

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«Management of advertising activity of tour operator «Star
Tour», Kyiv»**

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**Task
for the final qualifying paper
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1. Topic of the final qualifying paper

«Management of advertising activity of tour operator «Star Tour», Kyiv»

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Purpose of the paper – study of theoretical and practical aspects of advertising activity management of tour operator and develop recommendations for its improvement

The subject – process of advertising activity management of tour operator

The object – methodological, theoretical and practical aspects of advertising activity management of tour operator «Star Tour», Kyiv

4. Illustrative material: Table 1.2. Classification of types of advertising activities in tourism business, Figure 2.4. Structure of advertising spending in 2017, Figure 3.3. Structure of the total budget of the suggested advertising activities for “Star Tour” in 2019

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 received

Part 1	Dupliak T.P.	20.11.2017	20.11.2017
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6. Content of the final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART I. THEORETICAL AND METHODOLOGICAL BASIS OF MANAGEMENT OF ADVERTISING ACTIVITY OF TOUR OPERATOR

1.1. Content and functions of advertising activity of tourism enterprise

1.2. Types of advertising in tourism business

1.3. Management system of advertising activity of tour operator

Conclusions to part I

PART II. ANALYSIS OF MANAGEMENT OF ADVERTISING ACTIVITY OF TOUR OPERATOR «STAR TOUR», KYIV

2.1. Organizational and economic characteristic of tour operator

2.2. Analysis of types of advertising of tour operator

2.3. Assessment of advertising management systems of tour operator

Conclusions to part II

PART III. IMPROVEMENT OF MANAGEMENT OF ADVERTISING ACTIVITY OF TOUR OPERATOR «STAR TOUR», KYIV

3.1. Actions to improve management of advertising activity of tour operator

3.2. Evaluating the effectiveness of the proposed measures to improve advertising management of tour operator

Conclusions to part III

CONCLUSIONS

REFERENCES

APPENDICES

7. Time schedule of the paper

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	26.10.2017-20.11.2017	20.11.2017
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4.	Writing and preparation of scientific article	till 01.06.2018	
5.	Writing and pre defense of the 2 nd part of the final qualifying paper	12.05.2018-31.08.2018	31.08.2018
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 work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defense in commissions	15.10.2018-22.10.2018	22.10.2018
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9. Scientific adviser of the research

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10. Manager of the educational program

Mykhailichenko G.I.

11. The task received by the student

Leskova Oleksandra

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

Student Leskova Oleksandra executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined theoretical basis of advertising activity of tour operator and its management.

In the second part estimated advertising activity management of tour operator «Star Tour», Kyiv.

In the third part defined the main actions of improvement of advertising activity management of tour operator «Star Tour».

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

Scientific adviser of a final qualifying paper _____ Dupliak T.P.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defence in the Examination Board.

Manager of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 201_

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INTRODUCTION

Actuality of final qualifying paper. In a world of global competition and rapidly developing markets, it is necessary to survive and be competitive, enter new markets and provide the consumer with a new products and services. This will help to achieve correctly chosen advertising campaign strategies.

Advertising is an integral part of forming the authority of a company. In a competitive environment, it is not enough to produce good goods, to provide marketing, to distribute products, to advertise it and sell it. And even a very good product can be left without a buyer, if its producer conducts an ineffective advertising strategy and activities. An important role in this is played by the means of distributing advertising information as the main parts of the advertising process.

Recently, there has been an increase in the importance of communication policy in marketing in connection with the following circumstances:

- strengthening of competition in front of the consumer;
- increasing risks associated with the creation of new products;
- increasing requirements for quality standards that makes it difficult to differentiate the goods.

Purpose and tasks of final qualifying paper. Purpose of the paper is to study of theoretical and practical aspects of advertising activity management of tour operator and develop recommendations for its improvement.

To achieve this goal, it is necessary to solve the following tasks:

- Consider theoretical and methodological basis of management of advertising activity of tour operator;
- Determine content and functions of advertising activity of tourism enterprise;
- Consider types of advertising in tourism business;
- Define a management system of advertising activity of tour operator;
- Conduct an analysis of management of advertising activity of tour operator “Star Tour”;
- Discover organizational and economic characteristic of tour operator;

- Analysis and access the types of advertising activities of the tour operator;
- Develop improvement of management of advertising activity of the tour operator LLC “Star Tour“ Kyiv.

Subject of final qualifying paper is the process of advertising activity management of tour operator.

The object of final qualifying paper are the methodological, theoretical and practical aspects of advertising activity management of tour operator “Star Tour”, Kyiv.

Methods of research of final qualifying paper. The methodical basis of the work was the works of various authors in the field of marketing and advertising in tourism, sources of periodical press, documents of LLC “Star Tour. “ Various methods were used in the work, namely methods of interrogation, comparison, generalization, questioning.

Scientific innovation of final qualifying paper consists in development of the theoretical aspects of improvement of management of advertising activity of tourism enterprise.

Practical value of results of final qualifying paper. The practical value of results of the final qualifying paper is in the recommendations regarding real-process instrumental improvement of management of advertising activity of tour operator “Star Tour”.

Practical approval of research results of final qualifying paper. Research results of improvement of management of advertising activity of tour operator, partially prefilled in the scientific article «Advertising activity of tour operator» in the collection of scientific articles of KNUTE students (Appendix A).

Structure of final qualifying paper. The thesis consists of an introduction, three parts, conclusions and proposals, references, appendices. The total number of pages is 74 (excluding appendices). The reference numbers are 63 items. The number of figures - 10, tables - 12, appendices - 4.

PART I
THEORETICAL AND METHODOLOGICAL BASIS OF MANAGEMENT OF
ADVERTISING ACTIVITY OF TOUR OPERATOR

1.1. Content and functions of advertising activity of tourism enterprise

Advertising is a form of indirect communication between the tourist product and the consumer. Media are used for advertising (press, radio, etc.) and especially printed material, such as catalogs, brochures, posters. There are several definitions of advertising that can be used for defining this term, so the most relevant and precise ones formulated by Moutinho L., Medlik S., Ilyasew F., Woodside A. G., Martin D., Dolnicar S., Ring A., Tsiotsou R. and Ratten V. are indicated in table 1.1.

Table 1.1

Definition of advertising

Author	Definition
Moutinho L. [34]	Advertising is a certain type of marketing activity that is aimed at disseminating information that has been knowingly paid for in order to attract consumers and increase sales.
Medlik S. [28]	Advertising is information that reaches the consumer in several ways, while containing information about a specific product, service, etc. This is done to popularize products in order to draw attention to the advertised object.
Ilyasew F. [17]	Advertising is a paid, non-personalized communication, carried out by an identified sponsor and using the media convince (in something) or influence (with something) on the audience.
Woodside A. G., Martin D. [51]	Advertising is one of the most effective ways to reach potential customers with pre-developed information by marketers.
Dolnicar S. Ring A. [8]	Advertising is information that is distributed in order to attract customers.
Tsiotsou R., Ratten V. [47]	Advertising is information produced in the course of a certain type of activity.

The purpose of advertising is to convey information from the advertiser to the target audience. The task of advertising is to induce representatives of the target audience to action (the choice of a product or service, making a purchase, etc., as well as forming the advertiser's planned conclusions about the advertised object).

The main purposes of advertising are the following:

- the involvement of intermediaries. For a travel company, this advertisement is vital, since without the presence and expansion of intermediaries its activities can be significantly limited, which inevitably leads to collapse. The tour operator is interested in attracting and disseminating information about himself and his cooperation with transport, hotel, credit, financial and other organizations. Travel agent, being the intermediary between the tour operator and the client, will not be able to work efficiently without finding new tour operators in accordance with the demand of customers for new routes, higher level of service, etc. [56];

- on the hiring of permanent or temporary workers, specialists, service personnel who have certain qualifications and experience. The seasonal nature of the activities of many firms forces them to hire workers for active tourist seasons and without extensive information it is difficult to find a sufficient number of skilled staff [62];

- on the search for material and technical resources that can be both basic and reversible. This is the desire of a tourist enterprise to buy or rent an office space, rent a hotel, purchase furniture, inventory, engage the owners of hire points of tourist equipment, etc. [60];

- on the sale of material and technical resources. The need for realization occurs in cases when the firm performs reconstruction or modernization of existing facilities, sells its affiliates or surplus of commodity-material prices [61].

Advertising activity in tourism differs from similar activities in other industries, which is related to the specificity of tourist products and marketing in the tourism industry. It has the following characteristic features:

- Reliability. Advertising in tourism carries a special responsibility for the reliability, truthfulness and accuracy of the information transmitted through it;

- Information saturation. Unlike traditional goods, tourism services do not have material form and constant quality, therefore they need priority development of advertising functions such as awareness and propaganda;
- Briskness and persuasiveness. Specificity of tourist services implies the need to use visual (visual) means that enhance their tangibility (photos, pictures, etc.);
- Uncertainty in terms of effect. An appeal to a client's tourist organization for advertising is probabilistic and depends on a large number of factors, often not related to advertising (subjective factors, political, economic, etc.) [59].

The objectives of the advertising activities can be very diverse:

- introduction of new goods and services on the market;
- promotion of sales of goods or increase in the volume of sales of services;
- switching of demand from some goods (services) to others;
- ensuring the stability of the views of buyers and partners about the product or enterprise [12].

Advertising activity is a paid, unidirectional and non-personal treatment, carried out through the media and other forms of communication, agitating for the benefit of any product, service, brand, firm [23]. Advertising in general is designed to promote goods and services through their brands, but in some cases, the focus is not on specific goods and services, but the enterprises and organizations that provide them, which is especially important for the hotel and restaurant business. Competent and effective advertising of the hotel company is able to support its good reputation, promote sales, make it known to a wide range of public [8].

The object of advertising activity influence can be both the general public and special groups of consumers, for example, representatives of financial and industrial business circles, athletes, representatives of creative professions and other groups of consumers who require a special offer [9]. Advertising for the general public is usually carried out through the media, through radio, television, print advertising, popular press. Advertising of tourism services, designed for a narrower range of

consumers, is carried out through special publications, by mail and through directed publications [58].

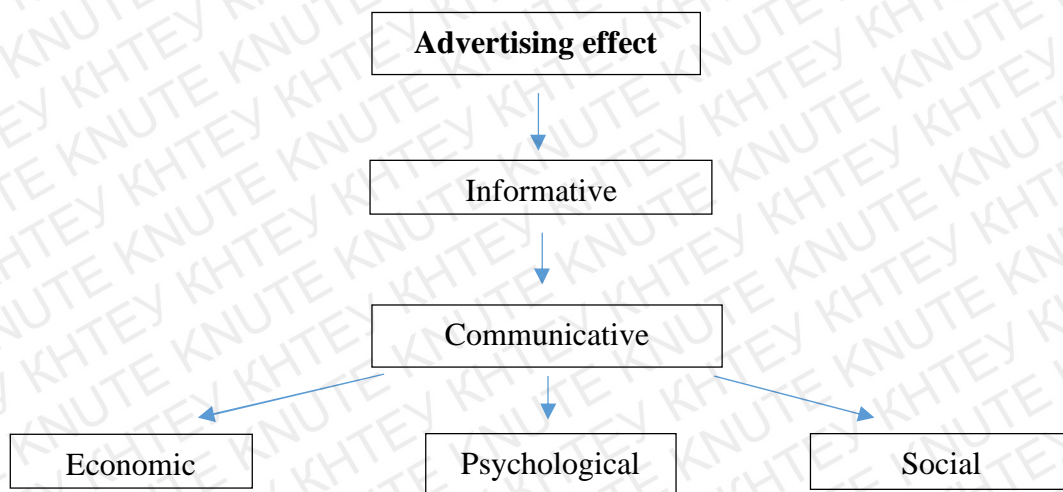
Advertising has such 6 basic functions: information, communication, persuasion, social, economic, and controlling. By mentioning these function, the following means:

1. Information function. In this role, advertising provides consumers with a direct stream of information about the manufacturer and its products, in particular their use value.
2. Communication function. Advertising informs, forms the need for a product or service, encourages people to purchase them.
3. Marketing, or persuasion function. Advertising is a component of product promotion. Advertising is entirely subordinated to the tasks of marketing, pursuing as the ultimate goal the complete satisfaction of the needs of the buyer in goods and services.
4. Social function. Advertising information has an impact on the formation of mass public consciousness and the consciousness of each individual. It contributes to the formation and introduction into the consciousness of people of ideological values in a given society.
5. Economic function. Sales promotion and increasing profits from the sale of products for a certain unit of time.
6. Controlling function. Using its possibilities of directional influence on certain categories of consumers, advertising increasingly fulfills the function of demand management [28].

According to the functions of advertising there are also such effects that can be obtained from the advertising activities at figure 1.1. Also, specificity of advertising as one of the main means of marketing communications in the sphere of tourism is determined by the 6 characteristics that form a complex understanding of advertising purposes in tourism industry and its advantages and disadvantages including non-personal character, one-sided directivity, uncertainty, information saturation,

briskness and the ability to persuade. Specificity of advertising in the sphere of tourism is determined by the following characteristics:

1. Non-personal character. The communication signal comes to the potential client not personally from the employee of the firm, but through various intermediaries (mass media, prospectuses, catalogs, posters and other advertising media).



*Figure 1.1. The main types of effect from the implementation of advertising activities by the enterprise **

**self-elaboration*

2. One-sided directivity. Advertising actually has only one direction: from the advertiser to the addressee (the object of influence). Feedback signals come only in the form of the final behavior of the potential client.

3. Uncertainty in terms of measuring the effect. This feature is a logical continuation of the previous one. Feedback in advertising is probabilistic, uncertain. The fact of acquiring a tourist product depends on a large number of factors, often not directly related to advertising.

4. The public nature. Tourist advertising has a special responsibility for the reliability, truthfulness and accuracy of the information transmitted through it.

