

The impact of tourism and digital media on the dynamics of the fashion industry in the global creative economy



Anzhelika Balabanyts^a | Ievgeniia Kyianytsia^b | Taliat Bielialov^c | Stefaniia Mosiuk^d |
Olha Nedzvetska^e | Olena Verbytska^f

^aDepartment of Marketing and Tourism, Mariupol State University, Mariupol, Ukraine.

^bJournalism and Advertising Department, Kyiv National University of Trade and Economics, Kyiv, Ukraine.

^cDepartment of Entrepreneurship and Business, Kyiv National University of Technologies and Design, Kyiv, Ukraine.

^dDepartment of Hotel and Restaurant Business and Tourism, National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine.

^eDepartments of Tourism, Lviv Polytechnic National University, Lviv, Ukraine.

^fDepartments of International Accounting and Auditing, Kyiv National Economic University named after Vadym Hetman, Kyiv, Ukraine.

Abstract The fashion industry is undergoing significant changes under the influence of globalization and the rapid development of digital technologies, which contributes to the emergence of new communication channels and platforms for marketing. The influence of tourism as a cultural exchange and digital media as a promotion tool opens new horizons for the fashion industry, increasing its role in the creative economy. The purpose of the study is to analyze current trends in the interaction between tourism, digital media and the fashion industry, which allow brands to reach a global audience as they promote cultural and creative exchange. The study examines social media strategies through which digital platforms and technologies are used to market fashion brands. The results of the study emphasize the importance of adapting to digital innovations and globalization processes to ensure sustainable development and competitiveness in the industry. The research findings point to the potential of digital media and tourism as catalysts for creativity and innovation in the fashion industry. There is a need to integrate cultural diversity and ethical practices into the design and distribution of fashion products. A promising direction in the research is devoted to the analysis of statistical data of digital media, which contribute to increasing the level of recognition and attracting new consumers through innovative digital channels. The findings of the study open the way for further innovation in the industry, emphasizing the importance of creating flexible and adaptive strategies that take into account the rapidly changing trends of the digital era and the global creative economy.

Keywords: digital media, cultural exchange, marketing strategies, social networks, globalization

1. Introduction

Globalization has significantly transformed the fashion industry, expanding the processes of its formation, changing traditional approaches to the design, production and distribution of fashion goods. There is the emergence of a global market for fashion brands and increased cultural exchange between different regions of the world, bringing elements of diversity and inclusivity to the respective product lines. Thanks to globalization, the fashion industry has become accessible to a wide audience, while at the same time sparking discussions about the sustainability and ethics of production. The fashion industry contributes to the global creative economy, transforming to ever-changing market conditions and consumer preferences, which requires fashion brands to be flexible and innovative in every aspect of their operations. The simplification of tourism, thanks to the development of transportation and digital technologies, has significantly influenced the fashion industry, becoming a channel for cultural exchange and interaction. Tourists, eager to immerse themselves in new traditional approaches and experiences, are looking for unique and authentic fashion items that reflect the identity of the area in which they are staying. Cultural values contribute to the increase in sales of local brands, enriching the processes of cultural and ethical exchange. The growth of tourism requires the industry to focus on creating sustainable and environmentally responsible products as consumer awareness of fashion's impact on the environment grows. Tourism contributes to the economic growth of cultural goods and brands, which is critical to the preservation of our planet's resources (Troian et al., 2023). Digital media and technology play a large role in the marketing strategy of the fashion industry, opening up new markets for product promotion and consumer engagement. The use of social networks Instagram, Facebook and TikTok allows fashion brands to interact with their audience in real time, offering innovative and visually appealing content. Digital media contribute to increasing brand recognition, which allows creative industries to make a significant contribution to the development of the economy. The introduction of digital innovations in the form of virtual and augmented



reality provides unique opportunities to create deep and personal connections with consumers, while increasing their satisfaction with purchases. Modern media and technology are transforming the way fashion is presented and perceived, strengthening it as an important component of the creative economy, stimulating innovation and supporting sustainable development.

