

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**“INTERNET MARKETING IN MANAGEMENT OF TOUR
OPERATOR “JOIN UP”, KYIV”**

Student of the 2^d year, group 4 a,
educational degree "Master"
specialty 073 «Management»
specialization «Tourism
Management»

Chegrynets Diana
Volodymyrivna

Scientific adviser:
Doctor of Economics,
Associate Professor

Mykhaylichenko G.I.

Head of the project team
(Manager of the educational
program),
Doctor of Science (Economics),
Professor

Mykhaylichenko G.I.

Kyiv 2018

Kyiv National University of Trade and Economics

Tourism and recreation department
073 «Management»
«Management of Tourism Business»

Approved by

Head of the Department
T.I. Tkachenko

«__» _____ 2016

Task for a final qualifying paper (project)

Chegrynets Diana Volodymyrivna

1. Topic of a final qualifying paper: «Internet marketing in management of tour operator “Join Up”, Kyiv»

Approved by the Rector's order from 25.10.2017, No. 3493

2. Term of submitting by a student his/her terminated paper: 22.11.2018

3. Initial data of the final qualifying paper

Purpose of the paper (project) is to determine and analyze technologies used to promote products and services throughout the Internet in travel enterprise “Join Up”.

Object of the research is methodological and theoretical basis of internet marketing activity in tour operator.

Subject of the research – productive forces, relations, marketing and management system of tour operator “Join Up”, Kyiv.

4. Illustrative material: the organizational structure of tour operator "Join Up"; the dynamics of the main economic indicators of tour operator of the "Join Up"; the main indicators of financial activity of the tour operator "Join Up"; the systematization of the evaluation of strategic growth of tour operator “Join Up”; types of advertising and tourist resources on the Internet; shares of each tour operator on the market; model of management of marketing activity of the enterprise; traffic and engagement statistics for company web-page; screenshots.

5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled
Part 1	Mykhaylichenko G.I.	20/11/2017	11/05/2018
Part 2	Mykhaylichenko G.I.	12/05/2018	31/08/2018
Part 3	Mykhaylichenko G.I.	01/09/2018	14/10/2018

6. Contents of a final qualifying paper (project) (list of all the sections and subsections)

Introduction

Part 1. Theoretical and methodological base of internet marketing technologies in tourism business.

- 1.1. The essence of internet marketing technologies.
- 1.2. Features and classification of internet marketing strategies in tourism business.
- 1.3. Indicators of efficiency of internet marketing.

Conclusion to the Part 1

Part 2. Analysis of efficiency of using internet marketing in tour operator “Join Up”.

- 2.1. Characteristic of marketing subsystem in management of the enterprise.
- 2.2. Economical evaluation of efficiency of marketing activity.
- 2.3. Evaluation of potential development of the enterprise.

Conclusion to the Part 2

Part 3. Ways of improvement.

- 3.1. Development of a strategy.
- 3.2. Program of implementation of the strategy.
- 3.3. Justification of the implementation of the model.

Conclusion to the Part 3

Conclusions

References

Appendixes

7. Time schedule of the paper (project)

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01/09/2017-25/10/2017	25/10/2017
2.	Preparation and approval of task for the final qualifying paper	26/10/2017-20/11/2018	20/11/2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	20/11/2018-11/05/2018	11/05/2018
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	12/05/2018-31/08/2018	31/08/2018
5.	Writing and preparation of scientific article	till 01/06/2018	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01/09/2018-14/10/2018	14/10/2018
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	15/10/2018-22/10/2018	22/10/2018
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	23/10/2018-31/10/2018	31/10/2018
9.	Additional processing, printing, preparation of material to final qualifying paper defense	23/11/2018	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task: 02/02/2018

9. Scientific adviser of the research

Mykhaylichenko G.I.

10. Head of educational and professional program

Mykhaylichenko G.I.

11. The task received by the student

Chegrynets D. V.

12. Resume of a scientific adviser of a final qualifying paper

Student Chegrynets D. V. prepared final qualifying work fully in accordance with the ratified plan and chart of work.

In the first part of work it was described theoretical and methodological base of internet marketing technologies in tourism business.

In the PART 2 is analysed Economical evaluation of efficiency of marketing activity; it is evaluation of potential development of the enterprise; described market processes in tourism company Join Up; it is given characteristics of communication policy; the main evens characteristics as a component of the company's marketing policy etc.

At the end, at the Part 3 of work student is offered: ways of improvement marketing technologies in tourism business; development of a strategy; program of implementation of the strategy and for the end: justification of the implementation of the new model of the event marketing concept.

On the whole can be recommended to defence and deserves a positive estimation.

Scientific adviser of a final qualifying paper _____ Mykhaylichenko G.I.

13. Resume about a final qualifying paper

The final qualifying paper which is prepared by Chegrynets D. V. can be admitted to defense in the Examination Board.

Head of educational and professional program _____ Mykhaylichenko G.I.

Head of the Department _____ Tkachenko T.I.

_____, _____, 2018.

CONTENTS

INTRODUCTION.....	7
PART 1 THEORETICAL AND METHODOLOGICAL BASE OF INTERNET MARKETING TECHNOLOGIES IN TOURISM BUSINESS.....	9
1.1. The essence of internet marketing technologies	9
1.2. Features and classification of internet marketing strategies in tourism business	16
1.3. Indicators of efficiency of internet marketing.....	19
Conclusion to the Part 1	26
PART 2 ANALYSIS OF EFFICIENCY OF USING INTERNET MARKETING IN TOUR OPERATOR “JOIN UP”	28
2.1. Characteristic of marketing subsystem in management of the enterprise	28
2.2. Economical evaluation of efficiency of marketing activity.....	31
2.3. Evaluation of potential development of the enterprise	39
Conclusion to the Part 2	46
PART 3 WAYS OF IMPROVEMENT	48
3.1. Development of a strategy	48
3.2 Program of implementation of the strategy.....	55
3.3. Justification of the implementation of the model	61
Conclusion to the Part 3	66
CONCLUSIONS.....	68
REFERENCES.....	71
APPENDIXES	78

INTRODUCTION

Actuality of research. The Internet, having appeared relatively recently, has already firmly entered the life of modern people, taking part in all industries of its activities. Tourism did not stay aside and has found new opportunities for its development on the Internet, that is very promising. Internet affects tourism marketing more than any other technology since the invention of television. It has become an important method of promoting a tourist product.

The main areas of Internet use in the tourism industry include:

- Use of Internet mechanisms in the tourist package promotion and selected tourism products (for example, promotion of the company's website, hosting addressers, work of tourist electronic exchanges, etc.)
- Development of electronic booking systems, allowing to book a certain number of tours or individual tourism products in real time by both travel agents and ordinary users - potential tourists.

Internet technologies have reached almost all levels of management in modern enterprise, which, in turn, helps to reduce the duration of individual cycles of the business process and allows maximally satisfy expectations of the enterprise economic benefits. A successful Internet marketing strategy helps businesses to improve their competitive status and determines the performance of businesses in industry as the first point that is influenced is consumer behaviour.

Purpose of research is to determine and analyse technologies used to promote products and services throughout the Internet in travel enterprise “Join Up”.

The object of the research is methodological and theoretical basis of internet marketing activity in tour operator.

The subject of the research productive forces, relations, marketing and management system of tour operator “Join Up”, Kyiv.

Methods of research were selected in accordance with the purpose and tasks of scientific research. The method of analysis shows that the object of research is

practically divided into constituent elements, each of which is investigated as part of the whole. The synthesis method makes it possible to combine the divided parts of the study during the analysis. Another method used is the analogy method. It consists in the knowledge of some objects and phenomena based on their similarity to others. The system method has focused research on the disclosure of the integrity of the concept of online advertising.

Scientific innovation. In this scientific work was invented new promotional social media marketing strategies and Internet marketing approaches to diversify available promotional strategies using in tourism business.

Practical value. Use of new approaches and promotional programs in tourism business will increase the profitability of the travel agency, brand awareness and loyalty to the tourism brand by the customers.

Publications. As the result of investigation of the final qualifying work was published the article « Internet marketing in management of tour operator» in Articles of master programs students in field of science «Management and Administration» (specialization «Tourism Management») (Appendix A).

Paper structure. Final qualifying paper consists of the Introduction, 3 parts, appendixes and references; each part consists of three sections and conclusions. The final qualifying paper also consists of the 14 figures, 14 tables.

PART 1

THEORETICAL AND METHODOLOGICAL BASE OF INTERNET MARKETING TECHNOLOGIES IN TOURISM BUSINESS

1.1. The essence of internet marketing technologies

The processes of globalization of the economy are connected with the computerization of almost all spheres of human activity. This contributed to the fact that the information technologies have formed a full-fledged market with their own infrastructure and have led to the emergence of this kind of economic activities as an information economy.

The Internet as one of the types of information technology provides the ability to communicate and transfer information between computers' users all over the world. In modern life and in the global information society becomes impossible to operate in any industry without access to the World Wide Web [1].

Internet is online infrastructure networks which can share information sources, communication services (e-mail, information boards, computer meetings, archives of data, common software, updating documents, interactive libraries, transfer the file etc.). Active commercial use of the network began in 1993.

Ukraine is among the modern European countries – 9th place with the total percentage of the population actively using the network's capabilities – 31.2% [2].

With using of opportunities of Internet in the activities of the vast majority of domestic enterprises became an integral part of their effective functioning on the market.

On the Internet, new types of electronic ones are constantly being formed commercial relationship that caused the appearance of the term "Electronic business".

Under the e-business understand the targeting of profit making activity of an organization or an individual, in what are the main business processes, as well as external and internal communications are carried out through the use of electronic technologies; implementation of business processes using information and telecommunication technologies and systems [3].

E-business is the transformation of the main business processes through the Internet. E-business can be seen as different forms of interaction between actors, because at the moment the following sectors of e-business activity have been formed in Internet network (Tab. 1.1.)

The main forms of e-business are corporate portals, catalogs, search engines, information resources and content projects, but quite often electronic business is identified with the term "electronic commerce". So there is a need to detail the differences of such to understand the meaning.

Thus, e-commerce is a technology which provides a complete closed loop of operations, including ordering goods, conducting payments, participating in management delivery of goods or services based on Internet technologies, transfer of ownership or use of one legal entity or individual to another [7].

E-commerce – this is a kind of business operations carried out by means of the Internet for the purpose of receiving economic benefits [8].

E-commerce is a kind business transactions and transactions involving the use of advanced information technology in order to provide more high economic efficiency compared to traditional one's types of commerce.

E-commerce inherent in all types and forms commercial transactions, which is part of a commercial activity individuals and legal entities. Ecommerce is based on the processing and transmission of data in digital format, including text, audio and video.

E-Business is the implementation of individual business processes in the Internet that enhance coordination, efficiency and efficiency of the enterprise at basis of integration interaction between the participants at the expense of implementation of various forms of commercial procedures with applied modern electronic-digital technologies [9].

At any form e-commerce:

- Online store – web page on the Internet, means of which is a direct sale of goods / services; the process of implementation, including the order, its processing and payment, carried out directly on the network;
- Online Auctions is a web page with expanded functionality where the bids are traded. They are virtual analogue of traditional auctions;
- Internet exchanges – the virtual exchange on the Internet, the main areas of work of which is the conclusion of contracts (mostly buying / selling);
- Web show-window – simple system of placement of price-lists with the possibility of receiving orders in real time. Data exchange between the customer and the seller is carried out however, in traditional ways [10].

Modern trends in the entrepreneurial sphere development require usage of aggressive methods of doing business, finding new effective ways to survive in the market.

Ensuring business competitiveness becomes possible subject to the use of modern information technology, which facilitate the modernization of business activity. One from the types of information technology that is an effective lever in the activity of the enterprise, became Internet technologies.

Internet technology is a complex interconnected scientific, technological, industrial and communication activities of storage, management, storage and transmission of information according to the algorithms over long distances in a short time span [11].

Internet technology is a combination of consistent procedures, actions, processing operations, storage and transfer of information through such means of the Internet as hypertexts and electronic pages (web sites).

The 5 main advantages of using Internet technologies in the activity of modern enterprises are:

1. Permanent and operational access to the necessary information;
2. Simultaneous delivery of information to different places;
3. The possibility of simultaneous centralization and decentralization;
4. Interactive contact with potential partners and consumers;

5. Operative maintenance of business communication [12].

Fundamental grounds for implementing programs and local goals of entrepreneurship in the Internet is the representation of the company in this network (electronic resource, web resource, website) that allows you to maintain communication with consumers and partners, accelerating the processes of information exchange in order to increase operational efficiency.

The use of Internet technologies in the marketing activities of enterprises has caused the emergence the term "internet marketing". Internet Marketing - is the application of marketing efforts via the web Internet, which has a direct transformative effect on corporate strategy, competitive situation on the market and profitability indicators.

So, Internet Marketing is a systematic study of consumer needs and implement appropriate marketing measures based on the application of advanced internet technologies [13].

At the present stage an established list has been formed marketing activities on the Internet:

1. Contextual advertising in search engines – text that is displayed by the keyword next to user request;
2. Contextual advertising on thematic search engine web sites – a text or image that appears on the content website with the subject of the site is determined by the search engine automatically taking into account content of the website;
3. Placement of thematic articles, news, reference information on specialized websites;
4. Banner advertising on thematic websites – placement in the form of pop-up windows on different sites topics with the potential audience of consumers; banner advertising in banner exchange networks - placement of a banner ad on sites-members of advertising network;
5. Text ads on thematic websites-placement short messages on content sites;

6. Registration in thematic directories – registration in the electronic catalog creates a cross-reference and the transition to the company's website when clicked on the output link [14];

7. E-mail advertising information to the e-mail addresses of potential customers.

In addition, there are constantly developing innovative marketing activities on the Internet, which allows to use them to promote company's own services to a wide range of consumers who use various Internet resources (Fig. 1.1.)

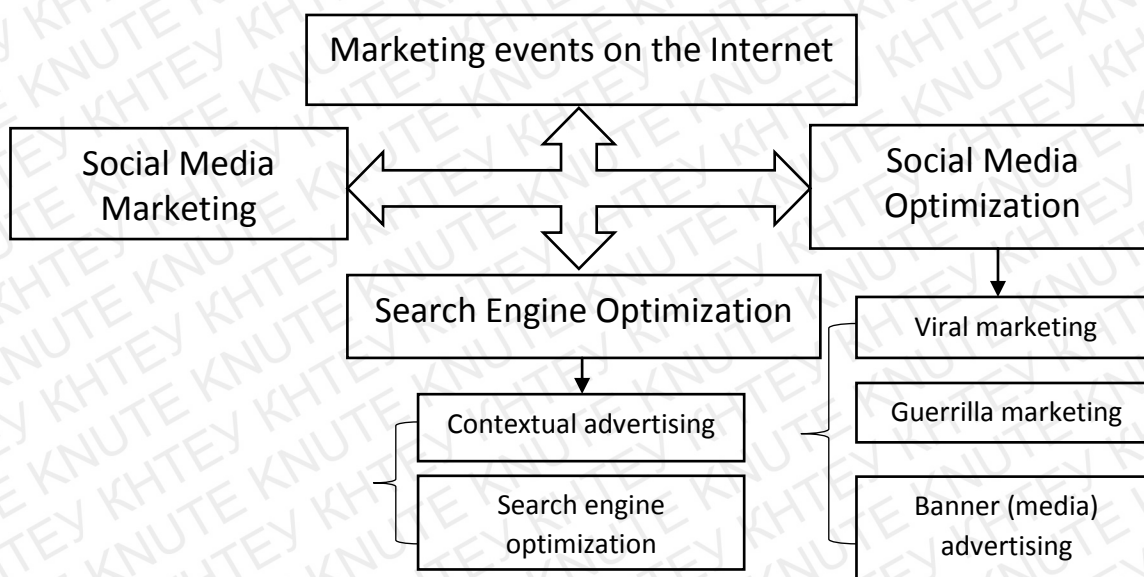


Fig. 1.1. Types of advertising on the Internet

Social Media Marketing aimed to promote company's web site using the potential of social networks, online societies and blogs. SMM involves attracting visitors to the enterprise's website on the basis of the transfer of tourist information services directly from user to user.

SMM is the marketing of social media, which is a web site, content which is created and updated by the users themselves.

Social media marketing is an emerging marketing technique worldwide. This research concentrates on how effectively social media can be used to promote a product in tourism industry. The efficient use of social media develops a tourism company in terms of sales, branding, reach and relationship management. The study aims to find the best social media platform to promote and develop a tourism company and the customer opinion towards planning a trip through online. It also

concentrates on customer response for online offers and discounts in those social media platforms [15].

Three main instruments of Social tools Media Marketing are:

1. Targeting advertising – targeted to the specified a group of target consumers taking into account their age, geographical location, hobbies and other indicators;
2. Competent participation in profile discussions, i.e. initiate new discussions in social networks, directing the discussion to the advantageous for a tourist enterprise a new topic, focusing on a specific tourist product that allows you to improve or to strengthen the reputation of a tourist enterprise and solve it a number of other marketing tasks;
3. Brand monitoring involves analyzing consumer reviews about a travel company and its social services networks and an appropriate response to negative feedback that contributes improvement of image [16].

