation places are equipped, 17 ecologically-educational routes are developed, provision of recreational services is increased. Environmental actions are regularly held with the students of local schools. They take part in exhibitions of different levels, publishing postcards, environmental education bulletins, guidebooks, and booklets.

Information about Uzhansky National Nature Park is placed on the site's official website and many other web resources, which are digital promotion tools (including the social network https://uk-ua.facebook.com/uzhanskyi). The information is structured on the park's website into the following sections: Home, News, Access to Information, Territory, Operations, Tourism and Recreation, Gallery, and Contacts. In the area "Tourism," there is information about: sights, meteorite "Princess," ecological trails, hiking trails, conditions of visit, recreation facilities, and additional services. In addition, information about the park is posted on social media: Facebook, Instagram, Twitter, and YouTube.
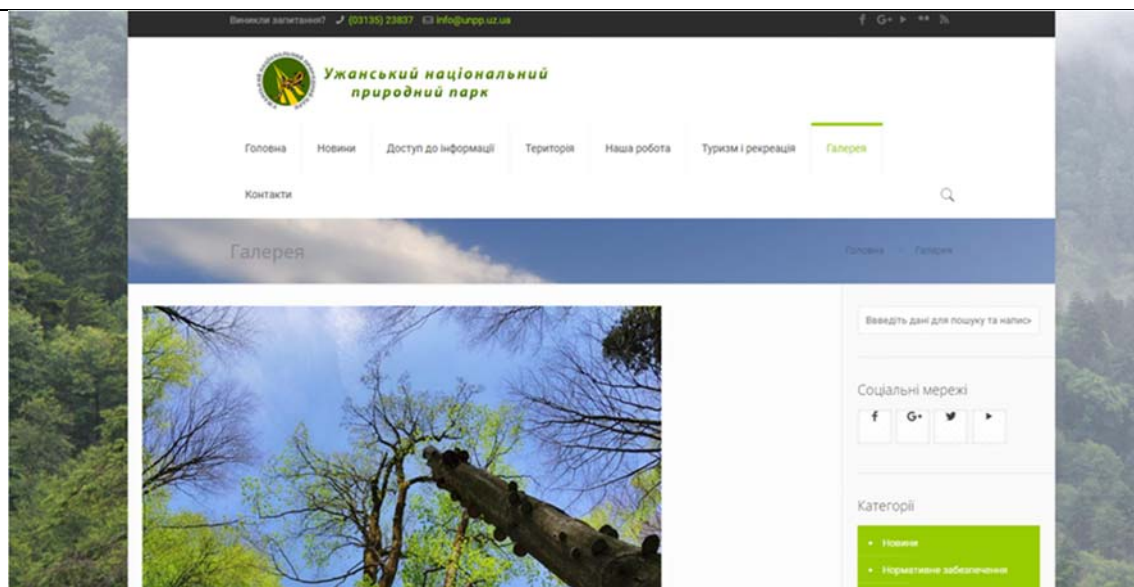
a) website version
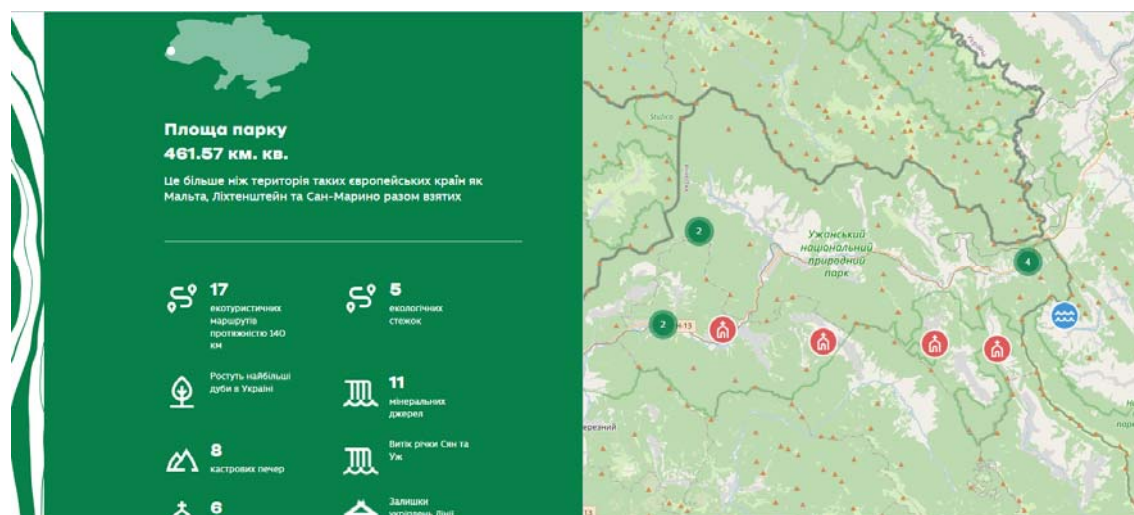
b) website version supported by the Ministry of Environmental Protection and Natural Resources of Ukraine and the Natural Reserve Fund of Ukraine.