A review of the literature on the impact of tourism and digital media on the dynamics of the fashion industry in the global creative economy revealed a deep interest in this topic among researchers. The work (Fabian, 2021) examines the growth of digital platforms, which contributes to the globalization of fashion brands, increasing their accessibility to an international audience. The author (Marques, 2023) analyzes the impact of tourist flows on local fashion markets, promoting cultural exchange and interaction between different fashion ecosystems. (Rathnayaka, 2018) paid considerable attention to the ethical aspects of the globalization of the fashion industry in terms of sustainable development and fair trade. A study (Li, 2023; Prokopenko et al., 2019) focuses on the influence of social networks on the formation of consumer preferences in fashion, emphasizing the role of influencers and digital content in popularizing trends. The author (Farnan, 2023) studies the process of digitalization, which is changing traditional approaches to the development and distribution of fashion collections, allowing designers to respond more quickly to market changes and consumer expectations. The scientist (Andraş, 2023) believes that an important aspect is the analysis of the development of the tourist market and its impact on the fashion industry. The article (Hardabkhadze, 2023) examines the growing role of tourism in stimulating economic activity and innovation, respectively, the integration of reservation technologies and commerce in tourism. A study (Casciani, 2022) points to the influence of tourism and digital media on the dynamics of the fashion industry, which is constantly growing thanks to the popularization of social networks. The article (Utaibi, 2023) reveals how social networks and online platforms facilitate the instant dissemination of information about new collections and fashion shows, greatly increasing the influence of fashion brands on a global audience. An analysis (Bertola, 2018) highlights the importance of integrating digital technologies into the development strategy of fashion brands through the use of augmented reality and virtual fitting rooms to enhance the online shopping experience. A study (Kiener, 2023) points to the importance of tourism as a marketing channel for local fashion brands that, through tourist flows, present their creations to an international audience, contributing to cultural exchange and globalization of the fashion industry. The work (Runfola, 2023) demonstrates ethical practices in the face of global competition, emphasizing the need to engage consumers through responsible production and supply chain transparency. The importance of international interaction and cooperation in the fashion industry is highlighted in the work (Minh, 2021), which analyzes successful cases of cross-cultural projects that contribute to innovation and the development of new fashion trends. Research on the impact of tourism on the fashion industry is highlighted in (Huynh, 2022; Kwilinski et al., 2022), which analyzes the concept of international tourist flows that contribute to the globalization of local fashion brands and cultural exchange after the pandemic. The author (Sayem, 2023) points to a growing trend of interest in ethnic and authentic elements in fashion among tourists, where brands tend towards sustainability and ethical production. According to (Zou, 2022; Karyy et al., 2023), technological innovations in the tourism industry are used to promote fashion collections, creating unique experiences and helping to attract new audiences. Claims (Patil, 2020) refer to the growing role of visual content on Instagram, Pinterest and other platforms as a means of popularizing fashion trends to increase online sales. Thus, the literature review highlights the complex impact of tourism and digital media on the fashion industry, including changes in consumer behavior, marketing strategies, and global production chains. Further research should focus on examining the long-term effects of digital transformation and tourism on sustainability and ethics in the fashion industry, developing appropriate strategies that strike a balance between innovation, cultural identity and social responsibility.

The purpose of the article's research is to analyze the impact of tourism and digital media on the dynamics of the fashion industry to strengthen the creative economy, based on the identification of the main trends and interactions between these sectors. The problem of the research is the need for a deep understanding of the transformational processes taking place in the fashion industry under the influence of the rapid development of digital technologies and the growth of tourist activity, which requires the adaptation of business models and marketing strategies. The objectives of the study include the study of the impact of social networks on the promotion of the industry, statistical analysis of the development of tourism as a channel of culture and assessment of the spread of digital tools. The practical value of the research lies in outlining the prospects of using digital media and tourism initiatives to develop the creative economy, promote cultural exchange and achieve sustainable development in the fashion industry.

