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Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

“Digital marketing of the tour operator “Orbita”

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Sciences”

_____ Mirutenko Nataliia

Scientific adviser

PhD in Economics, Associate
Professor

_____ Zabaldina Y.B.

Manager of the educational program,
Doctor of Sciences (Economics),
Professor

_____ Mykhailichenko G.I.

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Faculty of Restaurant, Hotel and Tourism business
Department of tourism and recreation
Specialty Management
Specialization Management of tourism

Approved by
Head of the Department Tkachenko T. I.
on “ ” 2018

Task for a final qualifying paper

Mirutenko Nataliia

1. Topic of a final qualifying paper (project)

Digital marketing of the tour operator “Orbita”

Approved by the Rector’s order from 25.10.2017 No. 3493

2. Term of submitting by a student his/her terminated paper (project) 01.11.2018

3. Initial data of the final qualifying paper (project)

Purpose of the paper (project) - to study theoretical and methodological aspects and develop the practical recommendations for implementation digital marketing technologies by the tour operator “Orbita”.

Object of the research - process of using digital marketing by the tour operator

Subject of the research – theoretical, methodological and practical instruments of realizing digital marketing policy in the tour operator “Orbita”.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled
1	Zabaldina Y. B.	01.11.2017	01.11.2017
2	Zabaldina Y. B.	01.12.2017	01.11.2017
3	Zabaldina Y. B.	01.12.2017	01.11.2017

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

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASE OF DIGITAL MARKETING IN TOURISM BUSINESS

1. The determination of digital marketing in tourism business
2. Characteristic the main tools of digital marketing in tourism business
3. Stages of implementation digital marketing mechanism in tourism business

Conclusions to Part 1

PART 2. THE ANALYSIS OF EFFICIENCY OF USING DIGITAL MARKETING BY THE TOUR OPERATOR “ORBITA”

1. Characteristic of marketing environment of the tour operator
2. Digital marketing mix of the tour operator
3. Economical evaluation of digital marketing methods used by the tour operator

Conclusions to Part 2

PART 3 IMPROVEMENT DIGITAL MARKETING OF THE TOUR OPERATOR “ORBITA”

1. Development of the digital marketing model of the tour operator
2. Program of implementation new types of digital marketing in the tour operator
3. Justification of effectiveness digital marketing used by the tour operator

Conclusions to Part 3

CONCLUSIONS

REFERENCES

APPENDICES

6. Time schedule of the paper (project)

No.	Stages of a final qualifying paper (project)	Terms of a final qualifying paper (project)	
1.	Choosing and approval of the final qualifying paper topic	01.09.17- 01.10.17	01.10.17
2.	Preparation and approval of task for the final qualifying paper	02.10.17- 30.10.17	30.10.17
3.	Writing and pre defense of the 1 st part of the final qualifying paper	01.11.17- 31.12.17	30.12.17
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	01.01.18- 31.05.18	01.06.18
5.	Writing and preparation of scientific article	01.01.18- 20.06.18	19.06.18
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01.06.18- 30.09.18	21.09.18
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	01.10.18- 10.12.18	10.12.18
8.	Preliminary defense of the final qualifying work in commissions of the department	till 01.10.18	01.10.2018
9.	Additional processing, printing, preparation of material to final qualifying paper defense	11.11.18-15.11.18	
10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

7. Date of receiving the task 01/11/2017.

8. Scientific adviser of the research

Zabaldina Y.B.

9. Head of educational and professional program

Mykhailichenko G.I.

10. The task received by the student

Mirutenko N.V.

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

Student Nataliia Mirutenko completed final qualifying paper in due time according to a calendar plan. Contents, structure and design of the work meet all the requirements. The work consists of introduction, three parts, conclusions, list of references and appendices.

In the final qualifying paper there were described theoretical bases of digital marketing of the tour operator “Orbita”; there were developed the practical recommendations for implementation digital marketing technologies by the tour operator “Orbita”, approaches of the promotional mix and promotional strategies as part of the total marketing program of the company. There was completed a diagnostics of the effectiveness of the marketing and economic activity of the tour operator “Orbita”, especially there were researched internal and external environment of the tour operator “Orbita”, and was evaluated the effectiveness of the digital marketing program of the company. On base of the detected shortcomings there was developed and justified (including economic justification) the expediency of implementation of the promotional marketing strategy for the tour operator “Orbita”.

The work is recommended to defence at the EC.

Scientific adviser of a final qualifying research _____ Zabaldina Y.B.

12. Resume about a final qualifying paper research

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

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

Head of the Department _____ Tkachenko T.I.

_____, _____, 2018

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INTRODUCTION

Actuality. In the last decade, the issues of digital marketing have been actively debated, among these major well-known domestic and foreign scientists in the field of digital marketing of scientific and applied nature. T. Danko, O. Kitova believe that digital marketing is marketing, which provides interaction with customers and business partners with the use of digital information and communication technologies and electronic devices in a broader sense, digital information and communication technologies marketing. S. Ilyashenko systematized Internet marketing and research tools on the Internet, I. Zlatov revealed the basic methods of digital marketing, F. Kotler, H. Cartagia, A. Sethiwan proposed a new marketing concept, which identified the place of marketing in social networks. O. Otlekan and O. Yashkina created the model of the marketing mix for the tour operators - substantiated system of Internet marketing research. The use of digital marketing tools helps not only to stay afloat, but also to increase the competitiveness of the tourism companies, providing profit and efficient business operation.

Purpose of research: to study theoretical and methodological aspects of digital marketing and develop the practical recommendations for implementation digital marketing technologies by the tour operator “Orbita”.

In accordance with the purpose of research, **the tasks are:**

- to study the theoretical and methodological aspects and basis of digital marketing in tourism business;
- to find the advantages of implementation digital marketing in tourism business;
- to highlight the main stages of development digital marketing in tourism business;
- to characterize the inner environment of the tour operator “Orbita”;
- to analyze opportunities of using digital marketing by the tour operator “Orbita”;
- to make economical evaluation of digital marketing of the tour operator “Orbita”;
- to determine the effect of the implementation digital marketing in the tour operator “Orbita”.

Object – process of using digital marketing by the tour operator.

Subject – theoretical, methodological and practical instruments of realizing digital marketing policy in the tour operator “Orbita”.

During the writing of the work, the following **scientific methods** were used: bibliographic method: review of literature on this topic; system analysis: in the study of the essence of the concept historical background of digital marketing; statistical and structural: to assess the state and determinants of the financial and marketing indicators of the tour operator “Orbita”; scientific comparisons: to compare actual data of the reporting year with data for previous years; analysis and synthesis: for the detailed study of the object due to its dismemberment into separate components; observation: the process of digital marketing development of the tour operator; sociological: questionnaires for workers and tourists with purpose of assessment the marketing activity.

Scientific innovation. In this scientific work was invented new promotional strategies and approaches to diversify digital marketing campaign of the tour operator, creating model of marketing effect of evaluation the digital marketing activities of the tour operator, generalized the main criteria for enterprises for a sustain growth in terms of market transformation.

Practical value. Digital marketing program that was suggested by the author may be implemented in the process of realization marketing campaign of the tour operator “Orbita”. It may increase the profitability of the tour operator; improve the image of the company, awareness by the tourists.

Publications. As the result of investigation of the final qualifying work was published the article « Digital marketing of the tour operator » in Articles of master programs students in field of science 0306 «Management and Administration» (specialization «Management of Tourism Business») «International tourist business» (appendix A).

Paper structure. A final qualifying paper consist of introduction, 3 main parts, conclusions, references, that includes 77 sources, 35 tables, 26 figures, 7 appendixes and 130 pages in total.

PART 1

THEORETICAL AND METHODOLOGICAL BASE OF DIGITAL MARKETING IN TOURISM BUSINESS

1.1. The determination of digital marketing in tourism business

Marketing in tourism is activity of planning and development tourist goods and services, sale, promotion, stimulation of demand and pricing them. This activity helps to promote products or services from the producer to the consumer in order to maximize profits while meeting the needs of the target group of tourists is the most effectively. The specific character of marketing in tourism is determined by the peculiarities and distinctive characteristics of the tourist product (in comparison with other consumer goods and services), as well as the feature of consumers and producers of tourist services [1].

In accordance with the recommendations of the World Tourism Organization (UNWTO) there are three main functions of tourism marketing:

- formation of contacts with consumers of tourist services;
- development of contacts through innovation;
- control the results of services [2].

Establishing contacts with tourists aims to convince them that the proposed vacation spot and the service facilities existing there, the attractions and the expected benefits fully correspond to what the customers want to receive.

The development of contacts involves the design of innovations that can provide new opportunities for marketing. Similar innovations should meet the needs and preferences of potential customers.

The control involves analyzing the results of activities to promote goods and services to the market and checking whether the results reflect the full and successful use of the opportunities available in the tourism sector, a comparative analysis of the costs of advertising marketing activities and revenues. Instead of traditional marketing in tourism today comes non-traditional one, based on innovative principles and

approaches. New directions in tourist marketing include neuromarketing, cognitive and sensory marketing, internet marketing, including mobile and viral, partisan, buzz and blog marketing, naming, branding, etc. It is possible to see them on the fig. 1.1.



Fig.1.1. New trends of tourism marketing

*Source: made by the author based on the data [3].

We should analyze more detail the main features of digital marketing.

The term “digital marketing” has evolved over time from a specific term describing the marketing of products and service using digital channels – to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales. Different definitions of the term were analyzed (Appendix C) [4].

Digital marketing is often referred to as “online marketing”, “internet marketing” or “web marketing”. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing, but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any

other digital medium. Digital marketing has developed since the 1990s. Brands and companies' technologies have changed the way of their using digital marketing from 2000s. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

The first digital services for tourists appeared in the early 2000s, at the dawn of the dot-com era, they were online booking systems and ticket purchases, such as Booking, Airbnb or Aviasales. Without the use of such platforms, it is difficult to imagine a modern journey. According to Google statistics, during the travel planning period, users make about 400 search queries. This huge data layer is actively used by travel companies in order to influence our decision and incline in favor of a certain route, the company and the hotel [5].

Digital Marketing today has become the one of the key focus areas for businesses all over the world. It started as a mode of communication and has evolved not just into another source of additional revenue but most importantly, to develop and maintain long-term relationships with the various parties in the market. Interactivity, as the main feature of the Internet, has enabled a new dimension of connection between all the participants on the market [6].

So that the next conclusions are possible to make: the most of digital marketing customers are male employee in the age of 31-45 with income in the amount of 5001-10000 UAH.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behavior. For example, it requires companies to analyze and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

It is possible to explore the profile of the typical customer that uses digital

marketing technologies in the table 1.1.

Table 1.1

Profile of the digital marketing customers

Criteria	Category	Number of respondents	Percentage
gender	male	70	70%
	female	30	30%
	total	100	100%
age	below 18 years	17	17%
	19-30	25	25%
	31-45	33	33%
	above 45 years	25	25%
	total	100	100%
profession	house wife	11	11%
	employee	50	50%
	business	23	23%
	students	8	8%
	any other	8	8%
	total	100	100%
monthly income (uah)	below 5000	21	21%
	5001-10000	49	49%
	10001-20000	25	25%
	above 20000	5	5%
	total	100	100%

*Source: made by the author based on the data [7].

The internet and other new technologies have changed the service industry and business sector in a global level. Tourism industry is not an exception. Internet information is now one of the important influences to the customer decisions in many

major markets. The tourist tends to book travel trips, arrange their air ticket and accommodation as well as find the information of destination in travel forum, online group or social networking website in the internet. As a result, it is clear that the internet and new information technologies have become a priority for tourism companies.

Travelers have become increasingly sophisticated and knowledgeable as they could know about their destinations before arriving there by searching information in travel blogs, asking questions on travel forum to get instant answers. Social media has also gradually changed tourist's behavior in finding information from asking travel agent's advices to that of asking friends and peer reviews, word of mouth through social media networking websites and other sources from internet.

The term of digital marketing can be called in different ways such as e-marketing, online marketing, internet marketing or web-based marketing. World Tourism Organization and European Travel Commission, 2008, showed that the purpose of digital marketing is to exploit internet and other forms of digital communication to correspond with target markets in the most cost-effective way [8].

Digital marketing is a relatively new aspect of strategic implementation. It becomes very important to all types of companies, especially tourism industry also. Internet marketing might be considered as a functional aspect of marketing strategy.

We are living in the age of real-time information and communication spreading all over the world. 54.4 % of world population is using internet by December 31, 2017. In order to know about world internet usage and populations we can analyze statistics data (Appendix D) [9].

According to that statistics data we should notice that most of internet users are from Asia and Europe, the least amount in percent is from Oceania and Australia. As the result a lot of people use digital marketing technologies in their usual life.

As the research shows, today the travel industry is one of the most affected industries by digital development. It is one of the first ones to use digital marketing techniques in their practices to engage communities and make sure their tourists have the best possible getaways. To gain competitive benefits and perform well and, companies in the travel industry are always looking for the greatest and unique ways to

reach the desire of potential tourists and adapt their offers to the target audience.

Every tourist who wants to book a trip can visit dozens of travel sites every day. Search often takes a few weeks before a purchase is made. This means that digital marketers need to process a large amount of data. The number of digital travel interaction points grows fast as travelers seek out the best deals with search engines, booking applications, travel agency sites and discount, sale, share and coupon platforms.

However, 39% of holidaymakers and 45% of business travelers find that they use too many flight search sites. In addition, 43% of holidaymakers and 51% of business travelers want to spend less time on flights search [10].

Companies involved in the air ticket sales, car rental and hotel reservation can reduce this overload by creating a recognition brand and personalized offers at the most relevant moment. We are spoken about using artificial intelligence and in-depth training, which can completely change the scope of tourism for digital marketers.

Moreover, these internet users are much more connected than ever. Tourists receive the information using direct personal recommendation or passively or. The visitors could gather travel experiences, advices by attending the travel forum, asking questions to have answers instantly from people at the destination or any corner of world. They have already been engaged and interacted with the information channels and social virtual communities without any borderlines. The vast development of the buzz words such as Google, Facebook, video-sharing website YouTube, blogs and micro-blog such as Twitter are the most efficient evidences, considering as the heart of change in the communication channel and the virtual social life.

So that digital marketing in tourism business is going to be popular. There are a lot of definitions of understanding digital marketing. Some authors emphasize the role of the Internet in the application of e-marketing, while others perceive that term broadly, including the application of other ICT solutions. For better understanding this subject we analyzed the meaning of digital marketing in the different scientific researches that is possible to explore [11].

Analyzing different approaches to the definition of Internet marketing, we note

that there is no precise and concrete definition, scientists diverge in their interpretations and reduce their definitions to Internet advertising. Also, most authors are trying to circumvent the question of the formation of Internet marketing and definition of its subject area. The reason for this phenomenon may be that the practice is far ahead of the theory, and specifically define what is digital marketing as long as nobody can.

We can make conclusions that digital marketing is a collection of promotion tools in which digital channels are involved. It is not identical to internet marketing, because it includes such channels as television, radio and even outdoor advertising. But the most popular tools of such marketing are Internet marketing. Some scientists equate the concept of digital and Internet marketing.

According to the World Tourism Institution (2008) “the purpose of e-marketing is to exploit the Internet and other forms of electronic communication to communicate with target markets in the most cost-effective ways, and to enable joint working with partner organizations with which there is a common interest” [12].

Traditional Marketing involves collecting data through the process of market research and then analyzing the same to help understand the audiences better. The digital nature of the Internet technology provides a comprehensive and detailed insight into the characteristics of consumers and their behavior in the electronic environment. This information has transformed the way business decisions are being made. The impact of each and every marketing initiative can be studied in real-time along with being customized for each and every customer.

One of the main reasons of the success of digital marketing vs. traditional marketing is the fact that the former allows businesses to track user behavior in real-time. Every campaign launched digitally can be tracked in terms of its reach, engagement and conversion. This has given a whole new meaning to the marketing research to understand the needs of the customers like never before. Thus, the need to include digital marketing in the overall marketing strategy of the business will only contribute to the better achievement of the overall marketing and business goals by enabling brands to gain insights about consumer behaviors and better satisfy their needs.

The table 1.2 lists a few points that differentiate digital marketing and traditional

marketing.

Table 1.2

Difference between digital marketing from traditional marketing

Traditional Marketing	Digital marketing
communication is unidirectional, a business communicates about its services with a group of people;	communication is bidirectional; the customer also can ask queries or make suggestions about the business products and services;
medium of communication is generally phone calls, letters, and Emails;	medium of communication is mostly through social media websites, chat, and Email;
campaigning takes more time for designing, preparing, and launching;	there is always a fast way to develop an online campaign and carry out changes along its development;
it is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service;	the content is available for general public; it is then made to reach the specific audience by employing search engine techniques;
it is conventional way of marketing; best for reaching local audience;	it is best for reaching global audience;
it is difficult to measure the effectiveness of a campaign;	it is easier to measure the effectiveness of a campaign through analytics.

*Source: made by the author based on the data [13].

The rise of the Internet and the ongoing evolution of digital marketing have had a profound effect on the tourism industry to such an extent that it has become by far the most important tool for any travel and tourism business. At the same time, businesses need to realize that they have far less control than ever before, since consumer-generated content has become one of the most significant trends of all. Thanks to the global and highly accessible medium that is the modern Web, consumers are able to leave reviews, post comments on social media and spread word about their experiences to an extent that was never possible before. This trend is particularly important in the

travel and tourism industry, due to the fact that more and more people are turning to the Internet to find everything from destination guides to restaurant and hotel reviews.

There are some indicators that give digital marketers a significant advantage over traditional marketing, that it possible to find in the table 1.3.

Table 1.3

Digital marketing advantages

Advantages	Contents
informativeness	concentration of information in one place; it allows place not only a detailed description of the services, but also leave feedback to users. This is a very important element in forming a holistic view of a product for a potential buyer. The content of the site must be unique, so that it attracts interest from visitors;
high performance in comparison with traditional advertising	Internet advertising is cheaper, acts on certain groups of the target audience, which are often themselves interested in finding such information;
great coverage of the target audience	the continuous growth of the users of the Network and the absence of restrictions on the territorial principle make Internet advertising effective, because the order through the Internet can be made from anywhere in the world.

*Source: made by the author based on the data [14].

The Internet plays an important role not only during the planning stage of a holiday abroad, but also during the holiday itself. Because of ubiquity of mobile devices in the last few years, tourists use their smartphones or tablet computers while exploring their destinations and seeking out local venues and travel tips. When they return home, they'll likely leave reviews on popular websites such as tripadvisor.com and on various major booking engines such as lastminute.com or booking.com. In order for travel companies to hold on to existing customers and attract new ones, they need to work

tirelessly to build and preserve their reputations.

The adaptive process enabled by the digital technologies creates value in new ways in new digital environments. Travel companies enabled by digital technologies build foundational capabilities to create such value jointly for their customers and for themselves. Processes enabled by digital technologies create value through new customer experiences and through interactions among customers.

Digital marketing is enabled by a series of adaptive digital touch points encompassing the marketing activity, institutions, processes and customers. Significantly, the number of touch points is increasing by over 20% annually as more offline customers shift to digital technologies and “younger, digitally oriented consumers enter the ranks of buyers” [15].

Fortunately, now digital marketing is far more accessible and affordable than it was before, especially for small businesses, like travel agencies, that do not have enough funds to pay for professional Web development and marketing. New tools of digital marketing have made easy way for publishing and promoting content, but it requires a consistent and long-term commitment, thorough knowledge of the target audience and spark of creativity in order to stand out in an increasingly competitive market place.

Hospitality and tourism are one of the commercial enterprises that is most influenced by digital development. Transportation and convenience organizations are among the first ones to use digital marketing systems in their practices to connect with groups and ensure their clients have the most ideal far from home experience. With a specific end goal to perform well and increase upper hands, players in the travel business are continually searching for the most up to date and most prominent approaches to achieve their purchaser persona and tailor their offering to their targeted audience [16].

So that we can identify key touch points affected by digital technologies and propose a research framework that is inspired by the marketing process as well as by the marketing strategy process.

It is possible to see some statistics information about categories of tourist

products that are booked by digital technologies in the fig. 1.2.

