

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**“MARKETING COMMUNICATIONS SYSTEM IN
INTERNATIONAL TOUR OPERATOR “TPG”, KIEV”**

Student of the 2^d year, group 5 a,
educational degree "Master"
specialty 073 «Management»
specialization «Tourism
Management»

Panchenko Inna
Aleksandrovna

Scientific adviser:
Doctor of Science (Economics),
Professor

Mykhailichenko G.I.

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

Mykhailichenko G.I.
*(signature of the
Head of the project
team)*

Kyiv 2018

Kyiv National University of Trade and Economics

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

Approved by

Head of the Department
T.I. Tkachenko

« ___ » _____ 2018

Task for a final qualifying paper

Panchenko Inna

1. Topic of a final qualifying paper: «Marketing communications system in international tour operator “TPG”, Kyiv»

Approved by the Rector’s order from 11/11/2016 № 3500

2. Term of submitting by a student his/her terminated paper: 01/11/2018

3. Initial data of the final qualifying paper

Purpose of the paper to determine the importance of the system of marketing communications in tour operator’s activity and identify which of them are the most effective.

The subject is the system of marketing communications with its features (example of tourism tour operator “TPG”)

The object theoretical, methodological and practical basis of formation of the system of marketing communications, the main factors and conditions that affect the communicative policy of the enterprise (on the example tour operator of the “TPG”).

4. Illustrative material: the main statistics of tour operator "TPG" among the others tour operators; the dynamics of the main economic indicators of tour operator of the "TPG"; the main indicators of financial activity of the tour operator "TPG"; the systematization of the evaluation of strategic growth of tour operator “TPG”.

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

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

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

INTRODUCTION

PART 1. Theoretical-methodological bases of marketing communications system.

1.1. The essence of marketing communications system.

1.2. Classification of marketing communications system.

1.3. Stages of development of marketing communications system.

PART 2. The analyses of marketing communications system in tour operator “TPG”

2.1. Characteristics of marketing communications system in tour operator “TPG”

2.2. Selected indicators for evaluating the effectiveness of marketing communications system “TPG”.

2.3. SWOT-analyses “TPG”.

PART 3. Ways of improvement of marketing communications system in tour operator “TPG”.

3.1. Development of the model of marketing communications system in tour operator “TPG”.

3.2. Program of implementation of marketing communications system in tour operator “TPG”.

3.3 Justification of implementation of the model of marketing communications system in tour operator “TPG”.

CONCLUSIONS

REFERENCES

APPENDIX

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01/09/2017-25/10/2017	01.09.2017-25.10.2017
2.	Preparation and approval of task for the final qualifying paper	26/10/2017-20/11/2018	26.10.2017-20.11.2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	20/11/2018-11/05/2018	20.11.2017-11.05.2018
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	12/05/2018-31/08/2018	12.05.2018-31.08.2018
5.	Writing and preparation of scientific article	till 01/06/2018	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01/09/2018-14/10/2018	01.09.2018-14.10.2018
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	15/10/2018-22/10/2018	15.10.2018-22.10.2018
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	23/10/2018-31/10/2018	23.10.2018-31.10.2018
9.	Additional processing, printing, preparation of material to final qualifying paper defense	01/11/2018	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

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

9. Scientific adviser of the research

_____ Mykhailichenko G.I.

10. Head of educational and professional program

_____ Mykhailichenko G.I.

11. The task received by the student

_____ Panchenko I. O.

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

Student Panchenko Inna completed the final qualification document in a timely manner according to the schedule. The content, structure and design of the work meet all requirements. The work consists of an introduction, three parts, conclusions, a list of references and appendices.

The final qualification paper contained theoretical and methodological foundations for the development of a marketing communications system for a tourist operator; marketing communications - the mechanism of production and reporting information required by the company content to its target. Audiences whose ultimate goal is to formulate and dynamically maintaining a certain positive image (brand) of the manufacturer, its services, motivation of the target audience before making purchases. The analysis of the marketing communications system of the tour operator "TPG" was completed, the strengths and weaknesses of the company were identified, an analysis of the main economic indicators was made. Were offered ideas for improving marketing communications, developing a web page for better collaboration with agents to help them sell more.

The work is recommended for protection in the Examining Commission..

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

13. Resume about a final qualifying paper

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

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

Head of the Department _____ Tkachenko T.I.

_____, _____, 201_

CONTENTS

INTRODUCTION.....	12
PART 1.....	14
THEORETICAL-METHODOLOGICAL BASES OF MARKETING COMMUNICATIONS SYSTEM.....	
1.1. The essence of marketing communications system	14
2.1. Classification of marketing communications system	20
3.1. Stages of development of marketing communications system.....	27
PART 2.....	31
THE ANALYSES OF MARKETING COMMUNICATIONS SYSTEM IN TOUR OPERATOR «TPG»	
2.1. Characteristics of marketing communications system in tour operator «TPG»	31
2.2 Selected indicators for evaluating the effectiveness of marketing communications system «TPG»	37
2.3 SWOT-analyses «TPG».....	48
PART 3.....	53
WAYS OF IMPROVEMENT OF MARKETING COMMUNICATION SYSTEM IN TOUR OPERATOR «TPG»	
3.1. Development of the model of marketing communications system in tour operator «TPG».....	53
3.2. Program of implementation of marketing communications system in tour operator «TPG».....	57
3.3. Justification of implementation of the model of marketing communication system in tour operator «TPG»	63
CONCLUSION	71
REFERENCES.....	74
APPENDIXES	

INTRODUCTION

Actuality of theme. At the current stage of development of tourism in the world, effective entrepreneurial activity in this area is difficult to imagine without marketing communications. First of all, marketing communications are aimed at informing, persuading and reminding consumers about the tourist service, sales support, as well as creating a positive image of the company. Without them it becomes impossible for the tour operator and travel agency to promote and implement the tourist product. Marketing communications are today the main and even decisive means of effective communication between producers and consumers of tourist services.

The high degree of uncertainty in the market situation, political and international instability, seasonal fluctuations in demand for travel services, increased competition, resource constraints, leads to crises in tourist enterprises and increasing the complexity of their management.

In this situation, the modern marketing concept of management, advanced methods and forms of marketing influence on the formation of market demand, the competitive position of the tourist enterprise and the image of the country as a tourist destination are of considerable interest to domestic scientists and entrepreneurs in the industry. Under such conditions, an effective system of marketing communications is becoming a key factor in ensuring the competitiveness of tourism enterprises both in the domestic and international markets. This is a complex and dynamic process characterized by widespread use of various communication tools, the emergence of new tools of information influence. The key to the success of a travel firm in the market is its ability to optimally organize the interaction of numerous elements of the system, determine the most effective and effective types of marketing communications.

The purpose of this work is to study, study, and analyze the influence of the communicative policy of the tourist enterprise "TPG" on its activities, development and economic efficiency.

In accordance with the purpose of the study are the following tasks:

- to highlight the concept and structure of marketing communications;
- learn about the basic forms and means of marketing communications;
- describe the process of management of marketing communications of the tourist enterprise;
- to describe the activity of the tourist enterprise "TPG" LLC;
- analyze marketing communications of TPG Ltd.;
- to indicate the factors influencing the marketing communications of the tour operator TPG LLC;
- to develop an effective marketing communication program at TPG LLC;
- to give recommendations on the improvement of the marketing communications system of TPG;
- to develop a plan of marketing communications of the tourist enterprise of "TPG" Ltd.

The object of the research is the productive forces, the system of interconnections and causal relationships between the basic conditions and factors that influence the communicative policy of the enterprise.

The subject of the research is the actual system of marketing communications of the tourist enterprise "TPG" with its features.

The main methods used in the work are the following:

1. Review of literature related to this topic (bibliographic method).
2. Method of analysis.
3. Comparison method.
4. Method of generalization.
5. Graphical method.