5. Information saturation. Tourist services, which, unlike traditional goods, do not have a material form, of constant quality, need priority development of advertising functions such as informative and propaganda.

6. Briskness and the ability to persuade. Specificity of tourist services necessitates the use of visual, visual means, providing a more complete representation of objects of tourist interest [44].

Functioning within the framework of the concept of marketing, advertising is a powerful means of influencing the consumer. As a result of numerous studies it has been proved that concentrating marketing efforts only on advertising is not a guarantee of market success. Advertising separately from other marketing tools is not only ineffective, but it can also lead to negative results [57]. The analysis of a large volume of market information allowed the well-known American specialist Dred Vellas to formulate two basic laws of advertising, also true for tourism:

1. Advertising encourages the sale of goods and speeds up the failure of the bad. It shows what qualities the product does not have, and helps the consumer to quickly figure it out.

2. Advertising, which refers to the distinctive feature of a product that is contained in small quantities and which the consumer himself is unable to detect, helps to establish that this feature is practically absent, and thereby accelerates the failure of the goods [49].

By resorting to the use of advertising in the practice of marketing activities, one must always remember that it is a very powerful tool for influencing consumers. One of the basic requirements for advertising is truthfulness. Unfortunately, the “golden“ rule of business - “do not promise the client that you cannot do it“ is violated by many tourist enterprises [37]. Quite often it happens unconsciously, when out of the best motives they try to attract the client by any means and methods. Later it turns out that the firm is unable to realize its promises, and this negatively affects the overall image of the enterprise and the client's satisfaction with his work.

Therefore, it is necessary to use advertising carefully and carefully, without violating established ethical rules and norms. In order to avoid undesirable

consequences of the advertising impact on consumers. The International Chamber of Commerce (ICC) has developed and implemented codes that establish norms and rules of advertising practices that protect the interests of consumers and limit the activity of advertisers by certain social and ethical frameworks. The following codes of ICC were widely recognized and applied:

- advertising activities;
- sales promotion practices;
- direct sales [41].

The most important is the International Code of Advertising Practice. It reflects both past experience and modern thinking, viewing advertising as a means of communication between the seller and the buyer. As basic principles, the code calls:

- legal integrity, decency, honesty;
- truthfulness, sense of responsibility before the society;
- compliance with fair competition rules [4].

The International Code of Advertising Practice was conceived primarily as an instrument of self-discipline, but at the same time it is intended to be used as a reference in judicial practice. At the same time, its main provisions form the basis of national normative documents. The universal and comprehensive nature, variety of types and means of advertising distribution necessitate a deeper analysis of it. Tourism industry is one of the spheres where such rules apply excessively, forming a strong basis for working relationships and leisure purposes.

1.2 Types of advertising in tourism business

In the development of marketing, new opportunities for advertising appear. Advertising activities are becoming more complex, multi-level and multi-structural. At the same time, neither in the world nor in domestic practice there is a single classification of types of advertising, which makes it difficult to choose when marketing communications.

One of the possible classification options, which can be useful for practical

activities, is presented in table 1.2. One of the important classification relates to the character and features of advertising appeal. By this factor, the advertising activities classified the following way:

Table 1.2

Classification of types of advertising activities in tourism business [44]

Characteristics	Types of advertising activities
Object of advertising	Commodity Prestigious
Directivity	Advertising Opportunities Advertising needs
Character and features of advertising appeal	Informative Persuasive Reminding
Type of action to the target audience	Rational Emotional
Concentration on a certain segment	Selective Mass
Covered area	Local Regional Nationwide International
Source of financing	Advertising on behalf of individual tourism firms Joint advertising
Distribution tools	Advertising in press Printable advertisement Audiovisual advertising Radio and TV commercials Advertising souvenirs Direct mail advertising Outdoor advertising Digital advertising
Content	Text Graphic Audio Video

1. Informative - prevails at the initial and main stage of product launching in the consumer market, when the task is to create primary demand:

- market notification of a new product or about unusual and non-standard methods of applying an already existing product;
- market notification of changes in pricing policy;
- an explanation and description of the principles of the product or services provided.

2. Persuasive - prevails at the stage of growth in sales, the "maturity" of the advertised product and the formation of selective demand for it:

- the formation of the consumer persistent preferences to a particular brand;
- non-financial encouragement to switch consumer preferences to the advertised brand of goods or services rendered;
- a change in the consumer's perception of the properties of a product for the better;
- the conviction of a potential consumer, without delaying "later", to commit the act of the transaction;
- consumer conviction of the need for closer trusting contact with representatives of the selling party (sellers, consultants, salespeople, etc.);
- consolidation of awareness and knowledge among such categories of consumers as early followers and the early majority.

3. Reminding – it is extremely important at the stage of maturity of the goods, used to remind the consumer about the product and the need for its timely acquisition:

- reminding consumers that they may soon need the product;
- a reminder to consumers where you can buy goods;
- retention of goods in the memory of consumers during the off-season;
- maintaining product awareness at the highest level [44].

Advertising opportunities - a form of advertising that informs target audiences about the possibilities of a tourist enterprise in the field of providing tourist services. Addressees of such advertising can be both legal and physical persons. Legal entities may be interested in the services of a tourist enterprise for organizing the rest of their employees, business and sponsorship trips.

Individuals, on the basis of information received about the possibilities of tourist firms, make the choice of routes, types of tourism, directions and duration of trips in accordance with the motives and financial possibilities [2]. Advertising opportunities should not only inform, but also interest customers, convince them of the reliability and safety of the trip, guarantees of high-quality service.

Advertising needs is a purely informational form of advertising intended to inform business partners about the existence of a company and its needs in something. With the help of such advertising, a travel company solves the following tasks: attracting intermediaries, hiring employees for temporary or permanent work, finding and selling any material and technical goods [14].

Depending on the nature and characteristics of the advertising appeal, there is an informative, persuasive and reminiscent advertisement. The main task of informative advertising is to communicate to potential customer's information about the company, services, their characteristics, merits, innovations [19]. Informative advertising, as a rule, prevails at the stage of product introduction into the market, when there is a problem of formation of primary demand. In addition, the objectives of informative advertising are:

- message about new products;
- informing about price changes;
- description of the services provided;
- correction of misconceptions about the company and proposed;
- her products or dispel consumer concerns;
- the formation of the image of the company [28].

Persuasive advertising is the most aggressive type of advertising, the main objectives of which are consistently convincing potential customers of the advantages

of the advertised product, the formation of the desire to purchase it, and not the products of competitors, the promotion of the fact of purchase, etc. For example, advertising under the motto "Stability and quality, time-tested!" is aimed at convincing the client of the obvious advantages of the company and its services [44].

Reminding advertising is designed to maintain customer awareness of the existence of a particular product (company) in the market and its (her) characteristics. An example of such an advertisement: "The leading tour operator offers: vacation at sea, sightseeing tours, bus tours in Europe, ski tours, individual tours to various countries of the world, transportation services, airline tickets of leading companies" [37].

In practice, the boundaries between the above types of advertising are often blurred, since the same advertisement can be both informational and reminiscent. It all depends on the specific situation. For example, a tourist enterprise is launching a new product on the market. It informs consumers about it (informational advertising) and at the same time reminds the addresses of its travel agents (reminiscent of advertising).

Bearing in mind the method of influencing the target audience, they talk about rational and emotional advertising. Rational advertising informs, refers to the mind of a potential client, argues for his conviction (most often in verbal form).

Emotional advertising appeals to feelings, memories, influences through associations. Her favorite tools are illustrations and, to a lesser extent, sound. Emotional advertising takes place in print and audiovisual products when beautiful exotic pictures are used. On the one hand, they help to give the tourist product a visual form, and on the other, they push the consumer to make a purchase, hinting that it is he who might find himself in this fabulous place [12].

Some advertising messages are purely rational or emotional, but many are different combinations of these two types.

1. Sign of appeal to a specific segment of the target audience allows you to distinguish:

- selective (selective) advertising clearly addressed to a specific group of consumers (market segment);
- mass advertising aimed at wide circles of real and potential consumers and the public in general.

2. Depending on the area covered:

- local advertising (scope - from a specific place of sale to the territory of a separate locality);
- regional advertising covering a certain part of the country;
- nationwide advertising carried out across the state;
- international [31].

Advertising may have various sources of funding. In accordance with this feature distinguish advertising on behalf of individual tourist enterprises and the joint. The latter can be horizontal and vertical. Horizontal joint advertising provides for the unification of advertising efforts of independent tourist enterprises within one tourist product. Vertical joint advertising implies combining advertising efforts of travel companies and producers of tourist services (hotels, restaurants, transport organizations) [42].

Co-advertising has several advantages over the narrow-brand, as it allows:

- increase advertising budget;
- use a wider range of media;
- advertising information;
- ensure mass coverage of the target audience.

Advertising is the most expensive element of the marketing communications complex. The end result of promotional activities, the payback of invested funds and the effect that the tourist enterprise expects is determined by how well the advertising goals are determined, the means of its distribution are chosen, advertising appeals are developed taking into account the target audience and much more. Consequently, in order for efforts and costs to bring the desired result, we need a systematic and integrated approach to planning promotional activities.

1.3. Management system of advertising activity of tour operator

An advertising campaign is a flow of certain information from the seller to the buyer. The advertising campaign is the implementation of a set of planned advertising events, designed for a certain period of time, the area of action, the market, the circle of persons. An advertising campaign is a system of interrelated advertising events covering a certain period of time and providing for a complex application of advertising tools to achieve the advertiser's specific marketing goal. Foreign and domestic experience in the field of advertising shows that the complex and consistent implementation of promotional activities designed with a marketing strategy in mind, has a much greater effect than individual, unrelated common goal and disconnected in time.

The effectiveness of advertising campaigns is also achieved through the widespread use of mass media, some of which supplement and strengthen the action of others. Therefore, promotional events and advertising activities should have one form, one range of colors and, ultimately, constitute a single whole.

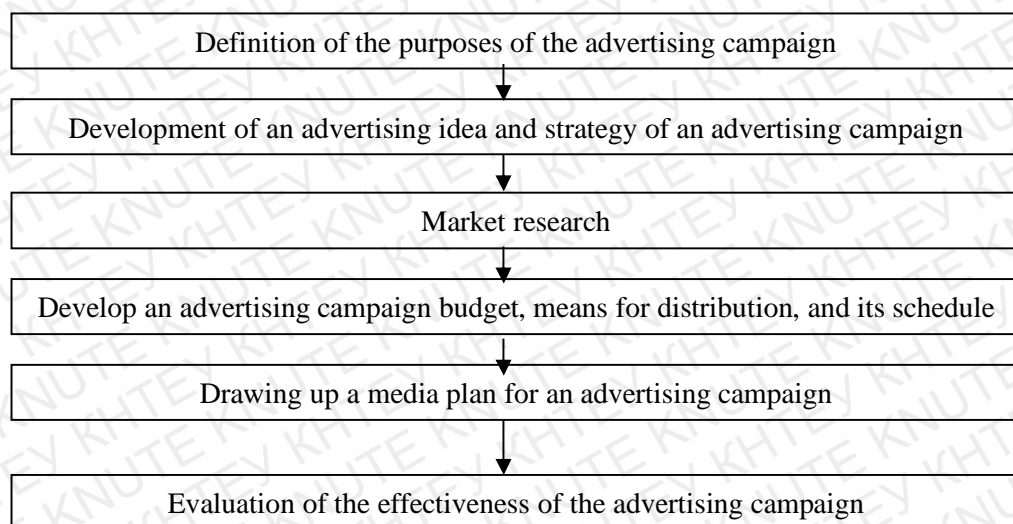
A well-known publicist Hennessey, S. M. [13] formulated the theory that every advertisement should be viewed from the point of view of how it creates a complex of symbols, which are the "images" of goods. Designing an image (image building) is one of the most effective methods of modern advertising. If the industrialists direct their advertising to create the most favorable image with the most sharply defined individuality for their goods, they will ultimately receive the greater part of the market and the greatest profits. So, all over the world the products of the firm "Adidas" are associated with a healthy lifestyle, sporting successes; clocks "Rolex," pens "Cross" - attributes of a successful businessman.

The duration of the advertising campaign depends on the goal, the features of the object of advertising, the scale of the campaign. For the main object of advertising, campaigns for advertising can be selected the following way: goods and services; enterprises, firms, that is, forming the image of the advertiser. For the purposes pursued, advertising campaigns are divided into: introducing, i.e. providing

for the introduction of new goods and services on the market; approving, promoting the growth of sales of goods, services; reminding, ensuring the maintenance of demand for goods, services. In terms of territorial coverage, advertising campaigns are divided into: local, regional, national, international. The intensity of the impact of advertising campaigns are: level, growing, descending [17].

Therefore, a smooth advertising campaign provides for a uniform distribution of advertising activities in time, i.e. alternation at equal intervals of the same volume of broadcasting on the radio, on television, the same size of publications in the media. For example, radio advertising - weekly at a certain day and hour. This type of advertising campaigns is used when the advertiser's popularity is high enough, with reminding advertising. Planning an advertising campaign (figure 1.2) is divided into the following stages:

1. Definition of the purposes of the advertising campaign;
2. Development of an advertising idea and strategy of an advertising campaign;
3. Market research;
4. Develop an advertising campaign budget, means for distribution, and its schedule;
5. Drawing up a media plan for an advertising campaign;
6. Evaluation of the effectiveness of the advertising campaign [22].



*Figure 1.2. Steps of planning the advertising campaign**

**self-elaboration*

1. Definition of the purposes of the advertising campaign. At the beginning of an advertising campaign, it is necessary to determine the goal we want to achieve, to determine the nature of the information, i.e. in which way all sales promotion measures are planned, what goals the company sets itself in the field of consumer (his needs, requests, needs), so the advertising campaign should act. After all, if we assume the goal of marketing is to increase sales, then the goal of an advertising campaign should be to force the consumer to buy goods, i.e. to influence him so that he buys more. And if the goal of the advertising campaign is to consolidate the image of the company in the eyes of the consumer, then such a discrepancy between the goals will lead to the failure to ultimately reach the overall goal of the organization, since the marketing goals directly proceed from the common goal of the organization.