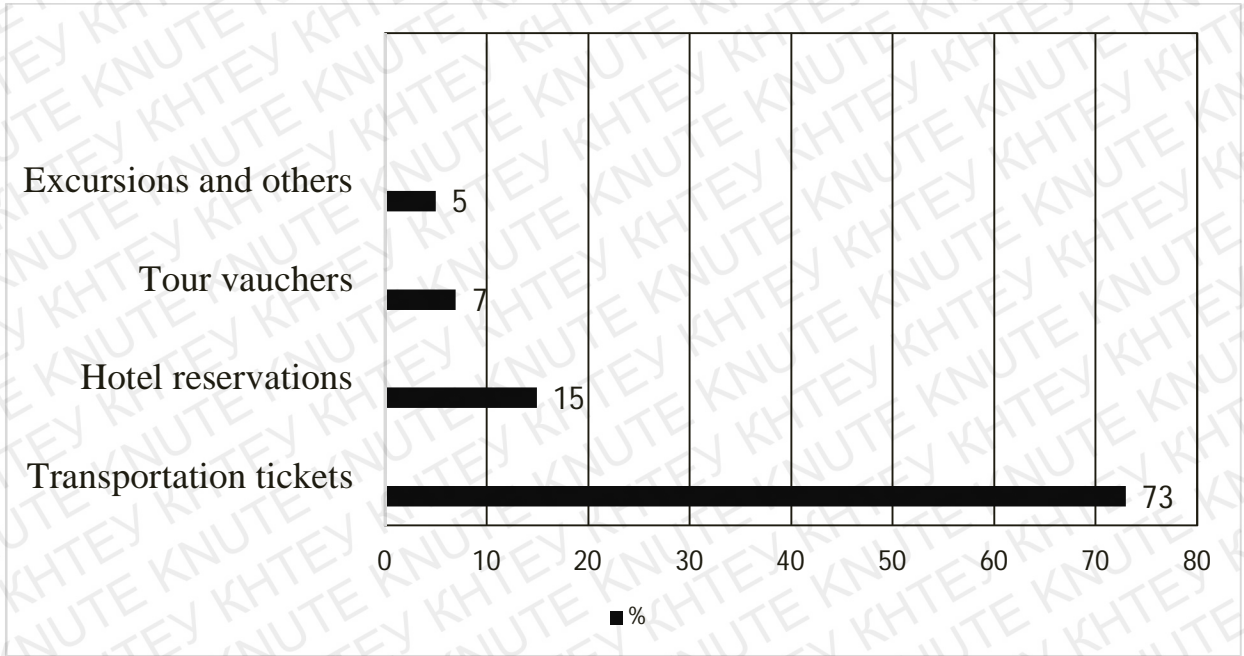


Fig.1.2. The number of tourists that use digital marketing in the process of buying tourism products, %

*Source: made by the author based on the data [17].

According to statistical information the cost of Internet advertising is more than 30% only 13.5% travel companies, although more than 80% of them use the same communication channel in their promotion complex. This can be explained, firstly, by the relatively lower cost of Internet advertising compared with traditional advertising on television, radio, etc., and secondly, the use of mostly "simple" types of informing internet advertising - banner, through its own website, etc. Only a small number of tourism companies are effectively using digital technology capabilities and include in their integrated marketing communications tools, digital marketing, including mobile Internet [18].

Of course, the use of multiple dissemination channels in one advertising campaign will improve the expected effect, so advertisers should use integrated marketing communications and plan an advertising campaign that includes not only traditional but also the most advanced Internet tools.

Table 1.4 shows us how traditional forms of marketing in tourism change as a result of the emergence of Internet marketing.

Table 1.4

Comparative table of traditional and internet marketing in tourism

Marketing activity	Traditional marketing	Internet marketing
advertising	preparation of printed, video or audio copies and the use of standard mass media information such as television, radio, newspapers and magazines;	creation of a broad information program and its passing on the company's website; purchase of the right to place their own brand on other sites;
customer service	customer service is carried out five times a week, eight hours a day in the office or by telephone;	customer service daily and round the clock; direct dialogue with clients through social networks; sending documents via e-mail;
sales	a bunch of potential buyers, a demonstration tourist product on behalf of the catalogs and booklets;	subscription to promotional offers in social networks and by e-mail;
marketing research	interviews with individual buyers and groups consumers survey by phone or by post;	use of special research groups for interviews, and questionnaires sent by e-mail and social networking;
reservation services	direct interaction with supplier's office services or telephone reservations;	reserving services using global automated booking and settlement systems through special Internet systems;
investigation of supplier's services	study of the quality of services through printed materials and expert evaluations;	investigation of offered services with the help of images, audio and video materials on various Internet portals. Study tourists reviews in such global networks as TripAdvisor, Booking.com, etc.

*Source: made by the author based on the data [19].

So that digital marketing in tourism area is a general term used to refer to targeted and interactive marketing of tourism services and goods using digital technologies to attract potential travelers and retain them as consumers. The main objectives of digital marketing are to promote the brand and increase sales through various methods. Digital marketing includes a large selection of marketing tactics to promote products, services and brands. In addition to mobile technologies, traditional TV and radio digital marketing techniques use the Internet as the main communication intermediary.

The benefits of digital marketing are wide-ranging, as growing digital marketing strategy can be useful both tourist and company interests. It is possible to see in the fig.1.3.

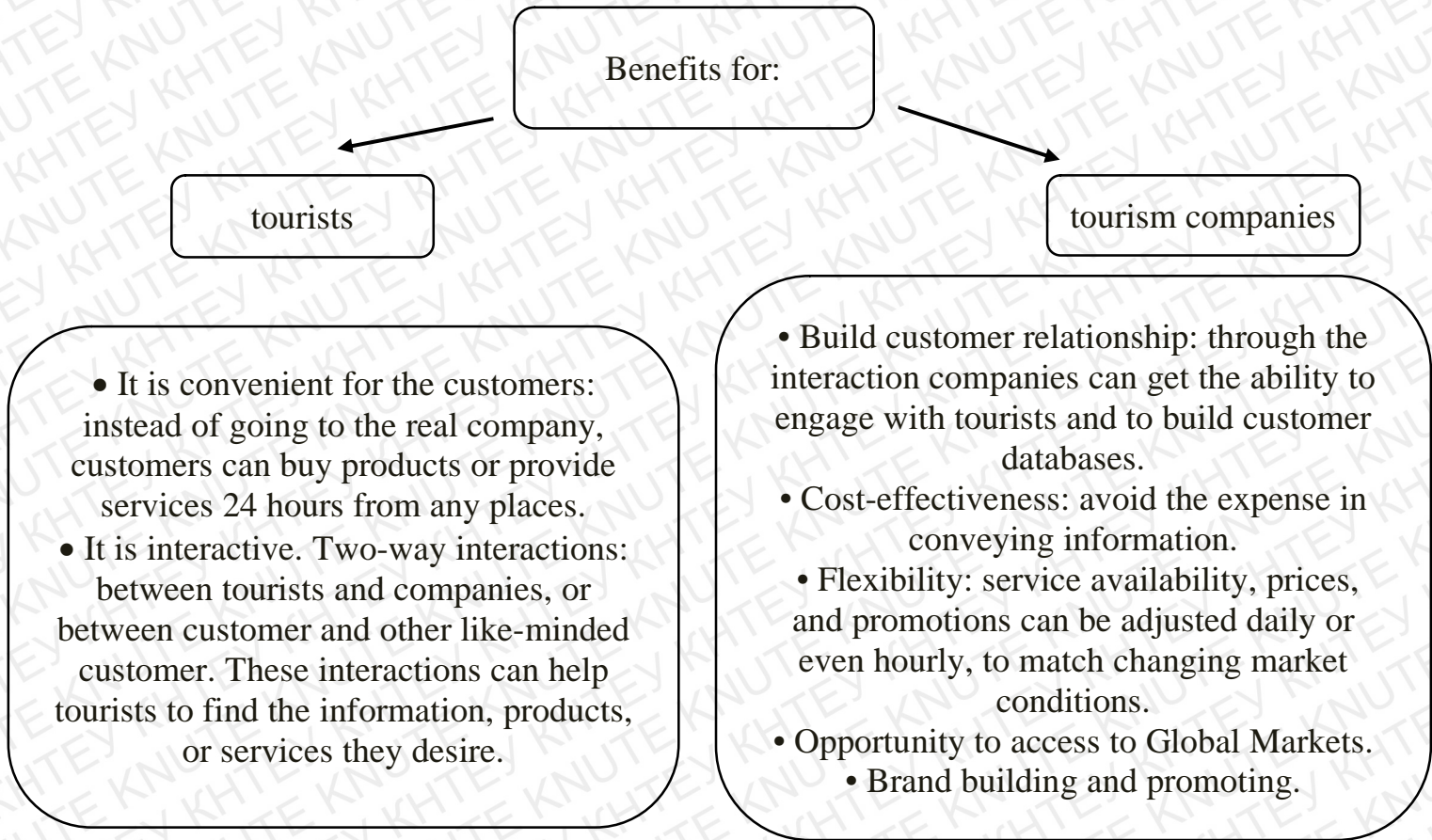


Fig.1.3. Benefits of digital marketing

*Source: made by the author based on the data [20].

1.2. Characteristic the main tools of digital marketing in tourism business

Nowadays it is the time of decline traditional advertising and constant growth of digital marketing tools. Magazines, newspapers, and other "classical" media are gradually losing interest to an advertiser who invests in new digital marketing tools. The long period of marketing development, especially its use in different countries, industries and enterprises has led to the emergence of its various types.

It is important take attention to the main sources of travel information, which are presented on the fig. 1.3.

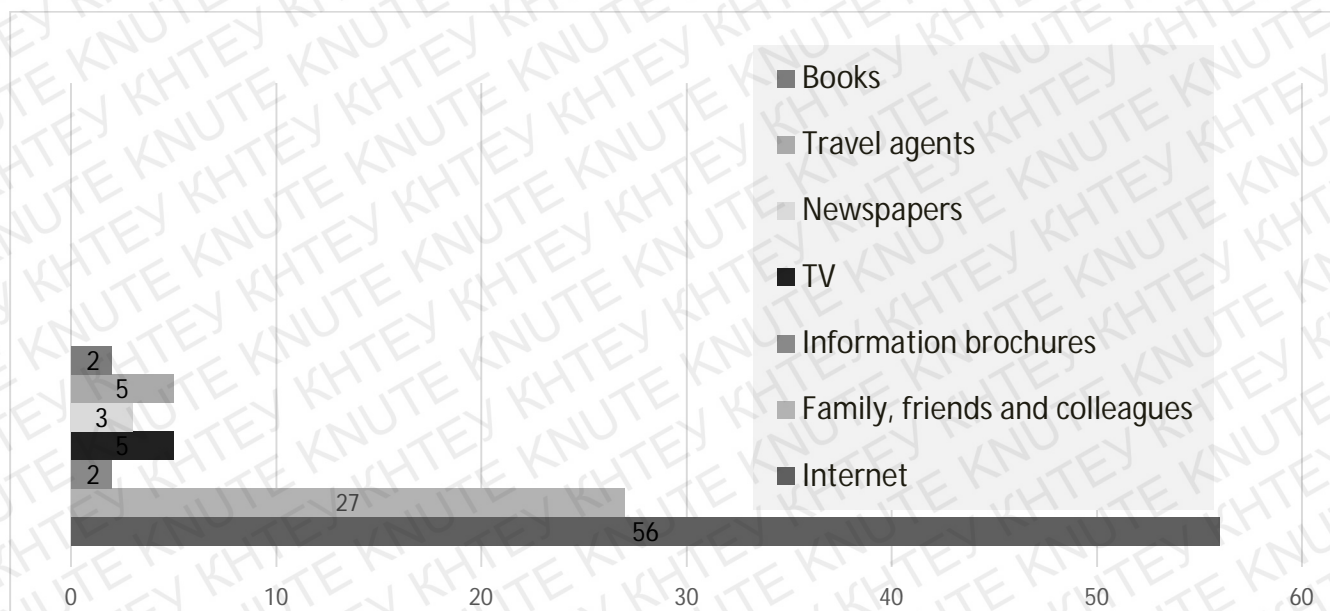


Fig.1.3. Sources of travel information

*Source: made by the author based on the data [21].

We should make conclusions that digital marketing sources are the most popular ways of information for tourists. Internet is the main tool of such travel information (56%), so that internet marketing tools are becoming more popular.

The analysis of trends and dynamics of the development of the media market in Ukraine for the period 2005-2015 showed high growth rates of Internet marketing in the media mix (in 2005 - 1%, in 2010 - 8 % and in 2017 - 22%), with a significant decrease in the share of TV advertising and advertising in the press. Together with media and contextual advertising, the share of Internet marketing in 2017 was 28% [22].

The key trends in the development of Internet marketing are the growing dominance in the structure of Internet marketing of banner and contextual advertising and a decrease in the share in the structure of PR news.

Marketing tools are the strategies and techniques used by companies for development and promotion of their goods and services. Marketing tools are more widely used by tourism companies that sell directly to the customer as compared to those that sell to businesses. Market research and analysis, and integrated marketing communication are the two most important marketing tools used by companies to

market their offerings of goods and services [23].

The short description of the main digital marketing tools in the tourism area is presented in the table 1.5.

Table 1.5

Digital marketing tools in the tourism industry

website	companies should design web sites in the way that express their purpose, products and vision; the web site that is attractive at first sight and interesting enough to encourage repeat visits;
social media	tourism companies are embracing social media because of their potential for engagement and collaboration with tourists; it makes relatively stronger results because of its ability to tightly target audience based on social media activity;
mobile marketing	mobile marketing becomes increasingly important. Smart phone using is growing among travelers particularly;
CRM	tourism businesses often have some form of booking system through which they capture customer details. CRM can help agents learn more about customers' needs, trends and preferences;
Internet ads and videos	with user-generated content sites such as You Tube, my space video and Google video, tourists and advertisers can upload ads and videos to be shared virally with millions of other people;
display ads	display ads are small, rectangular boxes containing text and perhaps a picture that companies pay to place on relevant web sites. If the audience is large, so that travel companies need more placement costs;
blogs	they are maintained by an individual with regular entries of commentary, descriptions of events or other materials such graphics or video;
email	they use only a fraction of the cost of direct mail campaign.

*Source: made by the author based on the data [24].

Just a few years ago SEO-promotion was quite enough for travel companies. However, more recently a new era has come to the Internet space – digital marketing.

The most popular forms of digital tools in the tourism business are:

- search promotion;
- contextual and teaser advertising;
- media and banner;
- promotion in social media and blogs;
- creation of mobile applications for smartphones, tablets and other media;
- viral advertising.

Internet marketing has evolved into digital marketing, which uses complex methods of online strategy, website development and mobile applications, creativity and copywriting, contextual advertising and SMM, as well as other interactive products [25].

Digital marketing is a vast subject, to make the digital marketing successful travel companies need to find the suitable marketing strategy. Then have to reach the real target market, and to take full advantage of online marketing.

In the digital marketing of tourism business there are a lot of tools. Some of them have become classic. From the point of view of the new communication environment, digital marketing tools can be used to solve problems in various components of the marketing mix.

In our opinion, digital marketing is a complex of all the measures that allow exploring and analyzing potential tourists and specific markets, conducting distribution and communicative policies on the use of modern Internet technologies. In other words, digital marketing is traditional marketing with the use of modern Internet technologies.

So that we need to analyze some of the most used digital marketing tools more detail. An important tool of digital marketing for each tourism company is the creation and development of its own web site. It can improve the economic performance, for example, increase sales, and improve the search for the target audience, that is, the relevant potential buyers.

Creating own website for tourism company, from the point of view of digital marketing, can take place in the following stages:

- determining the functions and tasks of the site;

- studying the target audience;
- making the structure of the web site;
- creating design and style (graphical representation of the site, which should be effective and spectacular);
- determining the navigation model, which should provide easy access to information component of the site;
- making information content and support (information available on the site);
- defining hosting (it is a place where the site will physically be placed) products [26].

Tour operators should remember that tourists are engaged with content of their website in different ways at different points along their customer journey. They need targeted approaches to different type of interactions in order to maximize conversation rates.

A good website should have all the services clearly listed down along with the relevant information. Adding high resolution images of various services being offered like hotel rooms, spa etc. will enable the users to take an informed decision. Users tend to read webpage as compartmentalized chunks of information by swiping their eyes from left to right, and then continue on down the page in an F-shaped pattern, skipping a lot of text in between.

The best strategy is to break up long articles into sections so that users can easily skim down the page. It is also important to ensure that there is enough breathing space around the various images, texts and buttons on the website.

A lot of websites open the price lists, menus and packages in a new window to avoid disrupting the current experience of the users. They must be built in a way that it allows the users to make a purchase without the need of any kind of assistance. It must be updated regularly keeping in view the changing customers' needs and preferences. After defining the goals and objectives of the site, structure and design is an extremely important place and, probably, 60% of success provides a selection of target audience and advertising. As for the target audience, its number on the Internet network increases with each passing day.

For the period of 2000-2016, the number of users of the World Wide Web has grown almost three and a half times, that is, in June 2016 their number was 453.1% compared to 2000. The most powerful Internet users in relation to the total population of Europe are Germany, Russia, Great Britain, and Turkey. Ukraine ranks the 9th place in the list, with more than 15 million users [27].

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click listings. SEO is the use of techniques to increase the website traffic [28].

By using the appropriate keywords in the content of the company website, the search engines will display the website on the top of the search results when a reach of a certain topic is made, and more traffic can be obtained. Search engines can be divided into 2 different types: primary, secondary search engine that are analyzed in the table 1.6.

Table 1.6

Types of search engine

Type	characteristics
primary search engine (major)	it is the type of search engines which is commonly known by people such as Yahoo! Google, and MSN. Primary search engine will bring majority of the traffic to the website of company;
secondary search engines	there are the search engines with general content but targeted at smaller, more specific audiences. Secondary search engines are useful for regional and more narrowly focused searches to generate valuable traffic. The ranking of search results will vary in the way from one to another.

*Source: made by the author based on the data [29].

In addition to technical details of SEO, travel companies should focus on building attractive content around relevant topics. They must remember that the main goal of marketing efforts is to engage, inspire and connect with audience. The more satisfied the site visitors are with content, the longer they stay & the more often they visit.

Tour operators should keep their visitors happy: make a great first impression (home page & the rest of the site); minimize frictions & roadblocks (e.g. page load speed, broken links); offer clear calls-to-action.

One of the most important tools in digital marketing is advertising. Internet marketing as well as classic marketing consists of analysis of demand and advertising. Online demand analysis is a collection of statistics for the purpose of determining the purchasing power of the target audience. Advertising on the Internet gives the consumer the opportunity to get the necessary information at any time. It is much more economical than other type's products [30].

Advertising on the Internet is a series of activities aimed at promoting an online resource or product, the information about which contains an online resource, in the global network and includes such an arsenal of tools:

- contextual advertising;
- media advertising;
- banner advertising;
- interactive advertising;
- e-mail marketing;
- virtual marketing;
- hidden marketing.

Some of the digital marketing tools should be analyzed more detail. We should notice that use of contextual advertising in tourism industry is considered a promotion tool, but it has a number of technical features: it is necessary to determine the keywords as accurately as possible, constant geotargeting of queries and keywords is required an operative specification of time and target audience for a particular request is necessary.

The main features of different type of marketing advertising are described in the table 1.7.

Table 1.7

The main features of digital marketing tools in the tourism industry

Tools	The main features
site registration on the largest servers	the advertiser's task is to have the page appear in the first rows of keyword search results relevant to his site;
contextual advertising	the advertiser "buys" certain keywords in the search engine. For example, a travel company can buy the word "resort", "hotel", "tour". When searching, which query contains one of these key words. The user, besides links to the pages, will see the corresponding advertisement of this travel agency;
banner advertising	The banner is a rectangular graphic, located on the publisher's web server page, has a hyperlink on the website of the advertiser firm. The principle of this type of advertising is that a particular company displays banner ads on the web pages of its site;
E-mail	It is widely used in the tourism industry, along with other Internet technologies. For e-mail can be used as their own electronic databases of tourist organizations, as well as the possibility of mass mailing through specialized organizations, in this case, the addressee, as a rule, is directly potential clients;
advertising through social networks	Target advertising in social networks is now one of the main types of advertising on the Internet. Ability to display advertisements is available in any large social network.

*Source: made by the author based on the data [31].

Contextual advertising has a number of advantages that determine its effectiveness - an instant result in the implementation; low time costs for developing an advertising strategy; multifunctional time-based irrigation, target audience and regions; the ability to predict the cost of contextual advertising due to transparency of tariffs and prices for advertising and site visits.