Another area of Internet marketing is Social Media Optimization is the optimization of a website on social networks. Social Media Optimization is essentially using social media as a catalyst to grow company's online presence. Where some companies tend to just set up a profile on Instagram, Facebook or Twitter to be where their customers are, SMO is about strategically creating, building and maximizing your social media plan to connect with company's target audience. SMO allows to:

- Strengthen brand
- Generate leads
- Get more visibility online
- Connect with target audience

A lack of social media strategy has been a roadblock for companies for a while now. Partly because it's still fairly new, and also because social media is always changing. Twenty-eight percent of brands feel that a lack of strategy is the top barrier keeping them from becoming a social business [17]. In order to optimize company's social media marketing campaigns, it has to have a strategy with clearly defined goals

and objectives. When enterprises have a documented strategy in place, it measures where it stands and makes improvements wherever necessary.

Creating a company's profile seems like a pretty simple task, yet it's one of the first areas of SMO where businesses fall short. Think of its profile page as a foundation. If it's weak, it's hard to build anything on top of it. Here's what it takes to build a strong foundation [18]:

- **Profile photo:** Your profile photo should be your company logo.
- **Username:** Use your company name. Social media username availability is starting to become a big factor for brands when they're choosing a business name. Using your brand name makes it easier for customers to find you when they're searching for your profiles on social.
- **Bio:** Clearly state what your company does. If possible, place a trackable link back to your website within your bio to drive more traffic. Using relevant keywords in your bio will also give your page more visibility in search.

Most importantly, fill out your profile completely. Sites like Facebook and LinkedIn let you enter a lot of information about your company. Unfortunately, many businesses leave these fields incomplete because they rush through the process. But the more complete your profile is, the more your page will stand out.

This kind of marketing involves the use of the 3 following tools:

1. **Banner (media) advertising** – the most interesting point in display advertising is its visual attractiveness and interactivity. Responding to a banner that clicking on it, the visitor instantly switches to the online field on which he leads banner link. Often the animated banner first attracts user to the game, to interactive communication. Banner immediately brings the user closer to the advertised tourist product or information about this product [19].

2. **Viral marketing** is a way to promote the brand online travel company when information about it or about the tourist product is distributed consumers themselves through personal recommendations. Consumers send or post links if they are interested if they feel that they are not being forced into anything, if "Communication" with the brand brings joy and pleasure. Viral marketing is a media

vice versa. This means that unlike classical media, where there is one common source information that everyone reads in the virus marketing source of information is the user who can share messages via his personal media (personal blog, pages and so on).

3. Guerrilla marketing, providing any non-standard promotions or promotions on the Internet, as well is based on the concentration of efforts of the tourist enterprise on the exact selection of the advertising platform, the target audience and time of the advertising campaign. In other provides an original approach to conducting promotions on the basis of application of forums; social networking blogs, news portals, sites with thematic articles and RSS feeds [20].

1.2. Features and classification of internet marketing strategies in tourism business

The Internet, having appeared relatively recently, has already firmly entered the life of modern people, taking part in all industries of its activities. Tourism did not stay aside and has found new opportunities for its development on the Internet, that is very promising. Internet affects tourism marketing more than any other technology since the invention of television. It has become an important method of promoting a tourist product.

The main areas of Internet use in the tourism industry include:

- Use of Internet mechanisms in the tourist package promotion and selected tourism products (for example, promotion of the company's website, hosting addressers, work of tourist electronic exchanges, etc.)
- Development of electronic booking systems, allowing to book a certain number of tours or individual tourism products in real time by both travel agents and ordinary users – potential tourists [21].

Availability of informational tourist portals and catalogs allows clients to get operational information about any tourist enterprise, directions of its activity and other tourist information. Tourist sites organizations and executive bodies provide an opportunity to receive official information in e-business sites of tourist publications –

get acquainted with the latest news and development trends market of tourist services [22].

It is difficult to overestimate the presence of a tourist company own website, because with such an instrument as Internet technology travel company can significantly expand the directions of its activity.

Such systems allow to reserve all the main components tourist infrastructure, that is, they actually form a general information system offering distributive ones' network for the entire tourism industry [28].

The use of GDS the activities of tourism enterprises provides:

1. Integration and communication;
2. Improvement of service quality;
3. Transfer of a large amount of information;
4. Increase in service speed and efficiency activities;
5. The ability to take into account the needs of each individual the client;
6. Effective feedback.

The tourism industry is unlike any other because, instead of a product, you are selling a place and all the things it has to offer. You are competing with the entire world every time you promote tourism in a given destination, and this high level of competition demands a creative and unique approach. To be successful, your marketing should constantly put forth the best possible image of your destination, while creating interest on a broad scale in as many ways as possible. There is why the most effective type of marketing should be actively used [29].

Internet marketing in the tourism industry can help to connect with business' clients, show them the visual appeal of the destination, and possibly get more exposure than it would be with traditional print advertising. Using both natural and paid search is advisable to promote destination [30].

Photos

Photos are an effective marketing method, especially in tourism, providing a strong visual experience for the consumer and helping to build an on-line presence. Use keywords in the photo tags and descriptions to help the pictures come up in the

search engines' image results. It is needed to hire a professional photographer to take beautiful pictures of the location. Then, uploading the photos to websites such as Flickr, and use its Creative Commons area, allowing others to use the images in blogs and articles. This gives images, and therefore location, more exposure.

Videos

Use video to give viewers valuable information that benefits them as opposed to the business. Do not use videos to give a monologue on how great a resort is. For example, if someone is marketing a beach resort, there is a way to create a tutorial on how to make DIY own aloe vera gel, or how to train to be a scuba diver. Link these videos to the website, blog and photo collection for ultimate exposure [31].

Online Business Listings

Google Maps and Yahoo Business Listings are often overlooked methods of tourism Internet marketing. Registering your business with Google Maps and Yahoo Business Listings will help it come up in the top of the search results when consumers search for keywords that relate to the business. It is free and only takes a few minutes.

Blogs and Articles

Produce large amounts of informative, keyword-rich content about certain destination that will attract attention and establish person as an expert in his field, but do not write blogs and articles that promote his business directly. Instead, another way is to write about the “Ten Places You Must Go in the Bahamas” or “The Biggest Roller Coasters In the World,” for example. Relate the articles back to the location without giving an advertising spiel that will offend people.

Social Media

Create Facebook, LinkedIn and Twitter profiles in the name of needed tourist destination. Post links to the blogs, articles, photos and video. It is needed to update followers of the profile about special events and promotions at the destination, and link to interesting articles about the industry, the area and activities that fans may enjoy. By providing valuable information to followers, business owners will make

them want to continue reading their updates. And the larger the audience, the more exposure your resort receives [32].

Email Marketing

Gather contacts from Facebook fans, Twitter followers and past customers. Send weekly or monthly email newsletters with updated information about the destination, new activities and special travel offers [33].

Main benefits of online marketing efficiency are relatively low cost (compared to traditional advertising measures) and targeting a significant target audience of active ones Internet users (Table 1.5.).

1.3. Indicators of efficiency of internet marketing

Hospitality and tourism is one of the industries that is most affected by digital development. Transportation and accommodation companies are among the first ones to utilize digital marketing techniques in their practices to engage communities and make sure their customers have the best possible away-from-home experience. In order to perform well and gain competitive advantages, players in the travel industry are always looking for the newest and greatest ways to reach their buyer persona and tailor their offering to their target audience.

There are many different internet marketing benefits that businesses/organization can use in relation to improve their efficiency. For example, the quickness of internet marketing is one major benefit that can be used in relation to their efficiency. This means customers are always aware of the latest that is going on in an organization so they know all about any new stock that comes into their business because it does not take a long time for an online business to make any changes on their website because it's so simple and easy to do that there wouldn't be any reason for them not to keep their customers up dated with all the latest happening [39].

Since internet marketing is not as expensive as other types of businesses, they save a lot of money which can also improve the businesses efficiency because they will have extra money which they can spend on other useful things to make more

profit. This can include making the website look more presentable and eye catching or it can include buying more stock and of a variety for their customers.

Another benefit of internet marketing in relation to efficiency is the use of electronic communication that is possible between members of staff as well as customers. This reduces staff costs and therefore it benefits the business and improves its level of efficiency [40].

Since any organization can use the internet to monitor their competitors' activities any time it improves their businesses efficiency because they will come to know about any new products or goods they have available to their customers, and they will also be able to visit their competitors web page to find out more information such as offers and deals they are offering their customers. This is a useful method that will improve a business's efficiency since they will always be well ahead of the game.

Methods of assessing the effectiveness of Internet technologies based on indicators such as the frequency of visits to the website, the time spent by the visitor on the site, the number visitors [41].

Evaluation criteria are rules that are compared the value of the selected indicators among themselves or with a certain norm. When choosing a system of indicators to measure effectiveness a specific form of operation using two approaches:

1. Search for new performance indicators, directly related to e-business technologies; while not always not all forms can determine performance indicators;
2. Use of already known performance indicators that requires an assessment of the impact on these indicators of transition from traditional technology to electronic [42].

As one of the main areas of application Internet technologies in the activity of tourist enterprises are Internet marketing, it is advisable to identify approaches to assessing the effectiveness of advertising on the Internet.

Any commercial advertising, including internet-advertising, on the basis of a return of money investments, so the evaluation of the effectiveness of advertising is

one of important tasks facing the tourist business. Evaluating the effectiveness of online advertising, above all it is necessary to compare its objectives and objectives with the achieved results.

Among the possible goals you can distinguish following points of effectiveness of online advertising [43]:

1. Sales promotion;
2. Increase market share;
3. Obtaining a definite profit;
4. Formation of the need for a tourist product;
5. Formation of consumers with a certain level of knowledge about tourism product or tourism enterprises;
6. Formation of consumer confidence in tourist services enterprises;
7. Formation of a positive attitude (loyalty) to tourist enterprise, etc.

Also there are four different levels of evaluating the online advertising effectiveness [44]:

1. Evaluating the effectiveness of advertising policies on the Internet;
2. Evaluate the effectiveness of individual ad campaigns in the Internet;
3. Evaluation of the effectiveness of individual advertising platforms, involved in an advertising campaign;
4. Evaluation of the effectiveness of individual elements of advertising campaigns (advertising media, concepts of advertising appeals, places of accommodation).

For each of the identified levels, the criteria are selected efficiency. Some criteria may be the same for several levels or even all levels, but each one of them inherent in the evaluation of efficiency. The criteria for advertising effectiveness are as follows: objectivity, ability to calculate, compliance with the tasks and market situation, time constraints. For determining the effectiveness of advertising appeals such indicators: demonstration of advertising appeal, attraction of attention, interest, website visit, action, repetition. In this phase interaction with users (potential consumers) subject are to counting and analysis. In the Internet there several "price models" for calculating the effectiveness of advertising.

In order to model the behavior of travel services consumers and to increase the effectiveness of online advertising the following recommendations must be followed [45]:

1. To conduct a large-scale questionnaire Consumers should use interactive banners new generation, making it possible to collect not only on the questionnaire its own site, but also on dozens of web publishing sites.

2. It is advisable to agree in advance the format of advertising media with a web publisher, because not all sites are ready to host interactive banners, especially with sound, and some of them (browsers) do not support interactive banners at all.

3. Need to get information about rotation mechanisms and data count (number of downloads of the advertising medium, the number of clicks on it) in web publishing houses because such data is necessary to evaluate the results of advertising campaigns

4. Web site as an address information resource in The Internet should be given a lot of attention because it is an important marketing tool that depends on it the success of business on the Internet and the effectiveness of the conducted promotional activities.

5. For a low-budget advertising campaign it is expedient to place advertisements on the banner network, which allows you to: activate dozens or even hundreds of sites with specific topics; save means, because the cost of advertising through banner network is an order of magnitude lower than when placing banners directly on the given servers; focus on certain the region (consumer segment); get more complete reporting about the progress of the advertising campaign (statistics for each banner, impressions, reviews) [46].

6. When setting focus, you should choose non-thematic categories, and specific sites, because not every site correctly defines its category and not all of them have the same value for the advertiser.

7. It is advisable to place an advertisement on the "boards Ads" that are grouped by subject and work on the principle free newspapers.

8. You must use PR-measures in network of Internet: influence the audience through the publication of materials and news on the Internet and in the media, in the network surveys, site news agencies, specialized and thematic servers; to communicate with representatives' traditional media through the Internet.

Criteria for determining the effectiveness of advertising on the Internet. When developing an online advertising campaign, the effectiveness of a particular product or service must be taken into account in order to increase the effectiveness of advertising and achieve its goals. If company can rationally calculate the effectiveness of the advertising, it can save its advertising budget and invest in additional promotional activities.

The effectiveness of advertising is the ratio between how much money you have invested in advertising and how much you increased your sales [47].

In this regard, advertisers tend to use information that is given by providers, mostly rating data. It is the counters that allow you to determine how popular this or that site is, and to continue to decide whether to place advertising on it.

To evaluate the effectiveness of advertising, we also analyze the impact of an advertisement on the audience with relative indicators - CTR, CTB, CTI, VTR. CTR is the main indicator of the effectiveness of online advertising [48].

$$\text{CTR} = \text{number of clicks} / \text{number of displays} * 100 ,$$

where click - one click on an advertising message;

display - one presentation of an advertisement message to the visitor of the website.

The CTR is measured as a percentage, and is an important indicator of the effectiveness of an advertisement.

CTB is the Click-To-Buy ratio.

CTB reflects the conversion of visitors to buyers, sometimes called conversion rates.

$$\text{CTB} = (\text{number of buyers} / \text{total number of visitors}) ,$$

CTI is an indicator of the effectiveness of online advertising (Click-To-Interest).

Those who are interested in the site that has flipped several pages of it, or returned

here again, or remembered the address of the site and the fact of its existence is considered to be interested [49].

$$CTI = (\text{number of interested visitors}) / (\text{total number of visitors}) ,$$

The effectiveness of banner ads depends on the number of visitors who used a link banner through the advertising and switched to the company's Web server. Defined as the ratio of the number of visitors to the page, which placed the banner (S_{bi}) to the number of "clicked" visitors to it (S_{oi}).

$$Kb_i = S_{bi} / S_{oi} ,$$

where S_{bi} - placed banner;

S_{oi} - the number of "clicked" visitors to it.

VTR (View - Through - Rate) is an indicator of subjective the attractiveness of the promotional tool. Estimated as a percentage View-through-number-to-impression ratio an advertisement, and also an indicator of the number advertising contacts [50].

In order to get an idea of effectiveness Landing pages of the site, that is, the pages that fall Visitors after a click on an advertisement carrier (a banner, an ad, etc.), in addition to the indicated indicators is necessary to analyze the failure rate as well. Bounce Rate is an indicator that reflects the number of website visitors who are left it before the minimum set deadline (usually 10 seconds). The high bounce rate indicates about the inefficiency of online advertising, even if it does level indicators CTR and VTR high enough [51].

If a user left the website too quickly, then the site's landing page is most likely not to meet its expectations. This happens when:

- The content of a contextual ad or ad banner Does not match the content of the landing page
- The visitor is not interested in the services offered on the site, that is, it is accidental;
- The landing page is uncomfortable for viewing (unreadable text, navigation difficult, etc.).

To reduce the failure rate and, accordingly, increase the efficiency of Internet advertising can be based on the proceeding Measures to improve the landing pages of the advertised website.

The effect of the use of Internet technologies should be reflected in the indicators that characterize the economic efficiency of the tourist enterprises work. The efficiency of Internet technologies is shown in sales growth and profit which in turn can be analyzed, applying both quantitative and qualitative evaluation methods. Quantitative methods include [52]:

1. Economic-logical methods, the application of which is important in the determining the effectiveness and analysis of financial indicators of the enterprise activity. With the help of economical-logical methods, following point are carried out:

- study of trends and patterns of change and development of economic indicators;
- study of causative relationships that affect enterprise activity;
- study of the factors' influences on the results of enterprises activities, etc.

2. Economic and mathematical methods are a reliable tool for constructing mathematical models for economic analysis of indicators and economic processes, as well as support systems making decisions on effective management of the relevant economic processes and systems under the study [53]. Their application is facilitated by:

- full coverage factors, which affect economic phenomena and economic processes;
- increase of accuracy and analysis quality;
- solving problems that are not solved by economic and logical methods.

In addition to applying the above methods, for analyzing the effectiveness of internet technology, the attention should be paid to other individual indicators of the tourist enterprise, which directly influences the use of Internet technologies:

1. Share of gross profit;
2. Share of net profit;

3. Share of operating expenses;
4. Profit from sales;
5. Sales volume.

These indexes determine economic effect from application Internet-technologies, but in approximate form because they are very hard to calculate the direct effect from application of Internet-technologies [54].

The most powerful tool of Internet marketing for any company is its fully completed website. It serves as a main communication tool and mainly influence on the first customer's impression about the company.

The main performance indicators of a website are:

1. Qualification coefficient of website visitors;
2. Registration coefficient;
3. The frequency of repeated visits made by the registered visitor;
4. Value loyalty ratio;
5. Order confirmation factor [55].

To determine the communication value of a website, it is advisable to estimate it by the following quantitative indicators:

1. Information about the tourist enterprise;
2. Availability of contacts and feedback;
3. Information on enterprise achievements and rewards;
4. Catalogs availability;
5. Multilingual browsing experience;
6. Multimedia materials availability;
7. Availability of a basic services list with indication of its price.