Therefore, an advertising campaign is a complex of promotional activities, united by a goal for implementing an advertiser's marketing strategy by encouraging a given circle of consumers to act through advertising appeals.

The purpose of advertising, as a rule, is to convince potential buyers of the usefulness of the product and lead to the idea of the need to buy it. The goals of advertising campaigns can be very diverse, and they depend on the goals of marketing:

- introduction of new products and services to the market;
- promotion of sales of goods or an increase in sales of services;
- switching demand from one goods (services) to others;
- creating a favorable image of the enterprise (company) and product;
- ensuring the stability of ideas among customers and partners about a product or enterprise (company), etc.

2. Development of an advertising idea and strategy of an advertising campaign. In order to ensure the effective achievement of the goals of an advertising campaign, it is necessary to conduct marketing research in advertising and develop an advertising idea.

Qualitatively conducted, such studies provide an opportunity to answer the following questions:

- what is the object of advertising;
- who should be exposed to advertising;
- where should advertising be distributed;
- when should advertising be carried out.

Answers to these questions allow to decide on how to conduct promotional activities, think about the content and form of expression of the advertising message, about its appearance, about the means of disseminating advertising information.

Advertising idea is closely connected with a certain artistic form, arguments and facts that are the basis of the advertising message and the basis for the formation of the consumer's conviction that this particular product is able to satisfy its needs to the greatest extent. The idea is a concept of the nature of the advertising impact, its content and orientation.

It is a fact that 80% of the money spent on advertising is paid to advertising media is evidence of the significance of the choice of advertising media.

When choosing advertising media, it is advisable to answer four questions:

- what is the target audience;
- where it is located;
- what is the advertising appeal to this target audience;
- when to post advertisement.

Advertising media is selected based on what best meets the characteristics of the target market and ensures coverage of the largest number of potential buyers.

3. Market research. In order to successfully interpret the qualities of goods and services that are able to satisfy inquiries from the point of view of the needs and requirements of customers, the advertiser must have the fullest possible picture of the consumer and the product itself, as well as the market structure. That is why research in advertising is conducted in three main areas:

- consumer research;
- analysis of the goods;
- market analysis.

Consumer research helps to identify groups of the most likely buyers. It allows us to understand exactly how consumers perceive their own products and those of competitors. It helps to understand what results the consumer expects when making a purchase decision.

Product analysis makes it easier for advertisers to create products that bring consumers the expected satisfaction, and also helps to isolate the most pleasant merits of the product, which should be mentioned. As a result, tourism companies have the opportunity to express the quality of their products in the language most understandable to the consumer, in the language of their own needs and requests.

Market analysis helps to establish where potential buyers are located in order to concentrate advertising on the most promising areas.

Thus, research plays the role of the main working tool in creating effective advertising. However, it should be remembered that research only complements, and does not replace, the creative abilities and high professionalism of the leaders of working groups, lyricists, artists, etc., through whose efforts successful advertising campaigns are born.

4. Develop an advertising campaign budget, means for distribution, and its schedule. When developing an advertising campaign strategy, one should not forget not only about its goals and advertising idea, but also about the possibilities in the area of financing an advertising campaign, i.e. developing an advertising budget.

A firm must use its finances rationally for an advertising campaign and for this the firm makes a decision on the size of the advertising budget. The advertising budget involves making decisions in two areas: the total amount of funds allocated for advertising and how these funds will be used. Next, consider the factors affecting the size of the advertising budget:

- volume and size of the market;
- the role of advertising in the marketing system;
- product differentiation;
- profit margin and sales volume;
- costs of competitors;

- financial resources.

At the stage of development of advertising appeal should take into account such data as the breadth of coverage, frequency of occurrence, the power of impact, sustainability and occupancy.

5. Drawing up a media plan for an advertising campaign. The end result of the preparation of an advertising campaign is the preparation of its plan and the final cost estimates. It is necessary to compare the received amount of expenses with the amount that the advertiser allocated for the advertising campaign.

Since the media plan is initially absolutely concrete, in order to compile it, you need to get some information from the advertiser:

- a detailed description of the advertised product or service;
- a description of the target audience (group) for which an advertising campaign is planned (below it will be described how to describe this very target audience);
- the territory of the advertising campaign;
- the timing of the advertising campaign: when it starts and how long it will last;
- budget allocated for advertising.

6. Evaluation of the effectiveness of the advertising campaign. Advertiser is desirable to adjust the effectiveness of advertising. This will provide information about the feasibility of advertising and the performance of its individual funds, to determine the conditions for the optimal impact of advertising on potential buyers.

Distinguish the economic effectiveness of advertising and the effectiveness of the psychological impact of certain means of advertising on a person's consciousness (attracting attention to advertising, fixing in memory, etc.). And the psychological impact is most effective, if it leads potential consumers to purchase. Therefore, the economic effectiveness of advertising depends on the degree of its psychological impact on a person.

The planning system should be built on the long-term objectives of the tourist organization and on its basis to solve the tactical tasks set for the current time:

- definition of the purposes of advertising;
- advertising research;
- decision-making on advertising circulation;
- choice of means of distribution of advertising;
- development of an advertising campaign;
- efficiency mark [39].

Each of the selected stages has its own characteristics. To conduct the most effective advertising activities, reduce the degree of uncertainty and risk in the work of a tourist organization, it is advisable to conduct advertising research (analysis of the advertising market), which consist of:

1. Analysis of previous advertising (in order to identify its strengths and weaknesses);
2. Study of consumers of tourist products (with the purpose of determining the most probable groups of consumers);
3. Research of consumer properties of a tourist product (with the purpose of finding out its conformity to demand, selection of the features having attractive force);
4. Analysis of the tourist market (with the aim of establishing a possible market segment where there is a potential buyer);
5. Evaluation of the advertising services market (with the aim of selecting the most effective means of advertising distribution) [42].

The study of consumers of tourist products involves the allocation of groups of all potential buyers to which advertising should be directed, taking into account the demographic, social, economic, psychological factors of motivation. When researching consumers, it is also worthwhile to pay attention to what needs can be increased by their desire to purchase this tourist product. These consumer aspirations can be used to enhance the influence of advertising on their decision to purchase a tour. The study of consumer properties of tourist products involves the study of its consumer properties and the identification of its attractiveness in terms of novelty, uniqueness, quality, price, accessibility, etc. [10].

Analysis of the tourist market (estimation of possible sales volumes in the tourist market) allows the tourist organization to choose market segments for advertising. To study the advertising market, a methodology is used that includes the following stages of collecting and processing information: collecting information on the market; study of economic and other published information; sociological research; the study of information on firms-competitors.

Conclusions to part I

1. Advertising is information that reaches consumers in several ways and aimed to attract them and provoke to buy the product or service. Usually, advertising contains information about a specific product, service, deals to draw attention to the advertised object and make it interesting for clients. Advertising introduces new products and services to the market, creates new needs.

2. Advertising plays a huge role in maintaining and strengthening the position of the company in the market. Advertising products and activities of the enterprise is the most important part of the complex of marketing activities, a kind of information outlet to the consumer. With proper organization, advertising is very effective and contributes to the rapidly increasing sales of products.

3. Advertising can be informative, persuasive and reminding. By characteristics, it can be divided by object of advertising (commodity, prestigious), directivity (advertising opportunities and advertising needs), type of action to the target audience (rational, emotional), concentration on a certain segment (selective, mass), covered area (local, regional, nationwide, international), source of financing (advertising on behalf of individual tourism firms, joint advertising), distribution tools (advertising in press, printable advertisement, audiovisual advertising, radio and TV commercials, advertising souvenirs, direct mail advertising, outdoor advertising, digital advertising) and content (text, graphic, audio, video).

4. An advertising campaign is a system of interrelated advertising events covering a certain period of time and providing for a complex application of

advertising tools to achieve the advertiser's specific marketing goal. Foreign and domestic experience in the field of advertising shows that the complex and consistent implementation of promotional activities designed with a marketing strategy in mind, has a much greater effect than individual, unrelated common goal and disconnected in time.

5. An advertising campaign is a strategical set of advertising activities aimed to increase revenues and reputation of the company. The advertising campaign consists of the following stages: definition of the purposes of the advertising campaign; development of an advertising idea and strategy of an advertising campaign; market research; develop an advertising campaign budget, means for distribution, and its schedule; drawing up a media plan for an advertising campaign; evaluation of the effectiveness of the advertising campaign.

PART II

ANALYSIS OF MANAGEMENT OF ADVERTISING ACTIVITY OF TOUR OPERATOR «STAR TOUR», KYIV

2.1. Organizational and economic characteristic of tour operator

“Star Tour” has been a tour operator since 2010. From the very beginning of its activity to the present day, the company has been working as a tour operator and as a tour operator, implementing carefully selected, time-tested, regular group and individual tours. The company has a large number of awards and it is one of the 50 best travel companies in Ukraine. The main concept of the company has always been to maximize the compliance of the services offered and tours with the original requirements of tourists. “Star Tour” strives to offer programs that organically combine the quality of the services offered and the price (Appendices B, C).

The main objective of the company is to provide professional integrated tourist and excursion services in Turkey, Egypt, UAE, Greece, Sri Lanka, Spain and other countries. A special place in the company's activity is the organization of educational excursions for children and students providing educational programs on history, world art culture and literature. Also, the company has tours in luxury segment as well.

The main development strategy of the company is to study the tourist market and identify the main needs of customers in the field of tourism services in order to expand the range and improve the quality of services provided.

Today “Star Tour” offers a variety of recreation programs, as well as excursion services for any request:

1. Beach vacation at the best resorts in Bulgaria, Hungary, Holland, Greece, Israel, India, Italy, China, UAE, the Czech Republic.
2. Accommodation in sanatoriums and health complexes and recreation with the possibility of multidisciplinary treatment in the famous health resorts around the world.

3. Skiing, river and sea cruises, business tourism and the organization of seminars, individual booking.
4. VIP trips, event tourism, tours for holidays.
5. Educational programs for children and students.

“Star Tour” has complete economic autonomy in determining the form of management, making business decisions, marketing services, setting prices for services rendered, remunerating labor, distributing profits, that is, independently carries out its activities, manages the profit received at the disposal of the company after payment of taxes and other obligatory payments.

In order to assess the strategic potential of the organization, it is necessary to study factors of the internal environment. The organizational structure of the tour operator “Star Tour” is presented in figure 2.1.

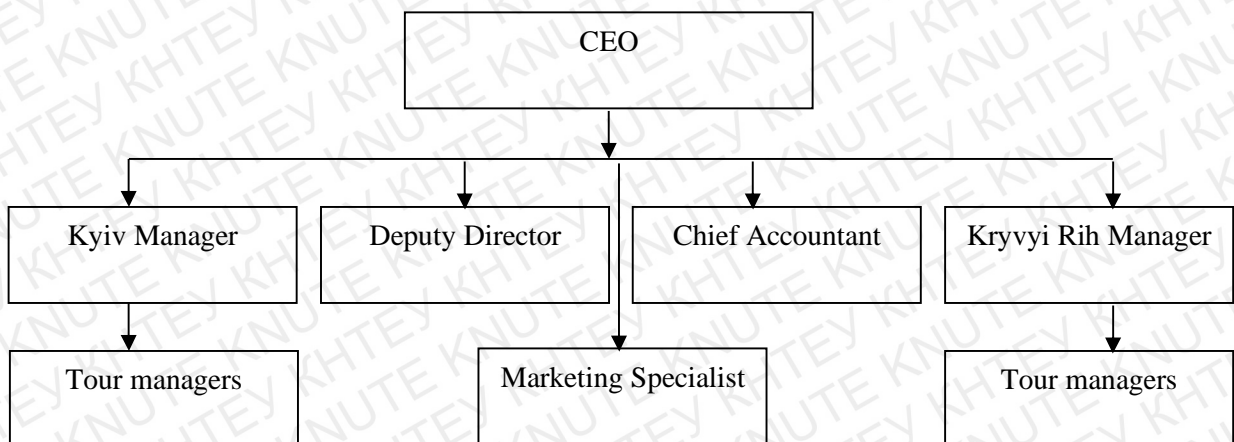


Figure 2.1. The organizational structure of the tour operator “Star Tour”

Therefore, it should be noted that, in general, the enterprise has a fairly competent demarcation of employees by management functions. However, there are a number of bottlenecks with regard to the marketing function. The manager, considering the marketing specialist to be insufficiently knowledgeable in the state of affairs of the company and the industry as a whole, encourages the managers of his department to implement the functions of marketing analysis, on the basis of the data of which he makes proposals to the general director. However, a marketing specialist

on his part also conducts marketing research and his decisions often contradict the findings of the commercial director.

As the main geographic regions, “Star Tour” LLC covers the tourist regions of Turkey, Egypt, UAE, Greece, Sri Lanka, Spain and other countries, offering a wide range of beach recreation programs and shopping tours. The popularity rating of tourism destinations in the summer season of 2018 is shown in table 2.1.

Table 2.1

Popularity rating of tourism destinations in the summer season of 2018

Destinations	Summer 2017, %	Expected for summer 2018	Changes, %	Results of summer 2018, %	Real changes, %
Turkey	22,9	20,8	-2,1	28,5	5,6
Greece	11,6	13,5	2,1	15,5	4,1
Spain	11,0	11,8	0,8	10,3	-0,7
UAE	7,8	9,7	1,9	9,9	2,1
Egypt	6,4	4,2	-2,2	4,0	-2,4
Sri Lanka	3,9	4,0	0,1	2,7	-1,2
France	3,7	4,1	0,4	5,1	1,4
Italy	8,5	8,3	-0,2	6,4	-2,1
Tunisia	3,6	4,4	0,8	4,2	-0,6

The positions of Egypt are much more vulnerable than before. In the ranking, he came out only in fifth place, losing 2,4% in comparison with 2,2% of the same period of 2017. At the same time, summer sales in the Egyptian market are comparable with last year's figures.