Banner advertising loses popularity, as the Internet continues to evolve, and other, more effective methods of attracting clients for business come to its place. In e-commerce, even market leaders are not particularly active in this type of advertising. But it's still profitable to use in conjunction with PPC and remarketing. It also definitely remains a useful tool for improving brand awareness.

Email Marketing is promoting the company's products to a known database of existing and potential customers via email. It is becoming an essential, integral part of online marketing and it has become an accepted method of communication for both consumers and businesses. Compare to the traditional direct mail, E-mail offers more practical benefits. Firstly, it takes lower cost, which means it is possible to send more, better targeted, to more audience, and this can help the company to reach more traffic. Secondly, in order to keep the customers to visit back, E-mail can be used to send reminders about a sales promotion or messages about offer to the customers. Finally, email is a two-way communication: customers can give the feedback to the company. Meanwhile, companies can improve the strategy to satisfy the customers. E-mail can be seen as a communication tool that gives more options for converting the audience to action [32].

A powerful marketing channel for online commerce may become e-mail if used properly. Email Marketing is an online version of the traditional postal mailing. Companies can use it to enhance brand recognition and find new customers. Unlike traditional mail, the impact of which is difficult to trace, its electronic version allows companies to see who opens their "boxes" and which messages lead to sales. Email client is a zone without any distractions.

Statistics show that in attracting new customers, Email Profit Earnings is 40 times more efficient than Facebook or Twitter. E-mail stimulates more conversions than any other marketing channel, including search and social networks. In addition, Email marketing is quite cheap. Tourism companies just need a service provider and content to send subscribers.

Despite the fact that to some extent e-mail represents an outdated environment, the technical way of using e-mail marketing, makes it even more effective. Excellent

tools for optimizing marketing and improving the effectiveness of campaigns can serve: email automation, ability to segment and create personalized content, A/B testing. Additional statistics suggest that the association of Email marketing with social advertising increases the likelihood of purchasing by 22% [28].

Sending well-known messages is not enough to attract attention. Customers need the right kind of email. They need individual offers, because they want to feel closer to brands. But there is no single point of view or solution when it comes to e-mail software. Budget, performance requirements and personal preferences play an important role in defining an ideal option.

The above-listed tools and technologies for the promotion of travel companies have a major role in digital marketing, but they give way to innovative technologies - SMM marketing, mobile and video advertising.

Social Media is a new marketing tool that allows you to get to know your customers and prospects in ways that were previously not possible. This information and knowledge must be paid for with output of respect, trustworthiness, and honesty. Most of relevant social media platforms for a tourism business include the following: Facebook, Instagram, Twitter, LinkedIn, YouTube [33].

Presence on these platforms is not just about promoting the latest packages and facilities; it is much more than that. A user will not avail the services on a daily basis so it is essential that a business becomes a part of the conversation users are having on these platforms. Focusing on posting content which adds value to the audiences' lives will help improve the engagement rate.

We should take to attention such interesting fact that there are 6.8 billion people on the planet; only 3.5 billion uses a toothbrush, while 4 billion of them own a mobile phone, most of which are smartphones. The website, app, updates on social media, emails, SEO or any other aspect of digital marketing, being mobile-friendly is a prerequisite in today's times.

Facebook, Instagram, Twitter and other well-known social networks should be viewed as social Internet sites with the ability to display Internet advertising to a wide range of people. The high popularity of social networks has given force to the

development of SMM-marketing, turning it into one of the most demanded tools of Internet marketing. Applications of social networks are improved to full-fledged marketing tools.

The most actively used tools in the tourism business include the creation and promotion of thematic communities; promotion of content in narrow-thematic social networks; advancement through mobile applications in social networks; integration of the company's website with social networks; creating your own hashtags; maintenance and promotion of corporate blogs with SMO-optimization; conducting webinars and interactive consulting in Skype; creation and distribution of widgets and promo applications. Many researchers of SMM-marketing adhere to the positions that the conversion from social networks is much higher than from other means of Internet marketing, however, according to the research of the advertising agency Monetate, the depth of visitors' viewing by e-mail and search engines is 9.02, while at social networks - 4,6 [34].

It is due to certain mistrust of Internet users to social networks as to unreliable sources of information. It's unsurprising that most tourism companies have a strong presence on Instagram – it's a trend that's seen across the entire travel industry. However, it is a great way for tourism boards in particular to establish themselves as a standout brand, using the platform to increase visibility and awareness. Whereas Twitter or Facebook might create a more passive user experience, an increasing number of people are using Instagram to search for inspiration. Tourism boards are able to capitalize on this, delivering stunning and inspiring imagery based on destination-interest.

Video advertising is also one of the most common and popular types of online advertising, but at the same time one of the most expensive. Large travel companies resort not only to advertising on TV, but also to creating their own channels on popular video resources, such as YouTube, Vimeo, etc. The effectiveness of advertising on video resources is determined by the number of video views that is displayed in statistics of the video. However, modern technologies of Internet marketing and analytics provide an opportunity to investigate the behavior of subscribers of the

channel in detail by assessing the audience's involvement and the number of effective views.

The rising trend of smartphones and tablets among users has turned out to be a boon for the online travel industry. By the year 2019, the global sale through mobile is anticipated to see an increase of 40% CAGR which will bring it to about \$350 billion. Until now, customers are using mobiles and tablets only for searching about the travel products but they don't finalize the transaction on mobile. Travel companies are going to modify their mobile experience and make it more convenient for the users to book their travel package through smartphones [35].

Not only for booking their products, users are also looking forward to a continuous travel companion. They need good after-sales service and they might also want to book a package while being on a tour. So that to make it, mobile agents will be more tech-savvy in the future, or to be more precise, mobile-savvy. The travel agencies are expected to become Mobile Travel Agencies (MTA) in the future. Over all these years, technology has given a whole new way of travelling.

We should analyze a research made by Expedia in October of 2014. It has shown that 94% of leisure travelers travel with a smartphone, with 97% of business travelers bringing at least one device on every trip. Mobile devices effectively serve as a concierge, guide and companion for travelers, who rely on smartphones and other mobile devices at every stage of their journey [36].

Dara Khosrowshahi, CEO of Expedia, said: "Travelers are not only researching and booking trips on mobile, but they're also complimenting their food, complaining to providers and capturing every trip detail". This is the new normal when it comes to travel". Smartphones are used at every stage in the travel process: from initial inspiration and research, through to purchases and bookings, and used increasingly during the travel experience as well as following the trip. The statistics data highlights the differences between Millennials and consumers over 35 years of age [31].

Below is a summary of the most interesting data:

— 66% of millennials use their smartphones to buy a plane ticket and 27% to book a hotel room;

- 66% of millennials expect to find the information they are looking for on flights and hotels;
- regardless of the type of device used;
- 2/3 of millennials plan their trips on mobile devices.

From the survey data we can conclude that it is absolutely necessary for tourism companies to plan a mobile marketing strategy in order to reach new market shares; as well as acquire compatible tools with traveler habits, such as a website and a responsive booking engine.

Information is a necessity to the travelers. Tourists need information to aid planning before they embark on a trip or purchase a vacation. As no refund is typically available for bad service, or a bad vacation, consumers face a significant risk.

Today, we all have desktop computers; laptops, mobile devices and etc, and have easy access to information for all aspects of the tourist industry from accommodation, travel, to food and activities, effective digital marketing is the best way to reach a large audience in a quick way at a lower cost. With the help of different digital marketing channels, more and more customers are being served online especially via tablet devices and smartphones. Travel online marketing can go viral for any given audience with the help of article, audio, email, and video.

1.3. Stages of implementation digital marketing mechanism in tourism business

In the scientific literature, there are several views on the etymology of the definition of "marketing". Most experts argue that it comes from the English "market", which literally means the market. Another, also a rather widespread view, suggests that marketing comes from the phrase "market gain", which in literal translation means "gaining market". Russian authors O. Ilyn, and O. Kukharchuk argue that the word marketing comes from the verb "to market", which means to trade, to offer for sale. Therefore, in the direct translation of the English word "marketing", trade matters. To date, there are many views on marketing [37].

The classic definition of marketing by Philip Kotler is "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" [38].

In a competitive market environment, each firm uses certain marketing tools to successfully operate, meet market demand and achieve profitability. The marketing system is a complex system, which includes a wide range of programs for the creation, management and implementation of the most effective business activities in the market. The focus of marketing depends on the type of firm (tour operator, travel agent) and is based on a list of issues that need to be addressed in the near future and in the long run.

One of the theoreticians of modern management Peter Drucker defined the goal of marketing: "The purpose of marketing is to make sales permanent. The purpose is know and understand customers so well that the product or service is suitable for them and sold themselves" [34].

This means that the advertising and promotion of goods and services should be part of the system, which is aimed at satisfying the needs of customers. Advertising and promotion will achieve maximum efficiency in the event that customers' needs and interests are first defined and then products and services available to them at a price will be offered. Marketing as an independent sphere of activity and science stands out at the turn of the nineteenth and twentieth centuries. His appearance was conditioned by the formation of market relations and the intensification of competition.

The main reason for the allocation of tourism marketing has been the rapid development of tourism, which in many countries of the world has become an important branch of the national economy, and in some - the main source of income.

Other factors of the emergence and development of tourist marketing:

- raising the standard of living of the population and the availability of tourist services to the population;
- the development of transport communications contributes to the expansion of geography of travel and the development of international tourism;
- the flourishing of international political, economic and cultural relations contributes to the formation of business tourism, travel for official purposes;

— the processes of globalization, which made it easier to travel around the world.

It should be noted that the development of marketing in tourism was not autonomous. The theory and practice of tourism marketing have been largely taken from the experience of industrial marketing. Therefore, we can assume that tourism marketing is only one of the sub-themes of marketing.

The first research in the field of tourist marketing appeared in Europe in the 50's of the twentieth century. Teaching discipline "Marketing in Tourism" was founded in 1959 at the University, Bern, Switzerland [41].

Marketing in the tourism industry is designed to identify the needs of tourists, to create attractive tourist services for them, to familiarize potential tourists with tourist products available to them, to inform them about the place where these services can be purchased. As the practice of marketing activities of the leading travel agencies of the world has shown, it is advisable to follow the standard sequence of seven marketing events, called "Seven P of tourism product".

It is possible to see the main difference between marketing and digital marketing on the fig. 1.4.

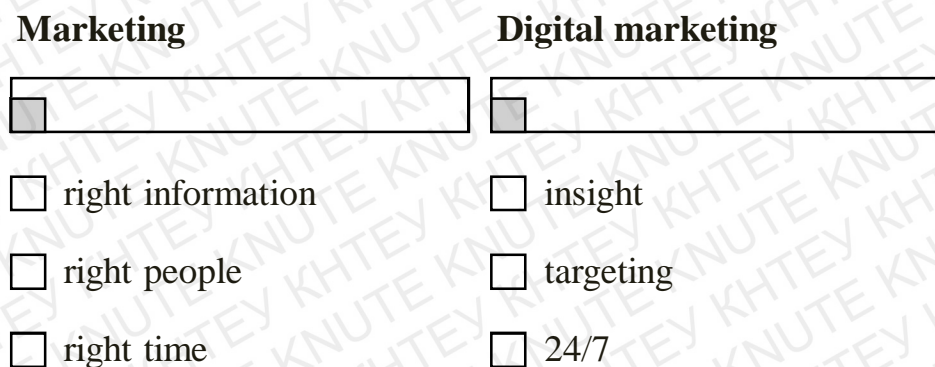


Fig.1.4. Difference between marketing and digital marketing

*Source: made by the author based on the data [42].

Modern understanding of marketing as a system and functions of management of a tourism enterprise occurs in the 80 years of the twentieth century. Tourist marketing was considered as a set of methods and techniques developed for the study, analysis and solving of tasks, taking into attention psychological and social factors, as well as latent needs of consumers [43].

During this period, there is a significant increase in the impact on the market of environmental advocates and consumers' rights protection, which leads to increased responsibility of market participants for the social and environmental environment and the emergence of social and ethical marketing. The main functions of the tourist enterprise are subject to the needs of the market, are guided by it and focus on the marketing concept.

According to the studies of LM Shulgin, in Ukraine in the post-Soviet period of the formation of marketing activities of tourist enterprises, four main stages took place (Appendix E) [35].

Travel and tourism products are ideal for marketing in the Internet. This is because tourism is an information-intensive industry and the Internet is the most effective and efficient means in information exchange worldwide. The Net can greatly facilitate the promotion and distribution of tourist products and potentially enable tourism destinations and enterprises to compete on a level playing field.

Tourism is very information-intensive and information is often dubbed the "life-blood" or "cement" of the industry which holds together the different producers within the travel industry - airlines, tour operators, travel agencies, attractions, car rental, cruise lines, and other supplies. "In few other areas of activity are the generation, gathering, processing, application and communication of information as important for day-to-day operations as they are for the travel and tourism industry" [44].

The Internet is more than automating online business transactions; it can provide a vast amount of information which was previously unavailable. Marketing is essentially an information-processing activity which links an organization to the external environment in which it operates. The Internet is extremely useful in build a customer information database, it is easy to gather systematic data about all users who visited the company's web site. This information can be used to identify prospects, understand customer needs and customize resources to give greater levels of service to customers.

A database of online transaction histories can be the primary marketing resource of tourism companies, determining what kind of travel products they can deliver, what

market segments they serve best, and what is the lifetime value of each tourists.

As we can clearly see the marketing concepts have in the course of time been changing from product concept to the present internet marketing concept. The table 1.8 shows the changes in the marketing process through the application of IT from 1930 to the present.

Table 1.8

Changes in internet marketing concept

Period	Marketing	Orientation	Information Technology
Pre1930	Production and Product Concepts	product, product characteristics and product application	limited application of mechanization
1930 – 1950	Sales concept	transaction and product values	mechanization of the process and production. For transaction processing administration and market research. Limited application with communication
1950 – 1980	Marketing concept	communications to the market, product values (brands), transactions	loyalty concepts, application with direct communication
1980 – 2008	Strategic marketing concept	target groups, buyer's behavior and needs. Realizing the competitive advantages and building relationships	application of the Internet and CRM
2008 - present relationship	Integral/Internet marketing concept Relationship Concept	development interactivity based on individual customer needs and wishes	Interactivity and the Internet. Tracking and tracing, location based services, 'near field communication' and development of communities and 'social networks' as communication platform

*Source: made by the author based on the data [45].

Agreeing with the proposed periodization of the introduction of marketing into the activities of domestic tourist enterprises, we note that, in our opinion, starting from 2005, after the above-mentioned stages, the stage "Formation of stable relations with

other market participants" has come to the fore. Its main characteristic is the use of marketing in order to establish long-term business relations with other participants of the tourist market. There is a significant expansion of the range of tourist services, which are accompanied by the introduction of innovations in marketing commodity policies and lead to the development of individual tours.

By searching other web sites, a company can get valuable information about market demand, supply, competition and economic, demographic, legislation and technological changes in the domestic and international markets.

The digital industry in tourism area is undergoing a period of rapid change. When rapid change occurs in any industry, marketing innovation becomes a necessity. Digital companies need to innovate is driven primarily by marketing technologies that are simultaneously empowering customers, creating new types of competition and new weapons for existing competition, as well as bringing into question the relevance of traditional relationships between customer and retailer. In some cases, these factors have combined to create a platform where the ongoing existence of long-established retail brands is in doubt unless rapid marketing innovation takes place.

The first e-commerce systems in their simplest form appeared in the 1960s in the United States and were used primarily by transport companies to book tickets and exchange information between transport services prior to flight preparations. Until recently, e-commerce in Ukraine was not widespread, but in recent years it has become increasingly evolving. One of the key elements of such a commerce is Internet marketing, which is developing with the advent of e-commerce. At this stage, it's almost impossible to develop an enterprise without providing information on the Internet [34].

Having a clearly defined and collaborative digital strategy is crucial to unlocking the online growth. This is why getting online marketing strategy right - from setting SMART objectives, to effective brand positioning, right through to adopting a strategic multichannel approach - is so crucial. Modern understanding of marketing as a system and functions of management of a tourism enterprise occurs in the end of the 20th century. Tourist marketing was considered as a set of methods developed for the study, analysis and solving of tasks, taking into attention psychological and social factors, as

well as latent needs of consumers [46].

During this period, there is a significant increase in the impact on the market of environmental advocates and consumers' rights protection, which leads to increased responsibility of market participants for the social and environmental environment and the emergence of social and ethical marketing. The main functions of the tourist enterprise are subject to the needs of the market, are guided by it and focus on the marketing concept.

Marketing innovations exist both in the front-end of the digital retail operation, through what is visible to customers (in order to create sustained customer preference), as well as in the back-end (to increase productivity, efficiency, and achieve a faster time to market). The main aim of marketing innovation in digital area at the front-end is to improve customers' quality of life in their shopping process. This means that marketing innovations devised by putting the customer in the center (so-called "customer centricity"). Innovation through substantially reducing customers' efforts is based on the idea that, if the retail firm makes the online shopping experience much easier and more comfortable, customers will return to the chain's shops [47].

Digital retailers have a stronger need to innovate than others do. The need to innovate will be a product of customer expectations, competitive forces, other external factors and the changing role of the retail industry as they apply to your specific business.

Conclusions to Part 1

Digital marketing has had a colossal effect on basically every significant industry over the world, and the matter of tourism and hospitality has procured the prizes maybe and additionally some other business wander. Tourism depends intensely on the utilization of informal exchange to spread opinions and proposals, and social platforms, for example, Twitter and Facebook permit clients to effectively share tips and recommendations, which can be gigantically significant when positive.

Tourism is one of the industries that is most influenced by digital development. With a specific end goal to perform well and increase upper hands, players in the travel business are continually searching for the most up to date and most prominent approaches to achieve their purchaser persona and tailor their offering to their targeted audience.

Analyzing different approaches to the definition of Internet marketing, we note that there is no precise and concrete definition, scientists diverge in their interpretations and reduce their definitions to Internet advertising. Also, most authors are trying to circumvent the question of the formation of Internet marketing and definition of its subject area. The reason for this phenomenon may be that the practice is far ahead of the theory, and specifically define what is digital marketing as long as nobody can.

We can make conclusions that digital marketing is a collection of promotion tools in which digital channels are involved. It is not identical to internet marketing, because it includes such channels as television, radio and even outdoor advertising. But the most popular tools of such marketing are Internet marketing. Some scientists equate the concept of digital and Internet marketing.

Digital marketing is a vast subject, to make the digital marketing successful travel companies need to find the suitable marketing strategy. Then have to reach the real target market, and to take full advantage of online marketing. In the digital marketing of tourism business there are a lot of tools. Some of them have become classic. From the point of view of the new communication environment, digital marketing tools can be used to solve problems in various components of the marketing mix.

PART 2

THE ANALYSIS OF EFFICIENCY OF USING DIGITAL MARKETING BY TOUR OPERATOR “ORBITA”

2.1. Characteristic of marketing environment of the tour operator

The company "Orbita" is a tour operator, working in the field of tourism since 1994. Legal address: 03150, Kiev, Dilova str., 6, of. 1. Form of ownership - limited liability company (Appendix F).

Operating mode: Monday - Friday: 09:30 to 18:30, Saturday: 10:00 to 15:00. Phones: +380445311311, +380445370101; Fax: +380442893568. Official site: <https://orbita.ua>. The activity of the company "Orbita" is regulated by the Law of Ukraine "On Enterprises", the Law of Ukraine "On Tourism", the statute, the Corporate Notebook, as well as other normative documents and legislative acts. "Orbita" is an independent economic object with the rights and duties of a legal entity [48].

"Orbita" company offers seaside, sightseeing and mountain-skiing holidays to such tourism destinations: Turkey, Egypt, Bulgaria, Spain, the Czech Republic, Austria, Poland, Germany, Italy, Croatia, Montenegro, Greece and others (Appendix G).

It also has own charters to Montenegro. So that "Orbita" works as tour operator, selling package tours and air tickets to Montenegro to travel agents. This company has the right to engage in economic activity, based on its goals and objectives, to be responsible for its own responsibilities, and maintains financial reporting.

"Orbita" has an obligation to conclude with each tourist on behalf of others partner tour operators an agreement on the provision of tourist services regardless of the type of travel chosen by the tourist. The agreement must contain information about the tour operator, sufficient for its identification, in particular, the name, EDRPOU code, location, license number, telephone. An example of an agreement on the provision of tourist services is provided on the tour operator's website [49].