The analysis of such indicators allows to evaluate the company's web-page functionality and to identify its potential communication value [56].

Conclusion to the Part 1

Recently, more and more Ukrainian entrepreneurs are beginning to think about how to take advantage of the Internet to develop their own business. However, the

possibilities of e-commerce in our spaces are limited both by the number of users and the weakly developed electronic payment system. In addition, many businessmen still relate to the possibilities of e-business in Ukraine with skepticism. This is because they are little interested in gaining new knowledge, mostly from abroad. They are not yet fully aware of the importance and effectiveness of advertising channels on the Internet.

That is why most specialists conclude that in Ukraine, first of all, it is possible to develop and make real incomes e-commerce on a B2B model and Internet advertising. B2B model can simplify and automate the company's external and internal operations, which, of course, reduces overhead costs and time for their execution. Automation of these processes will reduce the staff, increase the efficiency of work with clients and partners. However, in order for a corporate site to really help with business development, information about it must be communicated to partners and clients, including potential ones.

In Ukraine, the impact of the Network on business life is still considered to be negligible. However, Western experts predict that the integration of the Internet in business life in the near future will be extremely intense.

If business owner wants to become a leader in tourism, he needs Internet marketing. It is an ongoing and can be tough at times, but when done right, can produce increased website traffic, more loyal customers, and higher revenues over the long term.

Various types of Internet marketing tools allow to adjust strategy for any company that publish its products or services on-line. Nowadays, it is almost impossible to avoid the impact of the Internet. Therefore, instead of ignoring innovative pros, they are needed to be used and actively studied.

PART 2

ANALYSIS OF EFFICIENCY OF USING INTERNET MARKETING IN TOUR OPERATOR “JOIN UP”

2.1. Characteristic of marketing subsystem in management of the enterprise

In Ukraine, a huge number of tour operators provide their services, most of them are experienced players in the tourism market of the country and beyond. As in every industry, there are top players that have larger market share than its competitors. To the most powerful so-called players we can refer Accord Tour, Join Up, Anex Tour, Tez Tour, TPG, Coral Travel, TUI Ukraine, Pegas Touristik and so on.

Join UP! is a multi-profile Ukrainian tour operator. The company was founded in 2009 as a profile operator for UAE, Thailand and the Dominican Republic. For today it occupies the first positions on the market, being one of the most successful tourist companies in Ukraine.

Join UP headquarter is located in Kiev. Also, the company has branches in Zaporizhzhia, Kharkiv, Odesa, Dnipro and Lviv. In 2014 the company entered the market of Moldova and Azerbaijan and opened its representative offices in Chisinau and Baku.

As of the beginning of 2018, the company has:

- 40 directions;
- during 2017 sent abroad 750 thousand tourists;
- offices in 6 cities;
- 500 employees;
- 115 travel agencies in 48 cities of Ukraine (including 23 offices in Kyiv and 5 in Lviv);
- is one of the largest customers of charter flights [57].

Organizational structure occupies a special place in the internal environment of the tourist enterprise. The organizational structure of the enterprise has vertical bounds (Fig. 2.1.). The head of the tourist company is the general director Alba Yuri and his deputy director Seroukhov Dmitry. The CEO represents the interests of the

company in relations with other organizations both in Ukraine and abroad, sign agreements and other acts necessary for the operation of the enterprise.

On 21th of May, 2018 top management of Join Up launched SkyUp LLC operating as SkyUp Airlines which is a Ukrainian low-cost carrier. On 14 December 2017, Minister of Infrastructure V. Omelyan announced the launch of a new national private air carrier name SkyUp Airlines. The main shareholders of the company are ACS-Ukraine Ltd, Tetyana Alba and Yuri Alba, who also own the tour operator Join UP! which is expected to cooperate with the airline to provide charter flights for holiday packages. Plans for the first year is to concentrate on international charter flights to popular summer destinations, as well as scheduled flights within Ukraine and to several international destinations. Tickets sales are set to begin in April 2018. SkyUp also intends to cooperate with Ukraine International Airlines [58]. The airline intends to operate charter flights from both Kyiv-Boryspil and Kyiv-Zhuliany, as well as Kharkiv, Lviv, Odessa and other cities in Ukraine to a total of sixteen destinations: Alicante, Antalya, Barcelona, Bodrum, Burgas, Dalaman, Dubai, Hurghada, Larnaca, Palma de Mallorca, Rimini, Sharm El Sheikh, Tenerife, Tivat and Varna.

The rating of Ukrainian tour operators and the most popular destinations is made during the summer season based on the statistics of sales of the largest agency networks in Ukraine and reflect the main trends of the season. As it shows, Join Up got leading positions among other tour operators by selling the largest amount of tours and receiving highest revenues [59] (Fig. 2.2.; Fig. 2.3.).

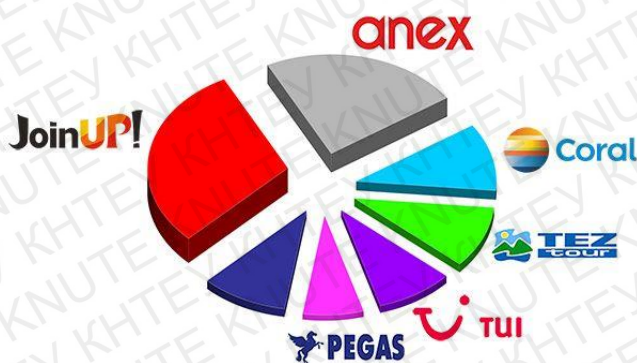


Fig. 2.2. Turkey, summer season 2017



Fig. 2.3. Egypt, summer season 2017

Many factors have influenced results mentioned above but the most vivid factor is marketing activity of the enterprise. To achieve most of company's goals there must be sufficient level of management especially of marketing activity. According to Kotler marketing management is the analysis, planning, implementation, and monitoring of activities designed to establish, strengthen, and maintain profitable exchanges with target buyers in order to achieve specific tasks of the organization, such as, for example, profitmaking, sales growth, increase of market share.

The very essence of marketing management is revealed when identifying the main marketing functions. Among the most important functions of marketing are the following: analysis of the environment; market research; analysis of consumer needs; product planning; pricing; sales policy; product promotion; advertising; ensuring social responsibility.

Management of marketing activity at the enterprise is carried out in three directions: marketing mix formation, management of marketing service, internal marketing. Consequently, marketing management system of the enterprise is a set of definite subjects, objects, tools, and methods of management that, in the process of interaction between them, are aimed at the effective management of marketing activities in the enterprise [60] (Fig. 2.4.).

Strategic goals and tasks are put before the management of marketing activities by the enterprise management, taking into account changes in factors of the internal and external environment of the enterprise, based on the corporate strategy of the enterprise. It shows a strong bound between the management of the company and

company's marketing activity. That is why all actions and tasks implemented by the marketing department of the company should be corresponded with overall enterprise's goals that are set by the top management [61].

The SWOT analysis was created because of the necessity of modification of the development strategy of the travel agency "Join Up!", which has been active on the market for nine years. The concept of the research used was to determine the strengths and weaknesses of the company, point the opportunities and threats in its environment, and then to set a strategy of the further procedures for its development (Table 2.1.). The subjects of the analysis were the current situation and the forecast for the future.

Based on the calculations carried out by the indicators of the tourist activity "Join Up!" enterprises for the period from 01.01.16 to 01.01.17 can be made conclusion that the enterprise is profitable. Net sales revenue increased by almost 16%; net profit decreased by 5,8 % in 2017 due to increased costs. There was a slight increase in spending on wages for 7% in 2017. Operating expenses increased by 35,3% in 2017.

A special place in the assessment of cost effectiveness is profitability, calculated to the payroll, which means how much the company earns the salary of the labor collective amounts to UAH 100.

The profitability of total capital in 2017 has increased compared with 2016 by 25.3%, that is associated with an increase in profits.

2.2. Economical evaluation of efficiency of marketing activity

Rapid and permanent changes in the market environment require continuous improvement as of a system of marketing means of the enterprise, so in general of the management system of marketing activities of the enterprise. The process of managing marketing activities is aimed to create an effective marketing complex of the enterprise: its commodity, pricing, communication policy and distribution policy.

However, conducting an effective marketing policy requires the company to take a responsible attitude to the organization of all stages of the management process

Factors of the micro-environment directly affect the activity of the company and the level of effectiveness of its marketing activities and feel its corresponding influence. However, factors of direct influence are poorly controlled by enterprises, and one of the tasks of the company's services is to search for means of influencing these factors and strengthening feedback [62].

As it was mentioned in parts 1.2 and 1.3, the most powerful tool in Internet marketing is a company's web page. It is a first base where clients get acquainted with a company and its services. More customers now purchase tourism products through websites, and perceive that a website's image and usability directly affects their purchase intentions. It is very important to pay sufficient attention to this tool as eventually it will influence overall enterprise's performance [63].

There is an on-line tool that help to analyze web-page performance that is called Similar Web. Using this page any person can get extensive analysis of any site.

Results of a web-page of the company Join Up! (<https://joinup.ua/>) analysis showed that the most powerful tool of internet marketing is used with a relatively high efficiency (Fig. 2.5.). It shows that a total number of visits reached more than 1,3 million visits on desktop and mobile web, in the last 6 months. Average visit duration is close to 10 minutes which means that page can catch customers' attention and is quite informative if people prefer to stay this long on the web site. However, there is one metric that reveals some inaccuracies or errors on the web page. It is a bounce rate at level of 37,53%. Bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page. A rising bounce rate is a sure sign that a homepage is boring or off-putting.

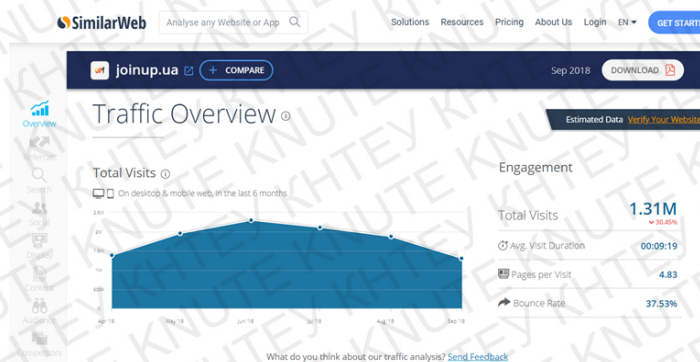


Fig. 2.5. "Join Up" web-page traffic and engagement statistics

In a web-page analysis a very important point is a comprehensive comparison with competitors of the same industry. The most powerful competitors of Join Up! enterprise are Anex Tour, Teztour and Accord Tour.

The official site of Anex Tour (anextour.com.ua) has 773.96K visits on desktop and mobile web, in the last 6 months (Appendix C). The number is notably lower and it shows decreased popularity of the source among customers. Average visit duration comes to 7 minutes, but the bounce rate is lower at the point of 34,68%.

A close look at Teztour web-page (teztour.ua) reveals a 66,74K visits on desktop and mobile web, in the last 6 months (Appendix D). The number is not that low, but in comparison with competitors it becomes obvious that the web page needs to be upgraded to have more traffic. The bounce rate of Teztour site is growing and the latest research shows that it rises to almost 43%.

Another competitor of Join Up! Accord Tour has 951.52K total visits on desktop and mobile web, in the last 6 months (Appendix E). This page has the closest amount of visits but still did not get leading position. Average visit duration is about 8 minutes and the bounce rate is 32,02% which is the best among competitors.

Analytical statistics of all mentioned above companies have similar tendencies due to seasonal fluctuations which are typical for tourism industry. Total visits went down from 14% to 65% in the last few months because of a summer peak in demand.

Understanding customer perceptions is crucial to the development of a successful website. Understanding different consumer's online behavior could increase the possibility of online transaction completion.

World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards™ brand is recognized globally as the ultimate hallmark of industry excellence. It has an annual award called “World's Leading Tour Operator Website” where tour operators from all over the world take part in the competition and present their websites [64]. Such award shows the importance of a well-organized on-line source and how it can influence company's recognizability among tourists.

Award History:

- World's Leading Tour Operator Website 2017: ThomasCookTours.com
- World's Leading Tour Operator Website 2016: Thomas Cook Tours
- World's Leading Tour Operator Website 2015: Virgin Holidays
- World's Leading Tour Operator Website 2014: Adventures by Disney

Unfortunately, there is not enough data to analyze thomascooktours.com but there was made a research on thomascook.com to compare its performance with Ukrainian tour operators web-pages (Appendix F). Most of metrics are similar, however there is a sharp difference in total visits which reach to almost 6 million for the last 6 months.

The next important step in analyzing company's web-page performance is to recognize sources of traffic. Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called "sessions," and is a common way to measure an online business effectiveness at attracting an audience. When ecommerce took off in the 1990s, the metric of web traffic was first viewed as the most important means of determining a website's popularity, as other metrics did not yet exist to gauge online success. As digital marketers got savvier, analyzing a website's performance became much more comprehensive.

Website traffic is not the being all, end all of ecommerce performance measurements. But it is a great starting point to determine a website's popularity and visibility. Talking about company's site it was determined that the traffic reached

1,31 million visits for the last 6 months and it was gained from various sources (Fig. 2.6.).

Its sources divided into direct, referrals, search, social, mail and display (Tab. 2.3.).

Almost 40% of all visitors came directly to the site which means there is a great awareness among customers about the company. However, the highest traffic is from search engines like Google or Yandex.

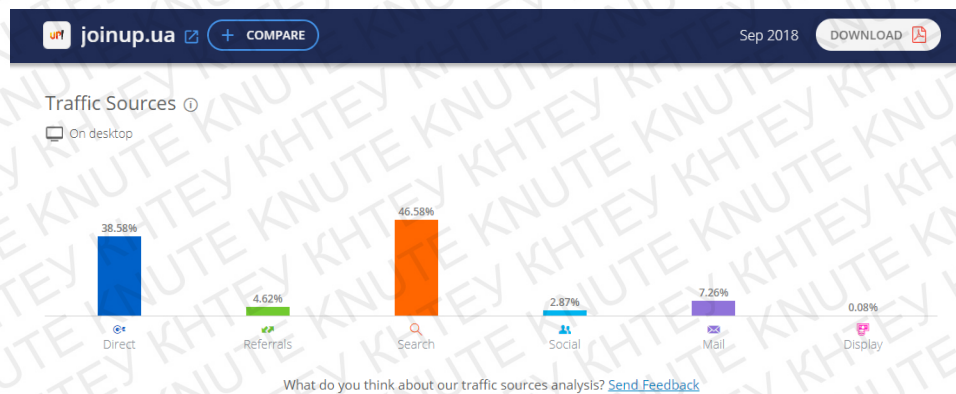


Fig. 2.6. The sources of traffic to web-page joinup.ua

Table 2.3.

Types of traffic and its definition

Type of traffic	Meaning
Direct	It is defined as URL's that people either type in directly or reach via their browser bookmarks.
Referrals	With Web traffic, a "referral" is like a recommendation from one website to another. Google Analytics helps you view these referrals, which then add to your understanding of how customers find your website and what they do once they get there. Referral traffic can be a strong indicator of which external sources are most valuable in helping business achieve its goals, proving once and for all, for example, whether its web page really does add value.
Search	Search engine traffic refers to the visitors who arrive at a

	website by clicking search results leading to that particular website.
Social	Social traffic refers to traffic coming from social networks and social media platforms.
Mail	It refers to traffic coming from mails.
Display	Measures a traffic from display adds.

If company ever brought anything online, it encounters a typical online review. It might be found in an aggregated “star” rating for a product/service customer wanted to buy, or a poorly-spelled review about one user’s traumatic experience with it. After travelers have returned home, they often like to share their travel experience. Review sites such as TripAdvisor or Holidaycheck and blogs are popular digital platforms for travelers to express their feelings and to rate their experience. Though customer reviews range in thoroughness and comprehensibility, they do hold a powerful effect on the behavior of company’s audience – therefore, the performance of the brand [65].

It’s no secret that online reviews can be significant, but just how important are they to a marketing campaign? Can they really make or break a sale? Can the quantity or quality of the reviews company receive have that big of an impact on its bottom line? The answer is yes and there is why. The number of online consumers who read and trust online reviews is increasing. According to a survey by BrightLocal, 88 percent of consumers trust online reviews as much as a personal recommendation –which is astounding, considering most online reviews are posted by total strangers. (Appendix G). The same survey found that only 12 percent of the population did not regularly read reviews for consumer products.

It means that not offering user reviews (or ignoring them as a potential marketing opportunity) is akin to alienating 88 percent of a buying population, depriving them of information they want to help them make their buying decisions. It is shown that positive reviews have a great effect on the perceived trustworthiness of a business.

Generally, consumers are quite far along the purchase path by the time they start reading reviews. By the time they get to the point of reading reviews, consumers have already established their ‘need’ and which businesses can meet it; now they are looking for positive signals to help them determine which business is the best. Local businesses cannot afford to let their online reputation slip as any negativity will impact customer acquisition and revenue [66].

Here is a visualization of review importance and how it can affect the number of customers, thereby affect amount of income (Table 2.4.)

Table 2.4.

