

Секция «Strategic Communication (подсекция на английском языке)»

**Destination marketing in strategic communication: Attention distribution in VR 360° video projects**

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Destination marketing is one of the developing strategic communication areas. The new digital format of the immersive media situation entails changes in approaches to the study of mediatisation [6]. Due to the process of digitalization, new digital methods of formation of the territorial brand appear. One of these methods is virtual reality, in particular VR 360° video. However, the question of determining the effectiveness of VR 360° video in destination marketing remains relevant. At the moment, some studies have already been conducted to identify the factors of the effectiveness of destination marketing products [3]. One of the least studied factors remains attention distribution. In this study, attention distribution data will be obtained using eye-tracking technologies. Thus, the scientific novelty of the study is to combine virtual reality, destination marketing and eye-tracking. The purpose of this study is to evaluate the effectiveness of VR 360° video to promote territories. The study involved 30 students from Switzerland and Russia who were asked to watch the VR 360° video, after which they were asked if they wanted to visit Switzerland. A Tobii Pro was used to record oculomotor activity and the VR 360° video was shown with a screen resolution of 2560×1600. The result of the study showed that the subjects fix their gaze more often on objects that occupy the largest part of the screen. For example, the mountains, the sky. In addition, after watching a video, subjects fix their gaze and remember those objects that correlate with their individual experiences and culture. For example, when watching a video, Swiss students notice the Swiss flag more often than students from Russia. Interpretation of these results in terms of psychological theories, allows to explain the behavior of consumers when searching for the desired product and to identify strategies of space perception [4]. This result can be explained by the peculiarities of human perception of the surrounding world. The perception of the world is the result of the joint work of the two processes of bottom-up and top-down. What one sees is determined by what is going on in the world, as well as what one expects to see there [7]. These two processes work together and alternately. The integration of top-down and bottom-up signals is modulated by cognitive and potentially interacting factors such as anticipation and attention [5]. It is also suggested that a significant number of sky fixations are related to the fact that the subject is exploring areas from a birds-eye view. His main activity is flight and everything connected with this activity is a product of purposeful activity [1][2]. The results of the study suggest that VR 360° video can act as a digital destination marketing tool. However, for them to be effective, they need to be designed so that the perception of certain objects is a product of purposeful activity.

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