To analyze the current situation regarding the activities of the company (economic, financial and marketing) and assess the effectiveness of the tour operator, it

is necessary to analyze the production and economic activity by the main indicators: the dynamics of revenues from sales of products, the level of cost of production, gross profit, profitability of the enterprise and net profit his activities. The dynamics of indicators of production and economic activity of LLC "Orbita" for 2014 -2017 is shown in the table. 2.1.

Table 2.1

Financial and economic indicators of the tour operator "Orbita" in dynamic for 2015-2017, thousand UAH

Indexes	Years			Growth rates, %	
	2015	2016	2017	2016/2015	2017/2016
Income (revenue) from the sale of services	956,7	866,4	894,3	-9,5	3,2
Indirect taxes and other deductions from income	95,7	86,6	89,4	-9,5	3,2
Net income (revenue)	861,0	779,8	804,9	-9,4	3,2
Other operating income	215,3	195,0	201,2	-9,4	3,1
Total net income	1076,3	974,8	1006,1	-9,4	3,2
Cost of sold services	443,1	331,5	315,6	-25	-4,8
Other operating expenses	286,9	402,4	403,9	40,3	0,4
Total cost	730,0	733,9	719,5	0,5	-2,0
Financial result before taxes	346,0	240,9	286,6	30,4	19,0
Income tax	65,7	43,4	51,6	-33,9	18,9
Net profit (loss)	280,3	197,5	235,0	-29,5	19,0

*Source: made by the author based on the data [48].

Comparing the data in table 2.1, we can conclude that 2015 was the most successful in the period from 2015 to 2017. Income from the sale of tourist services

amounted to 956.7 thousand UAH, and the amount of net income exceeded the threshold of one million UAH. At the same time, a fairly significant share of expenses was spent - 730 thousand UAH. As for the net profit indicator, its volume amounted to 280, 3 thousand UAH. The next, 2016, was characterized by a decline in the level of all indicators of financial and economic activity. Revenue from the sale of tourist services decreased in 9.5%. Indicators such as net income and other operating income decreased in 9.4% each. At the same time, the volume of expenses increased by 0.5%. Thus, the amount of net profit decreased and amounted to only 197.5 thousand UAH, which is 29.5% less than in 2015.

As far as 2017, we can observe mainly a positive tendency towards changing indicators. For example, comparing the level of income from the sale of tourism services, we can conclude that its increase by 3.2%. It is worthwhile to note that in general, the yields increased in the same proportion - by 3,2% each. It is also quite positive that there was a decrease in spending by 2%. Thus, net profit amounted to UAH 235 thousand, which is 19% more than in the previous year.

Tour operator "Orbita" was created with the purpose of receiving profit from economic activity. It aimed to satisfying demand on the market of tourism services for realization on the basis of social and economic interests of founders and employees.

The accounting of incomes and expenses and business operations given by the tour operator is carried out in a special accounting book, because enterprises whose incomes are subject to taxation on the basis of income declarations are obliged: to keep records of the income and expenses incurred by them during the calendar year related to receiving these revenues.

The site <https://orbita.ua> presents a catalog of actual tours, anyone can receive an e-mail hot offers and payment is made by Visa/MasterCard without a commission. The agreement is executed at the time of payment. If payment is made from 9.00 to 18.00, the voucher, insurance and tickets will be received by the client on the day of payment [48].

Data on the state of assets of the company "Orbita" for 2015-2017 are presented in the table 2.2.

Table 2.2

The dynamics of assets of the tour operator "Orbita" in accordance to the main technical and economic indicators for 2015-2017 (thousand UAH)

Indexes	Years			Growth rates, %	
	2015	2016	2017	2016/2015	2017/2016
Equity	36,8	29,0	35,7	-21,2	23,1
Share capital	30,2	30,2	30,2	0	0
Non-current assets	-	-	-	-	-
Current assets	2933,2	2818,0	3189,2	-3,93	13,2

*Source: made by the author based on the data [33].

The company's own capital, unlike the statutory, each year had a different peculiarity of change. In 2016, its volume decreased by 21.2%. The following year, its growth was 23.1% and amounted to 35.7 thousand UAH. Regarding the authorized capital, it remained unchanged during the analyzed period and amounted to 30.2 thousand. Current assets had the same tendency to change as equity: in 2016, the index fell by 3.93%, and in 2017, by contrast, was characterized by an increase of 13.2%.

Consequently, after analyzing the organizational and economic characteristics of the tour operator "Orbita", we can conclude that the company does not fully comply with all requirements regarding the subjects of economic activity. They do not specify all necessary and legally specified information regarding its activities.

Describing the financial and economic and technical and economic indicators, we can observe the same trend of their change: in the period from 2015 to 2017 there was a general decrease of all the above indicators, and in the period from 2016 to 2017, on the contrary, we observe a positive rate of sprout. The reasons for such changes can be both economic and social factors. The first group includes the general economic and political situation in Ukraine, which greatly influenced the functioning of tourism enterprises. The second group can include such an event as a change in the leadership of the tour

operator "Orbita" and reorganization of the organizational structure of the enterprise.

The main profile of the tour operator is outbound tourism. The main consumers are individuals and legal entities. Consumers - users of services with different income levels. Company characterized by strategy of differentiated marketing, deserved justified customer confidence. Tour operator "Orbita" for each of the segments makes a separate offer that allows her to offer services in accordance with requests, to more accurately determine the capacity of the market, to carry out advertising.

In terms of market segmentation, clients of the company can be divided into two markets: the market of organizations and the market of individuals. Revenue structure by target segment: private market - 86%; organizational market - 14%.

The main services of tour operator "Orbita" are:

- making package tours to Montenegro and selling them to travel agents;
- provide services of purchasing package tours for tourists;
- tourist assistance with travel documents, visas;
- provision of airline tickets;
- individual approach to organization of corporate tours and gradual quality control of travel services;
- organization of corporate trips, conferences, seminars and trainings;
- registration of collective business tours;
- providing information to customers about promotions and discounts;
- flexible system of mutual settlements.

Additional services include: tourist insurance services. The reason for providing services to the tourists is an agreement on travel services, which is concluded between the tour operator "Orbita" and the tourist. Before assigning this contract, the company should give the necessary information about formalities and customs of the host country, as well as other information about the forthcoming tour.

Currently, tour operator "Orbita" has 25 employees. Each employee performs the authority approved by the management of the company and receives monthly salary. The names of employees of the company and their contact information it is possible to see on the web-site (Appendix H).

It is possible to analyze the structure of the tour operator "Orbita" that is shown on the fig.2.1.

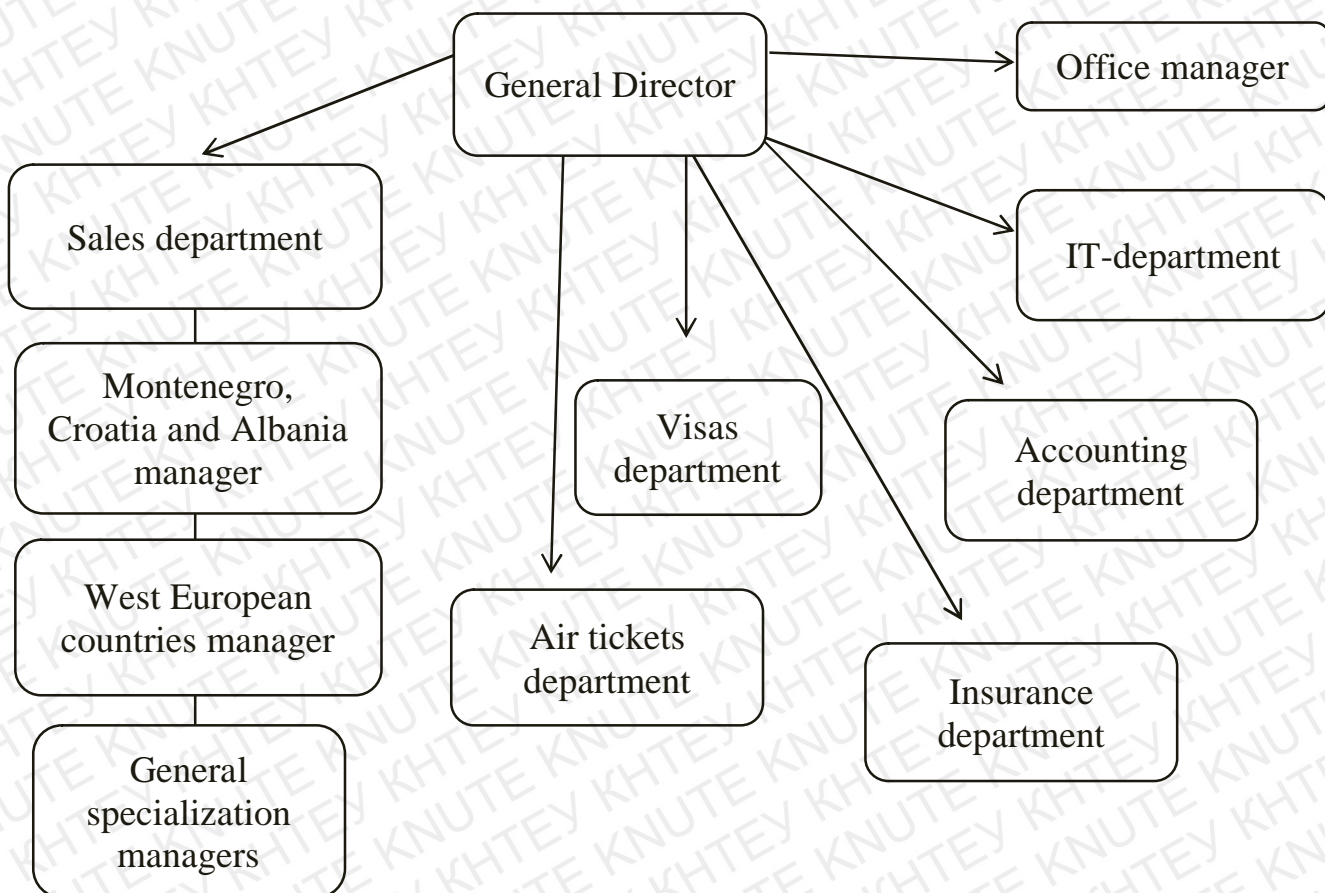


Fig.2.1. Structure of the tour operator "Orbita"

*Source: made by the author based on the data [48].

In the organization structure of the "Orbita" there is no position of HR-department; the personnel are approved by the general director. Searching for potential employees and preparing their documents are made by office manager.

It is important to notice that the tour operator don't have marketing department, unfortunately. Marketing activity is made by IT-manager, office manager and a little bit by sales managers. Responsible for web-site promotion is Timchenko Alexander.

Company has own premises, furnished with office furniture. The office of tour operator is comfortable.

Tour operator "Orbita" meets market requirements and tourists needs. To do this, it has:

— internet;

- CRM-program for managing the client base of tour operator "Orbita";
- online search systems, booking tours, descriptions of countries, hotels;
- printers,
- telephones and fax;
- travel catalogs by different countries.

We should analyze marketing environment of the tour operator "Orbita" for better understanding marketing activity of the company. Certainly, the company activity depends on the company's skills and decisions, staff's qualification, price policy, suppliers and intermediaries which work with a tourism company. But also, we are sure, for successful activity of tour operator "Orbita" it's important to pay attention to the factors which have indirect influence. The analyzing these factors helps us to define the behavior of the target audience and market's specificity.

Marketing environment – is a set of factors that affect the marketing activities of a company, its status and development. Marketing environment is divided into microenvironment and macro environment. Microenvironment includes administrative management and has a direct influence on tour operator "Orbita". Macro environment includes factors which have indirect influence on the company. Macro environment factors consist of such factors as: economic, social, cultural, demographic, political, legal, technological, natural, geographical, ecological and international.

Tourism company is an open system that is in constant interaction with certain elements of the environment. The study of the environment should be given due attention, because it determines the level of certainty in which the management decisions are made.

Micro environment factors are factors that have a direct impact on business operations and its success. While deciding corporate business strategy, company should carry out a full analysis of its micro environment. Micro environment impacts as these are direct factors that influence tourism business are really important. Tourist feedback is also one of the main factors.

The factors that directly impact are described in the table 2.3.

Table 2.3

Factors which impact micro level of "Orbita" company

Micro-factors	General characteristic	"Orbita" characteristic
customers	the company should be orientated around customers. The marketing plan should aim to attract and retain customers through products that meets their "wants and needs" with excellent customer service	Types of tourists: <ul style="list-style-type: none"> - family with children; - young couples; - individuals that prefer active tours;
employees	staff with relevant skillset and experience is essential. This begins at recruitment stage and the process continues throughout an employment via ongoing training	<ul style="list-style-type: none"> - managers with special tourism education and experience more than 3 years;
suppliers	supplier's behavior will directly impact the business it supplies. For e.g., if a supplier provides a poor service this could increase timescales or product quality. This could indirectly impact the organization's marketing mix	<ul style="list-style-type: none"> - partner tour operators, main of them: Coral Travel, Joint Up, Tui, Mouzenidis Travel; - airlines; - other transportation companies; - service providers: excursions, guiding tours;
media	it helps them to promote the positive things about the organization and reduce the negative impact	<ul style="list-style-type: none"> - social networks like Facebook
competitors	competitor's analysis and their monitoring are crucial if an organization want to sustain in a challenging world. They need to have a unique selling point.	<ul style="list-style-type: none"> - tour operator that offer the same tours; - tour agents which offer tours from the tour operators: Coral Travel, Joint Up, Tui, "Mozenidis Travel"

Source: made by the author based on the data [49].

Macro environment of the "Orbita" company include demographic-economic, technological, political-legal, and social-cultural forces that have to be examined regularly, whereas microenvironment forces have to do with customers, competitors, distributors, and suppliers. The goal is to find new opportunities in the market, and recognize the strengths that the company possesses. On the other hand, the aim is to reduce or eliminate the internal weaknesses and classify the external threats in order to

be prepared for them. All these four modules are important to view in both current and future notions, as the changes in the market environment are often frequent. Analysis in marketing management is an ongoing process and it is involved in all steps of planning, implementation, and control. Specific examples of macro environment influences include competitors, changes in interest rates, and changes in cultural tastes, disastrous weather or government regulations. The macro environment factors are analyzed in the table 2.4.

Table 2.4

Macro environment factors of "Orbita" company

Macro-factors	Characteristics
legal and political conditions	government regulations: Law of Ukraine "On Enterprises", the Law of Ukraine "On Tourism" have a chief impact on the sightseeing segment on account of the strategies, regulations, rules and directives on the "Orbita";
demography	stable demographic situation causes positive demand on the services offered by the tour operator;
economic factors	not so stable economic system in Ukraine has a negative influence on the "Orbita" company;
technological changes	high level of technology development causes a significant role to take up rationalized competence and instruments to carry on insistent contest the "Orbita";
natural	the natural conditions are positive (no natural calamities like flood, earthquake etc)

*Source: made by the author based on the data [32].

For better analyzing internal and external marketing environment of the tour operator "Orbita" we should make a segmentation of target audience. So, age segmentation of the customers shows us that over 60% of all the tourists is in the age of 28-50 years, 25% in the age of 51-85 years and the lowest percent (15%) in the age of

19-27 years. This can be explained that target audience is not young people, but older people (fig. 2.2).

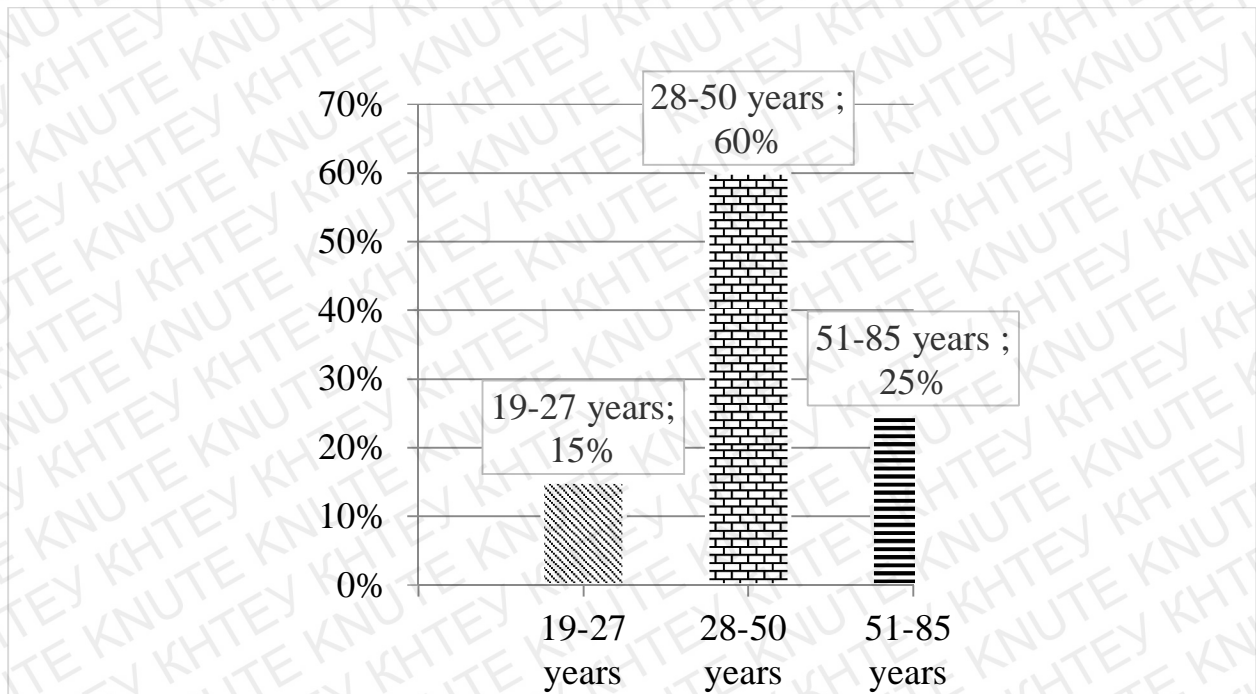


Fig. 2.2. Age segmentation of the tour operator "Orbita" customers

Source: made by the author based on the data [50].

In the sex segmentation of the tour operator "Orbita" prevail man over women (60% against 40%) that is possible to see in fig. 2.3.

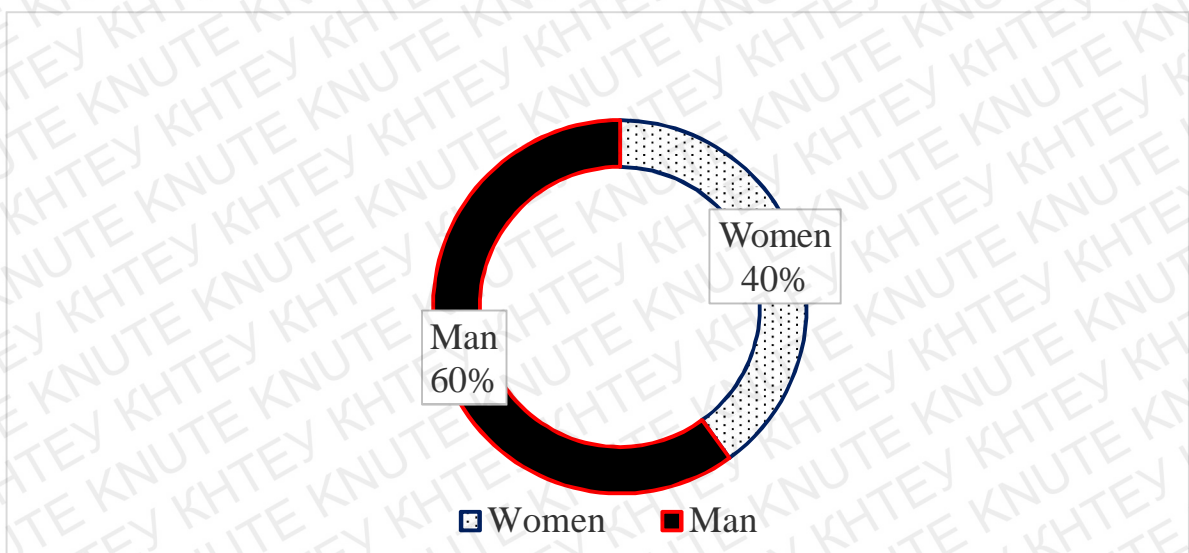


Fig. 2.3. Sex segmentation of tourists of the tour operator "Orbita"

*Source: made by the author based on the data [50].