Fig. 3. Official website of the Uzhansky National Nature Park.

Source: https://unpp.uz.ua/halereya/, https://uzhanskyi-park.in.ua

Information about the Uzhansky NNP is available on websites: 1) about sightseeing in Zakarpattya (https://prokarpaty-tour.info/uk/uzhanskij-park/), which contains data about tourist routes over 140 km long, flora and fauna; 2) the website about natural parks of Ukraine (https://www.nationalparks.in.ua/pryrodni-parky/zakarpattya/uzhanskiy/), which contains information about the natural heritage of this park, recreational opportunities; 3) website about the tourist potential of Carpathians (https://www.karpaty.info/ru/ru/zk/ug/velyky.berezny/sights/uzhan sky/), which contains information about tourism and recreation opportunities; 4) website of Project "Support of natural-reserved areas in Ukraine" (http://snpa.in.ua/pro-proekt/) ways In general, the information provided contains data on the location, tourist and recreational potential.

The website of Uzhansky NNP, created with the support and initiative of the Ministry of Environmental Protection and Natural Resources of Ukraine and the Natural Reserve Fund of Ukraine (https://uzhanskyi-park.in.ua), also contains information about tourist places, routes, and tourist services. The main activities of the park are protection, recreation, science and eco-education.

5. Discussion

This research determines that to manage the development of park-recreational complexes, their driven official websites in the Internet space, where sections structure the information with the allocation of data on the tourist and recreational potential (sightseeing attractions, meteorite "Kniahynia," ecological trails, tourist routes, visiting conditions, recreation bases, additional services).

This article identifies additional digital marketing tools for managing the development of park and recreation complexes, particularly social networks and tourist websites. It means a good presentation of information in the Internet space about park-recreational complexes, reflecting the main characteristics of natural heritage. Among the main features of natural parks - these sites are natural phenomena, expanses of exceptional natural beauty and aesthetic importance; parks are essential, outstanding natural habitats for the conservation of biological diversity, particularly endangered species of exceptional scientific value. Consequently, the website of the Natural Park of Slovakia "Poloniny" and Uzhansky NNP contains information about flora and fauna (in Uzhansky NNP, due to its exciting climate grows 929 plant species, among the highlands and in the plain, more than 2500 species of animals and every year scientists add new species to this list).

A review and analysis of websites allowed us to examine and compare park and recreation complex content. A sufficient amount of information was found about tourist recreation areas within these natural parks and tourist routes. For example, Uzhansky NNP offers visitors eco-trails, hiking trails, and biking trails. For example, the bicycle route Uzhok Pass - Rozsypanets Mountain - Verkhovyna-Bystra village runs along the Ukrainian-Polish border, where you can climb several fascinating peaks.

The article identified and structured information according to the selected criteria for their analysis:
1. Information about park and recreation complexes.
2. Information about tourists and other types of activity, recreation.