2. Materials and methods

In the study of the impact of tourism and digital media on the fashion industry, the basis of the methodology was a comprehensive analysis procedure, which included the collection and evaluation of statistical data, the study of trends and prospects for the development of the industry. At the initial stage, data was collected from official sources, statistical agencies and international organizations, reflecting the dynamics of digital media, the tourist market and the fashion industry. Available data allows you to assess the current state and identify key trends affecting the industry. The use of quantitative analysis methods is carried out to assess the impact of trends on the fashion market, including changes in consumer behavior, the development of new business models and the adaptation of the industry to the digital age. Special attention was paid to the assessment of the prospects for further development, taking into account the potential of innovative technologies, the growth of global tourism and changes in the methods of communication through social media. The analysis used official statistical data provided by international organizations and analytical

agencies. The proposed methodology ensures the reliability and objectivity of the research, based on current data on the market volumes of the industry, statistics in social networks and growth indicators of the tourism market. An appropriate assessment helps to determine the fundamental vectors of the development of the fashion industry and the impact of digitalization and globalization on it. The article paid attention to the issue of ethical aspects related to international interaction in the fashion industry. International cultural cooperation was based on the study of international standards and practices, as well as on the evaluation of initiatives and programs implemented by companies and organizations in the field of fashion. The analyzed sources include scientific articles, industry reports, publications in authoritative magazines and blogs, which made it possible to get a deep understanding of the dynamics of the industry's development and to identify the trends and challenges of our time. Attention was paid to works investigating the change in consumer behavior in the era of digitalization, the influence of social networks on the trend of commercialization of the creative economy, and the ethical factors of its globalization. Accordingly, based on the importance of an interdisciplinary approach to the study of the fashion industry, it combines economic, cultural and technological aspects, opening new perspectives for understanding its role in today's globalized world.

3. Results

Since the COVID-19 pandemic, the fashion industry has experienced significant changes that have caused it to strengthen and transform into new realities. The recovery and growth of the fashion market is driven by increased consumer demand as people look for ways to express individuality and boost their spirits after long periods of restraint. The resurgence of interest in tourism has led to a resurgence of travel and increased demand for a variety of clothing and accessories integrated into different cultures and climates. The fashion industry has begun to make greater use of digital technologies to reach a global audience through social media, online platforms and virtual shows, enabling brands to respond more quickly to changing trends and consumer preferences (Sushchenko et al., 2023; Niziaieva et al., 2022).

Business development in the field of fashion largely depends on the integration of digital technologies and the use of innovative approaches to attract consumers. E-commerce, social media and other digital platforms have become basic tools for marketing and selling fashion products. The platforms have given brands access to a wider audience, which is helping globalization and cross-cultural interaction in the industry. The use of digital technologies and relevant algorithms for personalization of offers, introduction of virtual and augmented reality for the exchange of cultural experiences, allowed to create a unique offer for consumers, increasing the efficiency of production and distribution processes (Bashynska et al., 2023).

The growth of the creative economy has become an effective tool of state policy aimed at stimulating innovation, attracting investment and creating new jobs. In the fashion industry, there is a trend of supporting small and medium-sized businesses, making investments in technological start-ups and developing educational programs that contribute to the training of qualified specialists in the field of fashion and design. State support for creative industries stimulates cultural exchange, promotes sustainable development and increases the country's global competitiveness (Shpak et al., 2023). Environmental sustainability and social responsibility initiatives have gained potential through digital technologies, as consumers demand transparency and ethics in the production of relevant goods, prompting brands to innovate and seek new approaches in their operations. The market for the fashion industry is constantly growing and building its own potential in the creative economy, as shown in Figure 1.