One of the alternative countries in the summer 2018 became Greece. Having taken the second line in the top list, it can be considered a champion both by the predicted (+2,1%) and by actual increase in popularity (+ 4,1% by the end of summer 2018).

It should be noted that tour operators and the authorities of the country themselves largely contributed to the rise in interest in the direction, and not only by marketing and advertising campaigns, but also by expanding the range. Perhaps, a lot of customers have never had the opportunity to travel to the Greek islands before and to the mainland have been so wide, supported by transportation of a different class.

And also by the number of significant players - producers of tourism products, Greece has set its own absolute record this season.

The preferences for the purpose of the trip were as follows: 30,8% of respondents prefer entertainment tourism; the same share of preferences – 24,6% - falls on educational tours and for the purpose of rest; 12,3% was medical and wellness tourism; 4,6% - sports; 3,1% - business (figure 2.2).

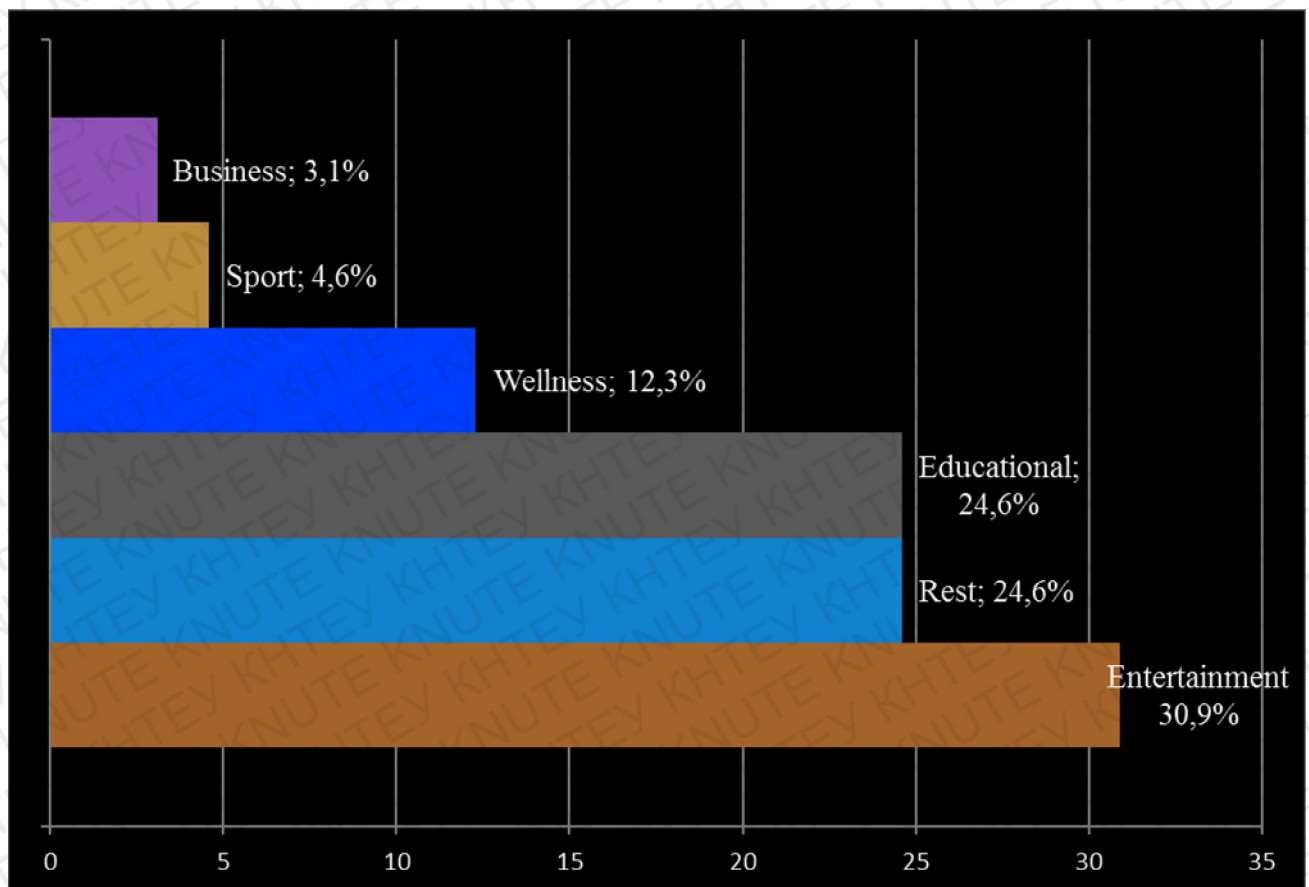


Figure 2.2. Preferred types of tourism among potential tourists of the Kyiv region

With this number of tourists using “Star Tour” services and the types of service presented by the company, “Star Tour” got the following financial results during the last years.

The most important indicator of the work of the enterprise is profitability and the level of profitability of the main production.

Data for the analysis of these indicators in the tour operator “Star Tour” for 2016-2017 is presented in table 2.2.

Table 2.2

Dynamics of financial results of economic activities and the level of sales profitability in the tour operator “Star Tour” for 2016-2017

	2016	2017	Absolute deviation	Growth rate, %
Revenue, thousand UAH	1842,5	2440,4	597,9	32,5
Net Profit, thousand UAH	694,9	932,2	237,3	34,9
ROS (Return on Sales), %	36,7	38,2	1,5	4,0

Analysis of the economic performance of the tour operator “Star Tour” showed that the increase in the amount of expenses in 2017 compared to 2016 was 32,5% or 597,9 thousand UAH, which is due to a significant increase in sales of tours and inflationary price increases for the services offered.

The return of selling a tourist product falls on wages with deductions of 36,7% in 2016 and 38,2% in 2017. The increase in the value of revenue by 2440,4 thousand UAH due to the growth of the minimum wage in the country as a whole and the growth of salaries of employees of the tour operator “Star Tour”.

As follows from the table 2.2, for the analyzed period, the profit from the main activity in 2016 amounted to 1,842.5 thousand UAH, in 2017 there was a significant increase in it – 2440,4 thousand UAH, a growth in revenue – 32,5%, the growth rate – 4,0%. The increase in profits from product sales in 2017 compared to the same period of 2016 is due to an increase in tour production by 113,7% and an increase in the selling prices of tour packages of the tour operator.

It should be noted that there is a significant increase in the level of profitability of production by gross profit - an absolute increase of 4%. This is due to an increase in net profit by 34,9%, sales revenue by 32,5%, while it should be noted that the increase in production costs occurred for the analyzed period with a slower pace in comparison with the growth of sales net profit.

Therefore, after analyzing the economic activities of the tour operator “Star Tour”, the company has a high level of efficiency of the tour operator’s activities, since its products are in demand in the market. But “Star Tour” could do even greater if the company had a well-developed promoting strategy and advertising activities.

2.2. Analysis of types of advertising of tour operator

The main elements of the marketing complex of LLC “Star Tour” are product, price, promotion, and place. The manager of the marketing department belongs to the category of executives, is recruited and dismissed by the CEO of the company. The main task of the manager is the management of the company's economic and financial activities (Appendix D).

Carrying out of marketing researches is connected not only with considerable financial expenses, but also requires great organizational efforts that largely determine the effectiveness of the research process itself. LLC “Star Tour” does not involve third-party organizations in conducting research. At the same time, it should be noted that the company does not have enough qualified staff in the field of marketing analysis, which, in turn, determines the uneven distribution during the year of research work, as well as the desire to perform research in a short time.

What is important to mention firstly, price is the most important element of the marketing complex and performs an important function: the coordination of the interests of the tourist enterprise and customers. When forming a pricing strategy, it is necessary to consider the following features that affect the pricing process in the tourism industry:

1. High price elasticity in various segments of the tourist market;
2. The time lag between the time of setting the price and the moment of purchase and sale of the tourist product;
3. High degree of influence of competitors;
4. The need for seasonal differentiation of prices;
5. Significant cost of operations with tourist services.

At the stage of launching, the market adopts a strategy of "penetrating the market: establishing a low price for a tourist product in order to attract more customers and gain a large market share. This strategy is designed to quickly achieve high volumes of sales of tourist products. Realizing the strategy of rapid penetration to the market, the company sets low prices and intensively promotes the goods in specialized media, as well as through travel agencies, stimulating the desire of consumers to purchase an innovative tourist product.

All this, of course, negatively affects the correctness of the choice of price. However, the cost method has several advantages. The use of this method by the company's main competitors creates conditions for reducing price. If a travel company can accurately determine the structure of its costs, then pricing for products is greatly simplified and will be convenient to calculate benefits both for customers and employees.

On figure 2.3, the activities and offers of "Star Tour" LLC as a result of adding suggested options in 2018 are shown.

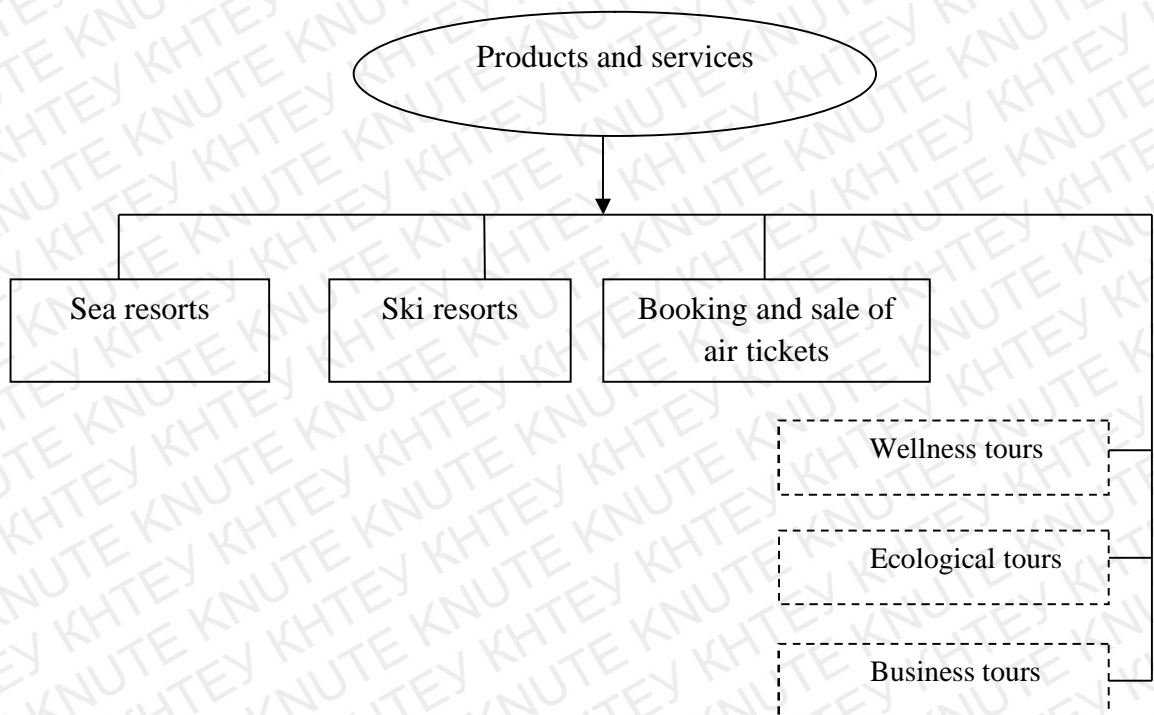


Figure 2.3. The activities and offers of "Star Tour" LLC as a result of adding suggested options

Considering all the above, it is essential to fundamentally revise the tactical goals of “Star Tour” LLC, namely, in order to increase the company's sales, it is proposed to develop new non-traditional ways of travelling. Recent studies showed that these activities become more and more popular nowadays: wellness tours, ecological tours, and business tours.

It is important to note that there is a positive dynamic in total sales of the tour operator. Research of tourist products, which were given customers in 2017 by the chain of tour operator «Star Tour», is shown in table 2.3.

Table 2.3

Research of tourist products, which were given customers in 2017 by the chain of tour operator «Star Tour»

Type of tourism	Country	Type of transport	Amount of tourists			Amount of tour-days
			in groups	individuals	total	
Wellness	Turkey	Air	170	65	236	1652
	Egypt	Air	155	59	214	1498
	Greece	Air	130	55	185	1295
	UAE	Air	80	40	120	840
	Sri Lanka	Air	73	22	190	665
	Spain	Air	33	17	50	3500
Ecological	Greece	Air	87	42	129	903
Business	France	Air	56	37	93	651
	Italy	Air	39	25	205	448
Total			823	362	1185	8295

The main element of the promotion system of “Star Tour” LLC is advertising. The company spends on advertising from 200 to 300 thousand UAH monthly, which is a third part of expenditures. This indicator is quite low.

The main advertising sources are:

- press - “Tourism and Recreation”, “Goods and Services”, “Center”;
- radio – “Europe Plus”, “Russian Radio”;

- outdoor advertising: a billboard of 10m x 1.2m in size, located on the access road to the office of “Star Tour”.

The composition and frequency of advertising channels of “Star Tour” is shown in table 2.4.

Table 2.4

The composition and frequency of advertising channels of “Star Tour”

Advertising channel	Frequency		
	Often	sometimes	not used
2016			
Television			+
Radio		+	
Press	+		
Internet		+	
2017			
Television			+
Radio	+		
Press	+		
Internet		+	

As can be seen from table 2.4, the television is not used as a promotional channel by the company at all because it already proved to be less efficient, still costs a lot of money. More activities were put in radio advertising, which works good for the tour operator, but there are no promotional activities on the web. Therefore, the company loses a lot of potential clients that could come after the web search for a reliable tourism company. Also, the website of the tour operator “Star Tour” LLC is developed, but is not promoted well on the web, so its rating is pretty low among competitors on the web and occasional visitors usually do not open the websites. Currently, the web site has a look presented on figure 2.4. There are few main screens including cheap tours, unusual destinations, family rest, and luxury offers to choose [64].