Impact of reviews on company’s income and reputation

6 positive recommendations	→	+1 new client
1 negative recommendation	→	-5 positive recommendations
1 negative recommendation	→	-0,83 new client
1 Detractor	→	4-6 negative recommendations
1 Detractor	→	-4,15 new clients

A quick look on company’s social networks reveals great point that has been missed by the marketers of the company – online reputation management.

Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

Just a few years ago, the internet was very different. Companies were not engaging customers but just selling to a passive audience; people could not express their voice in a powerful way, and the overall communication landscape was very “top down.” The situation has radically changed. Today, websites are no longer static brochures. User-generated content is a must. And regular interactions on social networks are vital to any business success.

No matter the size of your business, they (prospects, customers, clients... anyone and, potentially, everyone) are talking about you. They are tweeting about your latest product, leaving a comment on your blog, posting a Facebook update about their customer experience, and much more.

By using ORM, a company may try to mitigate the effects of a negative viral video, create proactive marketing strategies for online consumption or broaden its domain holdings to ramp up online visibility [67].

One broad ORM philosophy is using positive material to counteract, balance or "push" negative material.

For the last few years, online reputation of Join Up travel agency has significantly deteriorated. It is manifested in negative reviews, angry comments on social networks and destructive news liners (Fig. 2.7.) As was mentioned above, this business has an account on Instagram where everyone can leave a public comment. Even though there are not that much negative sayings about bad experience, it still has major impact on people who is interested in Join Up's services.

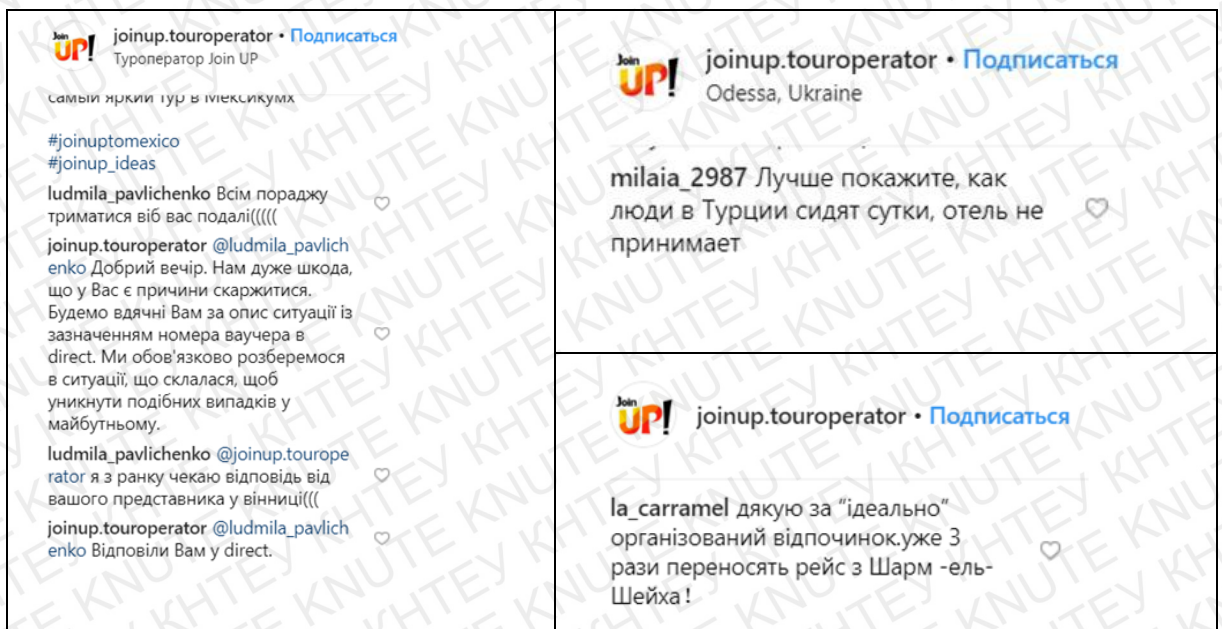


Fig. 2.7. Negative comments on Join Up's page on Instagram

However, negative online reputation is shown not only on social media. If a potential customer search for Join Up in Google search, the first page of results will reveal a bunch of headlines that can compromise the reputation (Fig. 2.8.)

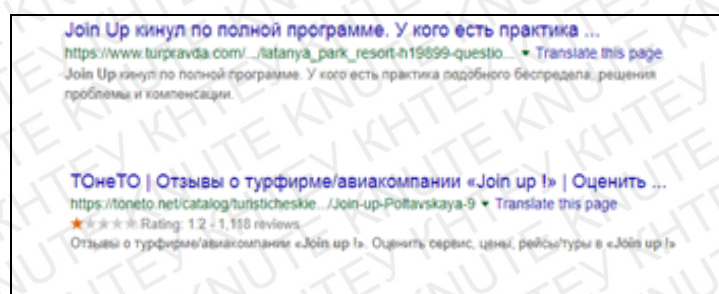


Fig. 2.8. "Join Up" search results

Summer of 2018 became a crushing time for the business. Numerous complains appeared every month. Most of the tourists were dissatisfied with the permanent flight delays and low-quality service of the company. The cases have received massive resonance, for the wrongful actions of the company took up the police. "Travel Company Join Up, whose clients this summer repeatedly complained about problems with delays in departures and arrivals, came under investigation. This was announced by lawyer Vitaly Serdyuk on the page in the social network. The General Directorate of the National Police of Kiev opened the proceedings on the fact of fraud, namely the illegal seizure of funds by the tour operator's clients in especially large amounts [68]" – noted on the one of news resources of Ukraine. Claims like this are especially destructive for companies and it will take up to several years to restore reputation.

2.3. Evaluation of potential development of the enterprise

Websites are incredibly important, mission critical, and cost effective marketing tools for businesses. Having a good website not only generates more business opportunities, but also enhances a company's image and supports the interactivity with both institutional and individual customers.

Good web design goes beyond technology, design, and layout. It includes a wide range of content, usability, navigation, and interactivity issues. To increase web effectiveness, web designers should also consider network limitations, demographics, and the culture and soul of the site. Aesthetics, informativeness, and interactive features can also affect website effectiveness while usability and content play a critical role in user satisfaction.

For example, interface metaphors significantly affect user perceptions of system usability and their overall experience of a website. In the context of website usability evaluation, studies have found that ease of use is one of the most important determinants of perceived website quality.

A destination's image in the online environment can be examined by looking at the content of travel websites. Tourists expect to find functional information, education information, and emotional information on travel websites and such websites should therefore be customized in accordance with tourist perceptions of the site in relation to their own culture.

Mobile devices have changed our society. More and more people are constantly communicating and looking for information with their help. In many countries, there are more smartphones than computers. Adapting a site for viewing on a small screen is very important, since most users will most likely access business' site using a mobile device.

Obviously, the usual sites are inconvenient to view on smartphones - you have to scale the page and adjust it to fit the screen. This annoys users, and as a result they leave the site. Mobile version does not create such difficulties and is easy to use.

In the US, 94% of smartphone users are looking for local information using their phones. Interestingly, 77% of searches are performed at home or in the workplace, where there are probably stationary computers. Therefore, it is crucial to do everything possible so that users are not disappointed when visiting company's website on a mobile device [69].

To check usability of mobile version of a web-page, there is a tool in Google called Mobile-Friendly Test. The results of this test shows that joinup.ua has a mobile friendly page (Fig. 2.9.). However, there were some minor issues connected with page loading. Additional comment for the analysis: "Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page."



Fig. 2.9. Mobile-Friendly Test for joinup.com

Not only mobile-friendliness is important, another aspect that needs to be taken into consideration is a user friendliness. Once a potential customer reaches a company's site, he or she is facing interface inconveniences. The active buttons overlap each other and for this users need to look very carefully at what they press (Pic. 2.9). Unfortunately, this is not only bug that page has. In the very button of the page there are several social media icons that supposed to lead to a company's page on a social media resource. In a case of Join Up these icons do not work or lead to nonexistent pages (Fig. 2.10.). It means the mobile version needs to be updated and further developed to attract more customers.

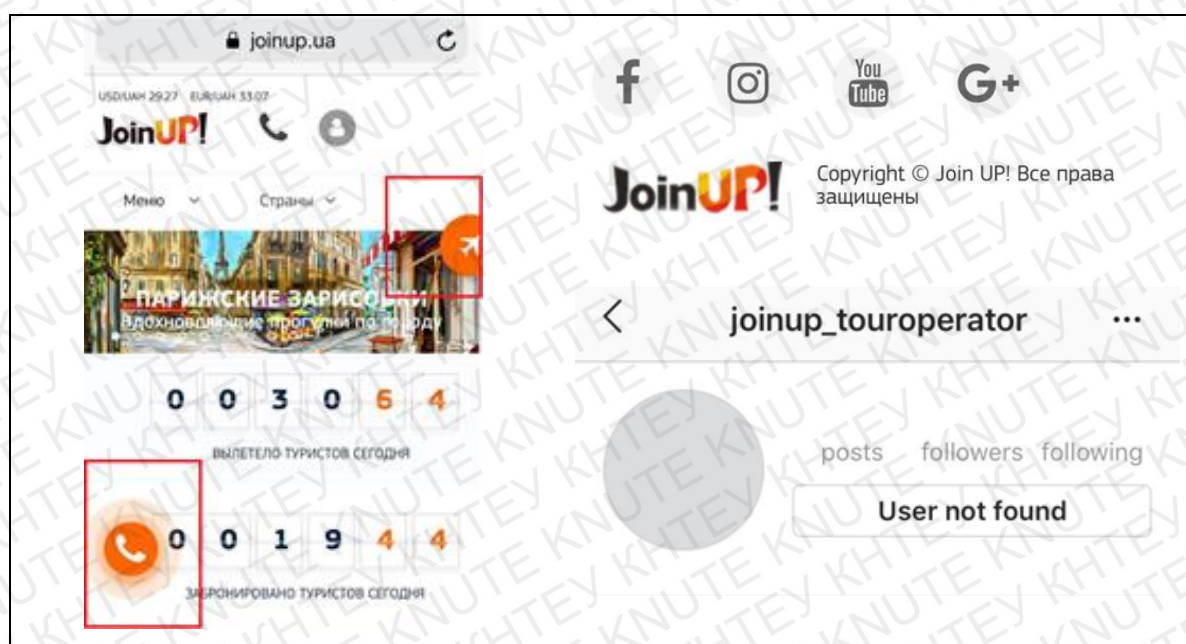


Fig. 2.10. Screenshots revealing lags of mobile version of the web-page

In the modern world companies should correctly estimate their potential of development. In this particular work there will be estimation of development in the sphere of internet marketing. Nowadays technologies allow to develop a profitable strategy that includes numerous tools that internet provides.

It is a well-known fact that most of the information is now spread via social media. The role of social media in tourism has been increasingly noted and researched as an emerging topic. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behaviors and tourism promotion focusing on best practices for interacting with consumers via social media channels. In Ukraine there are five most popular sites that not only gather people, but also significantly influence their minds. There is a list of these sources:

- Facebook.com
- YouTube
- Vkontakte
- Instagram
- Odnoklassniki.ru

Even though Vkontakte.com was blocked in Ukraine since May of 2017, it still has an influence as people continue to use this resource.

To understand how much it influence, company needs to analyze how much traffic comes from the social media. A close look on the web page of Join Up enterprise shows that almost 3% of all traffic comes from social media sources (Fig. 2.11.). Increasing your social media traffic happens when company engages and builds relationships on each network. Being readily available for customers, brand loyalists and potential buyers it helps to nurture these people through the purchasing process.

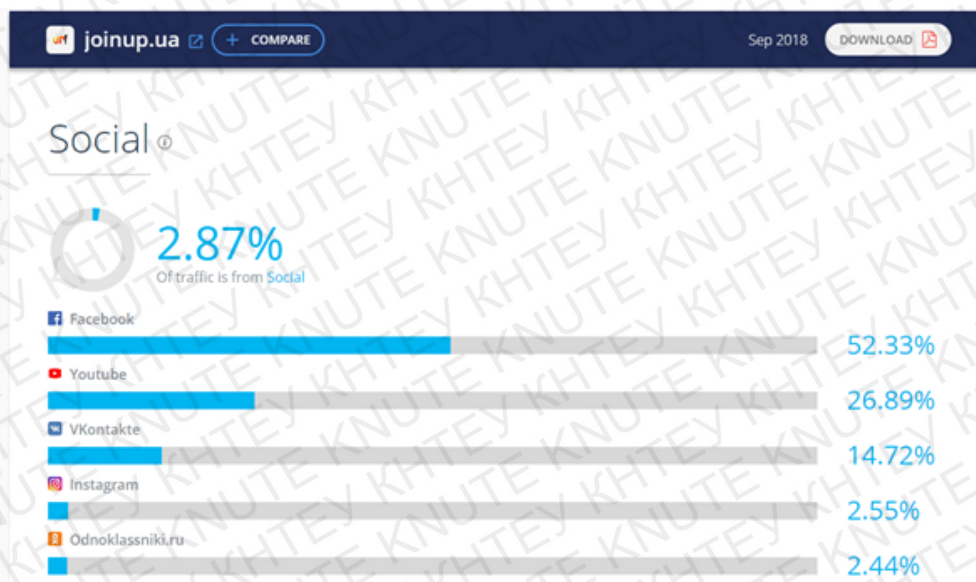


Fig. 2.11. Social media as a traffic source for joinup.com

Each social network is different, but to get an immediate boost in a social traffic, there are some steadfast rules to follow for all social channels. It is important to remember that the content says everything about the brand. Therefore, blog posts, case studies or infographics need to go above and beyond to make the social sharing aspect greater.

Join Up's Facebook page has almost 39 thousand followers. It sounds as a huge number, but in comparison with an average amount of likes on posts (about 20-30) it shows low engagement of the audience in the activity of the page. Moreover, company does not use this source to promote any products or services (Appendix H).

Here are main advantages in using Facebook to promote a product and why company should not miss this opportunity:

1. People spend a ridiculous amount of time on social media. The average person spends 28 percent of his or her time online on social networks – or 1.72 hours per day
2. Over 1 billion users served. According to the latest figures released by Facebook, 1.55 billion people log onto Facebook every month and 1.39 billion visit via mobile.
3. It is relatively cheap in comparison with other marketing tools. Typically, \$50 will get main message in front of 5,000 to 10,000 people. And marketers can be extremely picky about who they target.

4. Precise targeting. Businesses can target users with Facebook Ads by location, demographics, age, gender, interests, behavior, and connections.

5. Facebook organic reach is pretty much dead. Companies need to use Facebook ads if they want consumers to discover their business.

6. Underestimated power of Facebook remarketing. Essentially, remarketing is a type of technology that shows ads for a business to people after they have visited a website, used a mobile app, or give their email address. People will see these ads when they visit other websites, use social media, use other mobile apps, or search on Google.

7. Facebook tools make managing ads easy.

This list does not reveal all benefits, but it shows main pros of using Facebook page as an internet marketing tool. Facebook Ads can have huge benefits for all types of businesses.

Another powerful platform to promote business is Instagram. In today's fast changing world if company does not have an Instagram account it is close to definition "does not exist". Especially, if this business provides services in tourism business. Luckily, JoinUp has its page with 18,6 thousand followers (Fig. 2.12.)

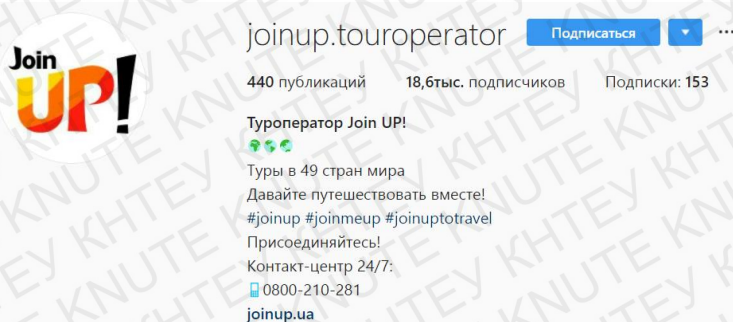


Fig. 2.12. Screenshot of Join Up's public page on Instagram

The page is active and it engages much more people than a Facebook page, even though there is a significant difference in amount of followers. Needless to say, avoiding of using benefits of this platform leads to sufficient sales amount loses. Main advantages of using Instagram as a selling place are:

1. Over $\frac{1}{3}$ of Instagram users have used the app to purchase a product online. 75% of Instagram users take action, such as visiting a website, after looking at an

Instagram advertising post. Even if these people do not purchase on the first click, the action is still valuable because company can retarget them with Instagram ads from that point on until they do purchase.

2. Instagram's ad platform has access to the most advanced social media advertising targeting options available. Instagram was bought out by Facebook CEO Mark Zuckerberg a few years back. Due to this, Instagram's capabilities rapidly broadened to start matching Facebook's capabilities, which were stated previously.

3. Sales and leads are trackable through Instagram ads so marketers can see clear ROI. It is possible see everything from link clicks, to leads to conversions, and to see the cost per result on any campaign that is run. This means depending on what objective or goal business is measuring, it can always see how many results it achieved and at what cost. Tracking metrics is one of the most important benefits of Instagram. It's important to clearly see which ad and ad set is bringing in the most revenue, and business owners can see this with Instagram ads.