The results of the study were published in a scientific article (Addition A).

PART 1

THEORETICAL-METHODOLOGICAL BASES OF MARKETING COMMUNICATIONS SYSTEM

1.1. The essence of marketing communications system

Today's firms must adapt their marketing strategies to remain relevant and competitive in today's continuously evolving landscape.

Marketing communication is a fundamental and complex part of a company's marketing efforts. Loosely defined, it can be described as all the messages and media you deploy to communicate with the market.

Positioning—discusses the ins and outs and importance of claiming the most attractive position in your customer's mind.

Your marketing message—provides the framework for planning your marketing message throughout the technology adoption lifecycle (TALC).

Marketing communication for tech startups—describes the process and methods to develop word-of-mouth marketing in the marketplace.

Marketing communications: Reaching early adopters of technology products—focuses on how (and why) you should tailor your message for technology enthusiasts and visionaries.

Successful market communication across the Chasm and in the Bowling Alley—explains the tactics that will help you cross the Chasm.

Creating preference is often a longer-term effort that aims at using communication tools to help position your product or company in the minds of the target customer [1, p.552].

Positioning and building a brand takes time and requires a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements of product, pricing, and distribution) and therefore represents a significant commitment for the company.

Establishing preference by building a brand will impact market share, profitability and even your access to talent—and thus provides long-term value for the company.

Successful marketing communication relies on a combination of options called the promotional mix. These options include advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for reaching certain important audiences. The role each element takes in a marketing communication program relies in part on whether a company employs a push strategy or a pull strategy. A pull strategy relies more on consumer demand than personal selling for the product to travel from the manufacturer to the end user.

These definitions share some commonalities. They focus on: customers; the provision of suitable offerings to meet customers' needs; appropriate benefits to the organization; and the relationship between the customer and the organization on the basis of value exchange. The customer and relationships between the customer and the organization are key themes of this chapter. According to Kotler and Armstrong there are five guiding philosophies of marketing management, namely: the production, product, selling, marketing, and societal concepts. Production, product and selling concepts have a less holistic outlook on marketing management with a narrow focus rather than broad perspective that encompasses the full marketing remit. The marketing and societal marketing concepts are well-matched in the context of the postmodern condition [3, p.621].

For marketing communication to be successful, however, sound management decisions must be made in the other three areas of the marketing mix: the product, service or idea itself; the price at which the brand will be offered; and the places at or through which customers may purchase the brand.

The marketing process consists of five stages [6, p.342]:

1. Understand market place and customer needs and wants.
2. Design a customer-driven marketing strategy.
3. Construct a marketing program that delivers superior value.
4. Build profitable relationships and create customer delight.

5. Capture value from customers to create profits and customer quality.

Communication is one important aspect of the marketing mix. Marketing communication is often the largest component of communication within a company, which may be to present company value, objectives or specific products and services to investors, customers or the general public. In the 21st century, communications objectives continue to lead towards more customized messages, targeting customer groups or individuals to create high responses and greater brand interaction [9, p.318].

As business becomes increasingly global with greater access to Internet, mobile phones and social media, new challenges exist with communication professionals to inform people in particular foreign markets to facilitate business activity. Shifts in the global economy and access to new markets lead also to greater demands for product shipping and services delivered to customers in foreign markets. To be effective, communication strategies must converge with marketing objectives while also account for local languages, dialects and cultural norms [10, p.302].

Communications are including both external communication and internal communication. External communication can be market research questionnaires, office website, guarantees, company annual report and the presentation for investors. Internal communication can be the marketing materials, price list, product catalogues, sales presentations and management communications. On the other hand, each market demands different types of communications. For example, industrial market demands a more personal communication but consumer market demand a non-personal communication [11, p.92].

One of the primary goals of a marketing communication is to persuade consumers, by either changing their perception of a brand, product or service, or persuading them to purchase (or feel motivated / tempted to purchase) a product or service. The "Elaboration Likelihood Model" is used to demonstrate how persuasion occurs. When a marketing communication message is sent out, first it must be acknowledged and attended by the receiver. By giving their attention to the marketing

communication, consumers will begin to process and comprehend the message [11, p.190].

There are two routes to persuasion: central route and peripheral route and central route processing is used in high-involvement purchase decisions. These are infrequent, high-risk purchases, usually involving large amounts of money and a significant amount of time (for example, purchasing a house or car). Because these purchase decisions are high risk, a large cognitive effort is expended in order to rationally select the most logical and valuable option available. In these marketing messages, information about the product or service itself is most valuable. Peripheral route processing is employed in low involvement purchase decisions. These are frequent, low-risk purchases, generally of a low or medium cost in which choices are made more on affective (or emotion based) values rather than cognitive (or rational) values. Because of this, marketing messages will employ more storytelling and imagery, focusing on how the product or service makes one feel, and the associations it has, rather than the attributes and specifications it possesses [12, p.22].

Opinion leaders: opinion leaders are consumers who have large influence over the purchasing behaviour of other consumers. These can take the form of peers or celebrities, and often represent a "desired state" in the eye of the influenced consumer. By following the consumption patterns of opinion leaders, consumers aspire to achieve a similar status or lifestyle, and project a similar image. Because of this, opinion leaders are powerful factors in marketing communications. Having opinion leaders endorse a brand can increase brand awareness and sales. Due to this, large companies pay highly influential celebrities to endorse their products [13, p.12].

Opinion formers: opinion formers are consumers who are regarded by their peers as being highly knowledgeable and trustworthy. They are considered experts in selecting the highest quality products due to their extensive knowledge, and as such are able to influence the purchasing behaviour of other consumers despite lacking the celebrity status of an opinion leader [14, p.213].

Communication barriers: communication barriers are factors that hinder the effectiveness of a marketing communication. Major communication barriers are:

Noise and clutter, consumer apathy, brand parity and weak creative ideas or strategies. Noise is an unrelated sensory stimulus that distracts a consumer from the marketing message (for example, people talking nearby making it hard to hear a radio advertisement). Clutter is the high number and concentration of advertisements presented to a consumer at any time. As attention cannot be divided, there is a limit to how much can be taken in and processed, which means that a strong marketing communication needs to stand out from the clutter and be heard above the noise. Consumer apathy is the tendency of a consumer to avoid marketing communications. This can be for a number of reasons. The consumer may not be interested, or consider themselves "in the market," and as such attempt to shut out the irrelevant marketing stimuli. This is known as selective attention [15, p.124].

Alternatively, a consumer may be "in the market," yet not be aware of the brand or products existence or prevalence. Consumers tend to purchase familiar brands, and will not be inspired to investigate alternatives. One approach marketers use to overcome apathy is to create incentives, such as competitive pricing or loyalty rewards. Brand parity means a brand is not significantly different from its competition. Without a distinct value proposition, consumers do not develop brand preference or associations, and instead purchase purely based on price. This is not ideal, as effective marketing communication increases brand equity. One important objective of marketing communications is to develop a strong, unique brand identity that allows the brand to be positioned separate from its competition [16, p.234].

Marketing mix is the most important part of marketing strategy, which is "the framework to manage marketing and incorporate it within a business context". Refer to the marketing strategy; it is to identify how the business achieves their marketing objective and the service they want to deliver to their customers. And the initial step to achieve the marketing strategy to identify the market target and build up plan that the business should implement. Also the business has to make sure every step of achieving marketing target is running effectively. One false step could cause a bad influence to the whole business. After all, this is a reason why the business needs marketing mix [17, p.44].

Communication can be defined as process of using, word, sound or visual cues to supply information to one or more people. A communication process is defined as information that is shared with the intent that the receiver understands the message that the business intended to send. The communication process was once thought of as having the source of the message, which is then encoded, put through the chosen communication channel, which is then decoded by the recipient and then received. Throughout the middle of the channel there is the potential for noise to distort the message being sent. Once the receiver has the message they then give feedback to the original source, where they then find out whether the campaign has been successful or not [17, p.52].