Tour operator "Orbita" is a commercial organization because the main goal of its activities is profit. Main company's service is the sale of tourist vouchers for various directions.

The competition in the market of tourism is very high. The company "Orbita" is a travel agent, as well as a travel agent that implements the tour operator of a tour operator, therefore, we will select travel agencies that offer a similar set of services with the same team size and price category and conduct a competitive analysis.

The main competitors are analyzed more detail in the table 2.5.

Table 2.5

Competitor's analysis of "Orbita" company

Company Name	"Orbita"	"Coral Travel"	"Alf"	"Siesta"
Year of foundation	1994	1998	2007	2011
Number of employees	25	48	13	10
Location	center	center	center	center
Location convenience	Walking distance from the metro	Inconvenient transport accessibility	Walking distance from the metro	Inconvenient transport accessibility
Number of offices	1	1	1	1
The possibility of online booking	+	+	-	-
Loyalty program	+	+	-	-
Additional services (visas, tickets, etc.)	+	+	+	+
Advertising and PR-campaigns	+	+	+	+

*Source: made by the author based on the data [48].

According to the results of this table of competitiveness, it can be concluded that companies have almost the same position in the market. The main competitors'

strengths and weaknesses are analyzed in the table 2.6.

Table 2.6

Competitors strengths and weaknesses of "Orbita" company

Company	"Orbita"	"Coral Travel"	"Alf"	"Siesta"
strengths	Good experience, reliable suppliers, availability of loyal customers, flexible pricing policy, professional staff.	high financing, well-established relations with suppliers, a wide base of offers, extensive experience.	low prices, availability of demand, availability of regular customers	high level of service, flexible prices, convenient location, wide client base, marketing strategies.
weaknesses	Weak promotion, presence of competitors, undeveloped sales strategy	High prices, inconvenient location	little experience, presence of competitors, weak promotion strategy, weak staffing	high competition, weak advertising strategy.

*Source: made by the author based on the data [48].

We can also identify which advertising channels competitors do not use. This may be due to the inefficiency of their use or the fact that competitors have not yet begun to allocate marketing budgets for new tools.

The competitors are actively using the site, and the greatest activity is observed in social networks. After analyzing all information sources, it was found that these clothing stores do not use advertising on the Internet and do not use other tools of Internet marketing. Many companies are trying to reduce costs by saving on brand promotion on the Internet, which is not rational, since these channels provide an increase in the flow of new potential customers. The tools used by competitors, their activity in social communications are presented in the in table 2.7.

Table 2.7

Communication system of competitors

Company	“Orbita”	“Coral Travel”	“Alf”	“Siesta”
Instagram	+ (1077 followers; activity is small; info isn’t updated long time);	+(96027 followers; actively maintained public page);	-	+ (2391 followers; actively maintained public page);
Facebook	+	+	-	+(11999 followers)
web-site	+	+	+	+
others	+ (Telegram)	+ (Telegram)	-	+ (Telegram)

*Source: made by the author based on the data [48].

We may see on the diagram number of followers in Instagram on the fig. 2.10.

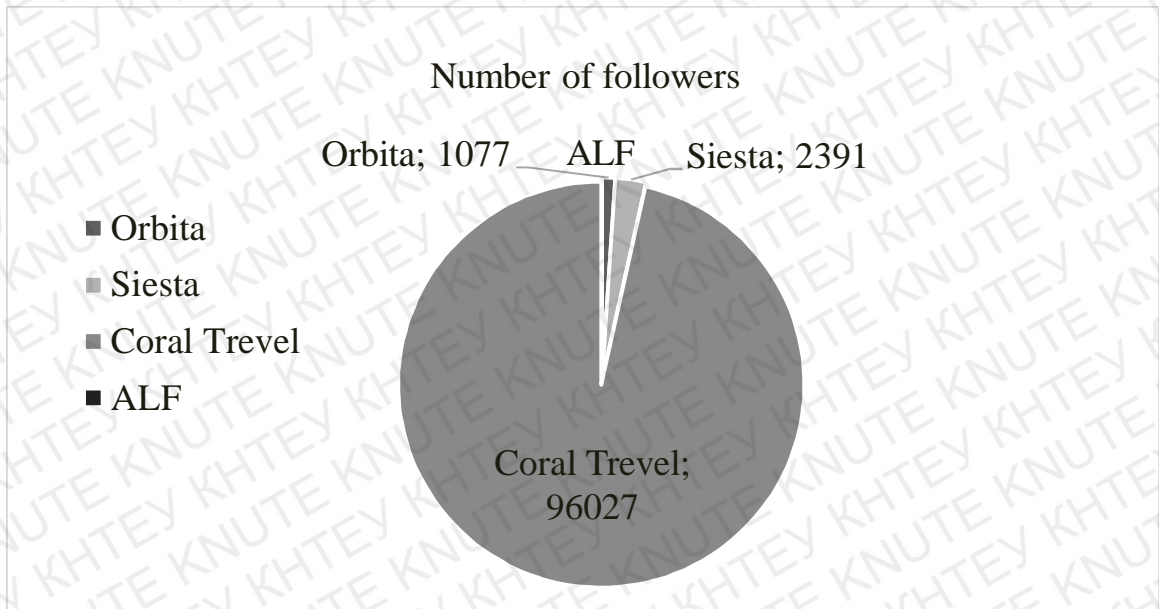


Figure 2.10 Amount of the followers in the Instagram (tour operators)

*Source: made by the author based on the data [48].

Competitors of the tour operator are active subjects of the travel market, focused on the consumer segment in the qualitative and effective satisfaction of the needs in which the company has the greatest opportunities.

The main areas that increase the competitiveness of the company "Orbita" in the tourism market are:

- improving sales and pricing policies;
- using marketing research of the tourist services market: demand for services, offers, pricing;
- effective improving of digital marketing tools.

Tour operator "Orbita" also need to pay attention to the formation of the image and improve the efficiency of management by sending employees to sales seminars.

To improve the professional level of agency staff and their promotion, there are seminars, master classes, individual bonus programs, certification, etc. Competent, erudite, technological manager is the face of the tourism business. Additional trainings are useful.

It can be concluded that the enterprise is competitive. However, in an increasingly competitive environment, it is worth paying close attention to various methods of marketing research, including advertising, in order to minimize the cost of finding effective strategies to firmly hold market positions and increase sales, while maintaining existing consumers and attracting new ones.

The current strategy of the company - work in the tourism business current directions, reducing the gap in the number of vouchers sold in summer and winter seasons, ensuring any consumer only quality services. In order to adjust the strategy tour operator "Orbita" needs to conduct a thorough analysis of the situation. Method of SWOT-analysis is used for it, which provides analysis of strengths, weaknesses, opportunities and threats. The results of which will be used in assessing competitiveness, competitive potential and in determining the range of strategic issues facing the organization.

SWOT, as a business-assessment tool, helps management analyze its strengths, weaknesses, opportunities and threats. Regardless of its limited merit, SWOT analyses are popularly applied in the reports of market research. Specifically, SWOT analysis provides helpful information for matching resources and capabilities to the competitive environment in which the organization operates [51].

For better understanding the competitive environment of the tour operator "Orbita" we make a SWOT analysis in which explore its internal strengths and weaknesses, and the external opportunities and threats. It helps us to provide alternatives in strategic planning for "Orbita". SWOT analysis of the tour operator is made in the table 2.8.

Table 2.8

SWOT analysis of the tour operator "Orbita"

<p>Strengths</p> <ul style="list-style-type: none"> - high quality tourist product; - attractive tour packages; - good reputation; - a wide variety of routes; offers of any price level; - detailed information about countries and tours in on-line mode; - highly trained staff; - bilingual speaking (+English) staff; 	<p>Weaknesses</p> <ul style="list-style-type: none"> - unnecessary operation cost; - lack of sensitivity to trends; - high turnover; - some employees do not support change; - access to customers indirectly; - marketing campaign;
<p>Opportunities</p> <ul style="list-style-type: none"> - high potential in emerging market; - innovation in customer services; - digitalization and better use of technology; - country specific seasonal offers; 	<p>Threats</p> <ul style="list-style-type: none"> - economic and political turbulence in Ukraine - low informative level of tourists about services; - low income level; - rough competitiveness; - risk in the new market.

*Source: made by the author based on the data [51].

Taking into attention the factors of the external environment and direct influence, one can conclude that the external environment of the "Orbita" company is more

favorable. The most beneficial impact on the organization is provided by buyers and suppliers (partners), from which, to date, there are no significant threats. The same can be said about the social and technological factors of the environment. Thus, it is precisely these opportunities and, above all, by the buyers and suppliers, the enterprise must take advantage of overcoming their weaknesses.

2.2. Digital marketing mix of the tour operator

The term “marketing mix” was first mentioned by Neil Borden in 1953 and now it is widely used in different industries and businesses. Marketers usually refer to its concept as the tool to develop a strategic marketing plan to fulfill the market needs and/or the customer’s demands. The digital marketing mix of the tour operator is essentially the same as the marketing mix.

The traditional practice in the tourism industry will categorize four controllable variables in the marketing mix framework, which are product, price, place, and promotion, commonly called the 4P marketing mix. In addition, researchers find that when delivering services as the goods, environment factors are important too; it involves more intangible goods and will emphasize the service delivery processes. Therefore, 4P’s marketing mix is not enough to assist in building up a marketing plan for service marketing [48].

The 4Ps were designed at a time where businesses were more likely to sell products, rather than services and the role of customer service in helping brand development wasn't so well known. Over time, Booms and Pitner added three extended ‘service mix P’s’: people, physical evidence and processes.

Making such analysis, the marketing strategies will be established by the 7P marketing mix. The goal is to help the tour operator "Orbita" grow its profit. The main components of 7P marketing mix of the tour operator "Orbita" are going to be described below [52].

Product is the core part of the company and is the major source for company to gain profit. In this case, the product will be the goods and services that provide to its

customers on the website. Like every other business, the tour operator "Orbita" needs to improve the quality and the quantity of the products at the same time. Various tours take to account age, tastes, goals of purchase. The company's services they provide strive to be always in demand, relevant and timely. This allows not only to preserve, but also to significantly increase the share occupied by the organization on the market.

It is possible to see amount of sold tours and tickets for the period from 2015 to 2017.

Table 2.9

Amount of sold tours and tickets for the period from 2015 to 2017 by the tour operator "Orbita"

Index	2015	2016	2017	Growth rates, %	
				2016/2015	2017/2016
number of sold tours	348	389	416	111.7	106.9
number of sold tickets	225	275	267	122.2	97.1
number of tourists	1202	1099	1312	91.4	119.4

*Source: made by the author based on the data [48].

Price policy of the company (price marketing) - a market-oriented pricing program: development of the level and behavior of prices, price impact mechanisms on customers and competitors, price methods of sales promotion. The pricing policy of the salon is designed for people with an income of approximately 10000 to 40000, with an average income level or above the average. A reasonable and attractive price helps the tour operator "Orbita" gain more attention and provide incentive for the sales. In the sales report, it shows that in 2017, even though the traffic of the website went up, purchases went down. This suggests that the price was not catching customers' eyes. The pricing strategy needs to be more precise based on customers' opinions. And the

pricing should be closely connected to the promotions to gain more attention from customers.

It is possible to explore the pricing formulation process in the table 2.10. Middle pricing level for tours to Montenegro (for 1 week for 2 people in UAH) is provided there.

Table 2.10

Pricing policy of the tour operator "Orbita"

Type of price	2015	2016	2017	Absolute deviation	
				2016/2015	2017/2016
the middle price for package tour	42100	45000	46200	2900	1200
air ticket price	12000	12600	13900	600	1300
accommodation	22000	24200	25400	2200	1200
additional services	1785	1620	1710	-165	90
commission of the tour operator	15%	15%	15%	0	0

*Source: made by the author based on the data [48].

Prices are presented on the web-site of the tour operator in UAH but it is also possible to convert them in USD or EURO.

The sale of services takes place in the office of the tour operator in the center of Kyiv. For the tour operator "Orbita" the place also means the website. It is a place where sales are generated. The impression of the website is the key factors to help the customers of the tour operator "Orbita" determine continue to use the website or not. Only if the customers stay on the website will the company get the chance to show them their products and possibly generate sales. That's also why nowadays people emphasize the importance of user experience on a website.

Promotion is extremely important for any business. The tour operator "Orbita" need to direct people to its business, regardless of whether a website or a physical form.

Without proper directions, customers may not even know what the business is selling.

Ways to implement the elements of the promotion system used by the tour operator "Orbita" are presented in the table 2.11.

Table 2.11

Elements of the promotion system of "Orbita" company

Elements of the promotion system	way of implementation
advertising	signs, information in print catalogues
sales promotion	promotions and sales (for example, hot tours)
exhibitions	present information about tour operator on the tour exhibition in IEC in Kyiv
direct marketing	specific personal offers
Internet	website of "Orbita", pages in social networks such Instagram, Telegram, Facebook

*Source: made by the author based on the data [53].

The tour operator "Orbita" uses promotion tools such as the internet, press and media, and of course publishing its catalogues. The company regularly advertises in the press with articles about skiing, including in skiing specials. The tour operator "Orbita" publishes catalogues in a printed and electronic format. Catalogues are published twice a year namely in the fall, when the new winter catalogue is issued and at the beginning of the year, when the summer catalogue is published. Catalogues are mainly located at the branches and at commission agents, where the potential customers browse through them and take them home. Photos describe the destination to clients, its natural attractions, and accommodation, catering options and amount and the distance of ski slope or beaches. Sales promotion of the tour operator "Orbita" uses several types of discounts and the other special additional services especially for families with children.

Types of discounts which are provided include:

- first minute – 5% discount valid if the travel contract is concluded and paid at least 30% to the end of March;

- last minute – the price for tours with last minute discount is about a quarter cheaper. These are mainly touring to sell-off the last remaining capacity therefore travel agency tries to minimize the loss by sold out tours even if the purchase price;
- discounts for loyal customers – 5% discounts are provided to clients who have participated in some of its offered tours in the last 3 summer or winter seasons.

Personnel are represented by the employees, especially the front-line customer service representatives. They are the people who get in touch with customers directly. Their attitude and professionalism represent the tour operator "Orbita" image and standard. By providing the excellent customer service experience to customers, it will not only increase the satisfaction of the customers but also enhance the brand image of the company. In order to achieve this goal, the tour operator "Orbita" needs to make sure that a proper training and quality check is conducted.

Process mainly means the procedure of buying products from the website of the tour operator "Orbita". As the study mentioned before, the user experience of the website is important. Since the customers are doing every step online without face-to-face consultation, the company will need to make the product descriptions as clear as possible as well as the steps from browsing to check out. When people feel confused, they need more time to make decision. And that may lead them to leave the website or give up the purchase. The technique team needs to make sure the process is easy and clear without any confusion [54].

When customers of the tour operator "Orbita" is around online product, they will often interact with multiple channels. Indeed, recent Lynchpin research showed that 70% of travel buyers didn't transact on their first visit. Equally, research into a product can often translate into interest, or loyalty to a brand, with product campaigns feeding into brand campaigns and vice versa.

Getting the right mix of product, service and brand to drive sales is vital and digital marketing campaigns can no longer be viewed in isolation. Tracking, research and planning must evolve in levels of sophistication and complexity to meet the ever-increasing demands of multi-channel marketing.

It's a practical framework to evaluate the tour operator "Orbita" an existing business and work through appropriate approaches whilst evaluating the mix element as shown below in the table 2.12.

Table 2.12

Framework to evaluate the tour operator "Orbita" marketing mix

Type	How get it?	Characteristics
Products/ Services	How the tour operator "Orbita" can develop products or services?	Integrated toolset for SEO, blogging, social media, website, email and lead intelligence tools.
Prices/ Fees	How can change pricing model?	Subscription-based monthly, Software-As-Service model based on number of contacts in database and number of users of the service.
Place/ Access	What new distribution options are for customers to experience product?	Online. Network of Partners, Country User Groups.
Promotion	How can the tour operator "Orbita" add to or substitute the combination within paid, owned and earned media channels?	Directors speak at events, webinars, useful guides that are amplified by SEO and effective with SEO. PPC Social media advertising, e.g. LinkedIn.
Physical Evidence	How the tour operator "Orbita" reassure customers?	Consistent branding across communications.
People	Who are people and are there skills gaps?	Investment in online services.
Partners	Is company seeking new partners and managing existing partners well?	Hubspot looks to form partnerships with major media companies such as Facebook and Google plus local partners including Smart Insights who it is collaborating with on research in Europe.

*Source: made by the author based on the data [55].

Evaluation of the effectiveness of promotional activities in the tour operator "Orbita" is carried out by a social survey of tourists. When a potential buyer arrives at the office, he unobtrusively asks a question about what sources he learned about the tour operator, sometimes customers are asked to fill out a questionnaire (at the buyer's request), which offers a list of questions aimed at finding out which of the selected types of marketing campaign is most effective and what the tourists first of all pays attention to in advertising.

Digital marketing mix of the tour operator "Orbita" is a broad subject, keeping principles of marketing intact and taking them to the online world. With everyone being online and that too on various devices laptop, mobile, tabloid we need to understand the behavior of customer online and methods to reach them here. The elements of digital marketing mix which the tour operator "Orbita" need to consider are mentioned in the table 2.13.

Table 2.13

The elements of digital marketing mix of the tour operator "Orbita"

Search Engine Optimization	It is an art which lists on top of search queries of various search engines in order to increase your visibility. But to be on top of a search engine like Google, the tour operator "Orbita" should not only be unique but also which benefits end consumers.
Social media marketing	It is 2-way process in which if the tour operator "Orbita" can reach customers, they can also reach it. It is becoming more mature and complex and you need more resources to handle it as it gives clients as well as complaints.
Search Engine Marketing	PPC comes under the umbrella of SEM. It is a vast subject to study keeping one simple thing in mind i.e. benefit of both consumers and advertisers. It will showcase the tour operator "Orbita" ad only to the customers who would be interested in services which are related to your offering. And what's best you pay only if a person clicks on ad and lands onto the website.
Affiliate marketing	It is an extension of pay per click marketing in which an advertiser pays only when a client converts. Even if a person clicks and comes on to the tour operator "Orbita" website and doesn't converts (filling up form/buying the product), you don't pay.
Email marketing	This is one of the oldest forms of online advertising/marketing and doesn't fade away. This can go with highly personalized messages however, the tour operator "Orbita" need to have database of the prospects first. If company has database of customers it can send them personalized emails with various tools and analyze what works best.
Blogging/ Content Marketing	This is more of related to generating interesting content which users would like. It covers all text content, images, video marketing and everything else which it is possible to put for communication with users. With this technique the tour operator "Orbita" should share details of its product, benefits, industry updates, and interesting articles with your users. Those who like your content will then share it with their friends and hence, it becomes viral giving your brand a new high.

*Source: made by the author based on the data [53].

So that the tour operator "Orbita" should note that there is an extended marketing mix, one that should be applied to their own unique services and products that are available. The service marketing mix consists of 3 more P's, and was developed in 1981. It applies to every business that sells services, experiences.

2.3. Economical evaluation of digital marketing methods used by the tour operator

Economic evaluation is one of the tools available to help choose wisely from a range of alternatives and implement efficient resources. Full economic evaluations are rarely completed. One reason is that economic evaluations are resource intensive and typically require a high level of research expertise. It is important, prior to undertaking this type of study, to determine whether a full economic evaluation is warranted or required. Table 2.14 shows the results of calculation of the profitability coefficient of the tour operator "Orbita".

Table 2.14

The profitability ratio of the tour operator "Orbita" for 2013-2015

Years	2013	2014	2015	2014/13	2015/14	2014/13	2015/14	2014/ 13	2015/ 14
Operating profit coefficient	0,33	0,25	0,29	-0,08	0,04	75,8	116	-24	16

*Source: made by the author based on the data [48].

Table 2.14 shows the results of calculation of the profitability coefficient of the tour operator "Orbita". In general, the normative value of the profitability indicator of any enterprise should be greater than zero. We can observe that during the last 3 years this indicator has been able to decrease by 24% in 2014 and increase by 16% in 2015, but it has not reached the level of 2013. Thus, we can conclude that the level of business efficiency of the company "Orbita" is not sufficient.