4. Build an audience that will stay connected with a brand. One of the benefits of Instagram is that it has all of the paid advertising capabilities of Facebook, but it has something in addition to this that Facebook does not have: organic functionality. On Facebook, if someone wants to build the amount of fans (or followers) that a business page has, they have to pay for them with Facebook ads. On Instagram, business can build its followers organically.

5. Strengthen relationship with followers and potential customers. Another one of the benefits of Instagram being an organic platform is that business owners can see a lot of engagement on their posts without having to pay for it. Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

Coming back to other social networks, almost 15% of social traffic comes from the web page called Vkontakte. As it was mentioned above, this social network was banned in May 2017 in Ukraine and since that time JoinUp stopped updating its page on this social media resource. In comparison with other social networks, this page has

the smallest amount of followers which means it was not developed even before the banning of site.

On the one hand, the company follows adheres to the Ukrainian law and abandoned usage of prohibited sites. On the other hand, high percentage of Ukrainians still use Vkontakte and it still worth the effort to maintain the activity on the page to involve more customers from social networks.

Conclusion to the Part 2

To sum up the research conducted in Part 2 following conclusions were made. Tourism enterprise “Join Up” keeps leading positions for at least last 5 years. However, the company has powerful competitors that must be always taken into consideration. The company is constantly developing and is profitable for its owners. Recently a major project was launched that is called SkyUp Airlines.

The business has its strengths which play role of competitive advantages, and weaknesses that need to be eliminated. As the whole work is dedicated to Internet marketing and its tools, the company was analyzed from social media activeness perspective. There were found that “Join Up” managers insufficiently use such sources as social networks. We could not say that it is inactive at all, but there is stillroom for improvement. In comparison with competitors, “Join Up” web-page has the highest traffic, which means people are interested in the company.

Social media networks need to be used as an advertisement platform as it is the most convenient and innovative way to increase brand awareness and to promote services. Business needs to determine which social network its target audience is in and focus all efforts precisely on these 2-3 channels.

Two most used and most powerful social media sources are Facebook and Instagram and marketing department should concentrate its attention on these two channels. There was another source Vkontakte which will not be relevant for the next three years.

Most entrepreneurs understand that today without promotion on the Internet and in the social networks is not enough for anyone. If several years ago marketing on the

social networks was just as an additional promotion channel, without which it was possible to manage, then in 2018 it is no longer necessary to choose. Availability of accounts on social networks, as well as social buttons on the site, as well as the presence of the site itself – is an absolute must-have for any business. Ignoring the fact that the presence on the social networking is a must can be quite expensive and in the next part there will be detailed explanation why so.

PART 3

WAYS OF IMPROVEMENT OF TOUROPERATOR “JOIN UP”

3.1. Development of a strategy

How do we gain new clients? It is a question every tour operator faces, and finding the means to do so is pivotal for a successful business.

One of the major keys to attracting clients is through smart use of the internet – chiefly, having a perfectly efficient and attractive website.

The ideal tour operator website will serve to build brand awareness, drive engagement among potential and current customers, build credibility across social networks, and of course, look perfectly professional and trustworthy.

To succeed in each of these facets, tour operator websites should include the following five essentials.

1) Attractive, Optimized Homepage.

The first thing a new client is likely to see is a homepage, so it's critical that it appear attractive, with high-quality images and impactful text. This will give the impression of professionalism and trustworthiness that was mentioned above.

Of course, before these potential clients come across the website, they must first find it. This means that a website should be optimized for SEO so it can be featured by search engines like Google, and also optimized for mobile platforms (phones and tablets), which are increasingly the primary devices people use to search online.

2) Customer Engagement and Analytics.

Every business owner will tell about the value of customer engagement. It's critical for a tour operator website to include CRM abilities through customer interaction notes and contact management. Additional B2B co-marketing should also have a presence on the site, as it enables referrals.

3) Appointment Scheduling.

Travel company website will do little to serve the business if clients cannot actually schedule appointments, or tours, online. A successful tour operator website will offer clients the ability to schedule their tours, and also get reminders sent to

them. If it's necessary for tour operator business – as it is for most – the site should also allow for digital signing of contracts.

4) Payment Management.

Making sure company is getting paid for its services is obviously top of mind for most tour operators. Having a reliable system for managing payments, as well as having the ability to offer discounts and payment with gift cards is also vital.

5) Social Management.

Social media is a core driver of interaction with current and future clients. Tour operator website should include tools for managing social media, as well as functionality for a newsletter or blog which will help site's SEO and help to build meaningful relationships with clients.

Review sites like TripAdvisor can also be a useful way to increase appearance of trustworthiness, and the site should also have positive review integration available so people can read some glowing reviews.

These five website essentials will deliver exceptional ROI to tour operators, the trick is to create a website that incorporates them all. Though the option exists for tour operators to build a website using DIY tools, most are inexperienced in the world of website development and design and will struggle to do so. It is also possible to hire a developer to do the job, but that is typically a very costly option.

Referral traffic is essential and should be measured when managing a link building strategy, for example. Link building involves generating backlinks to site from other external, high-quality sites, as well as placing relevant outward links on your site. Referral traffic therefore has an important impact on page rank [70].

Getting search traffic is not a rugged chore, any webmaster can get tons of traffic to a website or blog, but it takes oodles of tough work and patience. Many bloggers and webmasters give up initially after 3 months of starting the blog, the reason is because of not generating enough traffic. However, managing a web-page is not all about traffic. Without organic traffic, no website or blog can survive for the long-term. There are so many reasons, why the page is not getting search traffic [71].

Age of the domain.

New websites strive hard to acquire traffic from a search engine, generally, new websites don't find decent traffic from search engines, because of the age of the domain. To find a dependable amount of traffic, it requires time to gain credibility from search engines. If your domain age is 3 or 6 months, it takes a time to earn traffic from search engines. Age of joinup.ua domain is more than 5 years so the search engines place a link in top positions.

Articles/updates are posted not consistently.

When business post articles in a consistent way, google boots regularly visits to the website and its websites will index quickly on search engines.

Content is not good enough and interesting.

This point is more related to social network pages on Instagram or Facebook. This is again a large fault if a content is dull and not interesting. Content must be interesting and engaging. Interest and engaging means write great texts add pictures and infographic images to posts. Written content should be more than 700 words; this will help to generate the traffic. The content must be original, not be copied from any other source.

Sharing posts to social networking sites.

This reason is directly connected to actual web-page. The site is not getting any organic traffic because of absence of activity on social networking sites. When you share on social sites, these sites send social signals to search engines to rank on SERPS. Writing great content prompt users to share your content on social networking websites.

Speed up business site.

No one likes slow speed, google rank any websites on the footing of 200 factors, if the site is too sluggish to load, then it has very few opportunities to rank on the first page of search results.

Correct use of heading tags.

Heading tags are real important in posts, use the proper Heading tags, h1 h2 h3 h4 h5 h6. Where h1 heading is most important heading tag, whereas h6 tag is the least important tag.

Site does not content what visitors need.

And last but not least, web-page is not getting any targeted traffic because copywriters are writing not exactly what visitors need. Research what users are looking for, what they want, solve the problems of users. Provide useful content.

Conducting an online advertising campaign requires a systematic approach, starting with the formulation of specific objectives, methods and means used, ending with an assessment of effectiveness, analysis of results and recommendations for the future. Goals and tasks may be raising awareness of consumers about the company and its products, increasing the number of visitors to the company's website, informing about conducting any marketing campaign on the Internet, increasing sales, etc.

The breadth of the advertising campaign is determined by the number of sites included in it, as well as the number of their audience. At the same time, the general audience may be slightly less than with the simple summing up of the audiences of all sites. It is also important to determine the amount of money that should be invested in each of the advertising areas [62].

One of the most important factors is the cost of one contact with an audience. As a rule, in web-sites with a clearly segmented audience, the cost is higher than the resources directed to all Internet users.

The more an advertising carrier, the more noticeable it is, the more responsive and efficient it is. So, in other equal conditions, it is worthwhile to give preference to the sites, which allows to show ads of a larger size. An important factor is also the ability, during the campaign, to quickly change the parameters for each of the advertising areas, for example, to replace banners, vary the intensity of impressions, receive statistics.

One of the most effective sites for advertising is social networking. Their importance is increasing day by day, as the number of users increases in geometric progression. According to analysts, today, every average user of the World Wide Web spends on visiting their accounts in social networks about 2 hours a day.

Each member of the social network voluntarily discovers such valuable information from the advertiser's point of view as age, gender, family status, interest list, preferences, etc. With such data, it is possible to flexibly manage the targeting of advertisements distributed in social networks by showing advertisements, for example, only to participants from a particular region or to participants of a certain age.

This principle of high targeting of advertisements is precisely the basis of the advertising system of the social network, which in many respects, is similar to traditional systems of contextual advertising (Google AdWords, Yandex Direct). Here, for the purpose of placing a targeted advertiser, the advertiser can also specify a set of criteria for determining the target audience for impressions, can choose the desired format of the advertisement, and may also set the desired price per click [63].

Advertising in social networks in most cases provides a wide audience coverage, high targeting and high feedback, and therefore has a very powerful potential.

How to create a social media strategy?

Step 1. Set social media marketing goals that align to business objectives.

Business owners need to set S.M.A.R.T. goals.

The first step to creating a social media marketing strategy is to establish clear objectives and goals. Without goals, company have no way to measure its success or its social media return on investment (ROI).

Each of the goals should be:

- Specific. The objective should state exactly what is to be achieved (Who? What? Where? Why?).
- Measurable. An objective should be capable of measuring – so that it is possible to determine whether it has been achieved.
- Achievable. The objective should be realistic given the circumstances in which it is set and the resources available to the business.
- Relevant. Objectives should be relevant to the people responsible for achieving them.

- Time-bound. Objective should be set with a time-frame in mind, including dates and frequency (long term or short-time goals).

This is the SMART framework, and it's an important way of making sure company's goals actually lead to real business results, rather than just lofty ideals.

Another point that needs attention is tracking meaningful metrics. It is needed to keep in mind that while vanity metrics like retweets and likes are easy to track, it's hard to prove their real value for the business. Instead, a focus has to be on targets such as leads generated, web referrals, and conversion rate.

Marketers should make sure to align their social media goals with company's overall marketing strategy. This will make it easier for them to show the value of their work and get executive buy-in and investment.

Step 2. Learn everything about target audience

Knowing who your audience is and what they want to see on social is key to creating content that they will like, comment on, and share. It is also critical for planning how to develop a social media fans into customers for a specific business.

The consumer segment can be distinguished according to the following criteria: geographic region; income level; age; lifestyle; image. The mistake of choosing an audience is fatal, such as: poorly spent advertising budget, worsening reputation of a product or service, etc.

Step 3. Defining an advertising budget.

The advertising budget is a detailed breakdown of advertising costs for specific products, markets and media. Advertising budget is usually developed annually and can be implemented in several ways:

- 1) Method of last year – expenses are set at the level of last year without taking into account internal and external changes in the organization;
- 2) Method of financial opportunities – advertising costs are determined by the residual principle (at the very end);
- 3) Method "percentage of revenues" – the amount of funds allocated for advertising, is determined as a percentage of revenue (gross income);

4) Parity method – advertising costs are set based on the cost of advertising competitors;

5) Method of goals and objectives – first determine the goals and objectives that the organization wants to achieve when conducting an advertising company; then select the most effective means of advertising and determine the budget of advertising based on tariffs.

Step 4. Research the competition

Most of the competitors are already using social media – and that means anyone can learn from what they are already doing. A competitive analysis allows to understand who the competition is and what they are doing well (and not so well). The analysis is giving a good sense of what is expected in the industry, which will help to set some social media targets.

This analysis will also help to spot opportunities. For example, maybe one of the competitors is dominant on Facebook, but has put little effort into Twitter or Instagram. It means the business owner will set a goal to focus on the networks where company's audience is underserved, rather than trying to win fans away from a dominant player.

Step 5. Conduct a social media audit

A precise analysis of social media was conducted in point 2.3 and revealed that social media sources are used in insufficient way which means there is still room for improvement and a potential for development.

Look for impostor accounts. During an audit process, companies may discover fraudulent accounts using their business name or the names of their products – that is, accounts that concrete business do not own.

These imposter accounts can be harmful to the brand, so the owner should report them. The easiest way to avoid frauds is to verify Facebook and Twitter accounts to ensure business fans and followers know they are dealing with the real account.

Step 6. Create a social media content calendar

Create a posting schedule. A social media content calendar lists the dates and times at which account will publish types of content on each channel. It is the perfect

place to plan all of the social media activities – from images and link sharing to blog posts and videos. The calendar ensures posts are spaced out appropriately and published at the optimal times.

Making sure calendar reflects the mission statement company have assigned to each social profile leads to that everything is posted is working to support business goals. For a travel agency account there is a most optimal distribution of content:

- 50 percent of content will drive traffic back to company site.
- 25 percent of content will be curated from other sources.
- 20 percent of content will support enterprise goals (selling, lead generation, etc.)
- 5 percent of content will be about HR and company culture.

Another posting proportion is called 80-20 rule:

- 80 percent of posts should inform, educate, or entertain an audience.
- 20 percent can directly promote the brand.

Step 7. Test, evaluate, and adjust a strategy.

Business social media strategy is a hugely important document for the business, and there is always a possibility it will not get right from the first try. As plan is being implemented and results are tracked, company may find that some strategies do not work as well as it had anticipated, while others are working even better than expected.

Surveys can also be a great way to find out how well the strategy is working. Ask social media followers, email list, and website visitors whether the page is meeting their needs and expectations on social media, and what they would like to see more of. Then business marketers need to make sure to deliver on what they tell you.

3.2 Program of implementation of the strategy

At the enterprise "Join Up" there is an organizational structure according to which the tasks are performed and the subordination of team members to each other is determined. It is shown on Fig. 3.1.

The offered strategy in 3.1 is to be implemented by the Marketing and PR Department which embodies the essence of marketing activities: for profit, the campaign must effectively, at a competitive level, sell its goods or services to the final buyer. In modern practice, there are 6 main functions and tasks of the marketing department in an enterprise. But it is important not to know all the functions, but to correctly use this knowledge in practice. These functions are: increasing perceived value of the product; market analysis and selection of target markets; work with consumers; development of competition strategy and principles; company assortment management; analysis of the work results.

Marketing department includes four crucial positions that directly take part in implementing the strategy. These are account manager, SMM-specialist, copywriter, web designer. Each of the employees performs certain functions in order to increase the efficiency of the enterprise: the account manager establishes communication with clients and distributes tasks among other employees; the copywriter prepares promotional announcements and writes unique articles; A web designer is engaged in the development of advertising materials and the design and optimization of sites. SMM-specialist performs its own tasks of setting up advertising on social networks and publishing ready-made promotional materials.

The development of an advertising campaign on the Internet for “Join Up” starts with the development of a plan by SMM-specialist, which is a set of strategic decisions and tasks for the creation of an effective advertising campaign:

- analysis of competitors;
- definition of the target audience;
- formation of the brand philosophy;
- choice of advertising distribution channels;
- content formats;
- writing a content plan;
- development of advertisements;
- development of advertising budget;
- analysis and report after the end of the advertising campaign.

Competitive environment of the “Join Up” enterprise. The analysis was partially conducted in 2.2 with revealing main figures of traffic overview. However, there are still some areas that need to be explored about the competitors. As it was mentioned above, main competitors in the travel industry are Accord Tour, Anex Tour, Tez Tour, TPG, Coral Travel, TUI Ukraine, Pegas Touristik and so on. To effectively analyze the environment there should be at least five competitors to be observed.

As the main objective of the research is Internet marketing technologies, the analysis will be concentrated on on-line presence of competitors, their social media activity and usability of their web pages (Tab. 3.1.)

The table shows that main competitors have well-developed social media pages with high engagement of the audience. Even though web page of “Join Up” company has the highest traffic (1,31 million visits for the last 6 month), company’s social network profiles still need to be improved to reach the level of engagement of its competitors. The research also showed that competitors have user-friendly mobile versions of their pages. In 2.2 was showed that “Join Up” company has social media references in the very bottom of the site, but they lead to a nonexistent page, which means that web developers missed this important point. Company’s competitors whether do not have such issue or do not have references at all.

Next, it was necessary to determine the target audience of the advertising campaign. The following target audience for “Join Up” was offered by the SMM specialist - mainly women aged 25 and above, average earnings, living in a big cities of Ukraine. But for an effective advertising strategy this information is not enough. It was necessary to conduct a study of the target audience, after which it would be possible to establish the tastes, preferences, family status, the presence of children, position, place of residence, etc. The social network Facebook has a great tool for setting up detailed information about the target audience, so it was needed to use it and conduct detailed research.

The two most important user groups are online and offline tourists. Consider them in more detail.

Online users, who are they:

- Active users of the Internet.
- Do not like to consult with managers.
- Learn resort ratings, read hotel reviews, tourism news, video reviews.
- Book hotels and buy tickets using online booking systems.
- Very rarely buy tours packages.
- Not very loyal: they will not come to the site twice, just because they got good service.

What they want to see on the site:

- Online booking of tickets and hotels.
- Unusual routes that are difficult and long to organize yourself: individual tours, shopping tours, medical tours, group routes.