Communication platforms like Skype, Facebook or other types of media have become extremely important means of communication. Although there are other methods of communications that aren't just related to social media, people can also be hugely influenced by their peers, this process is known as social mediation. Marketing Communication Platforms are a powerful capability for personalizing and expending marketing contents in an automated fashion based on the profile of the recipients [17, p.90].

A platform by simplest definition is a raised floor or stage. It functions as a similar principle in marketing communications, providing awareness and information about a specific brand or product. Strategic selection of various communication platforms is known as a media strategy which aims to engage an audience in a meaningful conversation and, as a result, create a lasting relationship. Modern technology has expanded the use of platforms and ways in which consumers and the brand can interact. As a result, the context of platforms and how they are defined has changed. There are various platforms by which communication is transmitted, and these can be categorised as paid, owned, earned and shared, formally named as the integrated communication triangle by Grönroos and Lindberg-Repo. The model acknowledges that communication must be credible and trustworthy to be effective. Studies reveal many consumers look at review forums and ask friends or peers whom they trust for ratings on products before making a purchase decision. Therefore,

effective communication relies on an integrated approach of one dimensional and interactive platforms [17, p.832].

Explicitly planned market content is communicated through non-personal communication platforms. The brand is in control of the platform, message content, frequency and repetition of the communication message. This is typically accomplished through traditional paid platforms, such as, print, electronic, outdoor and alternative media, that aims to target a mass segment of the target market.

Print media includes newspapers and magazines, these publications are a highly customizable and vary in print size, font, positioning and colour combination. Newspapers commonly use coarse paper and tend to have poor reproduction quality, while magazines can enhance the appearance of a certain product due to the heavy weight gloss paper used which translates colour well and offers a long lasting quality and likeability. Magazines function as a frame, a psychological device which manipulates perspective and judgement. For example, Vogue, a leading paid circulation fashion magazine, publishes advertising efforts alongside beautiful imagery and elegant photography, the association of the two communicates respectability and sophistication and promotes the creditability of the brands which appear in the same publication [18].

Due to the high-quality reproduction, magazines tend to last longer and are often found in hair salons and waiting rooms. Consumers often cut out individual images which further prolongs the message and increases potential exposure. Although the relevance of the message may be lost during this extended time, brand awareness may still be raised [18].

2.1. Classification of marketing communications system

A marketing communication tool can be anything from: advertising, personal selling, direct marketing, sponsorship, communication, promotion and public relations.

Table neatly divides the different marketing communication disciplines into seemingly independent silos. The intention is that discipline tasks are assigned and fulfilled by their respective supplier agencies. In practice however the boundaries

between disciplines are not as distinct, which raises contention amongst suppliers and can impact on the organization's communication outcome. Suppliers are contracted to fulfil a scope of services and are typically remunerated on a commission basis according to the value of the media exposure. Suppliers also need to address their own business agendas and in so doing compete amongst themselves for share of communication revenue and discipline ownership [19, p.23].

It is not in a supplier's financial best interest if a marketing communication activity moves out of their contracted discipline. Fee-based models have been developed as alternatives to commission-based models, where the organization buys percentages of supplier time, and in other models agencies provide dedicated human resource to integrate the agency with the client's organization. These flawed remuneration models and functional division of disciplines hamper communication integration. In a cluttered competitive landscape the transmission of consistent communications to customers through relevant brand touchpoints are vital to protect brand equity and impact on customer purchasing behavior [19, p.234].

An added complication is computer-mediated communication and e-commerce. Some writers like Du Plessis have categorized e-commerce orientated communication as a separate component of the marketing mix, possibly because specialized skills are required to orchestrate online activities. Others prefer to converge digital marketing communication efforts with traditional marketing communication activities. This author is in agreement with the latter approach because ecommerce and computer-mediated communication have roles to play within each function of the existing marketing mix, enhancing not only traditional methods but also introducing new elements that leverage the properties of digital media [19, p.643].

This thinking is characteristic of the postmodern trait of de-differentiation, where the roles of communication touchpoints as well as the marketing mix blur. Neither touchpoint nor discipline are limited to single roles, rather their application has been broadened to extend across multiple functions as required.

Efforts have been made to improve communication integration by cutting across discipline boundaries with de-differentiated types of concepts like integrated

marketing communication and media-neutral planning for organizations to build and implement communication plans that reflect the customer experience. Focussing on the customer's repertoire of touchpoints is one way of negotiating the choice of contact points used for a brand's communication efforts in a continuously fragmenting media landscape. It also means not treating every brand exposure as an independent interaction with a customer, but rather integrating brand touchpoints or media choices in ways that correspond to how customers engage with touchpoints or media [20, p.123].

However, one must acknowledge that the definition of a brand touchpoint is broader than scheduled communication activities like television or print media placements; a brand touchpoint encompasses any form of brand exposure to a customer or prospect that leads to a brand experience. Customers have an abundance of media to choose from and more frequently are engaging with multiple media simultaneously. Schultz and Schultz suggest that the approach to media planning needs to be revised to one that is based on measuring outcomes rather than delivery. This author is in agreement with the need to change the approach to media planning to one that is more representative of changing customer media consumption patterns and thus is supportive of the outcomes approach if it applies to customer responses to media [20, p.555].

A concern is the fact that every touchpoint has its own measures so in the absence of a universal measure across all touchpoints this would be a potentially challenging task; furthermore, what would define a customer response, would it be interactivity or perhaps feedback to the organization? However, if the interpretation of outcomes refers to brand or organization outcomes, such as tangible sales, then the author does not support the notion, for the following reason, customer purchasing decisions are seldom linear, there are multiple variables that affect the purchasing decision process with promotion through touchpoints being only one aspect of the buying process.

There are four basic types of integrated marketing communication: external, internal, horizontal and vertical. By taking these different elements together to form a

marketing strategy, your business will be able to achieve whatever goals you've set for it in an efficient manner [21, p.403].

1. External

External marketing integration takes place when your company deals with outside sources. These sources can be advertising/marketing agencies or public relations firms. If you're developing a product or a service, keeping the lines of communication open with the people you're going to use to get your message out to the world is important.

2. Internal

Internal marketing integration means that you strive to keep your employees excited about any new developments that the company is involved in. Naturally, if you're going to introduce a new product, you won't want the workers to reveal details prematurely, but by generating excitement among your own people, that excitement gets transmitted to others outside the company.

3. Horizontal

Horizontal integration is important when it comes to actual development of the product or service. You're going to want your distribution team talking to your production team and the production team talking to your financing team. By making sure that the lines of communication stay open, you'll find your business flowing more smoothly than if certain groups are kept out of the loop.

4. Vertical

If you focus on vertical integration, you'll find that the product or service that you're working on will fit in with the corporate policy and structure of the company. By making sure that the product or service is aligned with the company's mission, you should have a leg up on developing a seamless production plan.

5. Data Integration

Finally, when you take all of the different types of integrated marketing and have your product developed, you'll have the information you need to present your product to customers. By engaging in advertising, and through the judicious use of

public relations, you'll be able to apply sales tools to create a successful product campaign [25].

New forms of promotion have been developed in response to changing market and environmental conditions. For example, public relations is now seen by some to have both a marketing and a corporate dimension.

Direct marketing is now recognized as an important way of developing closer relationships with buyers, both consumer and organizational, while new and innovative forms of communication through sponsorship, floor advertising, video screens on supermarket trolleys and check-out coupon dispensers, and the Internet and associated technologies mean that effective communication requires the selection and integration of an increasing variety of communication tools. The marketing communication mix attempts to reflect these developments, and represents a new promotional configuration for organizations [26].