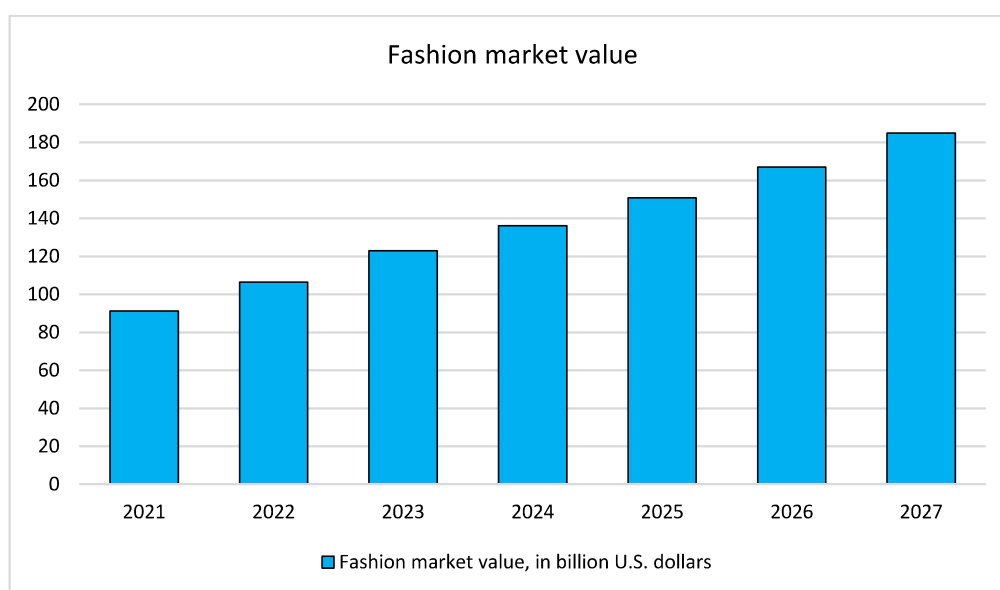


Figure 1 Fast fashion market value forecast worldwide from 2021 to 2027.

Integration of cultures and interaction of international communities in social networks forms its own segment of interaction of the global fashion industry. Digital platforms provide unprecedented access to cultural diversity, allowing designers from around the world to share their creations and inspirations with an international audience. Collaborations between brands and designers from different countries stimulate the spread of digital technologies and the growth of the creative economy. Appropriate interaction leads to the creation of joint collections, exchange of experience and technologies, which increases the quality and innovative composition of products. The mutual enrichment of cultures through fashion stimulates the development of intercultural dialogue, the reduction of stereotypes and the growth of tolerance, which is of great importance for a modern society that is becoming globalized and integrated (Bayev et al., 2022).

In recent years, social media have become platforms for communication and an important tool for popularizing fashion and trends. Fashion brands, designers and models actively use Instagram, Facebook, TikTok and other social networks to promote their collections, fashion shows and special events. Platforms allow them to establish a direct connection with the audience, to attract their attention through visual content and brand stories. Social media provides the ability to make instant purchases through integrated e-commerce features, greatly simplifying the process of purchasing goods. Commerce is turning social media into a powerful marketing tool that drives sales and brand recognition around the world.

The increase in the number of users of social networks has opened up new opportunities for the formation and dissemination of trends in fashion. Today, every user has the opportunity to observe the latest innovations, become an opinion leader by sharing his own style and preferences. The current trend has led to the emergence of influencers who have a significant influence on the formation of fashion trends and consumer preferences. Videos, photoshoots, blogs – formats are used to demonstrate fashion images, accessories and cosmetics, stimulating the audience to experiment with their own style. Social networks are becoming the main channel of communication between brands and consumers, where there is a constant interaction and exchange of information, and the dynamics are constantly growing, which is confirmed by Figure 2.

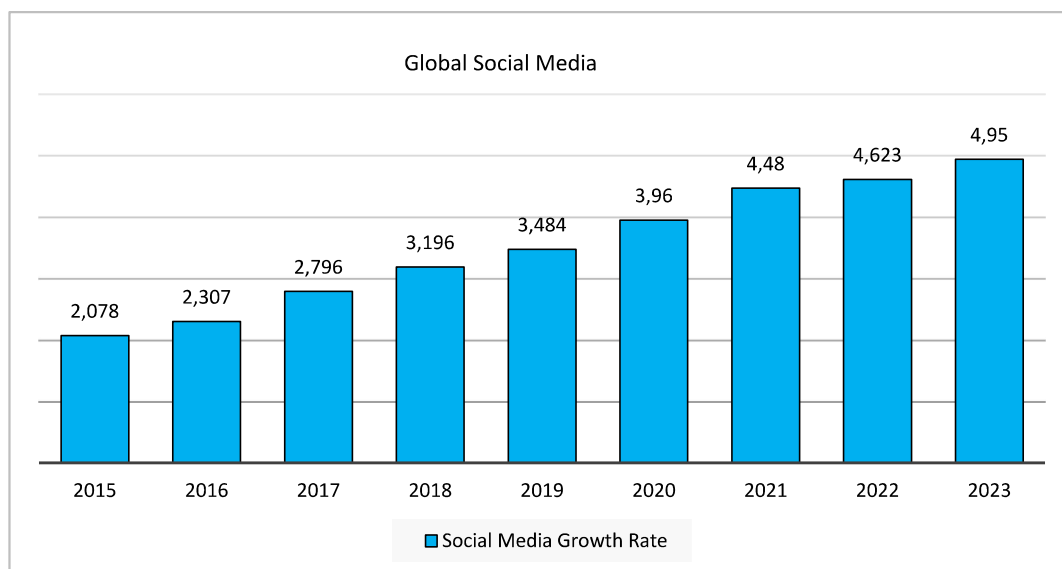


Figure 2 Global Social Media Growth Rates, billion active users.