Offline users, who are they:

- Inexperienced Internet users.
- Do not know how or do not want to use the Internet for shopping.
- Mostly choose package tours.
- Very loyal: if they like you once, they will contact you again and may even bring friends.

What they want to see on the site:

- Convenient and clear form of tour search.
- Detailed description of the tour with the price.
- Contacts, feedback.

Each brand must have its own philosophy, that is, a small article on the site and in social networks, which will reflect the mission, goals and beliefs of the team of people who created one or another brand.

A short research showed that investigated enterprise does not have such articles on any of the Internet sources. Potential customers do not have an ability to get more information about the company which in result can influence business' credibility. There are few examples of extractions from informative articles related to company's philosophy:

“We believe in using our extensive knowledge of these area to put you in the right place at the right time, and with a little bit of good luck and some serendipity, you can experience the far horizons of the world in a powerful and unique way that is truly yours alone” – Above the Clouds.

“Our approach to organizing your holiday starts with providing you with experienced, dedicated and passionate travel and tour specialists who offer years of hard work experience and understand how to ensure customer satisfaction. We understand and value our clients at many levels: ecologically, culturally, commercially and geographically” – Alpine Eco Trek.

Before commencing the development of advertising texts and banners, the channels for advertising and adapting the advertisement for each advertising channel were identified. For the “Join Up” company Facebook was chosen as an advertising channel. In this case, it is especially necessary to adapt the advertising appeal, because in each network there is a different audience: different age, preferences, kind of activity.

After determining the advertising channel, we began work on creating a content plan for a week, that is, it was necessary to think up content formats that would interest the target audience. The following formats were selected:

- description of pending tours + picture;
- sampling attractive pictures from resorts;
- poll: what kind of rest is better for cold seasons.

It should be noted that for social networks in most cases it is necessary to submit a large number of interesting and interactive information, and advertising appeals less. Social networks first of all allow companies to "make friends" with subscribers and turn them into loyal customers.

In order to effectively advertise a product or service, marketers need to create an advertisement that does not annoy people, on the contrary, will interest them and incline them to make a purchase.

A copywriter and web designer have developed templates for describing the services, brand image and advertising banner, which are given in the (Appendix I).

An approximate content-plan for Join Up's social media channels is shown in a table 3.2.

After approving all of the templates, the SMM-specialist starts work on creating a detailed content posting plan for the Facebook social network. With a ready-made plan, a specialist, without spending too much time, prepares promotional texts and a graphic part in accordance with clearly defined formats laid down in the content plan. Every day, 3 posts were published, 2 of which were informative or entertaining, and 1 were of an advertising character.

Traditional Internet marketing tools proved their efficiency with time. However, in fast-changing world it is necessary to catch customers' attention with something beyond the imagination, with creative and at the same time simple. The world of creative marketing is wide and broad and has room for nearly endless opportunities. Viral marketing is both a part of creative marketing and also is its outcome.

With social media sites, companies are given the opportunity to convey information to the maximum number of opinion leaders, and if one or another of the advanced content meets the requirements of the so-called "viruses," then success does not go away. Here is how the concept of viruses is defined.

Virus capacity is a criterion for a qualitative evaluation of a creative (content) that characterizes the likelihood of its spread on the principle of "word of mouth".

If users are ready to actively send a link to the object of a virus campaign, then it can be called viral. Otherwise - no.

The criteria for assessing the viral load are:

- a) Trend – the content of the pulse of the blogosphere, the latest trends, fashionable topics, interesting events, characters, phrases, etc.;
- b) Insight – actual solution of the objective problem of the user;
- c) Humor – to make laugh, that is to entertain, revealing in communication;
- d) Production – high-quality production of material (script, shooting, design, copyright, stylization, etc.);
- e) Novelty – to be the first, on the wave of a viral effect, an important component of online socialization.

Therefore, it becomes apparent that the costs of distributing promotional materials designed to ensure the promotion of the brand, are inversely proportional to the viral load, that is, the more viral is an advertising object, the less cost will be spent on its distribution.

For “Join Up” enterprise, there is a good example of viral marketing. The company showed as a sponsor for a popular travel show “Orel & Reshka” (literally heads and tails). However, there are more opportunities to make company’s web pages or social media profiles content viral. Content-plan that is shown in table 3.2. has a chance to make business content go viral.

3.3. Justification of the implementation of the model

To justify the model of using social media as an Internet marketing tool there were conducted a research the aim of which was to compare costs of traditional marketing tools to costs of innovative marketing strategy.

In different cities of Ukraine there is a different pricing policy for the placement of outdoor advertising. Of course, the cost of any placement of outdoor advertising in regional centers is always higher than in the regions.

The highest prices for all types of accommodation in cities with over one million people: Dnipro, Odesa, Lviv. Record holder of high prices in Ukraine - Kharkov and Kyiv (Tab. 3.3.)

In addition to the geographic position of the structures of external advertising, prices depend on the period of advertising showing, the number of carriers in one program and the address of their location. Advertising rental structures in the center and on the busiest points of the city is always much higher than in decent neighborhood.

The usual period for advertising on billboards, prisms and backlighting is a month, but it can be placed for two or three weeks. In this case, the price for a monthly placement is divided by the number of days, and the payment for installation of a poster or banner is added to the amount.

Speaking about advertising on TV and radio, average prices depend on the time when the actual advertisement is shown or sounded. Timing is approximately the same for both sources and is classified as following:

- From 6 to 9 in the morning, this is the time when weather forecasts, news, and various shows come out - during this period ad can be interested by a person who is going to work. At this time advertising prices starts from 3,5 -16 UAH per second, depending on the rate of channel.

- From 9 to 16 o'clock in the afternoon is designed for people who are engaged at home, household. At this time there are replays of films, soap operas and various talk shows. At this time advertising prices are about 2-10 UAH per second.

- From 16 to 19 pm - this time is designed for children. At this time advertising prices are about 2,5-16 UAH per second.

- From 19 to 23 pm - the time of the whole family. Everyone gathers at the TV to relax: watch TV shows, comedies and various programs. At this time of day, the largest audience is by the number and geographical location. The average price is close to the price at 16 to 19pm.

- From 23 to 1 o'clock time for news, film repetitions (intended for an adult audience). From this time and further prices are lowest at a rate of 2-6 UAH per second.

- From 1 am to 6 am at this time, some channels stop broadcasting or simply start repeating films, because, as a rule, during this period there is a very small circle of viewers/listeners.

Marketing through social media is cost effective. One of the greatest benefits of marketing through social media is that it helps to cut marketing costs without sacrificing results. Most of social media results will come from investing time in creating and publishing content as well as having conversations with business' fans and followers. Research shows that just a few hours a week can have significant results. In fact, HubSpot reports that 84% of marketers were able to generate increased traffic with as little as six hours of effort spent on social media per week [32].

As shown below in a cross-channel analysis, the CPM (cost per thousand impressions) on social media can be as low as \$2.50. This is three times less expensive than advertising through traditional media (Fig. 3.1.)

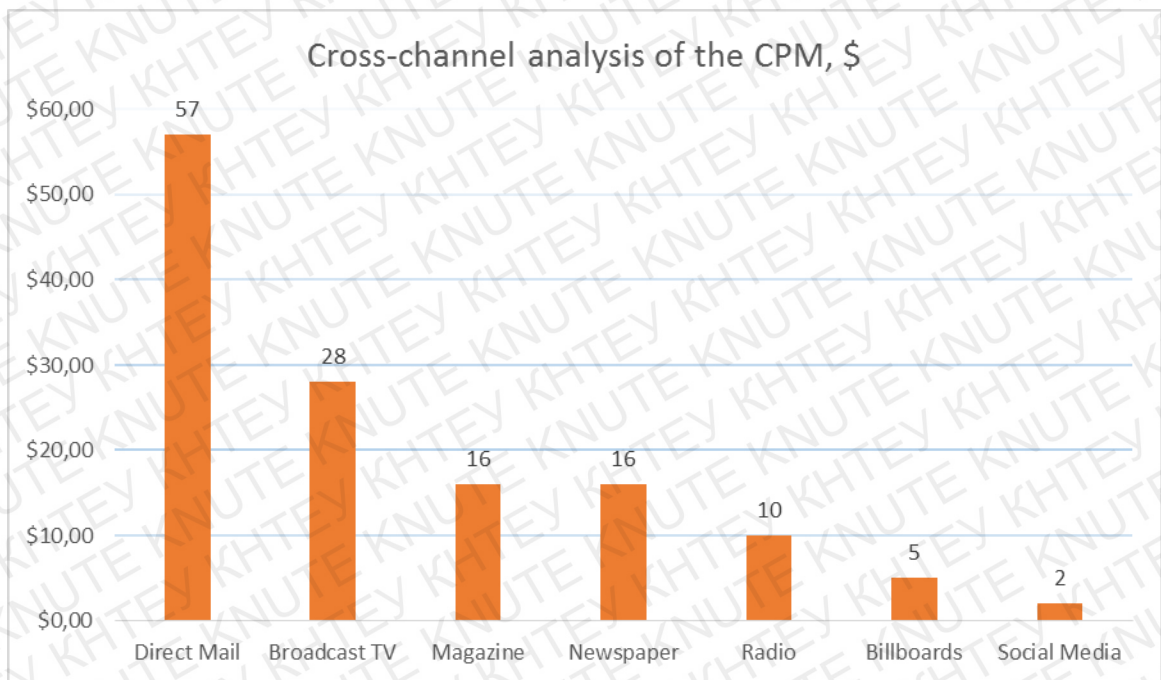


Fig. 3.1. Analysis of costs for traditional media channels

Even if a business decides to make social media advertising a significant part of its social media strategy, it will still find that social media marketing is cost effective. Depending on company's goals and the scope of the campaign, it is relatively inexpensive to run paid ads on social media channels like Facebook and Instagram. No matter how small the budget is, marketers are still able to make an impact on these channels to reach and convert new leads.

Most of customers and potential clients are already on Facebook, making it ripe for developing an active Facebook community around the travel brand.

If a picture is worth a thousand words, then the photo-sharing app Instagram can be an epic narrative to get followers dreaming about beautiful travel destinations. In fact, 48% of Instagram users rely on Instagram to find a new travel destination. Instagram is trying to take advantage of its strengths, and this spring unveiled a new action button that businesses can add to their profiles to offer the ability to reserve tickets, book a vacation, etc.

Having a successful social media strategy can help to turn likes into dollars. Today, business and social media go hand in hand, whether it is to promote certain product, provide customer service or attract new customers.

The retargeting offered by Facebook, Twitter, and YouTube let reach people who were in the process of buying from business' site but abandoned it. It's the same technology that Amazon, eBay, and travel companies use to chase customers around the web with products they just looked at. Except instead of costing \$20,000 a month and requiring a team of engineers to implement, company need just a dollar a day and a specialist to paste JavaScript in enterprise site.

There are other efficiencies, too. Since marketers are triggering message delivery on what people just did, they do not have to keep creating new content each day. Plus, once social systems are up and running, they will continue to grow their targeting databases, allowing companies to improve their audience targets and conversion rates.

An advertising campaign for "Join Up" company was allocated to the budget, which included the cost of customized ads on the Facebook network and the work of a SMM specialist who published promotional materials, customized ads and analyzed the data received. The advertising campaign is made for 1 month. The advertising budget is shown in the table 3.4.

Upon completion of the advertising campaign, a detailed analysis was carried out, on the basis of which conclusions were made, comments and suggestions on changes and implementation in subsequent advertising campaigns were made. The procedure for analyzing the results of the advertising campaign included: daily monitoring of the posting of publications in the network of Facebook, correction of tactical plans, depending on the behavior of competitors and the situation on the market. In the reporting table provided, the following statistics for the statistics from the advertising room in the Facebook network were added: coverage, frequency of the advertisement, price for the advertisement. The data of the advertising campaign is given in the table 3.5.

Based on the allocated amount, it is necessary to make a correction of the draft plan. The main advantage of such advertising is its ease in change. The easiest way to adjust the plan is to change the periodicity of the advertisement, reduce the publication area or time of the advertisement.

There is an easy way to determine whether advertising campaign is successful or not. The average conversion of the web page that sells services is 1% [72]. If the ad coverage is 1000 it means, there will be 10 leads to the site. Statistics shows that 10 leads generate 5 purchases. The average price of the tour on “Join Up” web-page to Paris is around 18500 UAH (660 USD) and the margin of the tour operator is 10%. On this basis, the profit from one realized tour is 1850 UAH (66 USD), therefore, 5 purchases from 10 leads will bring 9250 UAH. To calculate net profit, we need to deduct advertisement cost from the profit.

To make a conclusion about the effectiveness of the Facebook advertising campaign of “Join Up” company, return of investment (ROI) is needed to be calculated. So how can we determine whether or not our Facebook ad results equate to positive ROI? To calculate ROI, we divide total revenue generated from the campaign divided total advertisement expenditure. Predicted revenue generated from the campaign will be 20350 UAH.

$$\text{ROI} = 20350 (\text{Revenue}) - 4000 (\text{Ad Costs}) = 16350 \text{ UAH}$$

The main indicator of effectiveness shows that the campaign is not only successful but also profitable for the company. Moreover, the additional advantage is increasing of brand awareness among the potential customers.

Advantages of using such social media strategy are obvious but still needed to be pointed out. The first thing that must be highlighted is cost effectiveness of such activities. Internet marketing tools, social media platforms in particular, proved to be the cheapest and still one of the most effective ways to promote products or services. For enterprises functioning in travel industry being active on social media means to be visible and closer to their potential customers which is especially important for service segment.

Conclusion to the Part 3

The practice of modern PR-activities proves the unconditional effectiveness of such kind of marketing activities. However, it is also necessary to remember the mistakes that are often allowed by brands when promoting the blogosphere and social media. It is important to remember the principles of openness and not to deceive consumers; even if one can do it once, it's unlikely that it will be possible to rely on long-term loyalty. If the company launches "viral" material, it is necessary to carefully check the distributed object with the criteria of the viral system, otherwise, even a very expensive and spectacular video may appear to be not reviewed by anyone, thus not fulfilling its primary purpose. If the main task is to form a large thematic community, then it must be remembered that the audience is waiting for original and high-quality content, rather than reprints from other blogs and sites. Compliance with these inviolable rules will allow companies to take the first right steps to promote their own brands on the Internet. The main rule is that open marketing can be dealt with only under one condition – if the brand is open and sincere with its consumers. Compliance with this prerequisite will avoid mistakes and achieve maximum marketing results.

Concluding the analysis of the development of an advertising campaign for “Join Up”, it is necessary to understand a few basic principles in creating effective advertising. It is most important to correctly identify target audience so that spent money from the advertising budget has been spent as efficiently as possible. When a portrait of a potential client is ready, one needs to understand his psychology and his needs, according to which to develop such advertising announcements, which will surprise him and motivate to make a purchase.

For qualitative strategic work, it is necessary to conduct a division of labor between different specialists, so that everyone is engaged in their work. Managers should not save on the number of employees, because it directly affects the final result. It is also worth remembering that a decent remuneration for work is very motivating for a person and for quality work, in which workers invest all their talents and skills.

CONCLUSIONS

In the course of the research that was conducted during the final qualifying work, was studied the state of affairs on using Internet technologies and in particular using of Internet marketing tools in tour operator “Join Up” in Kyiv. The aim was to develop proposals for improving the introduction of Internet technologies in a management of marketing activity of the company. As a research object, methodological and theoretical basis of Internet marketing activity in tour operator. was chosen.

When writing the paper, the following tasks were solved:

1. The essence of internet marketing technologies.
2. Features and classification of internet marketing strategies in tourism business.
3. Indicators of efficiency of internet marketing.
4. Characteristic of marketing subsystem in management of the enterprise.
5. Economical evaluation of efficiency of marketing activity.
6. Evaluation of potential development of the enterprise.
7. Development of a strategy for tour operator “Join Up”.
8. Program of implementation of the strategy.
9. Justification of the implementation of the model.

The chosen topic of the final qualifying work is relevant and contains a number of practical recommendations for creating an effective Internet marketing strategy.

In the first section, a large database of electronic and printed information sources was studied, as well as was defined such definitions as Internet marketing, internet technologies, e-commerce, social networks, SMM, SEO, features and tasks of Internet advertising for travel companies, targeted audience, marketing in social networks, indicators of the effectiveness of advertising campaigns, channels distribution of advertising on the Internet.

In the second section, an analysis of the existing situation of “Join Up” travel enterprise was conducted. There was an analysis of main financial figures and overall financial situation. It reveals that company is profitable and uses its potential. However, a close look on marketing activity via social media shows that the usage of

previously mentioned tools is insufficient. On-line reputation needs to be improved and social networks like Facebook and Instagram should be used as an advertising platform.

In the third section, proposals were made for creating an effective Internet advertisement for “Join Up” travel agency, creating a positive brand image and positioning it in the Ukrainian market, taking into account the analysis conducted in the second section. New channels of advertising distribution on the Internet are offered, effective advertisement is created, new tools are introduced in the development of advertising campaign. Was made recommendations for improving the activity of “Join Up” enterprise for the development an efficient of Internet marketing activity. After writing the three sections, conclusions were drawn.