There are five principal marketing communications tools: advertising, sales promotion, public relations, direct marketing and personal selling. However, there have been some major changes in the environment and in the way organizations communicate with their target audiences. New technology has given rise to a raft of different media, while people have developed a variety of ways to spend their leisure time.

This is referred to as media and audience fragmentation, and organizations have developed fresh combinations of the promotional mix in order to reach their audiences effectively. For example, there has been a dramatic rise in the use of direct-response media as direct marketing becomes adopted as part of the marketing plan for many products. The Internet and digital technologies have made possible new interactive forms of communication, where the receivers have greater responsibility for their part in the communication process [26].

An increasing number of organizations are using public relations to communicate both messages about themselves (corporate public relations) and also messages about their brands (marketing public relations). What has happened therefore is that the promotional mix has developed such that the original emphasis

on heavyweight mass communication (above-the-line) campaigns has given way to more direct and highly targeted promotional activities using direct marketing and the other tools of the mix. Using the jargon, through the-line and below-the-line communications are used much more these days [27, p.32].

The shift is from an intervention-based approach to marketing communications (one based on seeking the attention of a customer who might not necessarily be interested) towards permission-based communications (where the focus is upon communications with members of an audience who have already expressed an interest in a particular offering). In other words, with permission communications the seedlings for a relationship are established by the audience, not by the brand owner. This has a particular impact on direct marketing, online communications and – to some extent – personal selling [27, p.55].

The Internet is a distribution channel and communication medium that enables consumers and organizations to communicate in radically different ways. It allows for interactivity, and is possibly the best medium to enable dialogue. Communication is two-way, interactive and very fast, allowing businesses and individuals to find information and enter exchange transactions in such a way that some traditional communication practices and shopping patterns are being reconfigured [27, p.73].

The communication mix is changing: no longer can the traditional grouping of promotional tools be assumed to be the most effective forms of communication. This brief outline of the elements of the promotions mix signals some key characteristics: the extent to which each element is controllable; whether it is paid for by the sponsor; and whether communication is by mass medium or undertaken personally. One additional characteristic concerns the receiver's perception of the credibility of the source of the message. If the credibility factor is high, then there is a greater likelihood that messages from that source will be accepted by the receivers [28, p.268].

The 4Cs framework (Table 1.3) represents the key characteristics and shows the relative effectiveness of the tools of promotion across various different

characteristics. The three primary groupings are: the ability of each to communicate, the costs involved, and the control that each tool can maintain [29, p.221].

Each element of the promotions mix has different capacities to communicate and to achieve different objectives. The effectiveness of each tool can be tracked against the purchase decision process. Here consumers can be assumed to move from a state of unawareness through product comprehension to purchase. Advertising is better for creating awareness; personal selling is more effective at promoting action and purchase behaviour. Readers are encouraged to see the elements of the mix as a set of complementary ingredients, each drawing on the potential of the others [30, p.381].

The tools are, to a limited extent, partially interchangeable, and in different circumstances different tools are used to meet different objectives. For example, network marketing organizations, such as Avon Cosmetics, use personal selling to complete the majority of activities in the purchase decision sequence. The high cost of this approach is counterbalanced by the effectiveness of the communications. However, this aspect of interchangeability serves only to complicate matters. If management's task was simply to identify problems and then select the correct precision tool to solve the problem, then the issue of the selection of the 'best' promotions mix would evaporate [32, p.172].

There can be no doubt that there are several major differences between consumer and organizational communications. These reflect the nature of the environments, the tasks involved, and the overall need of the recipients for particular types of information. Information need can therefore be seen as a primary reason for the differences in the way promotional mixes are configured [33, p.172].

Advertising in organizational markets has to provide a greater level of information, and is geared to generating leads that can be followed up with personal selling, which is traditionally the primary tool in the promotional mix. In consumer markets, advertising plays the primary role with support from the other tools of the promotional mix. Interestingly, new media appear to be reconfiguring the marketing

communications mix and perhaps reducing the gulf and distinction between the mix used in business-to-business and that used consumer markets.

Throughout this text reference will be made to the characteristics, concepts and processes associated with marketing communications and each of these two main sectors [36, p.112].

3.1. Stages of development of marketing communications system.

The process of development communications management of tourist enterprises is rather complicated and requires special attention and control.

Marketing communications play an important role in the functioning of tourism enterprises, as they promote the promotion of these enterprises in the market of tourist services, as well as stimulate the realization of tourism product [33, p.121].

When managing the marketing communications of a tourist enterprise, it is necessary to take into account the following features:

First, the promotion strategy should be based on the peculiarities of customer service behavior. According to V. Zeythaml, in comparison with consumers of goods of a commercial form, consumers of services in the stage of information retrieval rely heavily on information extracted from personal sources. Price and material environment are the main sources for judging the quality of service for the consumer. When purchasing services, the consumer is more likely to remain dissatisfied; service consumers are harder to get used to and accept new services. They often blame themselves if they are not satisfied with the quality of service, and for this reason they rarely express their dissatisfaction with the quality of service, which in turn creates a problem of quality control [37, p.113].

Secondly, it is necessary to more precisely define the target audience for marketing communications. Students and retirees can buy toothpaste and detergent, without interfering with each other. However, being together at a hotel, at a concert, in a restaurant, on the tour, these two segments can significantly affect perceptions of the service. In the first case, there is no need to divide the segments, in the second case it exists. Accordingly, in the first case, an advertisement may have a general form, in the second case it should be selective.

Thirdly, when planning a promotion strategy, it is necessary to include the staff of its firm in the secondary target audience. Services are usually found by contact staff. When a person sees himself advertising the services he provides, he feels a sense of pride for his work and the company. A sense of pride is a significant motivating factor, which in turn significantly affects the work of the staff and, consequently, the quality of the services provided to the end user. Part of this task is solved by developing an internal marketing strategy aimed at motivating staff [38, p.22].

Fourthly, the interactive interaction between the staff and the consumer should be emphasized. Service as a product, in essence, is the interaction of the personnel and the client, which leads to a certain result. An indication of how both parties seek it is a convincing motivating factor for staff and a consumer motive for consumers.

Fifth, it is necessary to influence the opinion of consumers that the provision of services in the firm has a stable character, regardless of time and place [40].

Sixth, it is recommended to highlight the advantages of their three "Pips" (service process, material environment and staff) compared with competitors. They form the uniqueness and distinction of the offered market of services. This task can be solved by the thoughtful positioning of a service or firm in the eyes of the consumer.

Seventh, if the emphasis is on quality, then it is necessary to emphasize the criteria for the quality of its service: material elements, reliability, conviction, compassion and responsiveness [40].

Eighth, you should not overestimate your advertising promises, largely shaping consumer expectations. Their non-confirmation leads to dissatisfaction and distrust of the consumer. In turn, dissatisfaction with the consumer is the reason for its release to competitors, and distrust leads to the need to increase the amount of funds to attract the consumer. Interestingly, with the help of advertising possible and understatement of consumer expectations. This maneuver makes it easy to confirm and even surpass consumer expectations.

There are several problems that adversely affect the development of the marketing communications system of tourist enterprises in Kiev. The first of these is the problem of forming a strategy for managing marketing communications. Considering this problem in more detail one can understand that modern tourist enterprises are not able to independently formulate the right strategy that would organically combine all means and methods of marketing communications. Another aspect that impedes the development of marketing communications for tourist enterprises is the problem of organizing effective communication with the external environment [40].

CONCLUSION TO PART 1

So, marketing communications includes advertising, promotions, sales, branding and online promotion. The process allows the public businesses use to know or understand a brand. Successful branding involves targeting audiences who appreciate the organization's marketing program.

Communication is one important aspect of the marketing mix. Marketing communication is often the largest component of communication within a company, which may be to present company values, objectives or specific products and services to investors, customers or the general public. In the 21st century, communications objectives focus on more customized messages, targeting customer groups or individuals to create high responses and greater brand interaction.