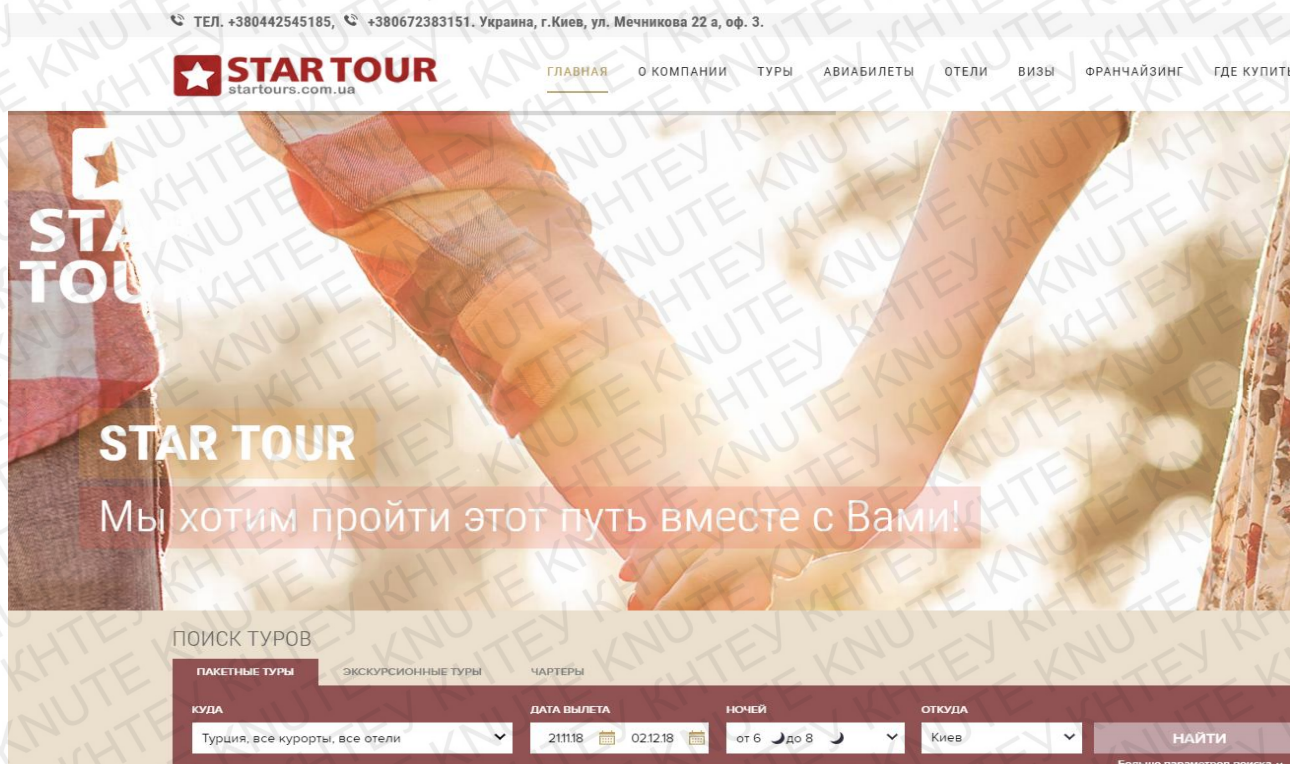


Figure 2.4. The interface of the website of the tour operator “Star Tour” LLC

In the table 2.5, there is a comparison of the main features for the online tour operator and “Star Tour” features according to the mentioned points.

Table 2.5

Essential characteristics of the tour operator “Star Tour” on the web

Characteristics	“Star Tour”
Customization the look of the site	Standard
Site management system	yes
Automatic generation of navigation elements on the site	yes
The possibility of organizing the representation of the company	yes
Ability to calculate the cost of the tour, based on the date and destination	yes
Detailed search in the catalog of goods and services	customized
Detailed calculation of shipping costs	yes
Information feeds (articles, reviews, thematic collections, galleries, etc.)	yes
Customer's order history	yes
Site map	yes

Characteristics	“Star Tour”
The number of products in the catalog	customized
Website mode builder	yes
Customer personal account	yes
Customizable navigation through the catalog of products and services	yes
Customizable (by templates) notifications to visitor and administrator	yes
News feeds	yes
Feedback form	yes
Operational management of the availability and price changes of the range of products	yes
The organization of the catalog of products and services	yes
Search through pages, news, articles, etc.	customized
Advanced structuring of the catalog of products and services	customized
Ordering system	yes
Systems of selection and comparison of products according to their characteristics	yes
Simplified creation of image galleries	yes

As can be seen from the table 3.1, the website of “Star Tour” LLC meets all necessary requirements and additional costs for further web development are not needed. All additional spending should be put into advertising and promoting of the tour operator and the web site of “Star Tour” LLC.

2.3 Assessment of advertising management systems of tour operator

When developing the price strategy, the tour operator LLC “Star Tour” uses a cost-based pricing method. This method is based on the calculation of production costs, maintenance, overheads, desired profits. This method is often used by enterprises that seek first of all to make a profit from investments, this method of pricing does not take into account a number of important factors:

- Level of demand for a tourist product;

- The sensitivity of customers to the level of prices set;
- The level of prices of competitors.

The price in LLC “Star Tour” is formed from the following components: Price is build based on Cost and Profit. As mentioned earlier, market segmentation is a breakdown of the market into clear groups of customers, each of which may require separate products and marketing complexes. Most often, for segmentation of the market, socio-economic criteria are used, such as age, gender, income level, education, profession, family size, and others.

“Star Tour” employees determine the target segment for the following characteristics:

- Age - 25-45 years;
- Income level - medium and above average;
- Education - usually higher, but not important;
- Marital status - usually a family of two to four people;
- Work, profession - most often - private entrepreneurs;
- Geography - consumers living in Kyiv (70%), in the Kyiv region (7%), other cities (no more than 23%);
- How often the person travels.
- Life style - an energetic, active person engaged in trading or management activities, often working on weekends and holidays, watching his image, lacking time for rest and family, susceptible to new items, skeptical about advertising.
- Travel motive:
 - desire to relax with family;
 - desire to rest abroad;
 - desire to receive treatment abroad;
 - desire to visit an exotic country (entertainment + novelty).

This is how the main segment of customers presented on which “Star Tour” operates. Of course, this does not mean that absolutely all the clients of a company of precisely that age or status, but most of them fit this definition, and it is this group of consumers that allows you to quickly recoup the costs of producing and promoting a

tourist product. On the other hand, almost all Kyiv travel agencies are focused on the same segment, as previously mentioned. This means that the firm should strive to win customer loyalty and trust.

As can be seen from the table 2.3, the most popular tourism destinations for wellness tours are Turkey, Egypt, and Greece. For ecological tours, most of customers prefer to travel to Greece as well, while for business trips the company receives requests to France and Italy most. The total number of tourists who used services of the tour operator “Star Tour” reached 1185 by now, including group and individual travelers. The total number of days spent by them in tour trips is 8295 days which is an impressive number. The company is eager to reach 10,000 days by the end of the year. Structure of advertising spending is presented on figure 2.4.

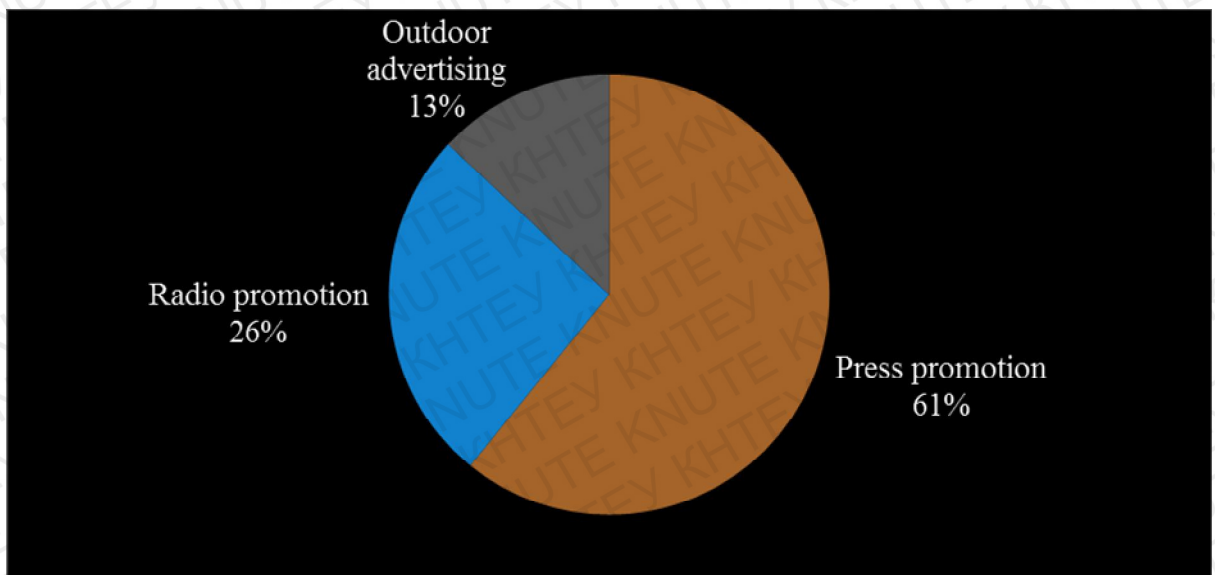


Figure 2.4. Structure of advertising spending in 2017

Unfortunately, no Internet promotion was performed by the company. At the same time, the Internet advertising proved to be one of the most effective ways to promote your products and services, especially for customers under 30.

Dynamics of advertising budget of the chain of tour operator “Star Tour” in 2016-2017 are presented in table 2.6 and dynamics of costs for integrated marketing communications of the chain of tour operator «Star Tour» in 2016-2017 are shown in table 2.5.

Table 2.5

Dynamics of advertising budget of tour operator “Star Tour” in 2016-2017

Type of advertising	2016		2017		Change, thousand UAH
	Thousand UAH	%	Thousand UAH	%	
Advertising in the press	174,2	59	181,8	53	76,2
Advertising on the radio	36,1	29	56,2	36	200,8
Advertising outside	15,0	12	17,0	11	20
Total	225,3	100	255,0	100	29,7

As can be seen from the table 2.5, the tour operator “Star Tour” LLC spends approximately third part of its expenditures on advertising (in previous 2016 year, the company spend almost a half on successful advertising). The company reduced costs spent on advertising in press and put more activities in advertising through radio broadcasting. Also, the monthly price for outdoor billboard increased from 15 thousand UAH to 17 thousand UAH, so the company had to pay more for it as well. In total, “Star Tour” LLC put 29,7 thousand UAH more in advertising activities in 2017 than in 2016, but the advertising costed the company less in general because of rapidly growing revenues and good sales results of individual and group tours.

Dynamics of costs for integrated marketing communications of the chain of tour operator «Star Tour» in 2016-2017 are shown in table 2.6. It includes advertising, sales promotion, PR activities and personal sales. The results of the company grow proportionally taking into consideration the period of last two years 2016-2017. Along advertising, “Star Tour” LLC also conducted direct sales and personal sales, and also put actives in some PR events to promote the services and products of the tour operator. It is important to note, that the company wants to develop the tourism business and gain more loyal customers, but it doesn’t have enough human resources and well-developed marketing strategy to do it correctly. The company has positive sale results because it offers a product and services of great quality, but it is still possible to improve the recognition and popularity of the tour operator “Star Tour” by implementing more planned advertising activities.

Table 2.6

Dynamics of costs for integrated marketing communications of the chain of tour operator «Star Tour» in 2016-2017

	2016		2017		Change, Thousand UAH
	Thousand UAH	%	Thousand UAH	%	
Advertising	225,3	56	255,0	57	4,16
Sales promotion	31,7	14	36,7	13	-1,83
PR	29,0	13	37,9	14	3,79
Personal sales	38,7	17	45,6	16	4,37
Total	324,7	100	375,2	100	50,5

Recommendations in providing more wellness, ecological and business tours:

1. Wellness tours. In most cases, people are aware of the existence of sanatorium clinics and resorts, as a rule, these are numbers of sanatoriums in the CIS countries. However, potential tourists do not have information about the types of services provided in sanatoriums, rates, living conditions and minimum travel terms (in medical tourism these periods are 2-3 times higher - from 2-3 weeks and more). Such information is quite simple to get on the Internet, however, as already mentioned, the peculiarity of the target audience for health tourism is its higher age, most often it is people 40-50 years' old who usually do not know how to use the Internet, are not associated with it, or do not consider this option of obtaining information as sufficiently reliable. Practice shows that the most effective for this category of consumers is advertising in print media and on television. Proper construction of a new travel product promotion strategy will allow "Star Tour" to take a leading position in this area and receive additional profits.

2. Ecological tourism The objects of ecotourism itself can be both natural and cultural sights, natural and natural-anthropogenic landscapes, where traditional culture is one with the environment. Biotourism (wildlife tourism) - tourism, the objects of which are any manifestations of wildlife, whether individual species.

Natural tourism (nature tourism) - tourism, the object of which is any nature, both living and non-living (for example, caves, mountains, ponds, etc.). Natural tourism includes biotourism as one of the thematic areas. The World Tourism Organization uses the term adventure tourism as a broader term that includes ecotourism. However, ecotourism, although it has an adventure element, does not always imply pure adventure.

Mastering a new direction in the work of “Star Tour” - ecotourism - is promising for a number of reasons. Diversification of the package of products offered will allow to attract additional customers, those who are tired of traditional recreational and marine recreation, are contraindicated for medical reasons, outdoor enthusiasts, etc. And because of price competitiveness, environmental tours have a very wide range of costs, but most often the average tour of reserves costs less than a trip to the resort - which will cover those potential consumers of the tourism product who want to relax but do not have enough money to buy a traditional ticket to seaside.