The analysis showed that, despite the fact that the company successfully works in modern conditions, special attention should be paid to the problem of planning of advertising activity using Internet marketing tools at the enterprise in order to avoid excessive financial expenses, to achieve the set goals, and to skillfully influence the potential consumers of company’s services. An entrepreneur, who will be able to correctly plan advertising activities in his company, receives a huge advantage among the competitors.

Analysis of the modern market situation showed that social networks have high efficiency for business development. At that, this advertising platform is suitable for all types of business. For a successful advertising campaign on social networks, it is necessary to adhere to the following rules: attracting the best specialists on advertising in social networks, developing an effective strategy, creating a quality content-plan, correct implementation of advertisements, knowledge of the target audience, analysis of competitors and marketing situation on the market, correct targeting of targeted advertising, collection of statistics.

During the development of the advertising campaign for “Join Up” travel company was proposed: a strategic plan, advertising budget, content plan, publication formats, advertisements, tune-up ads. The advertising campaign is offered for a trial period of one month.

Modern tourism has entered this stage of its own development in which information and its timely transmission play a decisive role in all spheres of tourist activity, while modern information technologies in tourism are becoming the most important factor in economic growth of the industry.

Travel companies are now aware of the huge potential Internet as a marketing tool, representing both means of communication and means of business interaction. Thanks to Internet technologies and Marketing functions carried out through the Internet, there was a sharp increase in the use of the Internet, which is accelerated by continuous development of the network resources itself.

Tourism managers should deal with future IT-related issues by integrating IT into the company's strategic management and business mission. A way to achieve this goal is to constantly upgrade the IT knowledge and skills of staff, as in this way overall technical proficiency can be assured. Additionally, managers should maintain close contact with the IT industry so that they will be able to appreciate technological trends and developments. Consequently, experience has shown that online advertising is becoming more and more popular and effective for improving business every year. A special role is given to social networks, since in today's world almost every person is a user of at least one social network. Every year the value of Internet marketing is growing. It positively influences not only development of particular company, but the development of the economy in the country at all.

The recommendations mentioned in the final qualification work have a high practical value and can be realized in the activities of any enterprise. To avoid typical mistakes when planning an advertising campaign via social networks for beginner entrepreneurs and large companies it will be useful to get acquainted with the analysis of marketing activities of the enterprise and recommendations for improving advertising on the Internet.

REFERENCES

1. Wikibooks. E-commerce and E-business [Electronic resource]. Available from: https://en.wikibooks.org/wiki/E-Commerce_and_E-Business/Concepts_and_Definitions – Title from the screen.
2. Research gate [Electronic resource]. Available from: <https://www.researchgate.net> – Title from the screen.
3. Теслик, А. В. Інформаційні технології в туристичній діяльності / А. В. Теслик, О. В. Орлик // Інформатика та інформаційні технології. – 2015.
4. Кожухівська Р. Б. Інтернет-ресурси та їх вплив на туристичну сферу України [Електронний ресурс] // Режим доступу: <http://dspace.udpu.org.ua:8080/jspui/bitstream/6789/769/1/internet.pdf>
5. Researchgate. Social Media Marketing (SMM)-A Strategic Tool for Developing... [Electronic resource]. Available from: https://www.researchgate.net/publication/301827029_Social_Media_Marketing_SM_M-A_Strategic_Tool_for_Developing_Business_for_Tourism_Companies - Title from the screen.
6. Emmer, R.M., Tauck, C., Wilkinson, S. and Moore, R.G. Marketing Hotels Using Global Distribution Systems.hj
7. Мельник А. В. Сучасні інформаційні технології: GPS-туризм та популяризація туристичної привабливості / А. В. Мельник // Збірник наукових праць Військового інституту Київського національного університету імені Тараса Шевченка. - 2013.
8. E-commerce and its impact on operations management A. Gunasekarana, H.V. Marrib, R.E. McGaugheyc, M.D. Nebhwanib Int. J. Production Economics 75 (2012) 185–197
9. Федоров О. Найновіші досягнення інформаційних технологій і туризм - нові виклики і можливості / О. Федоров, Ю. Афоніна // Наукові записки [Кіровоградського державного педагогічного університету імені Володимира Винниченка]. Сер.: Педагогічні науки. - 2012.

10. Britannica. Business organization, written by: S. Nicholas Woodward [On-line source]. Available from: <https://www.britannica.com/topic/business-organization> – Title from the screen.
11. Dabas, S. and Manaktola, K. 2010. Managing reservations through online distribution channels. *International Journal of Contemporary Hospitality Management*, 19(5): 388–396.
12. TourFAQ. Інтернет в туризмі [Електронний ресурс]. Режим доступу: <http://tourfaq.net/travel-business/internet-v-turizme/>- Назва з екрану.
13. Solimar International. Five step SEO check-list for tourism marketing [On-line source]. Available from: <http://www.solimarinternational.com/resources-page/blog/item/66-5-step-seo-checklist-for-tourism-marketing>– Name from the screen.
14. Правик Ю.М. Маркетинг туризму: Підручник / Ю.М. Правик – К.:Таксон, 2012. – 217 с.
15. Pestek, A. and Muris, C. (2012) Application of E-Marketing Strategies in Tourism Sector in Bosnia Herzegovina. *Proceedings of 5th International Conference an Enterprise Odyssey: From Crisis to Prosperity – Challenges for Government and Business*, Opatija, 26-29 May 2012.
16. Fotis J (2012) The impact of social media on consumer behaviour: Focus on leisure travel.
17. Hjalager, A.-M. (2010) Progress in Tourism Management: A Review of Innovation Research in Tourism. *Tourism Management*, 31, 1-12.
18. Голод А.П. Використання Інтернету для промоції тур-продукту (на прикладі туристичних підприємств м. Львова) / А.П. Голод // Туристична освіта в Україні: проблеми і перспективи: зб. наук. праць. – К.: Вид-во "Тонар", 2007. – С. 289-293.
19. Державна служба туризму і курортів України. [Електронний ресурс]. – Доступний з <http://www.tourism.gov.ua/publ.aspx?id=2083>.
20. Реєстр сайтів МЕТА. [Електронний ресурс]. – Доступний з <http://www.dir.meta.ua/topics/travels/travel-agencies>.

21. Гряділь І.І. Нові інформаційні технології / І.І. Гряділь, С.І Гряділь// - Ужгород: Закарпаття, 2012. – 58с. – Бібліогр.: с.54-55-ISBN 966-7703-41-X.
22. Travelmarket Report. 6 ways to leverage social media to build a travel agency brand [On-line source]. Available from: <https://www.travelmarketreport.com/articles/Six-Ways-To-Leverage-Social-Media-To-Build-A-Travel-Agency-Brand> – Title from the screen.
23. Susan Gunelius. Ultimate Guide to Email Marketing for Business (2018)
24. Атанасов, М. Вплив інформаційних технологій на розвиток підприємства / М. Атанасов, О. Йона // Гармонізація суспільства – новітній напрямок розвитку держави: Всеукр. наук. конф. аспірантів та молодих вчених, 25 березня 2014 р. : матер. конф. — Одеса, ОНЕУ. — С. 54-61.
25. Інтернет-реклама – двигун Інтернету [Електронний ресурс]. - Режим доступу: http://seo-miheeff.ru/seo_news/internet_reklama_dvigatel/. – Назва з екрану.
26. Петюшкін Олексій, Основи банерної реклами. - Видавництво: ВHV, 2002. - 125 с.
27. Marketing Tech. The history of Search Engine Optimization [Electronic resource]. Access mode: <https://www.marketingtechblog.com/history-seo-2015/> – Title from the screen.
28. Yeh, R., Leong, J. K., Blecher, L. and Hu, W. 2013. Analysis of e-commerce and information technology applications in hotels: Business travelers' perceptions. *Asia Pacific Journal of Tourism Research*, 10(1): 59–83
29. Плєскач В. Л. Електронна комерція: підручник / В.Л. Плєскач, Т.Г. Затонацька. - К.: Знання, 2012. - 535 с.
30. Langelund, S. 2011. Mobile travel. *Tourism & Hospitality Research*, 7(3–4): 284–286.
31. Костяхін Д. Інтернет-реклама: хто, що і де [Електронний ресурс]. - Режим доступу: http://peterhost.ru/art_reklama.shtml. – Назва з екрану.

32. Ejstrud, B. 2013. Visitor numbers and feasibility studies: Predicting visitor numbers to Danish open-air museums using GIS and multivariate statistics. *Scandinavian Journal of Hospitality & Tourism*, 6(4): 327–335.
33. Ad - manager. Інтернет-реклама [Електронний ресурс]. - Режим доступу: http://www.ad-manager.ru/reklama/internet_reklama/. – Назва з екрану.
34. Ingate. Promo. Інтернет-реклама працює просто, та не зовсім. [Електронний ресурс]. – Режим доступу: <http://promo.ingate.ru/internet-marketing/>. – Назва з екрану.
35. Zins, A. H. 2015. Exploring travel information search behavior beyond common frontiers. *Information Technology & Tourism*, 9(3–4): 149–164.
36. Tourism Promotion and Marketing by Robert Morello; Updated June 30, 2018 [On-line source]. Available from: <https://smallbusiness.chron.com/tourism-promotion-marketing-57157.html> – Title from the screen.
37. Wells, V. K. (2014). The influence of behavioral psychology on consumer psychology and marketing. *Journal of Marketing Management*, 30 (11/12): 1119-1158 [Electronic resource]. Available from: <http://dx.doi.org/10.1080/0267257X.2014.929161> – Name from the screen.
38. Formation of marketing management system of the enterprise [On-line source]. Available from: https://www.researchgate.net/publication/323752214_formation_of_marketing_management_system_of_the_enterprise – Title from the screen.
39. Bright Local. Local consumer review survey [Electronic resource] Available from: <https://www.brightlocal.com/learn/local-consumer-review-survey-2014/> - Name from the screen.
40. Google Analytics. Офіційний сайт [Електронний ресурс] // Режим доступу: https://www.google.com.ua/intl/uk_ALL/analytics/index.html
41. Northcutt. Google ranking factors [Electronic source]. Access mode: <https://northcutt.com/wr/google-ranking-factors/> – Title from the screen.
42. Fotis J (2012) The impact of social media on consumer behavior: Focus on leisure travel.

43. Victorian Chamber of Commerce and Industry.VTIC The definitive proof of social media's worth to tourism (2012) [Electronic resource]. Available from: <https://www.victorianchamber.com.au/policy-and-advocacy/news/blog/2012/07/05/definitive-proof-social-media%E2%80%99s-worth-tourism> – Title from the screen.
44. Gvili, Y. and Poria, Y. 2012. Online mass customization: The case of promoting heritage tourist websites. *Anatolia*, 16(2): 194–206.
45. Cooper, M. and Macneil, N. J. 2015. Virtual reality mapping: IT tools for the divide between knowledge and action in tourism. *Tourism Recreation Research*, 30(3): 61–68.
46. Beldona, S., Morrison, A. M. and O'Leary, J. 2012. Online shopping motivations and pleasure travel products: A correspondence analysis. *Tourism Management*, 26(4): 561–570.
47. HubSpot. Marketing, sales and service software [Electronic resource]. Available from: <https://www.hubspot.com/> – Title from the screen.
48. The Global Information Technology Report 2009-2010: ICT for Sustainability // World Economic Forum. [Electronic resource]. – Mode of access http://www.weforum.org/docs/WEF_GITR_Report_2010.pdf.
49. Hasse, J. C. and Milne, S. 2014. Participatory approaches and geographical information systems (PAGIS) in tourism planning. *Tourism Geographies*, 7(3): 272–289.
50. Travel & Tourism Competitiveness Report 2011// World Economic Forum. [Electronic resource]. – Mode of access http://www.weforum.org/docs/WEF_GCR_TravelTourism_Report_2009.pdf.
51. United Nations Data Retrieval System. [Electronic resource]. – Mode of access <http://www.data.un.org/Data.aspx?q=internet&d=ITU&f=ind1Code%3aI4212>.
52. Gleam. From 0 to 110k Instagram Followers In 5 Months: The Growth Story of Foundr [Electronic resource]. Access mode: <https://gleam.io/blog/foundr/> – Title from the screen.

53. Бойко Н.І. Роль інформаційних та комунікаційних технологій в маркетингових каналах сучасних підприємств /Н.І. Бойко// Вісник. - Львів, 2010. - Вип.17: Сер.: Економ. - С.399–401.- ISBN 966-8340-63-9
54. Пілюшенко В. Л. Інформаційні технології у маркетингу і рекламі: Навч. посіб. Донецький держ. ун-т управління. - Донецьк: ДонДУУ, - 2011. - 205с. - Бібліогр.: с. 204. - ISBN 966-430-002-0
55. Lashley, C. and Rowson, B. 2014. Getting it right: Exploring information technology in the hospitality curriculum. *International Journal of Contemporary Hospitality Management*, 17(1): 94–105.
56. Zehrer, A. and Pechlaner, H. 2015. Response quality of e-mail inquiries—A driver for knowledge management in the tourism organization. *Journal of Quality Assurance in Hospitality & Tourism*, 7(1–2): 53–73.
57. Official site of “Join Up” company [Electronic resource]. Available from: <https://joinup.ua/> - Title from the screen.
58. Hub spot. List of Marketing statistics for 2018 [Electronic source]. Access mode: <https://www.hubspot.com/marketing-statistics> – Title from the screen.
59. Official site of “Join Up” company [Electronic resource]. Available from: <https://joinuplviv.com/rejtyng-turoperatoriv-sezon-lito-2017/> – Title from the screen.
60. Volo, S. 2014. Communicating tourism crises through destination websites. *Journal of Travel & Tourism Marketing*, 23(2–4): 83–93.
61. Antoniou, G., Skylogiannis, T., Bikakis, A. and Bassiliades, N. 2012. A semantic brokering system for the tourism domain. *Information Technology & Tourism*, 7(3–4): 183–200.
62. Buhalis, D. and Law, R. 2014. Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of e-tourism research. *Tourism Management*, 29(4): 609–623.
63. Park, Y. A. and Gretzel, U. 2016. Success factors for destination marketing sites: A qualitative meta-analysis. *Journal of Travel Research*, 46(1): 46–63.

64. World Travel Awards. Leading tour operator web site [Electronic resource]. Available from: <https://www.worldtravelawards.com/award-travel-technologys-leading-tour-operator-website-2015> - Title from the screen.
65. Usage and Population statistics [Electronic resource] // Internet world stats. – Access mode to a resource: [http:// : nternetworldstats.com](http://internetworldstats.com). – Title from the screen.
66. Комплекс маркетингу та його основні елементи – [Електронний ресурс]. – Режим доступу: <<http://www.info-library.com.ua/books-text9565.html>>.
67. Бойчук, І. В. Напрями реалізації маркетингових функцій підприємства через застосування Інтернету [Текст] / І. В. Бойчук // Вісник Хмельницького національного університету: збірн. наук. праць. – Хмельницьк: Вид-во ХНУ, 2012. – Вип. 5. – С. 34-38. – (Економічні науки).
68. Fакty.ua. Против «Джоин Ап» открыли уголовное производство [Електронний ресурс]. Режим доступу: <https://fakty.ua/276109-protiv-turoperatora-join-up-otkryli-ugolovnoe-proizvodstvo-advokat> – Назва з екрану.
69. Marketing inside group. Ultimate guide to digital marketing tools that won't cost a cent [Electronic resource]. Access mode: <http://marketinginsidergroup.com/content-marketing/ultimate-guide-digital-marketing-tools-wont-cost-cent/> – Title from the screen.
70. Green Book blog. Best practices for digital marketing [Electronic resource]. Access mode: <https://greenbookblog.org/2017/07/10/3-best-practices-for-digital-marketing-in-the-market-research-space/> – Title from the screen.
71. Quick sprout. The advanced guide to SEO [Electronic source]. Access mode: <https://www.quicksprout.com/the-advanced-guide-to-seo/> – Title from the screen.
72. EMPO. Internet Marketing school [Electronic source]. Access mode: <http://empo.pro/> – Title from the screen.

APPENDIXES

Appendix A

INTERNET MARKETING IN MANAGEMENT OF TOUR OPERATOR

**Chegrynets D., 5 course FRHTB KNUTE,
specialty «Management»**

У статті розглянуто сутність Інтернет маркетингу, можливі шляхи та методи його використання в сфері туризму, а також основні переваги Інтернет маркетингу для туристичних підприємств.

Ключові слова: інтернет маркетинг, інтернет технології, електронна комерція, соціальні мережі, СММ, СЕО, туристичний бізнес.

В статье рассмотрены суть Интернет маркетинга, возможные пути и методы его использования в сфере туризма, а также основные преимущества Интернет маркетинга для туристических предприятий.

Ключевые слова: интернет маркетинг, интернет технологии, электронная коммерция, социальные сети, СММ, СЕО, туристический бизнес.

The article reveals the essence of Internet marketing, possible ways and methods of its use in the field of tourism, as well as the main advantages of Internet marketing for tourism enterprises.

Key words: internet marketing, internet technologies, e-commerce, social networks, SMM, SEO, tourism business.