Integrated marketing communications see the elements of the communications mix 'integrated' into a coherent whole. This is known as the marketing communications mix, and forms the basis of a marketing communications campaign.

For marketing communication to be successful, however, sound management decisions must be made in the other three areas of the marketing mix: the product, service or idea itself; the price at which the brand will be offered; and the places at or through which customers may purchase the brand. The best promotion cannot overcome poor product quality, inordinately high prices, or insufficient retail distribution.

Likewise, successful marketing communication relies on sound management decisions regarding the coordination of the various elements of the promotional mix. To this end, a new way of viewing marketing communication emerged in the 1990s. Called integrated marketing communication, this perspective seeks to orchestrate the use of all forms of the promotional mix to reach customers at different levels in new and better ways.

Traditionally known as the promotional element of the four Ps of marketing (product, place, price, and promotion), the primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. Marketing communication acquires new customers for brands by building awareness and encouraging trial. Marketing communication also maintains a brand's current customer base by reinforcing their purchase behavior by providing additional information about the brand's benefits. A secondary goal of marketing communication is building and reinforcing relationships with customers, prospects, retailers, and other important stakeholders.

The management of marketing communications in a tourist enterprise is also influenced by their tendencies:

1. Changes in consumer behavior lead to the main tendency, namely the superiority of a rational component in communication over emotional.
2. Classic channels of media communications often cannot solve the tasks assigned to them by the advertiser.
3. A key change in marketing communications in our time - their humanization. Previously, people perceived information through messages, mostly impersonal or in the form of specific stories. Now a person not only broadcasts messages, but also becomes a message.

PART 2

THE ANALYSES OF MARKETING COMMUNICATIONS SYSTEM IN TOUR OPERATOR «TPG»

2.1. Characteristics of marketing communications system in tour operator «TPG»

Travel Professional Group in the tourism market since 1994 tour operators in more than 40 countries of the world. The logo of company (Addition B). Company cooperates with the leading airlines of the world: Air France, Lufthansa, Austrian Airlines, SAS, Baltic Airlines, KLM, MAU, Windrose, Fly Dubai, etc. The company is an affiliated member of the largest tourist community - the World Tourism Organization (UNWTO) [57].

TPG organizes [57]:

1. Individual tours.
2. Group and sightseeing tours.
3. Rest and excursion programs in Ukraine, organization of conferences, seminars, training groups.
4. Education abroad (language courses in the UK, France, in Malta).
5. Sale, booking and delivery of air tickets (international and domestic flights).

6. Sale of tickets for charter flights.

7. Event tour of any complexity (wedding tours, weekend tours, trips to tournaments, festivals, carnivals).

A separate direction of the tour operator Travel Professional Group is the provision of corporate services to enterprises and organizations. We are pleased to provide you with a range of tourist services:

1. Organization of corporate trips, conferences, seminars and trainings.
2. Registration of collective business tours.
3. Registration of separate business and private trips.

Travel Professional Group – Ukrainian National Tour Operator. TPG today is:

1. About 300 000 clients annually.
2. About 100 000 unique tours offered.
3. About 300 qualified experts.
4. About 150 travel destinations.
5. About 120 franchisee executed.
6. About 50 charter programs performed annually.
7. About 20 flights exercised weekly

Travel Professional Group is one of the permanent leaders in the market [57].