The analysis of the results of the websites allowed us to identify the lack of information about park and recreation complexes. The data is entirely textual; there is a lack of sufficient information on social networks. Furthermore, despite the created official pages, there is no video content, which would attract tourists and visitors to a greater extent, allowing to assess the tourist potential visually.

To improve the quality of the use of digital marketing tools to manage the development of natural heritage sites, it is advisable:

to create video content of tourist routes.

to post video content on social networks.

to involve local bloggers who are fans of green tourism to distribute video content.

to create content in English.

The study proves that the website is the primary and most common digital marketing tool for natural heritage, providing structuring information about tourism potential and recreation, interactivity, visual communication, relevant advertising, and public relations (Piñeiro-Otero & Martínez-Rolán, 2016; Prokopenko & Omelyanenko, 2020). The websites analyzed in this study are the most effective component of Internet marketing (Grubor & Jakša, 2018), using Internet space to disseminate information about the potential of natural heritage sites. The study also proves that the natural park's website is a significant component of the Internet marketing strategy and an element of the Web-Marketing Mix (Constantinides, 2002). Websites perform several functions in managing the development of park and recreation complexes, such as branding and positioning, communicating with target audiences, and promoting green tourism within the country. The content of the natural parks' websites expresses their identity and the identity of the organization managing the natural heritage site.

The analysis and evaluation of the natural parks' websites show the challenges of many communication channels representing the countries' natural heritage. In official and public informal communication channels with the audience, forming a multi-channel environment, several simultaneous online identities of natural parks are created with different, often contradictory emphases (Mitova, Borisova & Koulov, 2021). On official websites, nature parks are presented as objects of importance for conservation, nature protection, science and eco-education, tourism, and recreation, as whole complexes. On informal public channels of digital communication, parks are usually displayed as recreational complexes or tourist spots for green tourism. It creates a fragmented perception and obscures the true identity and value of the site. In addition, private, public communication channels describe park and recreation complexes in general terms, which prevents users from getting a clear and objective impression. It can decrease attention to parks as natural heritage sites due to unreliable information sources. An optimal model of natural heritage site identity should ensure informational consistency and emphasize its weighty diversity in users' minds (Aaker & Joachimsthaler, 2000).

A positive aspect of natural park websites is the well-structured information and management by the national commissioners. It indicates that the authorized bodies support disseminating official details on natural heritage and the digital promotion of natural parks. However, the negative point is that the efforts to promote and share information are not the result of a single targeted e-marketing policy but instead of individual institutional and interagency initiatives and projects of international organizations, as in the case of the Poloniny National Park. Furthermore, the study revealed a fragmented management structure and a wide range of stakeholders in the natural

heritage, including several ministries and agencies, as in the case of Uzhansky NNP. Undoubtedly, the lack of coordination and a shared vision of natural heritage negatively affects the dissemination of official information about park and recreation complexes on the Internet.

6. Conclusion

To manage the development of park and recreation complexes, the authors have developed their driven official websites in the Internet space, where sections structure the information with the allocation of data on the tourist and recreational potential. The article identifies additional digital marketing tools for managing the development of park and recreation complexes, particularly social networks and tourist websites. A sufficient amount of information about tourist recreation sites within these natural parks and tourist routes is found. Among the main problems of the websites: the information on the websites is entirely textual, there is a lack of sufficient data on social networks, despite the created official pages, there is no video content, which attracted tourists and visitors to a greater extent, allowed to assess the tourist potential visually; there is a problem of many communication channels to present the natural heritage of the countries. The study proves that the website is the primary and most common tool of digital marketing of natural origin, providing structuring information about tourism potential and recreation. At the same time, there is a problem with the identity of natural parks due to the multi-channel communication environment formed by official and public informal channels of communication with the audience. Different channels include several simultaneous online identities of natural parks with other, often contradictory, emphases (as a natural heritage site, a center of science and eco-education, a recreational site, etc.).

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