Analyzing all the above figures, we can conclude that the economic efficiency of the tourist enterprise "Orbita" over the past two years is characterized by a tendency to increase. At the same time, it is worth paying attention to the indicator of profitability of the enterprise, because it has not yet reached its stable level. But, despite this, the company's turnover is approaching a million hryvnias each year, indicating its success. In our opinion, such results testify to the organization of effective control, in particular by the financial director and chief accountant of the company.

The following indicators are used to assess the effectiveness of promotional activities in practice:

- percentage of buyers paying attention to advertising;
- change in the popularity of the firm's services as a result of advertising;
- quantity of sales of tourism product as a result of advertising;
- advertising costs for a thousand potential buyers for this type of advertising;
- cash costs per thousand potential buyers for all used advertising means.

We believe that the given indicators are necessary and can analyze and to evaluate the communicative effectiveness of advertising in the tourism industry.

The communicative effectiveness of advertising is characterized by the level of attraction of attention of potential clients, the brightness and depth of their impressions. Such an assessment is relevant for conducting trial marketing in order to choose the final version of advertising appeals, during and after promotional activities. However, to assess the economic efficiency of advertising, the value of these indicators is not sufficient. It is clear that the economic effectiveness of advertising depends on the communicative [56].

By its economic essence advertising costs are current. At the same time, these costs are a prerequisite for increasing the volume of tourism product sales. Very often, the significant amounts spent on advertising a tourist product in the first stages of its life cycle can contribute to profit making over a significant period of time. Given these conditions, advertising costs can be considered one of the forms of investment costs. Therefore, we believe that in order to assess the effectiveness of advertising costs, it is possible to calculate the expediency of these investments by known indicators - the net

present value of investments, the profitability index and the payback period. Such an assessment will not only be the reason for the expediency of investing in advertising activities, but will also be able to predict and evaluate their effectiveness.

In traditional marketing, advertising is sold on the basis of a static pricing model, when an advertiser pays for seconds of airtime, advertising space in newspapers, or the fact of placement on certain types of exterior structures.

The peculiarity of pricing on the Internet is associated with the emergence of a dynamic pricing model - the advertiser pays only for the achievement of certain actions.

In particular, the following pricing models have appeared:

CPC - cost per click - pay per click;

CPT, CPM - cost per thousand / mile - pay per thousand impressions;

CPA - cost per action - pay per action;

CPL - cost per leads - payment for persons (contact details of potential customer);

CPS - cost per sale - payment for the sale etc [55].

The key advantage of the dynamic pricing model compared to the static one is the ability to predict and control the results of an advertising campaign. Cost of communication for the tour operator "Orbita" are going to be calculate in accordance to formula 2.1.

$$\text{CPT} = \frac{\text{Total Cost}}{\text{Number of Impressions}} \quad (2.1)$$

$$\text{CPT}_{2015} = \frac{3200000}{100000} = 3.2 \text{ UAH}$$

$$\text{CPT}_{2016} = \frac{2500000}{100000} = 2.5 \text{ UAH}$$

$$\text{CPT}_{2017} = \frac{2000000}{100000} = 2 \text{ UAH}$$

Some metrics for evaluating digital marketing campaign are descried. In the digital marketing age, no marketer would dare to take the risk of ignoring the importance of metrics. As a matter of fact, metrics can help marketers measure the performance of their digital marketing campaigns, site traffics, lead generation and revenue and so on. Without using proper metrics to evaluate the performance, it is difficult for marketers to compare results of different marketing efforts and make

rational decisions to reallocate their marketing budget across different channels to achieve their goals.

Best digital marketing metrics to evaluate revenue: ROI, Customer Acquisition Cost (CAC). Almost all advertisers evaluate the revenues and analyze whether they benefit or make losses from their campaigns. Among plenty of metrics, ROI and Customer Acquisition Cost are quite useful for marketers.

We are going to calculate the market segment size of the tour operator "Orbita". Estimate the number of customers by starting with the most general population, and then reducing according to the characteristics of the actual segment being sought, using formulas 2.4 - 2.6. The changes of these indexes are shown in the table 2.15.

Table 2.15

The profitability ratio of the tour operator "Orbita" for 2013-2015

Indexes	Formula	2015	2016	2017
ROI	$\frac{\text{---}}{\text{---}}$ (2.2)	$(300 - 50) / 50$ = 5	$(200 - 50) /$ 50 = 3	$(500 - 50) / 50$ = 9
CAC	$\frac{\text{---}}{\text{---}}$ (2.3)	$10 * 12 / 100 = 1.2$	$20 * 12 / 100 =$ 2.4	$50 * 12 / 100 = 6$
segment value	number of customers * value per customer (2.4)	$48750 * 378000$ = 18427500ths	$22100 * 378000 =$ 8353800ths	$26000 * 378000$ = 9828000ths
number of customers	population * segment size * segment penetration (2.5)	$250 * 3\% * 65\% =$ 48750	$170 * 2\% * 65\%$ %=22100	$200 * 2\% * 65\% =$ 26000
customer value	customer usage rate * unit price * unit contribution (2.6)	$4,2 * 1200\$ * 70\%$ %= 352800	$4 * 1200\$ * 70\%$ %=336000	$4,5 * 1200\$ * 70\%$ %= 378000

*Source: made by the author based on the data [57].

For the tour operator "Orbita" was suggested to spend 50\$ per month for implementing new digital marketing campaigns in 2017, according to information from

other experience company is going to obtain \$500 of profit.

This means that for every dollar that company invested, it gained 9 back. In this situation, ROI of the tour operator "Orbita" would be of 900%. If the tour operator "Orbita" invested 50\$ on marketing per month in 2017, it will be 600\$ in the year and generated 100 clients during that time, CAC would be 6\$.

Best digital marketing metrics to evaluate traffic generation: clicks, CTR, CPC, and traffic source. Whether launching branding, or performance-based campaigns, the ultimate goal for marketers is to generate traffic on the sites (landing pages) and eventually turn their audiences to potential customers. To measure effectiveness of different campaigns, there are several important metrics that marketers should look into.

Churn rate is the metric that tells how many customers cancelled their payments or failed to renew their subscription to the service. The easiest and most basic formula for calculating your churn rate is by dividing the number of lost clients during a period of time by the number of clients you had when that same period started.

For example, if 5 clients cancelled their subscription to company's service and it originally had 200, churn rate is 2.5%. As we may have noticed, the time factor is very important with this formula. The usual thing to do is to calculate it monthly. However, company could calculate it every three or six months.

If company focus on analyzing and optimizing the KPIs digital strategy will be a definite success and ROI will be more than guaranteed.

To consider the use of various methods of bench marketing in tourism, we take 3 tour operators and conduct:

- a comparative analysis of the level of their total revenue and the number of clients served;
- web metric analysis of the quality assessment of travel agency websites with the aim of identifying the most competitive in the Internet space.

The basic marketing math that is needed to help make marketing decisions are below. These are critical to understand when performing case analysis.

They include:

- Break Even Analysis;

- Lifetime Value of the Customer;
- Market Segment Sizing.

It necessary to note that measurement of the economic efficiency of digital marketing is difficult, since advertising, as a rule, does not give a full effect immediately. In addition, the growth of services turnover is often caused by other (non-promotional) factors - for example, change in purchasing power of the population due to changing prices, season, etc. Therefore, it is almost impossible to obtain absolutely accurate data on the economic efficiency of digital marketing. Consequently, the estimated cost for using digital marketing tools by the tour operator "Orbita" will be on 40% more than in 2018.

Due to the active use of Internet advertising coverage potential consumers can be 35%, which gives an opportunity to calculate the total number of possible contacts [4].

For this purpose, we need to use the following formula:

$$E = R * F \quad (2.7)$$

E - total number of contacts;

R - audience coverage;

F - frequency of contacts.

Knowing the possible coverage of the audience $R = 35\%$, the average frequency of the contact $F = 3$, we can calculate $E = 35 \times 3 = 105$ (contacts).

Accounting for the effectiveness of advertising allows you to get information about the advisability of advertising and the effectiveness of its individual funds, determine the conditions for optimal impact of advertising on potential buyers. The economic effectiveness of advertising is most often determined by measuring its impact on the development of trade turnover.

To find out to what extent advertising influenced the growth of trade, analyze operational and accounting data. It should be borne in mind that in addition to advertising for the sale of goods / services, its quality and consumer properties, price, appearance, as well as the level of customer service culture are reflected.

Conclusions to Part 2

"Orbita" company offers seaside, sightseeing and mountain-skiing holidays to such tourism destinations: Turkey, Egypt, Bulgaria, Spain, the Czech Republic, Austria, Poland, Germany, Italy, Croatia, Montenegro, Greece and other countries. It also has own charters to Montenegro. So that "Orbita" works as tour operator, selling package tours and air tickets to Montenegro to travel agents.

Tour operator "Orbita" is a commercial organization because the main goal of its activities is profit. Main company's service is the sale of tourist vouchers for various directions. The current strategy of the company - work in the tourism business current directions, reducing the gap in the number of vouchers sold in summer and winter seasons, ensuring any consumer only quality services. In order to adjust the strategy tour operator "Orbita" needs to conduct a thorough analysis of the situation. Method of SWOT-analysis is used for it, which provides analysis of strengths, weaknesses, opportunities and threats. The results of which will be used in assessing competitiveness, competitive potential and in determining the range of strategic issues facing the organization.

So that the tour operator "Orbita" should note that there is an extended marketing mix, one that should be applied to their own unique services and products that are available. The service marketing mix consists of 3 more P's, and was developed in 1981. It applies to every business that sells services, experiences. Digital marketing mix of the tour operator "Orbita" is a broad subject, keeping principles of marketing intact and taking them to the online world.

Economic evaluation is one of the tools available to help choose wisely from a range of alternatives and implement efficient resources. Full economic evaluations are rarely completed, but according to our evaluations financial results of tour operator "Orbita" has positive tendency.

Part 3

IMPROVEMENT DIGITAL MARKETING BU THE TOUR OPERATOR ORBITA”

3.1. Development of the digital marketing model of the tour operator

The digital marketing of the tour operator “Orbita” is a complex, multi-step process, which can be described by the cyclical model SOSTAC. It is shown schematically on the fig.3.1.

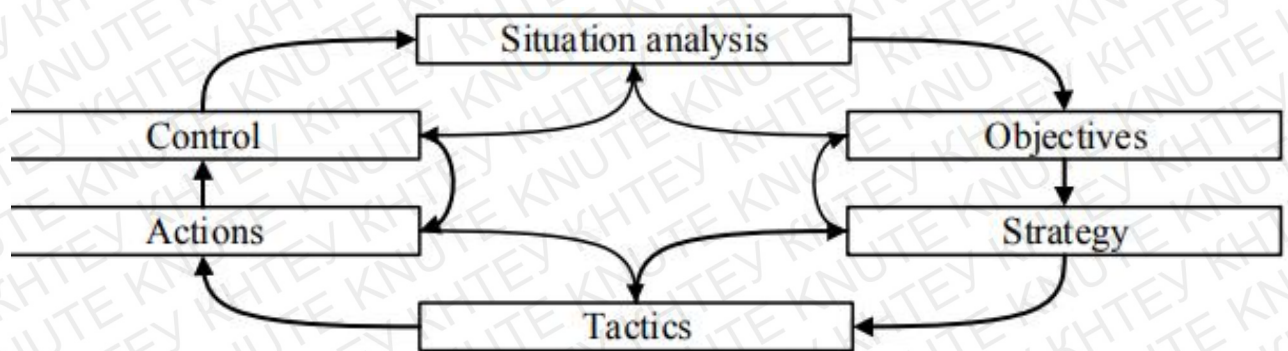


Fig.3.1. SOSTAC cycle of the tour operator “Orbita”

*Source: made by the author based on the data [47].

Tin accordance to providing implementation of new digital marketing tools for the tour operator we have made a SOSTAC model, which includes the following stages:

- situation analysis - analysis of the current situation of the tour operator “Orbita”;
- objectives - defining goals that an organization needs to achieve using internet marketing;
- strategy - a way to achieve goals;
- tactics - the definition of what needs to be done for implementation of the strategy;
- actions - actions that must be performed to implement strategies and tactics;
- control - tracking the effectiveness of the implementation of the strategy [58].

The main idea of analyzing the current situation of the tour operator “Orbita” is to

get a clear picture of the state of the business and the market. The tour operator “Orbita” organizes tours of different levels of difficulty and, at the same time takes into the account the individual needs of every tourist. Throughout the fifteen years of presence on the market, it has accumulated precious professional experience, created a cohesive team, has acquired reliable partners and recognition from the tourists.

The company had found its own niche on the market and is constantly keeping the contact with the loyal customers, which is obvious as they bring the biggest share of profit. Nonetheless, each customer, despite of being a new or a returning one, always receives personalized service. The proportion of ‘independent’ tourists is also growing. People have learned to use aggregators, booking services. All this has led the participants of the tourism industry to search for new ways of development. Indeed, the travel company needs to adjust to the constantly changing environment. Social media seems to be an interesting tool for promoting one’s own business and for becoming ‘closer’ to the customers.

The second step of development of the digital marketing model is target definition. The goals of internet marketing are driven by a marketing plan and aligned with the “Orbita” company's overall marketing objectives. Internet marketing can have many different goals depending on which particular company and under what conditions it applies.

The big share of tour operator “Orbita” clients are families with kids and couples who are interested either in the typical resort vacation, or in cultural exploration, or in combining both: resort and different activities – other than provided on the territory of a hotel.

These activities may include, for instance, a visit to the local tourist attractions, historic sites, specific shopping tours (depending on the location), attendance of the local festivals and even participation in small trips to the nearby cities. Families, especially with small kids tend to choose ‘all inclusive’ packages. There are quite many individual travelers along with business travelers.

The main steps of digital marketing strategy characterized in the table 3.1.

Table 3.1

Digital marketing strategy characteristics

No	Type	General characteristics	Implementation by the tour operator "Orbita"
1.	consumer segmentation	<p>It is a segmentation of the target audience, carried out common choice of internet-based marketing tools information about the seasonality of the market, taking into attention the peculiarities of user behavior online and affordable budget.</p> <p>Different segments of the target audience can be described using geographical, demographic or psychographic factors;</p>	<p>people of the age 20-50, but also teenagers as long as they are a part of the active online audience and may influence on the decision of the family in the vacation planning, or, additionally, they can also be individual travelers;</p>
2.	seasonality	<p>developing an organization promotion strategy on the Internet, special attention should be paid to working with seasonal market fluctuations. If the market for products sold, the main way, over a certain period, it will be rational to concentrate major marketing efforts at this time span;</p>	<p>the peak period of sales:</p> <ul style="list-style-type: none"> - summer period; - New Years and Christmas' holidays; - period of schools' holidays;
3.	choosing internet marketing tools	<p>there are two models of marketing activity:</p> <p>a) model of continuous activity (implementation marketing activities throughout the year, stepping up efforts during peak periods). This model is more expensive, but also more efficient, if you need to increase brand awareness;</p> <p>b) pulsating model (involves the holding of individual promotional campaigns for a year intermittently for several weeks or even months);</p>	<p>model of continuous activity is suggested;</p>
4.	determining a promotion budget	<p>important strategic issue planning to promote an organization on the Internet is marketing budget that can be allocated to achieve company goals;</p>	<p>method of investing a certain percentage of the total turnover the company.</p>

*Source: made by the author based on the data [49].

With the purpose to improve financial results of the company the main opportunities for the tour operator "Orbita" are defined and presented on the fig.3.2.

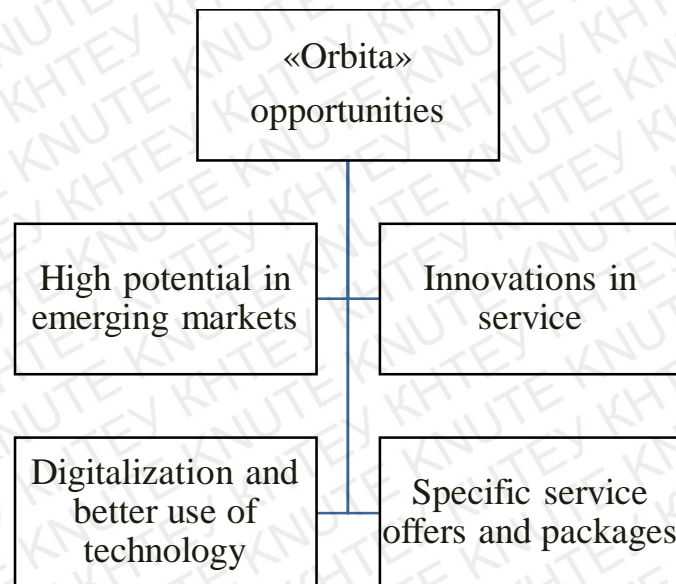


Fig.3.2 «Orbita» opportunities

*Source: made by the author based on the data [49].

There are four methods for calculating the required budget: investing available cash, investing a certain percentage of the total turnover the company, investing at the level of average market expenses on marketing, the calculation, based on the method goal-the task-the budget. Method of investing a certain percentage of the total turnover of the tour operator “Orbita” was chosen from that 4 which were mentioned.

Nowadays one of the most important and fast-growing trends in tourism marketing promotions is Internet marketing, especially using the social media networks. Different social media channels are suitable for sharing different types of information.

Social networking sites like Facebook can be used to share the latest updates about tours of the tour operator “Orbita”, such as the opening of a new annex. Using social channels to distribute information offers a wealth of benefits, such as reduced traffic to costly channels like contact centers and a better customer experience.

The information conveyed on social media improves the decision-making process for potential tourists, especially because it can be shared in real-time. So diversifying the social media promotional strategy in the popular networks can be as effective as usual promotion marketing tools.

Making a conclusion of this section we can admire that every tour operator needs to change its activity and its services as fast as the external environment and customers

will change. The tour operator “Orbita” has to be improved some areas of the internal activity: customer traveling service and social media strategy. The result of making this improvements and innovations will increase the awareness of the tour operator “Orbita” and will increase the profitability of the hotel.

Every day information with the colorful pictures on the Facebook, Instagram and Telegram account will create a good image of the brand not only among the tourists of the tour operator “Orbita”, but also among random guests who accidentally found tour operator page in social networks.

Another direction of the improvement in “Orbita”, hotel is diversifying the Facebook social media strategy. It has own account on this web-site with the information about the hotel, promotional discounts, etc. But information is not posting regularly and number of followers is not big.

We offered a digital marketing plan for promoting tour operator “Orbita”. It will help tourists to explore and discover the city quickly and efficiently. The strategy of the digital marketing development of the tour operator “Orbita” must be clearly defined so that all employees of Internet promotion companies had an idea on how to act to achieve your goals and objectives.

Tactical planning of organization promotion on the Internet involves the specification of the strategy and includes the choice of specific advertising platforms, developing advertising campaigns based on understanding target audience, seasonality and affordable budget.

A detailed online promotion program is being developed; it should include: a list of tasks that need to be solved; the economic, material and human resources required for this; specified deadlines and responsible for implementation.

Control should be provided. At this stage, track the implementation of the plan of Internet marketing and in case of errors, the implementation takes measures to eliminate them. Control is based on a predefined system evaluating the effectiveness and monitoring the implementation of the promotion plan organizations on the Internet. The main problem faced by professionals who are responsible for planning an organization’s promotion on the Internet, is lack of information and interpretation skills for the

development of complex making.

Creating marketing team is one of the decisive factors that will directly affect the end result of the activity of the tour operator “Orbita”. The optimal composition of the tour operator's team is as follows:

- 1) top marketing manager;
- 2) content manager;

The main responsibilities of the optimal marketing team are shown in table 3.2.

Table 3.2

Main responsibilities of team members of the tour operator “Orbita”

Position	position duties
top marketing manager	<ol style="list-style-type: none"> 1. creating marketing strategies and tactics; 2. performance analysis; 3. coordination with other departments of the tour operator; 4. strategic planning; 5. monitoring of the plans and tasks implementation;
content manager	<ol style="list-style-type: none"> 1. creation or layout of the content; 2. managing publications; 3. work with thematic directions and headings; 4. increase participants' activity; 5. implementation of the design solution.

*Source: made by the author based on the data [58].

The work of marketing managers is necessary to achieve the effectiveness of the tour operator “Orbita”. But at the same time, the work of a marketer can’t always serve as a 100% guarantee of possible organization problems, if at first, at the stage of formation, the marketer did not participate in the preparation of a business plan or simply did not conduct marketing research.