The most important advantage of eco-tours is their multi-season nature. One of the most pressing problems of the tourism business is its seasonality - as a rule, tourists relax in the summer at seaside resorts, ski resorts are in demand during the winter, and very often the availability of tours depends on weather conditions, in particular whether it is snowing him and so on An important advantage of ecological tours is that they are not characterized by being tied to one season - for example, a tour “for fishing enthusiasts” or “on protected places” can be organized at any time of the year.

Particular attention of “Star Tour” should be paid to the selection of qualified, well-trained personnel who are able to acquaint tourists with environmental protection problems, to ensure their participation in environmental protection activities (if provided for by the terms of the tour). It is recommended to attract local guides to work, use local services, purchase local products and resettle tourists in local hotels that are not owned by foreign companies. All this helps to support the

economy of the region and convinces the local population in the expediency of nature protection.

3. Business tourism. Western companies have long mastered this type of events as business tourism. Off-site conferences, seminars, trainings are a great opportunity to combine business with pleasure. This is not only a way of making business decisions, conducting personnel training, establishing business contacts, but also a way to strengthen the corporate spirit of the team, initiate informal communication between team members, and simply cheer up the participants. Looking at Western colleagues, our tour operators are also starting to think about the possibilities of business tourism. Here are just the possibilities of these is not enough.

The concept of business travel, or “business tourism” - even by international standards is quite new. As an independent and highly profitable form of tourism, it was talked about in Europe and the USA in the 70s-80s of the 20th century. In the current market, this sector of the tourist industry began to really develop only in the early 90s. Almost all companies are focused on organizing business trips abroad.

Someday business tourism will become not an exotic investment of money, but a necessary element of business after all. It is not a secret for anybody that, in connection with the emergence of business to higher market positions, it is increasingly necessary to optimize and intensify business, scientific and cultural ties. In this context, business tourism, as one of the leading and most dynamically developing sectors of the economy, is intended to contribute to the expansion of the sphere of business contacts, the development of the economic potential of the country and its integration into the world community.

Also, it is essential for Marketing Specialist to be in charge of the following functions:

1. Developing measures to provide services that find the greatest demand and market.
2. Promoting balanced development of services, prepares proposals for selecting and changing the directions of assortment development, participates in the development of marketing policy, determines prices, creates conditions for the

planned implementation of the services provided, and satisfies the demand of customers (customers) for the company's services.

3. Studying the market of similar services (analysis of demand and consumption, their motivations and fluctuations, the activities of competitors) and trends in its development.

4. Forecasting the volume of sales and generates consumer demand for services, identifies the most effective sales markets, as well as requirements for quality characteristics of the service.

5. Exploring the factors that are important for the successful implementation of the services provided, types of demand (stable, rush, short-term, etc.), the reasons for its increase and decrease, the differentiation of the purchasing power of the population.

6. Improving the information support of market research.

7. Developing programs to create demand and promote sales, recommendations for choosing a market in accordance with available resources.

Conclusions to part II

1. The main objective of the tour operator “Star Tour” is to provide professional integrated tourist and excursion services in Turkey, Egypt, UAE, Greece, Sri Lanka, Spain and other countries. A special place in the company's activity is the organization of educational excursions for children and students providing educational programs on history, world art culture and literature. Also, the company has tours in luxury segment as well. The main development strategy of the company is to study the tourist market and identify the main needs of customers in the field of tourism services in order to expand the range and improve the quality of services provided.

2. Today “Star Tour” offers a variety of recreation programs, as well as excursion services for any request: beach vacation at the best resorts in Bulgaria, Hungary, Holland, Greece, Israel, India, Italy, China, UAE, the Czech Republic;

accommodation in sanatoriums and health complexes and recreation with the possibility of multidisciplinary treatment in the famous health resorts around the world; skiing, river and sea cruises, business tourism and the organization of seminars, individual booking; VIP trips, event tourism, tours for holidays; educational programs for children and students. The preferences for the purpose of the trip were as follows: 30,8% of respondents prefer entertainment tourism; the same share of preferences – 24,6% - falls on educational tours and for the purpose of rest; 12,3% was medical and wellness tourism; 4,6% - sports; 3,1% - business.

3. Analysis of the economic performance of the tour operator “Star Tour” showed that the increase in the amount of expenses in 2017 compared to 2016 was 38,9% or 4187,1 thousand UAH, which is due to a significant increase in sales of tours (by 93,9%) and inflationary price increases for the services offered. The return of selling a tourist product falls on wages with deductions of 36,7% in 2016 and 38,2% in 2017. The increase in the value of revenue by 2440,4 thousand UAH due to the growth of the minimum wage in the country as a whole and the growth of salaries of employees of the tour operator “Star Tour”.

4. The profit from the main activity in 2016 amounted to 1842,5 thousand UAH, in 2017 there was a significant increase in it – 2440,4 thousand UAH, a growth in revenue – 32,5%, the growth rate – 4,0%. The increase in profits from product sales in 2017 compared to the same period of 2016 is due to an increase in tour production by 113.7% and an increase in the selling prices of tour packages of the tour operator. Considering all the above, it is essential to fundamentally revise the tactical goals of “Star Tour” LLC, namely, in order to increase the company's sales, it is proposed to develop new non-traditional ways of travelling. Recent studies showed that these activities become more and more popular nowadays: wellness tours, ecological tours, and business tours.

5. The main element of the promotion system of “Star Tour” LLC is advertising. The company spends on advertising from 18 to 22 thousand UAH monthly, which is 4.9% of sales. This indicator is quite low. The main advertising sources are: press - “Tourism and Recreation”, “Goods and Services”, “Center”; radio

– “Europe Plus”, “Russian Radio”; outdoor advertising: a billboard of 10m x 1.2m in size, located on the access road to the office of “Star Tour”.

6. The company should start promoting wellness, ecological, and business tours to attract more customer. Also, the company lacks of marketing strategy and qualified human resources in marketing and doesn't use advertising channels on the web at all. Moreover, the company doesn't promote its website, so many potential clients don't get a chance to know about the tour operator “Star Tour”. The tour operator “Star Tour” needs to keep going with current activities and quality of services provided and also it needs to concentrate on marketing strategy, develop new channels of promotion such as the Internet advertising, and improve search rankings and reliability of the web site in search engine ratings to gain more customers and make them loyal to “Star Tour” LLC.

PART III

IMPROVEMENT OF MANAGEMENT OF ADVERTISING ACTIVITY OF TOUR OPERATOR «STAR TOUR», KYIV

3.1. Actions to improve management of advertising activity of tour operator

The tour operator “Star Tour” LLC does not have a special marketing department that develops an advertising campaign. Systematic work on advertising is recommended in the following areas:

- Promotional posters. Disadvantages: the coverage is not all areas of the city, posters have a small A4 format, stick them up for only 10 days, with a longer period they lose their appearance, they need to be updated. This is a rather costly type of advertising, since it is necessary to pay for the work of the advertisers, the high costs of printing posters, as well as the design of the poster.

- Advertising in the newspapers. Among the thematic tourism magazines, it is recommended to place advertising is more general newspapers such “Den”, “Correspondent”, etc. This type of advertising is quite affordable and effective.

- Booklet printing. This type of advertising works best for the customers who has already visited the office, while attracting new customers through this type of advertising is problematic. Still, it presents the image of the company and, therefore, it is essential to have booklets. Also, they can be given during conferences and presentations of “Star Tour”.

- Internet promotion. It is important to analyze the best channels and sources to promote “Star Tour” on the web, including news portals and social networks.

- Sale of tourist products. Tours can be purchased not only in the office of the tour operator, but also with freelance sales representatives. They can have a material interest, but they do not have to have professional skills of communication with people, in terms of selling, announcing last minute trips, and covering the

activities of a tour operator. It is necessary to expand this direction of distribution, but it is necessary to work with this category of workers, to improve their activities.

At the heart of the marketing program to increase sales of LLC “Star Tour” services, it is advisable to use advertising and PR campaign planning provided in figure 3.1.

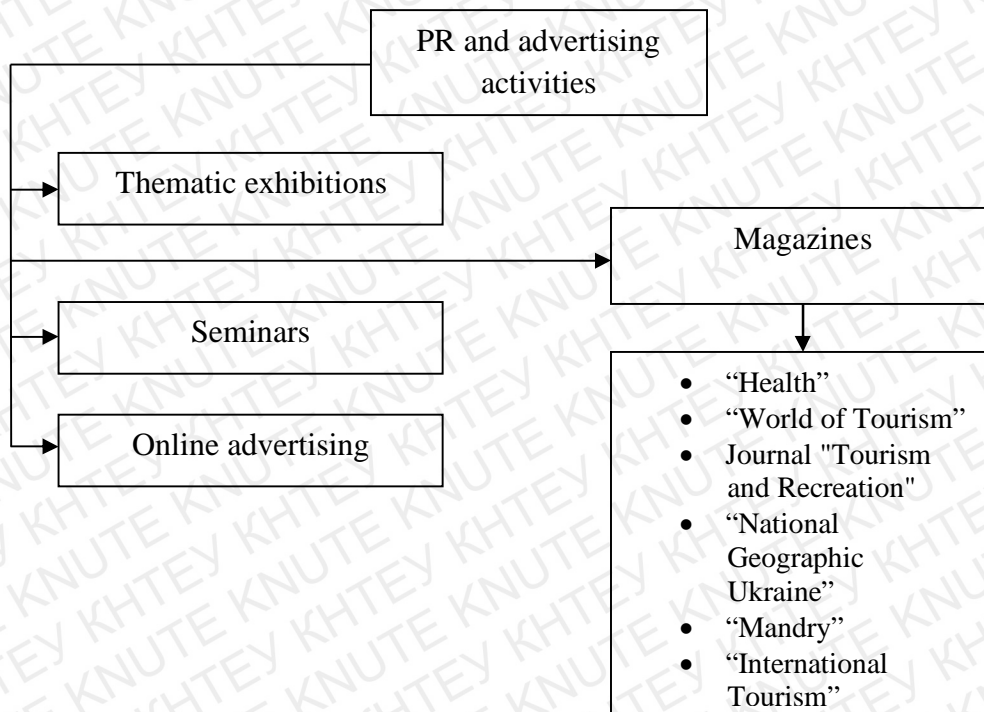


Figure 3.1. Advertising activity flow chart of the tour operator “Star Tour”

Considering the peculiarities of consumer preferences, the following advertising and PR-events are offered for “Star Tour” LLC:

1. Participation in exhibitions. This method of PR is an effective means to maintain the image of the company. The corporate name of the company should be widely known among travel agencies - potential buyers of tourist products from “Star Tour”.

2. Advertising in magazines, incl. preparation and advertisement placement in magazines about tourism and health articles on medical tours. This advertising tool is also effective. The most popular magazines that can attract new customers are the following: “Health”, “World of Tourism”, “Tourism and Recreation”, “National Geographic Ukraine”, “Mandry”, and “International Tourism”. Information regarding

perspective thematic tourism magazines and why they were chosen after the research is presented in table 3.1.

Table 3.1

Information regarding perspective thematic tourism magazines

	“Health”	“World of Tourism”	“Tourism and Recreation”	“National Geographic Ukraine”	“Mandry”	“International Tourism”
Total circulation	300000	115000	100000	890000	120000	100000
Region	Kyiv, Harkiv, Dnipro, Odesa, Lviv	Ukraine	Ukraine	Ukraine	Ukraine	Ukraine
Circulation and distribution in Kyiv	180000	12000	10000	90000	60000	60000
Periodicity of publication	Once a week	Once a week	Once a week	Once a month	Once a week	Once a month
Module size (mm)	45x58	94x30	94x60	44x62	60x41	40x60
Cost of advertising, thousand UAH	10	12	8	15	10	9

It is important to advertise new services just by submitting descriptive text material, the headlines should emphasize the usefulness of the rest to health, since at the present time it is healthy recreation that is becoming more and more popular. When making journal articles, the main emphasis should be placed on the exceptional safety of environmental tours for health, for example, to cite statistical and scientific data on the dangers of solar radiation while relaxing at seaside resorts, to counter them with the advantages of “ecological rest” - pure nature, free from noise and gas - cleans, has a positive effect on the nervous system, gives a charge of vitality, etc. It is also important that the article contains high-quality photographs of picturesque nature.

3. Conducting free seminars on environmental content among students of Kyiv educational institutions with a discussion of materials on specific areas of environmental recreation. Conducting free seminars among students of Kyiv tourism institutions in specific areas of recreations. It is planned to develop a plan for

introductory and promotional seminars depending on the specialization of the future workers. At the moment, company concentrated on expositions the most instead of educational promoting activities.

4. Online advertising. Online advertising proved to be very effective, especially for potential clients under 30. Social networks have an endless power in attracting visitors to new things, so it is essential to include promotion activities on the web in the total marketing strategy of the company. The most efforts should be put in the existing system of sales of services through the activities of the Internet agency and website promotion.

The marketing specialist organizes the work on determining the socio-economic standards for information and support activities. At the same time, it is recommended to adverse the organizational structure of “Star Tour” be adding a marketing department working on promotional activities instead of putting all duties on one person only. The proposed changes are shown on figure 3.2.