Actuality of the article. The Internet, having appeared relatively recently, has already firmly entered the life of modern people, taking part in all industries of its activities. Tourism did not stay aside and has found new opportunities for its development on the Internet, that is very promising. Internet affects tourism marketing more than any other technology since the invention of television. It has become an important method of promoting a tourist product.

The main areas of Internet use in the tourism industry include:

- Use of Internet mechanisms in the tourist package promotion and selected tourism products (for example, promotion of the company's website, hosting addressers, work of tourist electronic exchanges, etc.)

- Development of electronic booking systems, allowing to book a certain number of tours or individual tourism products in real time by both travel agents and ordinary users - potential tourists.

The purpose of the article is to determine the essence of the internet marketing and the forms of its using in the tourism business management.

With usage of modern opportunities in the activities of the vast majority of domestic enterprises Internet became an integral part of their effective functioning on the market. On the Internet, new types of electronic commercial relationship are constantly being formed that caused the appearance of the term "Electronic business". The main forms of e-business are corporate portals, catalogs, search engines, information resources and content projects, but quite often electronic business is identified with the term "electronic commerce".

Thus, e-commerce - a technology which provides a complete closed loop of operations, including ordering goods, conducting payments, participating in management delivery of goods or services based on Internet technologies, transfer of ownership or use of one legal entity or individual to another.

Internet technologies have reached almost all levels of management in modern enterprise, which, in turn, helps to reduce the duration of individual cycles of the business process and allows maximally satisfy expectations of the enterprise economic benefits.

The use of Internet technologies in the marketing activities of enterprises has caused the emergence the term "internet marketing". Internet Marketing - is the application of marketing efforts via the web Internet, which has a direct transformative effect on corporate strategy, competitive situation on the market and profitability indicators [1].

Tourist sphere and concomitant industry are one of those sectors where the Internet technologies are most actively applied. There are various types of tourist information resources on the Internet (Fig. 1).

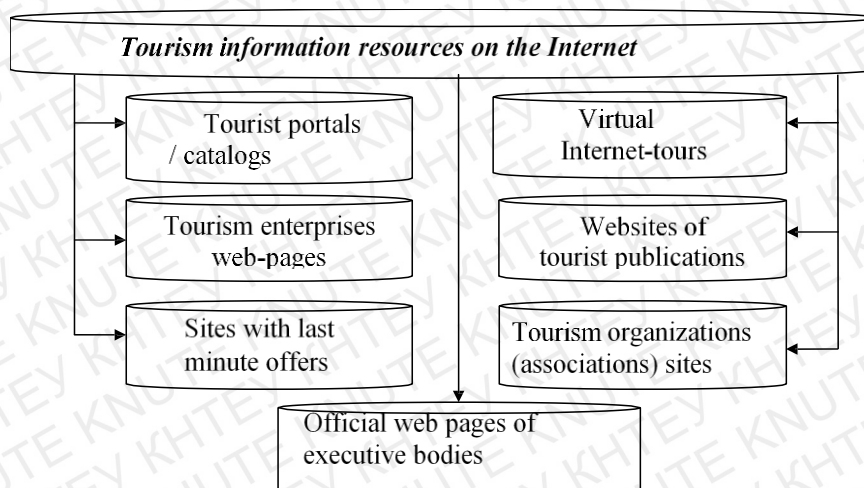


Fig. 1. Types of tourist resources on the Internet

Availability of informational tourist portals and catalogs allows clients to get operational information about any tourist enterprise, directions of its activity and other tourist information. Tourist sites organizations and executive bodies provide an opportunity to receive official information in e-business sites of tourist publications - get acquainted with the latest news and development trends market of tourist services [3].

It is difficult to overestimate the presence of a tourist company own website, because with such instrument as Internet technology travel company can significantly expand the directions of its activity (Table 1).

Table 1

Areas with the possibilities to use the Internet in tourism enterprises' activity

Directions	Internet tools	Target groups
1. Monitoring Market tourist services (research consumers' needs, competitor activity analysis)	<ul style="list-style-type: none"> – Search engines; – Forums; chats; – Thematic sites and portals; – Catalogs; – Own website; – E-mail 	Potential consumers, partners, competitors
2. Marketing activities: advertising, PR, sales promotion, direct marketing	<ul style="list-style-type: none"> – Own website; – Banner advertising; – Cross references; – E-mail (direct dispatch); – Contextual advertising 	Potential consumers, partners

3. Reserving, sale travel services in real time mode	<ul style="list-style-type: none"> – Own website; – Mediator websites; – E-mail 	Potential consumers are real buyers, partners
4. Get professional and business information	<ul style="list-style-type: none"> – Search engines; – Forums, chats; – Thematic sites and portals; – Catalogs; – Conferences; – Subscriptions 	Personnel tourist enterprises
5. Maintenance of business communication	<ul style="list-style-type: none"> – Own website; – E-mail; – Special programs exchange 	Partners, potential consumers are real buyers

Another Internet service that is widely used in tourism is GDS. Global distribution systems were originally usually set up for use by the airlines but were later extended to travel agents. Today, global distribution systems allow users to purchase tickets from multiple different providers or airlines. Global distribution systems are also the back end of most Internet-based travel services [4].

The largest global distribution systems on international market are AMADEUS, Worldspan, Galileo, Sabre. (Table 2).

Table 2

Global Distribution Systems

Indexes	Sabre	AMADEUS	Galileo	Worldspan
Number of employees	9000	3654	No data available	3200
Distribution	More than 59,000 travel agencies	54405 travel agencies in 198 countries	More than 52,000 travel agencies in 116 countries	20210 travel agencies in 60 countries
Distribution	More than 59,000 travel agencies	54405 Travel agencies in 198 countries	More than 52,000 travel agencies in 116 countries	20210 travel agencies in 60 countries
Income	2.5 billion dollars USA	1.6 billion euros	1.6 billion dollars USA	No data available
Number of bookings	467.1 million	393.9 million	345.1 million	No data available
Suppliers	450 airlines, 53000 hotels, 54 companies from rental car	480 airlines, 54641 hotels, 47 car rental companies	425 airlines, 60,000 hotels, 23 car rental companies, 430 tour operators	533 airlines, 47000 hotels, 45 companies from rental car

Such systems allow to reserve all the main components of tourist infrastructure, that is, they actually form a general information system offering distributive network for the entire tourism industry.

The use of GDS the activities of tourism enterprises provides:

1. integration and communication;
2. improvement of service quality;
3. transfer of a large amount of information;
4. increase in service speed and efficiency activities;
5. the ability to take into account the needs of each individual the client;

6. effective feedback [5].

Included with GDS connectivity are hundreds of Alternative Distribution System channels that are effectively “hybrid distribution” mechanisms in that they provide web-based visibility to 3rd party merchants while “pulling inventory” from the GDS. These include household names such as Travelocity, Expedia, Booking and not-so-well-known sites such as e-Bookers and Opodo.

Expedia.com is the world's largest online hotel reservation system. It has an excellent and time-tested reputation. The site offers services to more than 140,000 hotels worldwide. Moreover, the search functions on the site enable not only to choose and book a room in the hotel, but also to pick up and buy a suitable air ticket, rent a car, which allows tourists to plan the entire journey from its beginning to completion. Due to the fact that the site works without intermediaries, there you can book a hotel at fairly low prices, and the reservation can be canceled a day before the arrival without charging a penalty. Payment is carried out immediately from the bank card.

The progress of Expedia is not limited to the development of only one site. More and more popularity gains mobile application of the same name, running on the basis of Android and iOS.

Another popular alternative reservation system is booking.com. It is a travel fare aggregator website and travel metasearch engine for lodging reservations. The website has more than 28,889,846 listings in 137,971 destinations in 229 countries and territories worldwide. Each day more than 1,550,000 room nights are reserved on the website. The site is available in 43 languages.

In 2016 Booking.com announced the launch of a pilot platform for travel agents. The service allows them to make reservations for their customers in their personal account and receive rewards. However, some of travel agents still refuse to use this system as they sure it gathers client base information and use it for its own purposes.

Being an agent is tough work. You have to constantly tap into the pulse of your clients to ensure they are being served excellently, while also dealing with making reservations and ensuring yours truly is accounted for, too. If a tech-savvy agent looking for an app to make its life easier, it's time to become acquainted with technology. Here are five top apps travel agents must check out:

1. Refund.me (iPhone, Android, free)

Specifically designed by the international passenger rights specialist, the refund.me Red App will monitor flights booked by travel agents and flag those eligible for up to \$800 in compensation. This not only accounts for agents, but it also gives agents the information they need to take care of their clients. Since its birth in 2012, refund.me has recorded a 94 percent success rate.

2. TripCase (iPhone, Android, free)

TripCase, published by Sabre, promptly organizes travelers' plans and itineraries on their mobile device. The app also provides real-time alerts to travelers and agents, including flight status updates, gate changes, delays and cancellations. Considering Sabre's vast travel network, it's no wonder why TripCase has become so popular. Best of all, no in-app purchases or subscription fees are required. The app is completely free.

3. Travelpport Mobile Agent (iPhone, Android, free)

Travelpport Mobile Agent, developed by TTS, provides quick and fluid access to the GDS for agents. The latest version (3.0), released on July 30, provides even more features to make life easy for agents, including an improved interface, better GDS data, faster GDS response, customizable keyboard quick keys, View Trip integration (to open the view trip page of a Passenger Name Record), a newsfeed highlighting the most relevant articles from TTS and travel magazines, more fluid functionality for synchronizing your mobile devices and the ability to view two terminal windows at the same time.

4. mTrip Travel Guides (iPhone, Android, free)

mTrip, which has been chosen as an Innovator for the PhoCusWright Conference in Los Angeles this November, has come up with the mTrip Travel Guides app specifically designed for travel agents. The mobile solution is rebranded and tailored to each agent's particular brand, providing comprehensive offline-enabled travel guides, maps and navigation, detailed itineraries, and Trip

Journal and Facebook integration. For organized group tours, it adds the ability to view itineraries in PDF format, include unlimited travelers and be alerted with pertinent information via push notifications.

5. BTSocial

If you work in the travel industry, you've probably realized by now that connecting with others is an essential part of your job. BTSocial, courtesy of Chicago entrepreneur Tim Hines, allows traveling professionals to "check in" to a venue or city. In turn, other nearby professionals are alerted and you can meet up and network. During the downtime, use the app's Trips feature. Unlike many other apps, it doesn't ask user to enter an itinerary. It simply asks for the venue or city user want to meet and then asks him when he will be free. Agents can go one step further, too. They can plan meetups with other travel professionals through the Socials feature, whether they want to hang out at a bar or the airport lounge.

Going further, it worth to mention one of the most powerful tool in Internet marketing – social networks or social media. The role of social media in tourism has been increasingly noted and researched as an emerging topic. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behaviors [2] and tourism promotion focusing on best practices for interacting with consumers via social media channels (social sharing of holiday experiences).

Leveraging off social media to market tourism products has proven to be an excellent strategy. Many countries regard social media as an important tool to promote their tourism industries. Nowadays, it is critical to encourage the comprehensive investigation into the influence and impact of social media on all aspects of tourism industry, and to demonstrate the economic contribution of social media to the industry.

Talking about benefits of usage Internet technologies in tourism sphere we need to mention relatively low cost (compared to traditional advertising measures) and targeting a significant target audience of active ones Internet users (Table 3) [6].

Table 3

Advantages of using Internet technologies in the marketing of tourism enterprises

Elements 4P	Tour Operator	Travel Agent
1. Communication policy	Consumer can without any obstacles get needed information using advertising information on the Internet that is placed on the web-page of the enterprise. At the same time expenses of the tourist enterprise are decreasing as there is no need in printed advertising products (booklets, catalogs).	
	Maintenance of communication with consumers by electronic means like e-mails, messengers, on-line consulting	
2. Product policy	Possibility to independently choose a tourist product by the consumer	Easily search for a tourist product in the tour operator's Internet catalog
3. Pricing policy	Revealing of special price offers on a web page, bonus programs formation for active consumers, buying tourist products via the Internet	
	Reduce the need in travel agents through the selling of own products on-line	Possibility of cooperation with unlimited number of tour operators provided that they have the latest Internet-catalog with tourist products

4. Sales policy	Search for potential providers of tourist services (hotels, transport enterprises, etc.) through participation in specialized online exhibitions	Search for potential partners (tour operators) through the participation in specialized online exhibitions
Independence from the location in on-line sales and involving larger number of target audiences in any place in the world.		

Conclusion. Internet marketing in the tourism industry can help company to connect with its clients, show them the visual appeal of the destination, and possibly get more exposure than it would be with traditional print advertising. Use both natural and paid search to promote the destination, and enterprises are sure to see results.

The creation and accessibility of the Internet have fundamentally changed how travelers access information, the way they plan for and book trips, and the way they share their travel experiences. Social media is particularly relevant since tourism is an ‘information-intensive industry’. The tourism industry is primed to take advantage of social media outlets, as the industry has long relied largely on destination reputation, consumer opinion, spread of information, and positive word-of-mouth advertising. Social media plays a very important role in the tourism industry. We can see how much influence internet marketing has on tourism sphere.

Nowadays’ tourists turn their attention to on-line sources of information and travel companies need to keep up with the times to remain competitive and attractive to clients. Tourism managers should deal with future IT-related issues by integrating IT into the company's strategic management and business mission. A way to achieve this goal is to constantly upgrade the IT knowledge and skills of staff, as in this way overall technical proficiency can be assured. Additionally, managers should maintain close contact with the IT industry so that they will be able to appreciate technological trends and developments.

References

1. Pestek, A. and Muris, C. (2010) Application of E-Marketing Strategies in Tourism Sector in Bosnia Herzegovina. Proceedings of 5th International Conference an Enterprise Odyssey: From Crisis to Prosperity – Challenges for Government and Business, Opatija, 26-29 May 2010.
2. Fotis J (2012) The impact of social media on consumer behaviour: Focus on leisure travel.
3. Hjalager, A.-M. (2010) Progress in Tourism Management: A Review of Innovation Research in Tourism. *Tourism Management*, 31, 1-12.
4. E-commerce and its impact on operations management A. Gunasekarana, H.B. Marrib, R.E. McGaugheyc, M.D. Nebhwanib *Int. J. Production Economics* 75 (2012) 185–197
5. Emmer, R.M., Tauck, C., Wilkinson, S. and Moore, R.G. *Marketing Hotels Using Global Distribution Systems.*
6. *Tourism Promotion and Marketing* by Robert Morello; Updated June 30, 2018 <https://smallbusiness.chron.com/tourism-promotion-marketing-57157.html>

Work is executed under scientific guidance of the Doctor of Economics, Associate Professor, Mykhaylichenko G.I.

Appendix B (balance)

Appendix C



Appendix D



Appendix E

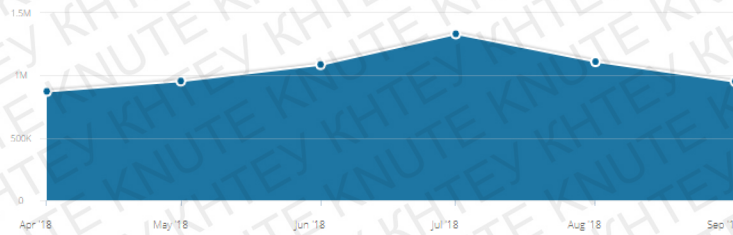
akkord-tour.com.ua [+ COMPARE](#) Sep 2018 [DOWNLOAD](#)

Traffic Overview

Estimated Data [Verify Your Website](#)

Total Visits

On desktop & mobile web, in the last 6 months



Engagement

Total Visits	951.52K ↓ 14.31%
Avg. Visit Duration	00:08:06
Pages per Visit	7.97
Bounce Rate	32.05%

What do you think about our traffic analysis? [Send Feedback](#)

Appendix F

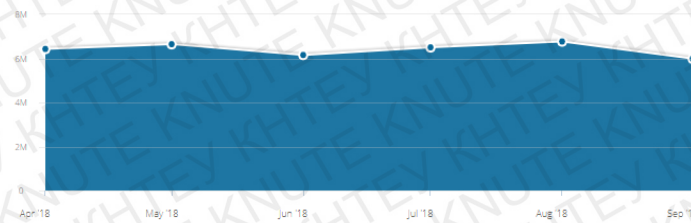
thomascook.com [+ COMPARE](#) Sep 2018 [DOWNLOAD](#)

Traffic Overview

Estimated Data [Verify Your Website](#)

Total Visits

On desktop & mobile web, in the last 6 months



Engagement

Total Visits	5.99M ↓ 11.56%
Avg. Visit Duration	00:05:15
Pages per Visit	6.45
Bounce Rate	42.15%

What do you think about our traffic analysis? [Send Feedback](#)

Appendix G



Appendix H

Join UP!

Typoneparop Join UP
@joinup.ukraine

- Home
- Instagram
- Posts
- Photos
- Videos
- Groups
- About
- Notes
- Community
- YouTube
- Info and Ads

Active ads from Typoneparop Join UP

Facebook is showing you ads this Page is currently running to provide more transparency into advertising. Offers and pricing may not apply to you. [Learn more](#)

Page Information

Page created on December 11, 2011

Previously named **Join UP**
[See Page History](#)

English (US) Русский Українська Español Português (Brasil) +

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2018

There Are No Ads to Show

This Page isn't running any ads in any country right now.

Appendix I