Among the general competencies we can distinguish the following characteristics

which new digital marketing managers that should be recruitment for the tour operator “Orbita”:

- observation and socio-psychological intuition;
- figurative and logical memory;
- communicative abilities and high self-esteem;
- emotional and volitional stability;
- ambition, desire for professional growth;
- leadership qualities;
- the ability to analyze and predict, defend their point of view;
- high level of adaptability to new information, training;
- skills of public presentations and speeches, writing PR-articles and assessing their quality.

It is possible to see the main reasons for choosing the specific digital marketing tools for tour operator “Orbita” that are shown in the table 3.3.

Table 3.3

Digital marketing tools suggested for the tour operator “Orbita”

Type of tools/ Reasons	Demand formation	Knowledge formulation	Attitude formulation	Sales promotion	Tourists keeping
Web site	+	+	+	+	
Contextual advertising		+		+	
Searching retargeting		+		+	
Social media advertising	+	+	+	+	
Video advertising	+	+	+	+	
Content marketing	+	+	+	+	+
Mobile marketing	+	+	+	+	
Email advertising	+		+	+	+

*Source: made by the author based on the data [59].

So that for the tour operator “Orbita” the next types of digital marketing tools are suggested to implement: web site optimization, video advertising, social media and mobile marketing. They should be the most effective for development of the digital marketing model of the tour operator.

To maximize value and achieve relevance from digital channels, expectations from tourists in being able to interact through multiple touch points of various contact channels will only continue to grow. Channel mapping of the tour operator “Orbita” is analyzed in the table 3.4.

Table 3.4

Buying stage: channel mapping of the tour operator “Orbita”

Type of social media	Facebook	Instagram	YouTube	TripAdvisor
Pre-purchase	+	+	+	+
Purchase		+		
Post-Purchase	+	+		+

*Source: made by the author based on the data [59].

So that we can say that social networks are important in different stages of tour services purchase.

3.2. Program of implementation new types of digital marketing by the tour operator

To perform well and gain competitive benefits, tour operator “Orbita” should reach its customers and offer to its target audience. We need to make some development in the digital marketing of the tour operator “Orbita”. Based on the experience of some of the best marketers and travel experts, a list of basic steps to improve digital marketing is made.

Nowadays, the role of marketing is becoming an important part of the development of a mature business. Marketers will need to persuade the management

that the activities they are doing are valued, and the actions they are taking are within the company budget and will benefit the company. Therefore, a marketing plan becomes one of the most powerful tools to illustrate their ideas and gain permission to take business actions.

Program of implementation new types of digital marketing tools by “Orbita” company for 1 year is presented in the table 3.5.

Table 3.5

Digital marketing program of the tour operator “Orbita”

№	Type of tools	Steps of implementation	Period of realization
1.	Web site optimization	implement user experience web design and conversion rate optimization	12 months
2.	Social media	launch a contest for social media fans to take part in. This will not only encourage sharing and brand awareness; it will also increase company loyalty and engagement.	12 months
3.	Mobile marketing	optimize website for mobile	12 months
4.	Video adds	great offering in videos and pictures is successful for this type of advertising	12 months
5.	Feedback	make good feedback in the popular travel marketplaces	12 months
6.	Email	appropriate email should be sent in time for specific type of tourists	12 months

**Source: made by the author based on the data [50].*

Program of implementation new types of digital marketing by the tour operator should be characterized more detail; suggested marketing tools are described below.

Firstly, we are going to provide some recommendations to improve web site of the tour operator “Orbita”. It should make its web site more effective. It is possible to see which web site company has now (Appendix I).

The next recommendations are suggested:

- company should use pictures, videos and real-life stories in the description of product to catch reader's attention;
- write about what people can experience and see while they are visiting;
- use words or phrases your users actually tend to search for;
- show them what makes your destination interesting and unique;
- it can test the CTA button with A – “Book Now” against B – “Go on an adventure today” to determine which CTA led to more form submissions, because landing page is one of the important touch points of the consumer journey. If company fail to convert visitors, it would see very little ROI on all your marketing channels;

When it comes to the online marketing of tours, digital storytelling goes hand in hand with social media campaigns. Quality content is inevitable. Company should use pictures, videos and real-life stories in the description of product to catch reader's attention. The tour operator “Orbita” should know its audience and be creative.

Social media optimization of the tour operator “Orbita” - site optimization, in which the design, content and interface are modified so that the resource could be used as a social network under such conditions, the resource is socialized due to technical changes on the site. To date, the SMO also adds the conversion of social network users to the site, which in turn should be prepared to receive such users on their platform. The low level of usability of the site reduces the level of convertibility of virtual users [35].

Taking into attention the fact that the concept of SMM and SMO are new means of marketing influence, there are some differences in the tools of their application:

- SMM is the basis for implementing SMO;
- SMO is the main purpose of SMM application;
- SMO and SMM - different directions that exist separately from each other.

In our opinion, SMO and SMM are really different tools, but the feasibility of their use is not limited to the use of one tool as a tool for implementing another. They can also be used on terms of complementarity.

Social media is a part of online marketing that is such a well of opportunities for tour operators. It's important to understand for the tour operator “Orbita” that it finds

audience. When people want to find “Orbita”, they turn to search engines. While the social media landscape changes every day, most experts still recommend Facebook, Pinterest, Twitter, YouTube and Telegram for tour and travel businesses.

Social media marketing - a set of activities aimed at promoting the services of economic activity, as well as work and communication with potential and / or existing consumers on the Internet platforms of social media resources.

The tour operator “Orbita” has its own page in Facebook that has near 1000 followers. It is possible to see how it looks (Appendix I).

Using Facebook Sponsored Newsfeed ads, tour operator can target visitors who have visited travellersbeyond.com, but did not book a travel package of “Orbita”. For help and step-by-step guides on how to launch a Facebook Ad, refer to <https://www.facebook.com/business/help/633662000000451> or sign up for our Facebook Advertising Course for free.

The next recommendations are suggested to “Orbita” company with purpose to improve Facebook page:

- spark up a conversation, get people interested in the content you serve and make them leave comments;
- encourage people to share your content and to leave positive reviews. Of course, at times, company need to help with paid Facebook ads to get the right reach at the right time;
- don’t forget to build an organic traction before promoting your posts and boosting them. When content curating, don’t just post your content nor the content from other pages. Make a strategy and combine. A bit of everything;
- company needs content that’s both entertaining and relevant to your audience. For example, combine promotional posts, educational, and entertaining. However, keep in mind that Facebook favors content from within. That means a Facebook video will get a better reach than, for example, a YouTube link with the same content.

The tour operator “Orbita” has its own pages in Telegram and Instagram (Appendix I).

People visit Instagram to escape the reality and enter a fairy tale. We all want to

wake up, browse gorgeous photos and feel awesome about it rather than reading horrific news about mass shootings, politics, etc. Having an Instagram account doesn't just mean that company can post random stock photos.

So that managers of marketing department of the tour operator "Orbita" should provide the next things to make Instagram page more successful:

- some posts in social networks in the period between 18.00 till 22.00. It is advisable to break the content of the content into sections and cover them with hashtags that will help users to highlight individual topics for familiarization. For example: "#Orbita";
- stories should be inspire and evoke emotions. It is powerful weapons in attracting new bookers. This is a secret behind the successful tour providers and travel agencies;
- the tour operator "Orbita" have to present tourist and traveler offer through a story, use video, photos, and blogs as a medium and share them on Instagram.

Benefits of targeted advertising on Instagram for the tour operator "Orbita":

- advertising is much cheaper than other popular social networks, since the number of competitors is less here;
- rapid growth in the number of subscribers, 30–40% of which will be the target audience;
- Instagram users are 2.5 times more likely to switch to advertising (not just publications, note) than users of other social networks;
- Instagram is in the very first place by the number of subscriptions users on company accounts;
- the widest options for targeting Instagram; Instagram audience is very young and mostly female, therefore the best results are obtained by those companies who are interested in this particular customer segment.

Unfortunately, these pages are not so successful; they have not a lot of followers. "Orbita" should adapt the usage intensity according to their special features. Share and post daily. To become likable, don't go all promotional, rather have fun. Publish beautiful pictures, create conversations, answer questions. Once people notice useful,

beautiful and fun content on social media of the tour operator “Orbita”, they will go to Google and look you up for more memorable experiences got to offer.

According to our questionnaire, a number of indicators of activity in social networks are determined. Figure 3.3 shows data that reflects the daily activity of users on social networks.

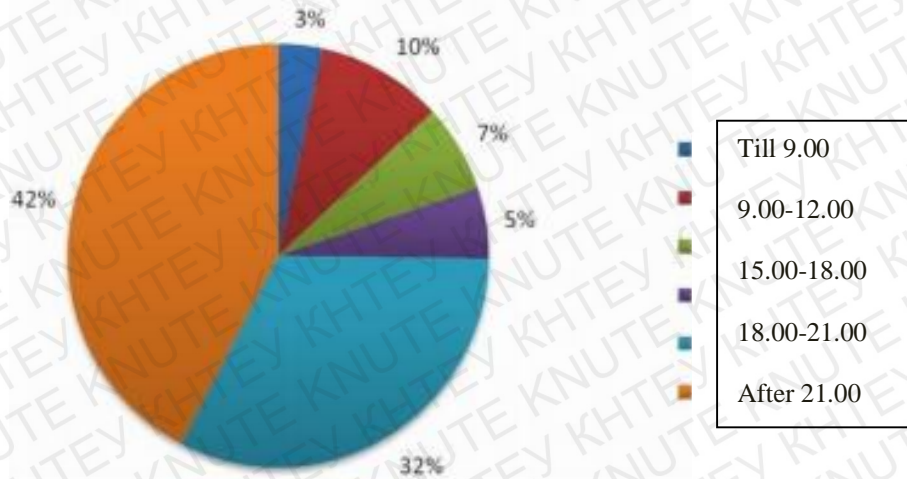


Fig. 3.3 The daily activity of users on social networks

*Source: made by the author based on the data [59].

There are some recommendations for the tour operator “Orbita” to make social media more effective:

1. Automate as much as possible.
2. Post regularly.
3. Use “Feedly” to find relevant content to share (Content curating).
4. Set aside time to review and respond to comments.
5. Make people pause and read your content.
6. Focus on highly shareable content.
7. Repost popular posts.
8. Use hashtags.
9. Grow your following.
10. Always end with a call to action.

For providing effective SMM strategy the content should have the structure that is shown in the table 3.6.

Table 3.6

The content of an effective SMM strategy

Type of content	Effectiveness of impact on the audience, %
general tourism news and interesting facts	40
information about tour offers	30
interactive information	15
tourists feedback and photos	15

*Source: made by the author based on the data [48].

Once a group or public page has a ready-made appearance, the number of potential buyers of travel services should increase. Due to the systematic approach to SMM activities, over time, the number of customers will increase. This will mean that the tasks have been completed.

The tour operator “Orbita” should optimize website for mobile. 87% of internet users have a smartphone. This is how the majority of Internet users (read: your potential bookers) will read company’s posts, emails, and website content. Publishing online, tour operator needs to check how it appears on your smartphone or tablet screen, the content might look different on different mobile brands. The tour operator should try mobile friendly test, which is a free Google’s tool, to check if your website has a mobile-friendly design and get optimization recommendations. There are also some great free WordPress plugins to help optimize the website.

Great offering in videos and pictures are necessary for the tour operator “Orbita”. This will help online customer reviews go up. Website and profile descriptions are often the very first impression for many potential bookers. First impressions are important. So, company should get the most beautiful pictures can get and use them to evoke positive feelings of potential bookers.

We should mention that video marketing isn’t almost presented in marketing plan of the tour operator “Orbita”. The next recommendations for video advertising campaign of the “Orbita” company are suggested:

- make high quality video; beautiful HD video of the destination helps drive viewer engagement and appeal to their emotions of potential tourists;
- don't just repurpose TV commercials or longer form website content to create a pre-roll ad; edit content specifically for the various digital experiences (smaller screens, potentially with sound muted, etc.);
- deliver tour operator's brand message in the first 3 seconds of your video ad, long or short form; get key message across quickly;
- website should provide a seamless transition for consumers who viewed video ad; tour operator should make sure when someone click on an ad, the website picks up where the video left off; deliver more of the same type of content that drove their initial interest;
- think CVR (Completed View Rate) instead of CTR (Click Through Rate) and make sure that tracking view is through activity to your site (consumers who viewed an ad, did not click, and later visited the site);
- start optimizing for millennials; ensure that mobile is a major part of your video advertising strategy and use short, snackable videos to grab their attention.
- make good feedback in the popular travel marketplaces like Tripadvisor.

Travel marketplaces such as Tripadvisor, Viator, Trustpilot, and Tourist link promote great tours through customer reviews. There's no better promotion than the good old word-of-mouth. And this is what reviews are in the online world. People turn to other traveler experiences before booking their next travel. The number of likes and shares on social media falls into the same bucket. People trust them. And when people find you liked by others, they're going to like the tour operator "Orbita", too. The number of online bookings will grow along the increase of your positive reviews.

The saying 'reputation is revenue' couldn't be more apt. Reports show that 81% of travelers find travel reviews important and 49% won't book a property without reading reviews. Tour operator "Orbita" should remind for its customers to leave a review on sites like Trip Advisor and Expedia, Google My Business page, social networks and website. Most importantly, don't forget to nurture reviews and respond accordingly if the need arises.

In order to embrace the kind of online marketing thinking appropriate for this age of the customer, the tour operator “Orbita” should remember the buzz words: individuality, personalization, social, video, mobile.

So that we should make conclusions that the tour operator should understand how to apply a 4-step process for better developing digital marketing of the business that are shown on the fig.3.4.



Fig.3.4. 4-step process of developing digital marketing program for the tour operator “Orbita”

*Source: made by the author based on the data [38].

3.3. Justification of effectiveness digital marketing used by the tour operator

Economical evaluation is one of the most important parts of the scientific work and in this part, we will justify the effectiveness of our promotional actions for increasing the demand of the tour operators’ services.

In the scientific literature distinguish four separate groups of methods for assessing the effectiveness of marketing activities:

1. quantitative (factual) - provide a comparison of effective indicators of marketing activity with the costs of its implementation:

- return on investment in marketing;
- estimating the value of the brand;
- assessment of the market success of the company in the area of competition;

2. sociological - aimed at the use of tools applied sociology, namely: the development of sociological research and research in accordance with these programs (for example, assessment of communications);

3. expert (subjective) - involves the use of special knowledge and practical experience of experts to obtain general judgments about the effectiveness of marketing activities of the enterprise mainly in the form of marks (points);

4. quality methods based on marketing audit - a comprehensive, systematic, independent and periodic review of the external marketing environment, goals, strategies and specific areas of marketing activity for the enterprise as a whole or for its individual structural units. Conducted on own or by independent experts [52].

The economic effect of the introduction of new digital marketing tools by the tour operator “Orbita” should be reflected in increased profitability, the growth of the number of tourists, productivity, and the improvement of product quality.

Under marketing parameters in this case are understood parameters that reflect the effectiveness of a marketing program that characterizes the effectiveness of the use of digital marketing tools.

To determine economic efficiency, it is necessary to determine the main cost items and reduce costs through the use of digital marketing. Sources of expenditure can be divided into one-off capital costs and operating costs. Unique capital expenditures include: investments for initial analysis and planning, software cost, investment in training and retraining of staff. Operating expenses include: wages of service staff, costs for support materials, depreciation charges, additional costs, costs of the advertising campaign, etc.

Consequently, the key to a successful management system in introducing new areas of digital marketing is the creation of a business strategy that is a comprehensive, long-term business for any enterprise. The main objective of such a system is to integrate social and environmental priorities into the activities of enterprises at all levels of decision-making, which should improve the quality of management in general.

The main advantages of implementation new digital marketing program for the tour operator “Orbita” are:

- wide information channel, the possibility of mass appeal to wide audience;
- targeting - the ability to target a specific part audience;
- the ability to accurately and quickly analyze the reaction of the audience;
- availability and flexibility, work 24 hours a day;
- interactivity, consumer interaction with the seller;
- customer focus;

- creation, updating and constant replenishment of the customer database;
- the measurability of the effectiveness of the funds spent on Internet marketing by analytics;
- low cost, Internet promotion is much cheaper and more effective than traditional means of advertising.

The most important tools of new digital marketing tools of the tour operator “Orbita” are: website – 80% and mobile site – 20%. Support tools are: SEO – 30%, Facebook – 30%, email – 20%, Instagram – 20%.

Implementation of new digital marketing program for the tour operator “Orbita” is the opportunity to increase the profitability of a tourist operator due to increased interaction with customers becomes one of the key tasks of the introduction of digital technologies. The reasons to implement digital technologies found in the three key digital transformation drivers saw the potential for a significant increase in business profitability, increased customer satisfaction and accelerated access to new goods and services.

However, the most important organizational result of the introduction of digital technologies is the transformation of the internal communication processes of the tourist operator, the synchronization of the interaction of all processes of the enterprise to achieve the overall result due to the associated function (account-based) marketing. The only standard of work with clients allows synchronizing work of various divisions of the company. New opportunities for obtaining customer data and their behavior should be reflected in strategic decisions regarding the positioning chosen, the selection of marketing tools for the support of tourists, the allocation of resources between different channels and the tools for advancing services and promoting purchases. Collaboration of marketing departments with analysts, IT specialists, and business departments is a time-consuming process for customer sales and customer service.

The benefits of improving digital marketing of the company for communicative policy on the Internet are mentioned in the table 3.7.

Table 3.7

Advantages of implementation digital marketing program by the tour operator “Orbita”

Tools	Advantages of implementation
Website optimization	<ul style="list-style-type: none"> -increasing tour sales, expansion of sales markets and maintenance of existing customers; -full comprehensive presentation of services of the tour operator without geographical constraints, in any language, at any time convenient for consumers; -optimization of communications with consumers, partners; ensuring effective communication with counterparties from any countries of the world and the possibility of prompt response to them, consulting and providing direct contact with end users; -making company position more strength; -increasing the level of trust to the tour operator;
contextual advertising	<ul style="list-style-type: none"> -it is addressing only to the target audience; visibility in the search engine issue; -the possibility of rapid analysis and adjustment of advertising campaign; -no need to optimize the site; -"convenient" budget;
social networks	<ul style="list-style-type: none"> -possibility to choose the target audience with exact targeting; -constant support of contact with potential clients; -ability to inform clients about new company offers; -increasing of loyalty to the company;
Search Engine Marketing	<ul style="list-style-type: none"> -the ability to attract the target audience that is interested in purchasing tourist services; -contact with the user of the search engine occurs at a time when he/she is really interested in the advertised service; -the user does not suspect that he is showing advertising - he perceives the search engine as an expert, who always comes to the aid with valuable advice; -low costs on the site promotion.

*Source: made by the author based on the data [62].

Some negative aspects could be also defined in case of implementation new digital marketing tools: - increasing competition for the tour operator “Orbita”:lack of borders and access to the global virtual market significantly increases the number of both consumers and competitors. Similar to the traditional business, it is necessary to compete with the offered prices and the range of services; -some of digital marketing tools of the tour operator “Orbita” may be not so successful but the tour operator may spend a lot of money for its development.

The evaluation of marketing strategies is possible to see in the table 3.8.

Table 3.8

Efficient marketing strategies

Efficient marketing strategies	Frequency	Percent	Valid Percent
International trade fairs and exhibitions	27	27.0	27%
Online marketing, websites, pages, emails	57	57.0	57%
Social media, blogs, Facebook, you tube	4	4.0	4%
E-marketing	2	2.0	2%
Local tourism fairs	2	2.0	2%
Relationship marketing	8	8.0	8%
Total	100	100	100%

*Source: made by the author based on the data [51].

Approximate expenses for implementation the digital marketing tools by the tour operator “Orbita” are calculated in the table 3.9.

Table 3.9

Expenses for implementation digital marketing tools by the tour operator “Orbita”

№	Type of tools	Expenses (UAH) per month	Expenses (UAH) per year
1.	Web site optimization	500	6000
2.	Social media	700	8400
3.	Mobile marketing	500	6000
4.	Video adds	200	2400
5.	Feedback	0	0
6.	Email	0	0
Total		1900	22800

*Source: made by the author based on the data [53].

Now we can calculate level of the income that will be achieved after using this

promotional proposes for the tour operator “Orbita” in the table 3.10. We can see that even with the increasing of the net income in 2% we will receive the additional income 22,6 thousand UAH. So our advantageous proposals are really profitable and can bring to the tour operator “Orbita” the sustainable income.