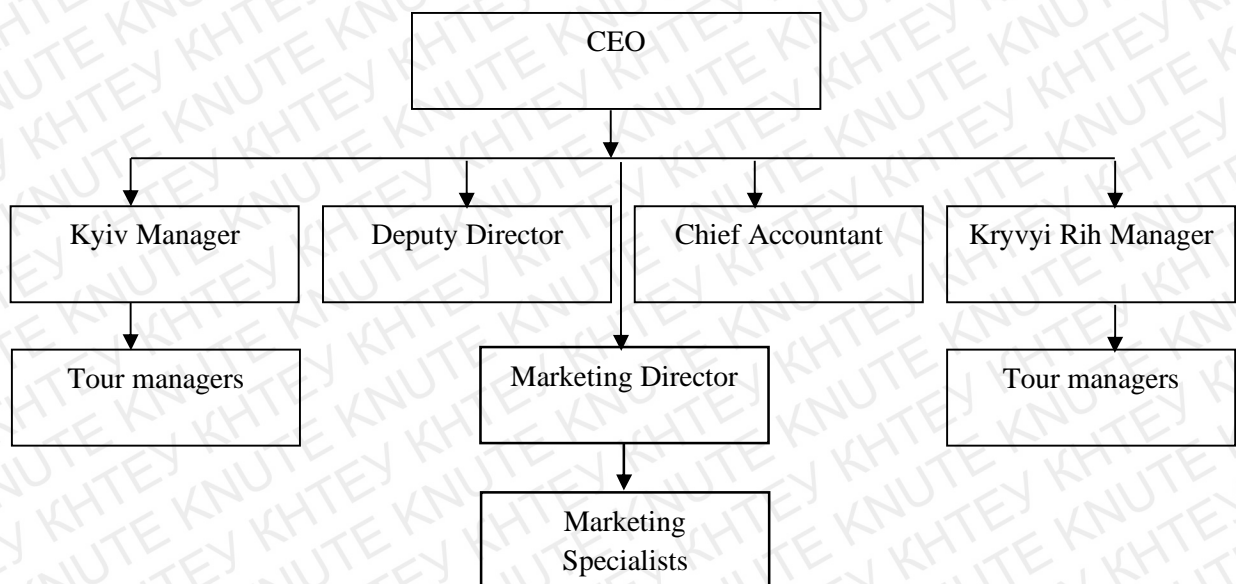


Figure 3.2. The planned organizational structure of the tour operator “Star Tour”

Here are the recommended functional responsibilities for each employee of the marketing department:

1. Marketing Director:

- determines the general directions of the department's activities within the framework of the general goals and objectives established by the "Regulations on the marketing department of an enterprise", as well as on the basis of instructions from the general director of "Star Tour"; bears full responsibility for the results of the department;
- determines the structure of the department, makes the necessary changes and additions in accordance with the emerging tasks; takes prompt measures to change the structure of the department to solve specific problems;
- leads all personnel issues in the department, has the right to accept and dismiss employees of the department;
- determines the order of remuneration of temporary workers, incentives based on the results of work, is responsible for maintaining discipline in the department, etc.;
- directs the process of studying the market, determines the methods and methods of studying the market, forecasting demand, the implementation of tourist products;
- directs the process of studying the life cycle of individual tourism services, develops recommendations for their improvement, the choice of new markets or the removal of tourist products from the market,
- determines the strategy for the promotion of tourism products, organizes their implementation; responsible for the quality and timely preparation and implementation of promotional activities;
- organizes the identification of strengths and weaknesses of marketing activities, analyzes the effectiveness of marketing decisions made;
- is directly involved in the development of the strategy of the enterprise and the improvement of its organizational structure;
- represents the enterprise in contacts with other enterprises and organizations, conducts business correspondence on behalf of the enterprise within its competence;
- communicates with the public;

- determines and submits for approval the general director of the enterprise marketing plans, as well as the volume and structure of the marketing budget of the enterprise (quarterly, and if necessary, for the specified period);
- is responsible for the implementation of marketing plans and for the efficiency of spending budget funds;
- annually (and at the request of the general director of “Star Tour” LLC at any time for any period of time) provides them with information on the activities of the department;
- if necessary, special marketing activities, in consultation with the CEO, involve staff from other departments in this work, create temporary teams of experts on specific marketing issues and manage their work;
- organizes a discussion of the results of research and practical activities in the field of marketing on the technical advice of the enterprise;
- engaged in improving their own qualifications and skills of the department.

2. Marketing Research, Analysis and Planning Specialist:

- organizes and implements the study of the general state and conjuncture of markets and their development trends (both in regional and sectoral sections);
- organizes and takes personal part in conducting sociological research on the study of the needs and attitudes of customers to the services of the enterprise;
- organizes and participates in market segmentation and the study of segment parameters (demand volumes, attitude to prices, competitors in this segment, etc.);
- conducts a study of the activities of competitors and taking into account the results of their study determines the position of the enterprise in the competitive struggle;
- develops recommendations on the choice of ways to improve the services provided and the development of new tourist products;
- organizes the acquisition of data on specific markets for tourism services;

- predicts sales volumes depending on the external environment and the capabilities of the enterprise;
- ensures the development of recommendations on the choice of the most profitable market(s) in accordance with market conditions and the resource possibilities of the enterprise;
- organizes a study of the life cycle of individual tourism products;
- organizes the receipt of information regarding the consumer segment of the enterprise;
- organizes the development of marketing plans for the enterprise, together with the economic services, conducts economic analysis and evaluation of marketing plans, develops recommendations for their improvement;
- establishes contacts and organizes the receipt from organizations and individual specialists of information necessary for the implementation of marketing research;
- performs, as required, individual orders of the Director General and reports directly to the Director of Marketing of the enterprise in the framework of the works specified above.
- replaces the Marketing Director in case of his absence.

3. Marketing specialist in the formation and implementation of the marketing mix:

- organizes and takes personal part in the selection and implementation of individual methods of promoting tourism products;
- submits to the head of the marketing department proposals for advertising campaigns, their timing, volumes, means of reference;
- organizes and takes personal part in studying the activities of competitors in the field of promotion of tourist products and their marketing;
- submits proposals on printing, visual and souvenir materials for representative activities to the marketing director;

- submits to the head of the marketing department proposals for the development of the corporate style of the enterprise (trademark, symbols, company colors, logos, etc.);
- establishes contacts and organizes the receipt of information from organizations and individual specialists;
- fulfills individual orders of the CEO and reports directly to the Director of Marketing of the enterprise.

When the functioning of the marketing department in the tour operator “Star Tour” will be developed and then agreed and approved, and the functional responsibilities are distributed, the next brick in building marketing will be the development of a semi-annual, quarterly, monthly work plan for the department employees. The work plan allows you to clearly structure and organize work, monitor the performance of each employee and the department as a whole.

One task of a specialist in the formation and implementation of the marketing mix should be the organization of the operation of the management system for the range of services provided (the so-called product policy). The system of management of the range of services is a complex of organizational, technical, economic and legal measures aimed at achieving rationality and harmony of the range of services of the enterprise.

Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier when planning the range. From the point of view of dynamics, assortment management is a cyclical process, one cycle of which includes the following steps:

- analysis - identification of trends and deviations in changes in the indicators of the range, factors of external and internal environment;
- planning - setting goals, improving directions and forecasting results;
- organization - the establishment of a specific sequence of management activities and the distribution of responsibilities between structural units;
- control - ensuring the correct implementation of planned activities.

Therefore, planning should always be completed prior to starting a marketing and PR campaign. With establishing the marketing department instead of one marketing specialist responsible for all marketing and advertising activities, the tour operator “Star Tour” LLC will be able to effectively prioritize resources and manage activities reaching the maximum benefits. By evaluating the effectiveness of the proposed measures to improve advertising management of tour operator “Star Tour” in the next paragraph it is proved that the suggested advertising actions will lead to increases in sales of the company and the reputation of the reliable tour operator on the market.

3.2. Evaluating the effectiveness of the proposed measures to improve advertising management of tour operator

It is important to calculate separately the costs and effectiveness of advertising and PR-events to promote the recommended new areas of the tour operator “Star Tour”.

1. The calculation of the costs of participation in exhibitions:

- The cost of renting an exhibition area of 6 square meters with stand mounting (UITT, MVC, March 21) – 15 thousand UAH.
- Extra charge for a stand (four sides open) 15% - 12 thousand UAH.
- Registration fee and obligatory placement of information in the official catalog and on the official website of the exhibition during the year – 12 thousand UAH.
- Furniture and exhibition accessories – 16 thousand UAH.
- Unexpected expenses - 10 thousand UAH.

The potential audience to reach - 20000 persons. Therefore, the total spending for participating in exhibitions will be around 65 thousand UAH.

2. Calculation of expenses for conducting seminars:

The cost of printing booklets about the company – 0,36 thousand UAH / pcs.
for the promotion, the company needs at least 100 pieces * 0,36 thousand UAH = 36

thousand UAH. Also, total cost of the seminars including place of meetings, preparation activities and trainings, is planned to be 24 thousand UAH. So, for educational purposes and exhibition the total cost will be 60 thousand UAH.

3. Calculation of advertising costs and its effectiveness in printed magazines.

Advertising spending for publishing promotional articles and images in printed thematic magazines are provided in table 3.2. It was agreed that the tour operator “Star Tour” will publish one article per every magazine during the upcoming year according to the planned schedule, so there will be 7 promotional articles in total about the tour operator “Star Tour” and wellness, business, and ecological tours in general.

Table 3.2

Advertising spending for magazine publications

Magazine title	Average price per article, thousand UAH	Auditory, persons
“Health”	10	180000
“World of Tourism”	12	120000
“Tourism and Recreation”	8	100000
“National Geographic Ukraine”	15	90000
“Mandry”	10	60000
“International Tourism”	9	60000
Total:	64	1245000

As can be seen from table 3.2, it is potentially possible to reach 1245000 readers of the mentioned magazines by placing an article instead of the small promotional picture. With advertising in press, the revenue of the tour operator “Star Tour” at the average cost of a tour package (1000 USD that is approximately 28 thousand UAH) increased. It is necessary to note the efficiency of revenues and expenses of the tour operator “Star Tour” after providing advertising in the “National

Geographic Ukraine” magazine and compare them with similar indicators that might have occurred when placing the same advertisement in other magazines and newspapers.

The main essence of the resolution of this problem is that, having determined the numerical values of the parameters that reflect the effectiveness of advertising transmitted through the “National Geographic Ukraine” magazine, it is possible with the help of simple mathematical calculations to calculate the values of the parameters that, under other equal conditions, will take place during the transmission this or that ad through other magazines.

It appears that the advertising of travel services in any of the above-mentioned magazines and newspapers would bring additional income to the tour operator “Star Tour”. But the greatest revenue would have occurred if advertisements were placed in the magazine “National Geographic Ukraine.” In this case, the revenue of the tour operator “Star Tour” would increase by almost 20% compared with advertising in the magazine “Health.” The smallest revenue would have occurred when advertising in the magazine “World of Tourism.” If the tour operator “Star Tour” placed advertisements in this magazine, its revenue would have decreased by 51 % compared to the revenue that would have occurred when advertising in the magazine “Health”.

The results show that during the transmission of advertising information through different media, not only revenue, but also advertising costs change. Therefore, in order to compare the effectiveness of certain advertising media, it is necessary to compare the cost-effectiveness of advertising. It is shown that the highest cost-effectiveness on advertising would have occurred if Tour operator “Star Tour” placed its advertisements in the magazine “National Geographic Ukraine”, and the smallest - in the magazines “World of Tourism” and “Tourism and Recreation.” In particular, if the tour operator “Star Tour” had placed the above-mentioned ads in the “National Geographic Ukraine”, the cost-effectiveness would have increased by 50% compared with the magazine “International Tourism”. The cost effectiveness of advertising in the magazines “World of Tourism,” “Tourism and Recreation,” and

“Mandry” are almost the same. In such case, in order to select the most appropriate advertising carrier for a travel agency, it is necessary to analyze the effectiveness of advertising revenue. Provided that for the tour operator “Star Tour” matters the level of income that comes in, in order to select a suitable advertising carrier, it is necessary to analyze the effectiveness of advertising revenue.

4. Advertising on the web: thematic websites, blogs, social networks. For the Internet advertisement, there are the following recommendations regarding the advertising activities:

- 14 advertising mailings using the Internet – 14 thousand UAH;
- 5 posts in Kyiv portals – 13 thousand UAH;
- 8 reviews in thematic tourism blogs – 24 thousand UAH;
- targeted advertising in Facebook – 50 thousand UAH.

The total cost of the advertising activities on the web will be 101 thousand UAH. Therefore, the total budget of the suggested advertising activities for “Star Tour” LLC for the upcoming year will be 285 thousand UAH which is showed on figure 3.3.