The recovery of the tourism market after the COVID-19 pandemic has become one of the key developments in the global economy, playing an important role in the revival of many industries, including fashion. With the easing of restrictions and the resumption of international travel, the demand for travel services has increased dramatically, contributing to increased consumer interest in a variety of cultural and fashion products. Tourists seeking to immerse themselves in new cultures and traditions have become active consumers of local fashion goods, often looking for unique or handmade items that reflect the cultural identity of the region. These events contribute to economic growth in tourist destinations, and have increased global interest in regional fashion, supporting small businesses and artisans (Ziniuk et al., 2022).

The development of digitalization and the introduction of new tools in the field of tourism are influencing the industry, offering innovative ways to engage and interact with consumers. Virtual tours, online shopping and travel planning apps with elements of reality allow users to explore fashion trends and shop from anywhere in the world. Digital platforms and social networks are becoming bridges between cultures, allowing designers and brands to present their collections to an international audience without the need for a physical presence. They strengthen global fashion connections and promote cultural exchange, making fashion inclusive and accessible to different social groups and communities (Araújo et al., 2016).

The impact of tourism on the fashion industry is multifactorial due to the processes of globalization and cultural exchange. Tourist demand is driving the development of local brands and expanding the range of products adapted to the needs of travelers, from ethnically inspired clothing to accessories that reflect the local culture. Tourism promotes the spread

of global fashion trends, allowing local designers to integrate international influences into their collections and present them on the world stage. Digital media increase the level of innovation and creativity in fashion through high competition and contribute to the creation of new economic opportunities for regions by attracting investment and supporting small and medium-sized businesses. Tourism is of great importance in the formation and development of the industry, contributing to its globalization and the integration of cultural elements into modern fashion trends, the main indicators of the tourism market are shown in Table 1.

Table 1 The overall tourism market.

| Year | International Tourist Arrivals | GDP Contributions | Year to Year Growth in Tourist Arrivals (%) | Year to Year Growth in Tourist Arrivals (%) |
|------|--------------------------------|-------------------|---|---|
| 2019 | 1.5 (billion) | 10.4% | 4% from previous year | US\$9.3 billion |
| 2020 | 381 (million) | 1.7% | -74.6% | US\$2.3 billion |
| 2021 | 415 (million) | 2.15% | 8.92% | US\$2.5 billion |
| 2022 | 965 (million) | 7.6% | 132.53% | US\$5.9 billion |
| 2023 | 975 (million) | 9.1% | 35.23% | US\$8.8 billion |
| 2024 | 1.53 (billion) expected | 10.6% | 17.24% | US\$9.4 billion |

With the emergence and popularization of social networks, the fashion industry underwent profound changes, which led to the formation of a new economic paradigm. Social networks Instagram, Facebook, and TikTok shape the direction of fashion trends, contributing to the rapid spread of information and style. The networks are upending traditional marketing strategies, with big brands and fashion newcomers alike relying on social media to promote their products (Saienko et al., 2020). The rise of influencers using their platforms to promote and review fashion products is creating the beginnings of a new economic marketplace where value and influence are determined by quality and brand, reach and visual appeal on social media. The paradigm shift forces brands to be reactive and adaptive to rapidly changing consumer preferences, requiring them to respond quickly to trends.

In modern conditions, issues of ethics, building international projects, cultural and value integration are the leading factors of attention in the fashion industry. Initiatives aimed at creating ethical fashion emphasize the need for responsible production, reduced environmental impact and fair wages. International projects in the industry mostly focus on knowledge sharing and cultural integration, allowing designers from different countries to collaborate and create collections that reflect global perspectives. Cultural and value integration contributes to the expansion of market opportunities for brands and fulfills the needs of consumers from different regions of the world. Taking cultural aspects into account in international projects improves the brand image and leads to the creation of a sustainable and inclusive fashion industry (Klochan et al., 2021).