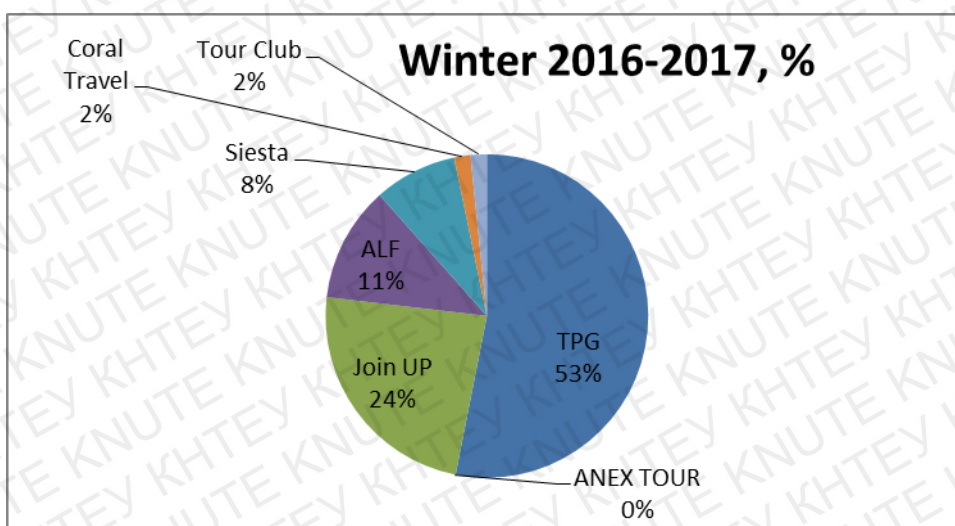


Fig. 2.1. Dominican Republic

Source: own development

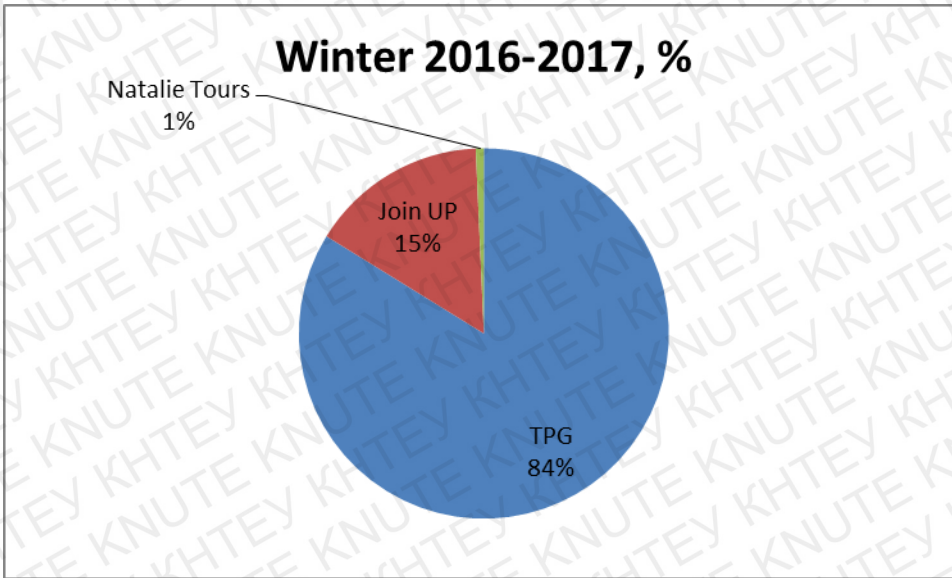


Fig. 2.2. Zanzibar

Source: own development

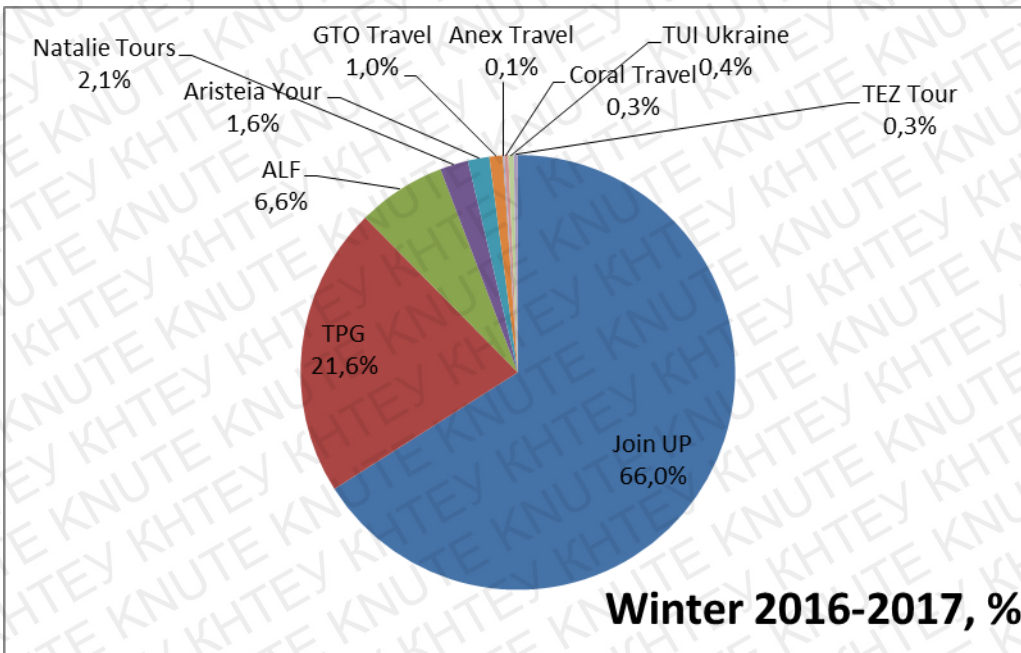


Fig.2.3. Sri Lanka

Source: own development

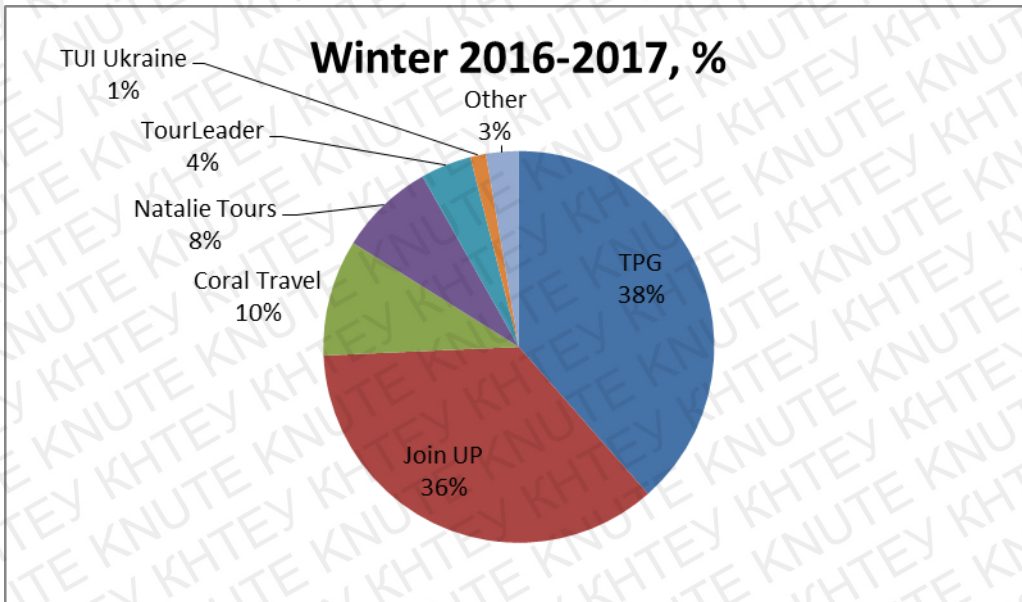


Fig. 2.4. United Arab Emirates

Source: own development

TPG have [57]:

1. Worldwide airline in charter and block programs.
2. Provide technical tools for searching and booking tickets.
3. Flights are carried out from ten regions of the country.
4. Offer fair competitive prices for best services.
5. Famous hotels on every resort are available for clients of TPG.

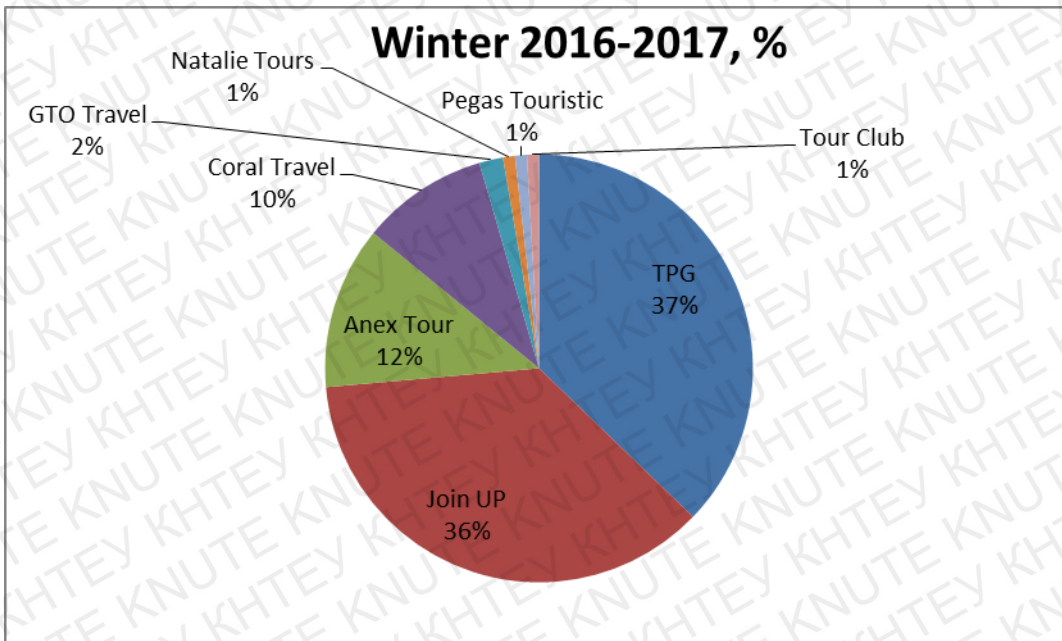


Fig. 2.5. Thailand

Source: own development

Mission Travel Professional Group [57]:

1. Pleasure tourist. We strive to make the World closer to man, to enable as many people as possible to get to know the World more deeply, drawing energy in it to restore their own strength. We strive to exceed the expectations of the tourist.

2. Providing opportunities for the complete self-realization of our employees. We are responsible for recognizing the human dignity of workers, their fate in our success, the selection of their talented and wise managers, and the proper (highest in the industry) level of material support for those who create our product.

3. Making a profit. However, we do not pursue the goal of making profit for profit. We need profit for our own development and realization of our goals.

4. Bringing benefits to the community in which we operate. We realize this by creating high standards of highly professional business, hard work to satisfy the requests of our partner agencies, as well as by helping those areas of public life that need it, in particular the treatment of children.

5. Affirmation of the greatness of the Ukrainian State in the international arena, ensuring respect for Ukrainians and their achievements throughout the world.

The company is represented in the largest cities of Ukraine (Kharkiv, Zaporizhia, Dnipropetrovsk, Donetsk, Odessa, Lviv), offices in Cyprus, Greece, Kazakhstan and Thailand.

Marketing communication occupy a special place in the activities of the tourism enterprise, as they represent the most active part of the marketing complex. The tools of TPG marketing communication include four main elements [57]:

1. Advertising.
2. Public relations.
3. Sales promotion.
4. Direct marketing.
5. Personal sale.

There are following characteristics of advertising TPG product:

1. Impersonal character. The communicative signal comes to the potential client not personally from the employee, but with the help of various intermediaries (mass media, prospectuses, catalogs, posters and other advertising media).

2. Homogeneous directivity. Advertising actually has only one direction: from the advertiser to the receiver. The feedback signal comes only in the form of the final behavior of the potential client.

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

4. Showiness and the ability to persuade. The specificity of tourist services necessitates the use of visual means, providing a more complete representation of objects of tourist interest.