Table 3.10

Expected indicators of the « Orbita» from the implementation of the proposed recommendations without taking into account other factors

Increase in net income, %	Additional net income, thousand UAH	Costs related to the proposed improvements, thousand UAH	Additional income, thousand UAH
0	0,0	22,8	-22,8
1	22,2	22,8	-0,6
2	45,4	22,8	22,6
3	67,5	22,8	44,7
4	90,7	22,8	77,9
5	112,9	22,8	90,1
6	135,1	22,8	112,3
7	157,3	22,8	134,5
8	180,4	22,8	157,6
9	202,6	22,8	179,8
10	225,8	22,8	203,0

*Source: made by the author based on the data

We are going to define effectiveness of implementation the main digital marketing tools by the tour operator:

- providing information about the state of the market situation;
- the cheapest online advertising;

- interactive mode of relationship with consumers;
- the ability to determine the number of hits to the site of individuals and legal entities;
- opportunities for development of new market segments;
- accessibility for tourists, which facilitates the attraction of new consumers;
- decreasing of expenses for production and sale services;
- for better understanding effectiveness we should define all benefits of the implementation different types of digital marketing tools by the tour operator “Orbita”.

We can admire that it was calculated the total cost of the advertising promotional campaign by each type of the media source. And finally it was calculated the economic effect and effectiveness of all the proposed activities for improvement the marketing activity of the tour operator “Orbita”.

So that suggested digital marketing campaign brings profit to the company less than in 2 year according to our calculations. We are going to make the next conclusions that implementation of new digital marketing tools by the tour operator “Orbita” will be successful. It could bring a lot of advantages for the tour operator. The success of the company is directly dependent on the distribution of marketing resources; at the same time, the share of revenues that internet marketing activities will bring can be preliminary estimated at the business planning stage. The implementation of Internet marketing technologies in conjunction with competent business planning is a prerequisite for the growth of the income of the tour operator “Orbita” and the substantial strengthening of its position in the market.

Conclusions to Part 3

The digital marketing of the tour operator “Orbita” is a complex, multi-step process, which can be described by the cyclical model SOSTAC. The tour operator “Orbita” organizes tours of different levels of difficulty and, at the same time takes into the account the individual needs of every tourist. Throughout the fifteen years of presence on the market, it has accumulated precious professional experience, created a cohesive team, has acquired reliable partners and recognition from the tourists.

Social media is a part of online marketing that is such a well of opportunities for tour operators. It’s important to understand for the tour operator “Orbita” that it finds audience. When people want to find “Orbita”, they turn to search engines. While the social media landscape changes every day, most experts still recommend Facebook, Instagram, Twitter for tour and travel businesses.

The main advantages of online marketing are: wide information channel, the possibility of mass appeal to wide audience; targeting - the ability to target a specific part audience; the ability to accurately and quickly analyze the reaction of the audience; availability and flexibility, work 24 hours a day; customer focus; interactivity, consumer interaction with the seller.

Suggested digital marketing campaign brings profit to the company less than in 2 year according to our calculations. We are going to make the next conclusions that implementation of new digital marketing tools by the tour operator “Orbita” will be successful. It could bring a lot of advantages for the tour operator. The success of the company is directly dependent on the distribution of marketing resources; at the same time, the share of revenues that internet marketing activities will bring can be preliminary estimated at the business planning stage. The implementation of Internet marketing technologies in conjunction with competent business planning is a prerequisite for the growth of the income of the tour operator “Orbita” and the substantial strengthening of its position in the market.

CONCLUSIONS

In the master's thesis was made theoretical generalization of the digital marketing in tourism business substantiation, the importance of the role of the main tools of digital marketing in tourism business and stages of implementation of digital marketing mechanism are described. The main prospects for development of the digital marketing model of the tour operator and implementation new types were made. The marketing environment of the tour operator and digital marketing mix were analyzed. Results of the conducted research made it possible to draw the following conclusions.

1. Digital Marketing today has become the one of the key focus areas for businesses all over the world. It started as a mode of communication and has evolved not just into another source of additional revenue but most importantly, to develop and maintain long-term relationships with the various parties in the market. Interactivity, as the main feature of the Internet, has enabled a new dimension of connection between all the participants on the market. It is not identical to internet marketing, because it includes such channels as television, radio and even outdoor advertising. But the most popular tools of such marketing are Internet marketing. Some scientists equate the concept of digital and Internet marketing.

2. Marketing tools are the strategies and techniques used by companies for development and promotion of their goods and services. The most popular forms of digital tools in the tourism business are: search promotion; contextual and teaser advertising; media and banner; promotion in social media and blogs; creation of mobile applications for smartphones, tablets and other media; viral advertising.

3. Modern understanding of marketing as a system and functions of management of a tourism enterprise occurs in the 80 years of the twentieth century. Tourist marketing was considered as a set of methods and techniques developed for the study, analysis and solving of tasks, taking into attention psychological and social factors, as well as latent needs of consumers.

4. "Orbita" company offers seaside, sightseeing and mountain-skiing holidays to such tourism destinations: Turkey, Egypt, Bulgaria, Spain, the Czech Republic, Austria,

Poland, Germany, Italy, Croatia, Montenegro, Greece and other countries. It also has own charters to Montenegro. So that "Orbita" works as tour operator, selling package tours and air tickets to Montenegro to travel agents. Tour operator "Orbita" is a commercial organization because the main goal of its activities is profit. The current strategy of the company - work in the tourism business current directions, reducing the gap in the number of vouchers sold in summer and winter seasons, ensuring any consumer only quality services. In order to adjust the strategy tour operator "Orbita" needs to conduct a thorough analysis of the situation. Method of SWOT-analysis is used for it, which provides analysis of strengths, weaknesses, opportunities and threats.

5. Digital marketing mix of the tour operator "Orbita" is a broad subject, keeping principles of marketing intact and taking them to the online world. So that the tour operator "Orbita" should note that there is an extended marketing mix, one that should be applied to their own unique services and products that are available. The service marketing mix consists of 7 P's.

6. Economic evaluation is one of the tools available to help choose wisely from a range of alternatives and implement efficient resources. Full economic evaluations are rarely completed. We can observe that during the last 3 years this indicator has been able to decrease by 24% in 2014 and increase by 16% in 2015, but it has not reached the level of 2013. Thus, we can conclude that the level of business efficiency of the company "Orbita" is not sufficient. Analyzing all the above figures, we can conclude that the economic efficiency of the tourist enterprise. "Orbita" over the past two years is characterized by a tendency to increase. One reason is that economic evaluations are resource intensive and typically require a high level of research expertise. It is important, prior to undertaking this type of study, to determine whether a full economic evaluation is warranted or required. The economic effectiveness of advertising is most often determined by measuring its impact on the development of trade turnover.

7. A detailed online promotion program is being developed; it should include: a list of tasks that need to be solved; the economic, material and human resources required for this; specified deadlines and responsible for implementation. So that for the tour operator "Orbita" the next types of digital marketing tools are suggested to

implement: web site optimization, video advertising, social media and mobile marketing. They should be the most effective for development of the digital marketing model of the tour operator. To maximize value and achieve relevance from digital channels, expectations from tourists in being able to interact through multiple touch points of various contact channels will only continue to grow.

8. The role of marketing is becoming an important part of the development of the tour operator “Orbita”. Marketers will need to persuade the management that the activities they are doing are valued, and the actions they are taking are within the company budget and will benefit the company. Therefore, a marketing plan becomes one of the most powerful tools to illustrate their ideas and gain permission to take business actions. Program of implementation new types of digital marketing tools by “Orbita” company for 1 year is suggested by the author.

9. Suggested digital marketing campaign brings profit to the company less than in 2 years according to our calculations. We are going to make the next conclusions that implementation of new digital marketing tools by the tour operator “Orbita” will be successful. It could bring a lot of advantages for the tour operator. The success of the company is directly dependent on the distribution of marketing resources; at the same time, the share of revenues that internet marketing activities will bring can be preliminary estimated at the business planning stage.

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APPENDICES

Appendix B

Financial reports of the tour operator “Orbita”

The definitions of the concept of digital marketing in the domestic and foreign literature

The definition	Author
The concept of e-marketing is as a means of moving products or services from producers to tourists, and using the Internet as a means of promotion and a sales channel.	Andrlic [11]
Online Marketing can be considered as a targeted approach to reaching both potential and existing customers and the online information is the crucial influence on the decisions of consumer.	Vella and Kester [12]
Internet marketing and online advertising, also called e-marketing, web marketing, online marketing, or e-marketing, is the advertising of products and services over the Internet.	Ruzic [13]
The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.	Chaffey [14]
E-marketing is “the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals”.	Strauss and Frost [15]
It is a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means.	El-Gohary [16]
Internet marketing is the use of the Internet and other digital technologies with traditional methods in order to achieve marketing goals.	Chaffey, Johnston [17]
Internet Marketing is an all-inclusive term for marketing products and/or services online – and like many all-inclusive terms, internet marketing means different things to different people.	Ward [18]
Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.	Miller [19]
Online marketing can be simply defined as promotional activity on the Internet, including email. It can take many forms, including search engine marketing, email marketing, online advertising, social media, and affiliate marketing.	Eley and Tilley [20]

World internet usage and populations statistics

World regions	Population (2018 Est)	Population % of World	Internet users 31 Dec 2017	Penetration rate (%)	Growth 2000-2018	Internet users %
Africa	1,287,914,329	16.9	453,329,534	35.2	9,941	10.9
Asia	4,207,588,157	55.1	2,023,630,194	48.1	1,670	48.7
Europe	827,650,849	10.8	704,833,752	85.2	570	17.0
Latin America/ Caribbean	652,047,996	8.5	437,001,277	67.0	2,318	10.5
Middle East	254,438,981	3.3	164,037,259	64.5	4,893	3.9
North America	363,844,662	4.8	345,660,847	95.0	219	8.3
Oceania/ Australia	41,273,454	0.6	28,439,277	68.9	273	0.7
World total	7,634,758,428	100.0	4,156,932,140	54.4	1,052	100.0

Stages of the formation of marketing activities

Stages	Time period	Characteristics
"The collapse of the old system"	1991-1993	It is directly related to the general destruction of the planned system of tourism organization that existed in Soviet times. On the market there are new entrepreneurs who organize tours for commercial purposes for so-called "shuttles". Marketing is practically not used.
"Beginning"	1994-1995	Wealthy consumers are in demand for expensive rest. Resource capital is formed in large enterprises that became heirs of the Soviet tourism system. Some of the trade union workers opened private tourism companies. The role of marketing is fragmentary: there is a need to exchange market information in order to promote a tourism product.
"Rapid development"	1996-1998	It is characterized by the strengthening role of the communicative component of marketing company of the tourist enterprise. The number of enterprises operating on the tourism market is substantially increasing; in their assortment structure the package tours are dominated.
"Working out of the rules of activity"	1999-2004	Marketing activity of the tourist enterprise is mainly focused on the improvement of sales technologies. There is a deepening of the specialization of tourism enterprises, which according to the law are divided into operators and agents. There are local tour operators and large foreign operators, which specialize in organizing tours to their countries.

License of the tour operator "Orbita"

Серія АВ	ЛІЦЕНЗІЯ	№ 566747
Міністерство культури і туризму України Державна служба туризму і курортів		
Вид господарської діяльності	туроператорська діяльність	
Найменування юридичної особи	ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "ОРБИТА"	
Ідентифікаційний код юридичної особи	22900141	
Місцезнаходження юридичної особи	04050, м.Київ, вул.Мельникова, буд.12	
Дата прийняття та номер рішення про видачу ліцензії	03.06.2011 №21-ліц	
Строк дії ліцензії	з 03.06.2011 необмежений	
Номер в ліцензійному реєстрі -	308/2011	
В.о. Голови Держтуризмкурортів М.П.		С.В.Сьомкін
Дата видачі ліцензії		08 ЧЕР 2011
Копія видана: ПІДРОЗДІЛ ТОВАРИСТВА З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "ОРБИТА" 03150, м.Київ, вул.Димитрова, буд.6, офіс 1		
В.о. Голови Держтуризмкурортів М.П.		С.В.Сьомкін
Дата видачі копії ліцензії		08 ЧЕР 2011
		

Assortment policy of the tour operator “Orbita”

Countries	Type of holidays	Hotels
<p>France, Finland, Bulgaria, Fr. Polynesia, Latvia, Lithuania, Great Britain, Netherlands, Belgium, Cruises online, Monaco;</p> <ul style="list-style-type: none"> • Greece, Egypt, Turkey; <p>Thailand, Indonesia, Malaysia, Seychelles, Maldives, Singapore, Greece, Morocco, Mauritius, Vietnam, China, Cambodia, Madagascar;</p> <ul style="list-style-type: none"> • Slovakia, Austria, Croatia, Montenegro, Serbia, Albania; • Ukraine, Georgia, Armenia. 	<p>“Orbita” offers for tourists’ various types of rest depending on their preferences:</p> <ul style="list-style-type: none"> • seaside, • cognitive, • skiing, • family holidays, • youth recreation, 	<p>OSTREDOK HOTEL SKI & WELLNESS RESIDENCE DRUZBA SPORTHOTEL IGLS SCOL HOTEL ZILLERTAL Aldemar Iberotel Barcelo IC Hotels Barut Jaz Best Kempinski Concorde Limak Coral Sea Lopesan Cornelia Louis Fiesta Magic Life Gloria Papillion Grecotels Radisson Grupotel Riu H10 Rixos Hillside Sheraton</p>

Department division of the tour operator “Orbita”

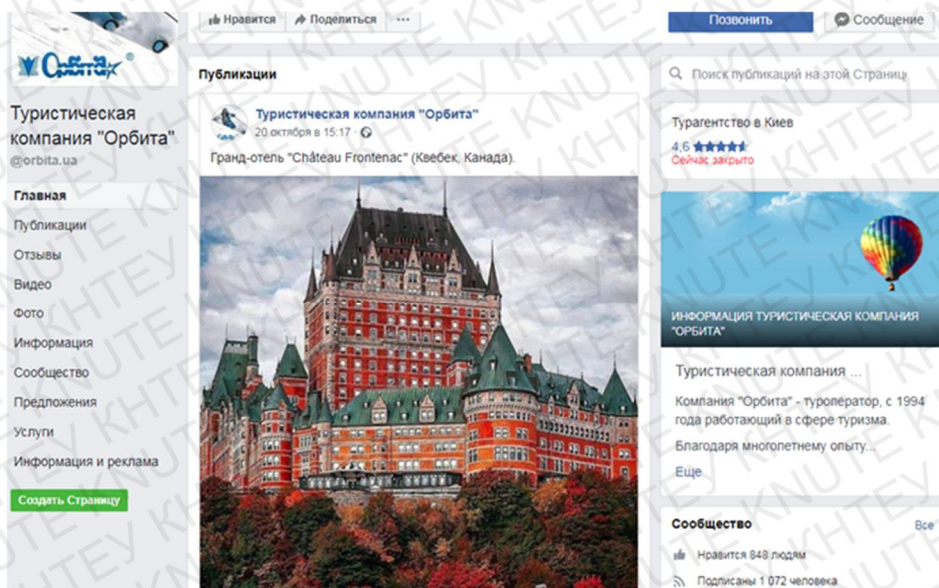
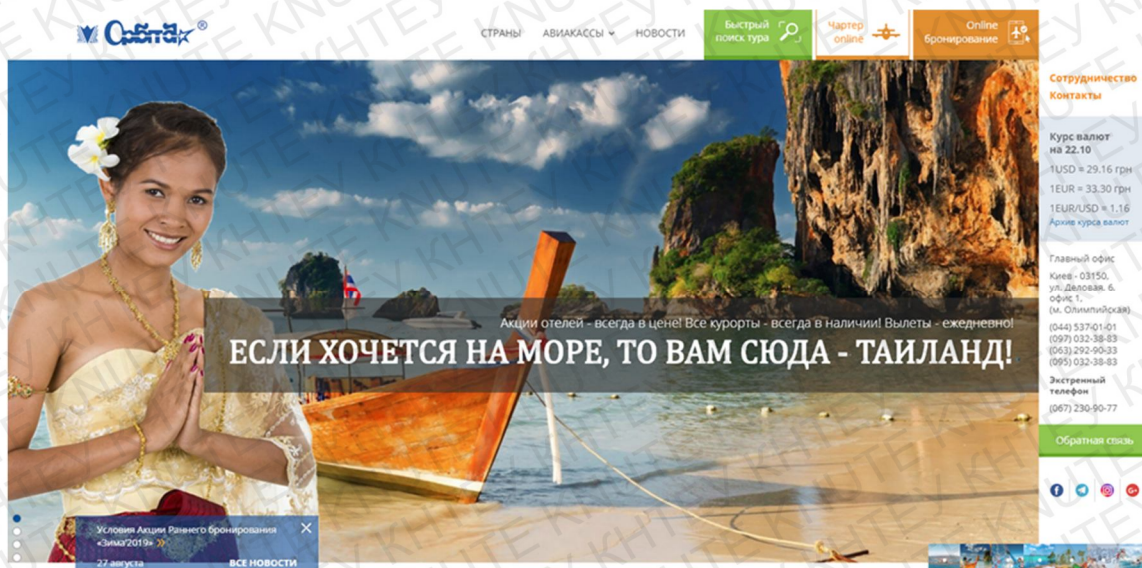
The screenshot shows the Orbita website header with navigation links: СТРАНЫ, АВИАКАССЫ, НОВОСТИ, Быстрый поиск тура, Чартер online, and Online бронирование. Below the header is a grid of employee profiles, each featuring a circular photo, a logo, the employee's name, email, phone number, and a list of countries they cover.

Employee Name	Email	Phone Number	Covered Countries
Врона Алина	alina@orbita.ua	вн. номер 122	Словакия, Австрия, Хорватия, Черногория, Словения, Албания.
Ганина Татьяна	tanya@orbita.ua	вн. номер 120	Таиланд, Египет, Турция, Греция, Вьетнам, Китай.
Зимовец Татьяна	avia@orbita.ua	вн. номер 128	Авиабилеты.
Кутало Ирина	k.ira@orbita.ua	вн. номер 116	Франция, Финляндия, Болгария, Фр. Полинезия, Латвия, Литва, Великобритания, Нидерланды, Бельгия, Круизы он-лайн, Монако.
Лашина Лариса	travel@orbita.ua	вн. номер 123	Таиланд, Индонезия, Малайзия, Сейшелы, Мальдивы, Сингапур, Греция, Марокко, Маврикий, Вьетнам, Китай, Камбоджа, Мадагаскар.
Матвишина Ирина	ira@orbita.ua	вн. номер 140	Словакия, Австрия, Хорватия, Черногория, Сербия, Албания.
Мельниченко Александр	charter@orbita.ua	вн. номер 126	Украина, Грузия, Армения, Авиабилеты.
Пененко Наталия	nata@orbita.ua	вн. номер 136	Испания, Андорра, Мальта, Доминикана, Иордания, Куба, Мексика, Япония, Израиль, Португалия, Словения.
Платонова Илона	ilona@orbita.ua	вн. номер 144	Словакия, Австрия, Хорватия, Черногория, Италия, Швейцария.

Контакты по отделам

Авиакасса	Зимовец Татьяна avia@orbita.ua, вн. 128	Системный администратор	Сидоренко Сергей sergey@orbita.ua, вн. 145
Чартерные авиарейсы	Мельниченко Александр charter@orbita.ua, вн. 126	САМО-тур, On-line	Голуб Ирина irina@orbita.ua, вн. 133
Визовый отдел	Яценко Людмила lyudmila@orbita.ua, вн. 138		Сидоренко Сергей sergey@orbita.ua, вн. 145
Оформление полисов страхования	Подус Ольга olgar@orbita.ua, вн. 113		Ткаченко Алексей alexey@orbita.ua, вн. 134
Бухгалтерия	Колос Мария office@orbita.ua, вн. 143	Сайт, инфо-рекламное сопровождение	Тимченко Александр tim@orbita.ua, вн. 111
		Офис-менеджер	Бондаренко Александра sasha@orbita.ua, вн. 103
			Бурковская Дарина

Web site, Facebook, Instagram and Telegram pages of the tour operator "Orbita"



orbita.ua

1 064 members

Туристическая компания "Орбита"

orbita.ua

Подписаться

70 публикаций

88 подписчиков

Подписки: 0

Орбита

Компания "Орбита" - туроператор, с 1994 года работающий в сфере туризма.

www.orbita.ua