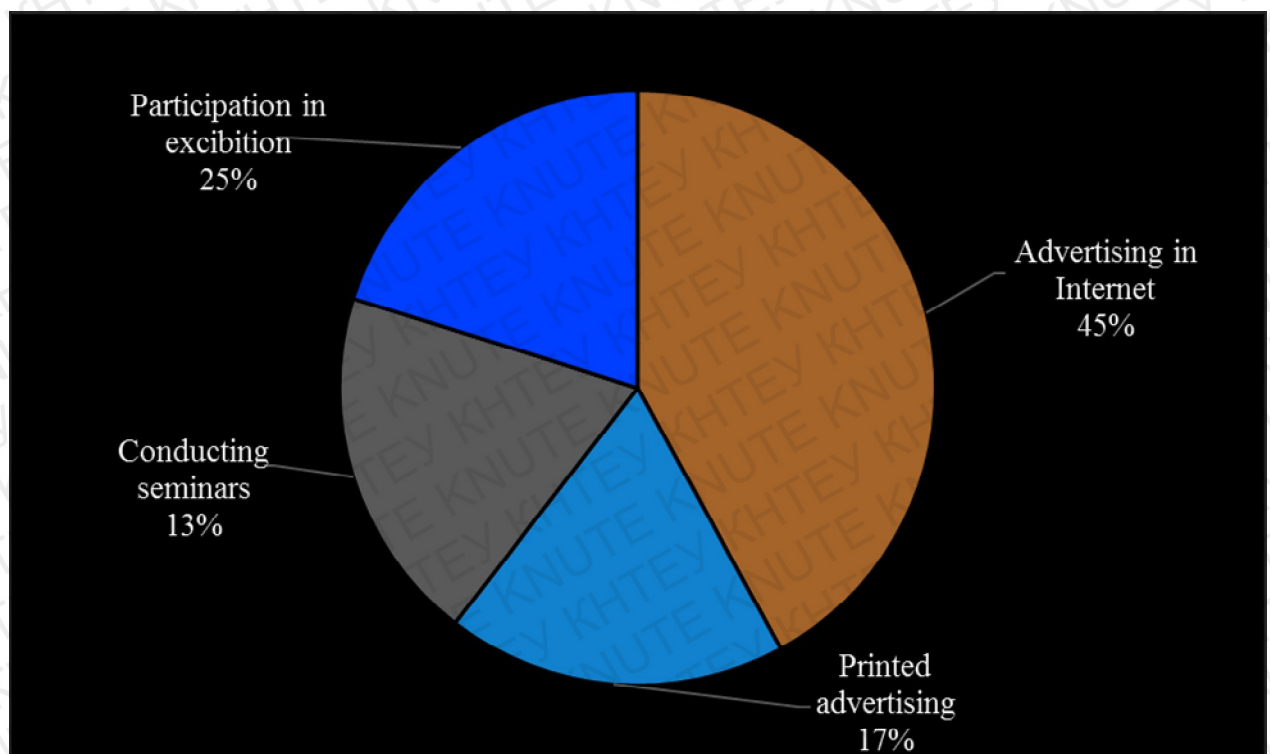


Figure 3.3. Structure of the total budget of the suggested advertising activities for “Star Tour” in 2019

Also, in order to stimulate the sales of the tour operator “Star Tour”, it is important to continue with outdoor advertising (170 thousand UAH) and radio broadcasting promotion (562 thousand UAH). Therefore, the total cost of advertising activities after the implementation of the suggested improvement will be 2550 thousand UAH. This amount of money is reasonable and cost-proved because it is high-quality advertising that guarantees the competitiveness of the tour operator.

The estimated sales forecast for 2018-2020 after the implementation of promotional activities is presented in table 3.3.

Table 3.3

Sales forecast of revenues “Star Tour” for 2018-2020

Year/	Revenues, thousand UAH				Total
	I	II	III	IV	
2018	623	650	770	764	2807
2019	790	800	849	789	3228
2020	810	880	1100	920	3710

As can be seen from the forecast, it is expected to get sales raisings with each year accordingly after implementing the suggested advertising activities. The biggest sales are expected to be in the III quarter of the year when the most clients have time for vacation. Nevertheless, II and IV quarters are also expected to be popular among customers. Therefore, tourist services are in active demand in the period of rest and vacations from May to mid-October. New Year's holidays and children's holidays also provide a salutary basis for sales in tourist firms. The rest of the time is considered is the “low season”.

Based on practical cases of the tour operator “Star Tour” LLC, the peak of sales is summer and New Year holidays. September is a dead month, as parents are busy sending their children to school. In February, there are almost no sales, and in March there is a revival (school holidays begin). In April, again, tourism services are not in demand, in May, demand will begin to intensify.

The volume of tourism services sold has a pronounced seasonal nature, which is caused by many factors (season, vacation period, holidays, etc.). Therefore, in the process of analyzing and planning the volume of services sold by a travel company, it is necessary to take into account the pattern of deviations of indicators of individual months from average annual indicators. This forecast is made on the basis of seasonality factors, which are calculated as the percentage of average monthly levels for a number of years to the average monthly volume of services sold for the entire billing period.

The easiest method to evaluate a forecast is the simple average method, which is used to calculate seasonal fluctuations in cases where the intra-annual change in the volume of sales of services fluctuates around a certain (constant) level over the course of a year. Seasonality significantly affects the economy of an enterprise; in a period of declining demand, the efficiency of using the full potential of a company (fixed assets, working capital, and labor resources) decreases. In this regard, the costs (cost, consumption variables and conditional constants) increase significantly, the level of profitability decreases. With an increase in the seasonality coefficient above the average value, customer service, the level of work organization, quality, service culture often deteriorates, and the time spent on customer service increases.

Analysis of the data in the table shows that this company has significant seasonal variations, however, there is a clear trend in the seasonality level by year. So the maximum demand is observed in the III quarter, both in the previous and in the reporting period, and the minimum demand in the I quarter.

The increase in sales volume falls in the II quarter and a sharp decline in the IV quarter. Measures are needed that will smooth out the effects of fluctuations, i.e. it is necessary to study seasonality and conduct measures to smooth out seasonality. As a result of the project implementation of measures to increase sales in LLC “Star Tour”, the seasonality in sales will decrease.

With moving ahead with proposed promotional and advertising activities, the tour operator “Star Tour” will be able to lower the influence of seasonality of sales results. The effect of the implementation of the proposed advertising activities: sales

are projected to grow by 16%, while the total wage bill grows by 6%. Labor productivity will increase by 14,5%, and the salary costs for 1 thousand UAH of services sold will be reduced by 10%. Profit per unit of service will increase 62%, profitability will increase by 58%. Therefore, the high economic efficiency of measures is confirmed.

Also, there are many methods for evaluating the effectiveness of promotional activities in terms of customers' feedbacks. Evaluation of the effectiveness of promotional activities can be carried out with the target audience using such tools: tests for memorization, counting the immediate response, communication tests.

Memorization tests. They show which ads are the best to attract and keep the attention of consumers. Such tests have many options. You can interrogate random people on the street or carry out a telephone interrogation after the first day or weekly display of the commercial. People are asked questions, for example: Do you remember that you have seen any advertising for a travel agency.

The test results are analyzed, despite what part of the interviewed population remembers the advertisements, what exactly is remembered from the commercial more. As a rule, such tests are conducted at the beginning of an advertising campaign in order to evaluate the commercial itself and its impact on the consumer.

Counting Direct Response. It is expressed in counting the number of calls to the travel agency and the number of customers who contacted the company after the advertising was broadcast. The percentage change in the number of consumers is directly proportional to the effect of advertising. Here it is also appropriate to compare the average number of consumers per month or six months before and after the advertising campaign. It is necessary to track changes in the composition of consumers, which may change under the influence of advertising. These tests are convenient for use by travel agencies and do not require much effort and money.

Communicative tests. Buyers are asked to fill out questionnaires that include questions about their age, income, habits, and other questions of this type:

- how did you hear about our company.
- why did you choose this tourist product.

- do you remember seeing an advertisement of our company.
- what did you like or dislike about our advertising etc.

The results of communication tests are not final and require further processing and detailed analysis. These results can be used both for the current advertising campaign and for future tourist seasons, for example, if one of the questions in the questionnaire is devoted to the wishes of customers for future tourist seasons. By asking the following questions, the tour operator can get a relevant feedback regarding its tourism and advertising activities and improve its performance and results.

Conclusions to part III

1. The marketing specialist organizes the work on determining the socio-economic standards for information and support activities. At the same time, it is recommended to adverse the organizational structure of “Star Tour” be adding a marketing department working on promotional activities instead of putting all duties on one person only.

2. After the studying theoretical and practical aspects of advertising activity management of tour operator “Star Tour” were studied and recommendations for the improvement of advertising activities are developed. The recommendations include: participation in exhibitions; advertising in magazines, incl. preparation and advertisement placement in magazines about tourism and health articles on medical tours.

3. The research showed that these magazines would work best as a source of promotional information regarding the tour operator “Star Tour”: “Health”, “World of Tourism”, “Tourism and Recreation”, “National Geographic Ukraine”, “Mandry” and “International Tourism”.

4. Conducting free seminars on environmental content among students of Kyiv educational institutions with a discussion of materials on specific areas of environmental recreation.

5. Concentrate on the online advertising. Including thematic websites, blogs, social networks. For the Internet advertisement, there are the following recommendations regarding the advertising activities: 14 advertising mailings using the Internet; 5 posts in Kyiv portals; 8 reviews in thematic tourism blogs; targeted advertising in Facebook.

6. Calculations proved that the proposed measures are effective and will lead to increase in sales and recognition of the tour operator “Star Tour”. It is showed that the suggested improvements in advertising activities will lead to more sales results and a better reputation and recognition of the “Star Tour” LLC. Therefore, taking into account the peculiarities of consumer preferences in the work, the following advertising and PR events for “Star Tour” LLC are required: participation in exhibitions and seminars, advertisement in thematic magazines, and further development of “Star Tour” website and online promotion.

CONCLUSIONS

1. Advertising is information that reaches consumers in several ways and aimed to attract them and provoke to buy the product or service. Usually, advertising contains information about a specific product, service, deals to draw attention to the advertised object and make it interesting for clients. Advertising introduces new products and services to the market, creates new needs.

2. Advertising plays a huge role in maintaining and strengthening the position of the company in the market. Advertising products and activities of the enterprise is the most important part of the complex of marketing activities, a kind of information outlet to the consumer. With proper organization, advertising is very effective and contributes to the rapidly increasing sales of products.

3. An advertising campaign is a strategical set of advertising activities aimed to increase revenues and reputation of the company. The advertising campaign consists of the following stages: definition of the purposes of the advertising campaign; development of an advertising idea and strategy of an advertising campaign; market research; develop an advertising campaign budget, means for distribution, and its schedule; drawing up a media plan for an advertising campaign; evaluation of the effectiveness of the advertising campaign.

4. Analysis of the economic performance of the tour operator “Star Tour” showed that the increase in the amount of expenses in 2017 compared to 2016 was 38,9% or 4187,1 thousand UAH, which is due to a significant increase in sales of tours (by 93,9%) and inflationary price increases for the services offered. The return of selling a tourist product falls on wages with deductions of 36,7% in 2016 and 38,2% in 2017. The increase in the value of revenue by 2440,4 thousand UAH due to the growth of the minimum wage in the country as a whole and the growth of salaries of employees of the tour operator “Star Tour”.

5. The profit from the main activity in 2016 amounted to 1842,5 thousand UAH, in 2017 there was a significant increase in it – 2440,4 thousand UAH, a growth in revenue – 32,5%, the growth rate – 4,0%. The increase in profits from product

sales in 2017 compared to the same period of 2016 is due to an increase in tour production by 113.7% and an increase in the selling prices of tour packages of the tour operator. Considering all the above, it is essential to fundamentally revise the tactical goals of “Star Tour” LLC, namely, in order to increase the company's sales, it is proposed to develop new non-traditional ways of travelling. Recent studies showed that these activities become more and more popular nowadays: wellness tours, ecological tours, and business tours.

6. The main element of the promotion system of “Star Tour” LLC is advertising. The company spends on advertising from 18 to 22 thousand UAH monthly, which is 4.9% of sales. This indicator is quite low. The main advertising sources are: press - “Tourism and Recreation”, “Goods and Services”, “Center”; radio – “Europe Plus”, “Russian Radio”; outdoor advertising: a billboard of 10m x 1.2m in size, located on the access road to the office of “Star Tour”.

7. The marketing specialist organizes the work on determining the socio-economic standards for information and support activities. At the same time, it is recommended to adverse the organizational structure of “Star Tour” be adding a marketing department working on promotional activities instead of putting all duties on one person only.

8. After the studying theoretical and practical aspects of advertising activity management of tour operator “Star Tour” were studied and recommendations for the improvement of advertising activities are developed. The recommendations include: participation in exhibitions; advertising in magazines, incl. preparation and advertisement placement in magazines about tourism and health articles on medical tours.

9. Concentrate on the online advertising. Including thematic websites, blogs, social networks. For the Internet advertisement, there are the following recommendations regarding the advertising activities: 14 advertising mailings using the Internet; 5 posts in Kyiv portals; 8 reviews in thematic tourism blogs; targeted advertising in Facebook.

10. Calculations proved that the proposed measures are effective and will lead to increase in sales and recognition of the tour operator “Star Tour”. It is showed that the suggested improvements in advertising activities will lead to more sales results and a better reputation and recognition of the “Star Tour” LLC. Therefore, taking into account the peculiarities of consumer preferences in the work, the following advertising and PR events for “Star Tour” LLC are required: participation in exhibitions and seminars, advertisement in thematic magazines, and further development of “Star Tour” website and online promotion.

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Серія А01	СВІДОЦТВО	№ 563219
ПРО ДЕРЖАВНУ РЕЄСТРАЦІЮ ЮРИДИЧНОЇ ОСОБИ		
ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "СУЗІР'Я ТУРИЗМУ"		
Ідентифікаційний код юридичної особи	37065094	
Місцезнаходження юридичної особи	50071, ДНІПРОПЕТРОВСЬКА ОБЛ., МІСТО КРИВИЙ РІГ, ВУЛИЦЯ КАЧАЛОВА, БУДИНОК 42, КВАРТИРА 24	
Місце проведення державної реєстрації	ВИКОНАВЧИЙ КОМПІТЕТ КРИВОРІЗЬКОЇ МІСЬКОЇ РАДИ ДНІПРОПЕТРОВСЬКОЇ ОБЛАСТІ	
Дата проведення державної реєстрації	21.07.2010	
Номер запису в Єдиному державному реєстрі юридичних осіб та фізичних осіб-підприємців	1 227 102 0000 011708	
Державний реєстратор		ПАВЛЕНКО В. В.
		



Серія АВ № 538836

ЛІЦЕНЗІЯ

**Міністерство культури і туризму України
ДЕРЖАВНА СЛУЖБА ТУРИЗМУ І КУРОРТІВ**

Вид господарської діяльності **туроператорська діяльність**

Найменування юридичної особи **ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "СУЗІР"Я ТУРИЗМУ"**

Ідентифікаційний код юридичної особи **37065094**

Місцезнаходження юридичної особи **50071, Дніпропетровська обл., м.Кривий Ріг, вул.Качалова, буд.42, кв.24**

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Заступник Голови Держтуризмкурортів **С.В.Сьомкін**



Дата видачі ліцензії **02 ВЕР 2010**



Logo of the tour operator “Star Tour”