The purpose of TPG direct marketing is the planned response of the buyer, expressed in the purchase of goods. There are plenty of tasks can be implemented by using direct marketing tool [57]:

1. Attracting attention of the consumer.
2. Keeping the consumer in the sphere of influence.
3. Developing a long-term personal relationships with the buyer.
4. Stimulating the first purchase.
5. Creating prerequisites for numerous repeated purchases.
6. Studying the reaction of the consumer.
7. Increasing sales volumes.
8. Expanding the range of purchases.
9. Increasing the frequency of purchases.
10. Increasing customer loyalty.

There are following forms of TPG direct marketing: personal sale, electronic trading, personal presentation, direct mail marketing, telephone marketing, telemarketing, Internet marketing, catalog marketing (distribution of catalogs).

The marketing message is **taking care of you.**

TPG marketing channels [57]:

1. Facebook Ads.
2. Instagram Advertising.
3. TripAdvisor.

4. Own website www.tpg.ua.
5. Brochures.
6. Email marketing.

The TPG tour operator also deals with charity in 2 ways:

1. Ohmatdet. The social program of Travel Professional Group is aimed at providing charitable financial assistance, assistance in modernizing and buying modern equipment, as well as highly effective drugs. 1 dollar from each tour is sent to finance "Ohmatdet".

2. Charitable project "Help for children from the ATO zone". 46 children of 9-15 years from families of forced migrants went to a charity week tour to Turkey. The children, within 7 days, became guests of the five-star Grand Haber Hotel, which is located in one of the best resorts in Turkey - Kemer. The Grand Haber Hotel 5 * has comfortable rooms, is powered by All inclusive catering and is equipped with everything needed for a children's holiday.

Also TPG received the GOLD AWARD 2015 CIS Best Seller for Kerzner International - Travel Professional Group for best performance on sales of hotels of the One & Only Resort and Atlantis The Palm [57].

2.2 Selected indicators for evaluating the effectiveness of marketing communications system «TPG»

The indicators of marketing communication presented below are generally known and used by marketing departments of various organizations. Brand awareness, indicator of advertising penetration, coverage and frequency of advertising, as well as inquiry ratio are the most popular indicators used not only for planning activities, but also for assessing them. The indicator of spontaneous brand awareness (unaided brand awareness) is one of many indicators which serves the purpose of measuring the degree to which consumers remember brands [58, p.2].

$$\text{Spontaneous brand awareness} = \frac{\text{Number of people who spontaneously mentioned a particular brand}}{\text{Number of respondents}} * 100\% \text{ (2.1)}$$

For TPG company

$$\frac{1296}{3500} * 100\% = 37\%$$

The source of data for calculation of this indicator are consumer surveys. Surveys are most often conducted by specialized research institutes. Companies rarely conduct surveys themselves. Due to the fact that calculating this indicator requires surveys on big samples of respondents, the costs of such surveys are high and carrying them out is hard [58, p.2].

The indicator of spontaneous brand awareness shows the level of knowledge of a brand in a particular population, or more precisely, shows what percentage of the surveyed mentioned a particular brand spontaneously. In other words, it shows what percentage of the surveyed remember a particular brand good enough to spontaneously mention its name. The measurement of this indicator is usually carried out by institutions actively building the position and image of their brands through, for example, public relations programmes, advertising and direct marketing activities. This indicator is a measure of efficiency of marketing activities and is expressed in percentage [58, p.2].

Interpretation of this indicator is quite easy. The significance of this indicator for marketing results from the assumption that in a situation where clients are planning, or decide to buy a product from a certain category, they will select the product from the group of brands they are aware of. The higher the indicator, the better, as it means higher popularity of a brand. High indicator of brand awareness puts a particular brand in a privileged position in a situation of choice. This means that at the moment when a consumer starts considering the purchase of a product from a particular category, it is one of the first brands that comes into the consumer's mind [59, p.53].

Another indicator which is a variation of the earlier discussed indicator of spontaneous brand awareness is the indicator called **top of mind brand awareness**. Nevertheless, due to specific interpretation and significance in marketing analysis it has been recognized as an independent indicator.

$$\text{First mentioned brand} = \frac{\text{Number of people who spontaneously mentioned a particular brand as the first one}}{\text{Number of all respondents}} * 100\% \quad (2.2)$$

For TPG company

$$\frac{42}{50} * 100\% = 84\%$$

This indicator makes it possible to find out what percentage of all respondents spontaneously mentioned a particular brand as the first one. Thus, the research makes it possible to find out which brand is remembered best by the consumers and this way is the strongest brand in a particular category. The significance of this fact for marketing practice comes from high likelihood that consumers mentioning a particular brand as the first one, recall it as the first one also in case of a purchasing situation. Only one brand can have the priority in a category.

Thus, it is possible to conclude that the goal of marketing activities is to place a brand in this particular position — the place of recognition of quality, renown and consumer preference. This indicator, similarly as other brand, or advertisement awareness indicators is expressed in percentages. Another indicator is **prompted brand awareness** (aided brand awareness). Similarly as the above-mentioned indicators it measures the degree of memorization of a particular brand among the respondents [41, p.222].

$$\text{Promted brand awareess} = \frac{\text{Number of people who picked brand TPG from a list of brand's from a particular category}}{\text{Number of all respondents}} \quad (2.3)$$

For TPG

$$\frac{115}{278} = 0,41$$

An important difference between these three indicators comes from active, or passive role of the researcher. In case of aided brand awareness the researcher presents the respondent with a list of brands from a particular category and asks him, or her to name the brands he or she knows, or has heard about. This indicator is important for institutions which invest in their brands, image and recognition. It is one of the most important measures of the efficiency of activities, as it shows what portion of the populace received the message of a particular in such a way that it was remembered. The significance of this indicator for marketing practice is based on the assumption that despite the fact that a consumer isn't able to spontaneously remember

some brands, he will notice them when coming in touch with them, as he has already encountered these brands, or knew about them earlier [42, p.234].

This indicator is always higher than the indicator of spontaneous brand awareness . Organizing marketing events, we use many means of communication to inform consumers about an event, a new product. In order to find out what percentage of the target group came in touch with the advertisement at least once during campaign, it is necessary to take advantage of the **indicator of reach**.

$$\text{Reach of advertising} = \frac{\text{Number of people from the whole population of a particular market who in a particular period came in touch with the advertising message}}{\text{Size of the population of a particular market}} * 100\% \text{ (2.3)}$$

For TPG

$$\frac{2,3}{5,5} * 100\% = 42\%$$

In course of an advertising campaign this indicator grows. For example, in the first week the message may reach 15% of the populace and after a few weeks its reach may grow to 60%. The indicator of reach is used mainly by media planner in analyses concerning location of advertisements in particular channels of communication. Taking into consideration the fact that the indicator allows the assessment of the efficiency of actions aimed at raising the utilization of a particular medium, it constitutes important information for the managers of particular media. The indicator of reach can achieve the value of 0 to 100%. The indicator shows what portion of the market actually received the message and what percentage of people on a particular market will come in touch with the advertisement. In reality, these two values can differ greatly. In order to identify the percentage of people from a target group who have seen, or heard an advertisement enough times to remember it, it is necessary to use the indicator of **effective reach** [44, p.212].

$$\text{Effective reach of advertising} = \frac{\text{Number of people from the whole population who in a particular period came in touch with the advertising message at a frequency regarded as effective}}{\text{Size of the whole population}} * 100\% \text{ (2.4)}$$

The indicator of effective reach grows in course of an advertising campaign. At the beginning it may reach at the required frequency eg. 20% of the population and

after a month its reach may grow to 55%. Thanks to information about this indicator we can assess the size of the audience which received the advertisement. In order to calculate the effective reach it is necessary to have data from marketing research.