The spread of digital technologies and approaches to fashion reflects the political, economic, and socio-cultural processes taking place in the world. The digitalization of the fashion industry is being transformed through virtual reality for fashion shows and online sales platforms, responding to the needs of the changing market and consumer demands for accessibility and personalization. The development of digital media technologies correlates with global economic trends and the transition to a knowledge economy, where information and creativity are key resources. Political decisions and socio-cultural changes, growing awareness of sustainability and ethics are affecting the fashion industry, pushing brands to adopt more responsible production practices. Digital media technologies are reforming the ways fashion is created and distributed, reflecting broader changes in society, highlighting the relationship between fashion, technology, and global socio-economic processes.

4. Discussion

The results of the study indicate that digital media has a significant impact on the fashion industry, correspondingly correlating with the results of (Vecchi, 2023), who highlighted the strategic importance of social networks for fashion brands. Own observations regarding the growing influence of influencers on the formation of fashion trends correspond to the analysis presented in the work (Chatterjee, 2023), which emphasizes the importance of visual content in social networks. In contrast to (D'Itria, 2023), the study points to a complex interaction between digital platforms and consumers, highlighting a number of challenges associated with digital content saturation. An article (Jain, 2021; Hrosul et al., 2023) points to the strong impact of tourist flows on local markets and their gradual globalization through social media. Based on the assertions (Stone, 2023), it is found that technological innovations in tourism have limited impact without the integration of effective marketing strategies and a deep understanding of the target audience. In terms of ethical aspects and sustainability, our study supports findings (Parung, 2022) about the importance of ethical production for brands' competitiveness. According to (Manzanares, 2023), digitalization is the main driver of innovation in fashion, as the success of the digital transition depends on the willingness of consumers to accept new technologies. Research (Chkanikova, 2022; Kazakov et al., 2023) concerns the interaction between tourism and fashion, which promotes cultural exchange, as the effective use of ethical potential requires more attention from researchers. The results are confirmed by (Dong, 2021), which focuses on technological innovation in the promotion of fashion

collections, as the need to integrate innovation with strategic marketing and branding is the basis for achieving sustainable success. The article (Milanesi, 2023; Prokopenko et al., 2020) revealed that the challenges associated with ethical production are complicated by global production chains, as it requires rational international cooperation. Thus, a comparison of our own results with other researchers confirms that digital media and tourism form the foundation for the development of the fashion industry, but there are complex interactions and challenges that require further study. Further research should be directed at examining the ethical aspects and the need for sustainable development, where the available results reflect the global need for a balance between innovation, cultural identity and social responsibility.

5. Conclusion

Thus, based on the results of the impact of tourism, digital media and social processes on the fashion industry, it can be concluded that the existing elements have significantly transformed the industry, creating new opportunities for growth, innovation and cultural exchange. The proliferation of social media and digital technology has changed the way fashion trends are created, shared and perceived, providing a platform for global interactivity and the democratization of fashion. The gradual recovery and development of the tourism market after the pandemic is helping to increase the demand for unique, culturally determined fashion products, emphasizing the importance of local producers and traditions. The trends reflect the wider socio-economic, political and cultural processes shaping the modern world and point to the relationship between the fashion industry and global change. Digital transformations are accompanied by a number of problems and global challenges for the creative economy. Issues of sustainability and production ethics require attention to the environmental implications of the fashion industry and labor conditions in supply chains. The digital age has brought with it problems related to data and revenue distribution in the field of digital content. Global challenges in the form of unequal access to digital resources, cultural barriers, require a comprehensive approach to the development of the industry, which includes technological innovation, social responsibility and cultural sensitivity.

Effective measures for the fashion industry are aimed at ensuring its sustainable and ethical development through digital media. It is important to implement and support sustainability initiatives, in particular through the use of environmentally friendly materials and technologies, ensuring decent working conditions throughout the supply chain. It is necessary to focus on the development of digital literacy and access to the Internet to ensure equal opportunities for all market participants. Promoting intercultural exchange and dialogue can help overcome cultural and value barriers, strengthening the global fashion community. Engaging in a wider dialogue between brands, consumers, governments and civil society organizations will help shape policies and practices that promote innovation, sustainability and social justice in the fashion industry.

Ethical considerations

Not applicable.

Conflict of Interest

The authors declare no conflicts of interest.

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