Cost per point (CPP) serves the purpose of measuring the cost of one rating point among the audience covered by the reach of advertising message:

$$\text{Cost per point (CPP)} = \frac{\text{The cost of advertising campaign}}{\text{Number of generated GRP points}} * 100\% \quad (2.5)$$

GRP (gross rating points) — the indicator of intensity of advertising campaign, it is also known as the indicator of advertising penetration, it shows the total number of contacts with an advertisement in relation to one percent of the audience which received the message. GRP is the most important factor taken into consideration in planning an advertising campaign. It is also the most often applied factor for comparing the intensity of various campaigns.

One of the ways to monitor the changes of buyers' behaviour under the influence of promotion is the DAGMAR model. The plan of analysis based on the model looks as follows [45, p.124]:

1. At the starting point potential buyers are divided into 5 groups:
 - 1.1.unaware — they have never heard of a particular product;
 - 1.2.aware — they have heard of a product, but don't know its features;
 - 1.3.understanding — they know a product;
 - 1.4.convinced — aware of the benefits of a product, intending to buy it;
 - 1.5.active buyers — they have already bought a particular product, or have made the decision to buy the product.
2. Next, on the basis of research, you identify the share of each of these groups in the market before the promotional campaign and after the campaign. The efficiency of promotional campaign is assessed by comparing the share of each of the groups in the market before and after the promotional campaign [42, p.128].

What is important for a company is not just a one-off impact of promotion on the purchase of a product, but also the impact on repeated purchase. Thus, the point is to investigate the influence of promotion on the loyalty of buyers. One of the methods

of such an analysis is the Markov model [13]. The method is based on the analysis of the purchases of products of a particular brand and the consumers' decision to buy a particular brand product again, or to migrate to the offer of one of the rivals. The following example makes it possible to analyze the essence of Markov model [42, p.123].

Let's assume that on the market there are products of four brands: among the travelers of the product offered by brand A some return to the same brand and some switch to a competitive product offered by brand B and this way resign from buying product A again. The same happens in case of travelers of B, C and D products. The mechanism can be presented in the following way:

Table 2.1

Scheme of brand competitiveness mechanism

	A	B	C	D
A	0,50	0,1	0,3	0,10
B	0,20	0,4	0,1	0,30
C	0,15	0,1	0,7	0,05
D	0,10	0,2	0,1	0,60

Source: own development

The presented data show that 50% of people buying brand A product stick to this brand (these are loyal buyers of the brand), 10% switch to brand B, 30% to brand C, the remaining 10% of buyers decide to buy brand D. As the table shows, the loyalty of brand A buyers amounts to 50%, the loyalty of brand B buyers is 40%. The loyalty of product C buyers is the highest and the loyalty of buyers of brand D amounts to 60%. This research is not very complicated and can be carried out even by a small company. For the analysis of the changes of attitudes of buyers to products/brands as a result of influence of advertising, it is possible to also use the method which involves creating semantic profiles (polarization profiles) [44, p.233].

The essence of this method is that the surveyed are presented with a few, or about a dozen opposing features placed on opposite ends of a scale. Most often there are 7 points on the scale. This means that the surveyed can choose from three levels

of intensity of the positive feature, three levels of intensity of the negative feature and a neutral assessment. This is a time-consuming and comparably expensive methods of assessing the efficiency of advertising¹⁴. In case of taking actions in the area of direct communication it is possible to calculate the ratio of return on investment (ROI). This indicator shows the efficiency of promotional activities most precisely. It can be calculated in the following way:

$$ROI = \frac{\text{Profit generated thanks to taking up promotional activities}}{\text{Costs of promotion}} * 100\% \text{ (2.6)}$$

For TPG company

$$\frac{14578}{5367} * 100\% = 271,6\%$$

If we are dealing with mass promotion — calculating this indicator will be very hard, or even impossible due to the problem with calculating precisely the profits generated thanks to the application of instruments of mass market communication. In case when a company focuses on eg. the utilization of direct marketing tools, both identifying the profits from sales and measuring the costs isn't very hard [45, p.32].

TPG - 2017: Top 10 memorable moments [57]:

1. 370,000 happy tourists in 2017. At the end of 2017, the tour operator sent more than 1.65 million tourists to rest.

2. In 2016, TPGs offered more than 150 countries and resorts for tourists. In 2017, their number increased to 211, including:

- 50 charter programs;
- 103 block programs;
- 14 exclusive programs;
- 3 long-haul programs.

In 2017, TPG performed more than 1,400 flights to 27 countries and resorts in the world.

3. New.

In April 2017, the national tour operator TPG opened up a completely new direction for the Ukrainian market - Northern Egypt!

In 2017, TPG opened a new page to offer the market unique products, thanks to the cooperation with one of the best airlines in the world - Qatar Airways and Turkish Airlines.

4. Tourist festivals

The UAE Travel Week project has already become an excellent tradition and business card for the TPG tour operator.

During the year of 2017, the company held two equally grand events of UAE Travel Week in the winter and autumn season, during which representatives of one of the best OAU hotels presented new recreation programs in the country of the future.

TRAVEL PROFESSIONAL WEEKEND CYPRUS.

Traditional Weekend, which from year to year gathers more than 100 representatives of travel agencies in the best resorts of Cyprus. During its existence, the event received the highest rating of agents and only positive feedback from participants and partners.

2017 was no exception, and in May the company held an ambitious project **TURKEY TRAVEL WEEK ROADSHOW** - partner meetings in the cities of Ukraine with representatives of travel agencies.

FRANCE & MONACO TRAVEL FORUM-2017.

In the spring of 2017, Travel Professional Group held a France & Monaco Travel Forum-2017 in the Dnieper and Kharkov, dedicated to the development of tourism between Ukraine and France.

CHAMPIONS LEAGUE TOURISM 2017.

Champions League Tourism 2017 is a football championship among teams formed by tourist and airline companies.

5. Projects.

- MISS TRAVEL UKRAINE 2017.
- TRAVEL PROFESSIONAL AWARDS 2017.

The traditional Travel Professional Awards 2017 award from TPG in 2017 gathered 300 best agencies from Ukraine, the Republic of Moldova and Poland.

- TPG RELAX - RENAULT SANDERO COLLECTION.

At the beginning of May, Travel Professional Group together with its partner, Niko Prime Megapolis LLC, launched a new car Renault Sandero Stepway among its customers!

- **STUDENT COMPETITION.**

TPG is directly and actively involved in the development of young professionals in the tourism industry! Every year, the national tour operator launches several training cycles at the TPG School of Tourism Mastery, where everyone who wants to start his career in the tourism industry has a unique opportunity to learn all the basics and profession of the profession from current practitioners in the Ukrainian market.

6. Franchise.

The Travel Professional Agencies family was replenished in 2017 with 25 new agencies.

In order to correctly understand what elements of marketing communications should be used in the company, it is necessary to analyze the main economic indicators for 2015-2017.

Effective analysis will reveal the disadvantages and the company's positive aspects.

Table 2.2

Dynamics and profit structure of tour operator «Travel Professional Group», Kyiv for 2015 – 2017 years (Appendix C)

Index	Years						Deviation, +/-		Growth rate, %	
	2015		2016		2017		2016/2015		2017/2016	
	UAH	%	UAH	%	UAH	%	UAH		%	
Net profit	303875	100	316444	100	336751	100	12569	20307	4,1	6,4
Prime cost of services sold	276208	72	278512	71,35	281064	70,3	2304	2552	0,83	0,9
Gross profit	27667	28	37932	28,65	55687	29,7	10265	17755	37,1	46,8

Source: own development

As we see, the overall trend of profit is increasing. The cost of services rendered decreases. This is a positive trend, since the tour operator has guaranteed blocks of seats in air carriers, agreements with the host party, hotels. All this allows you to reduce the prime cost of the finished services.

Table 2.3

**Dynamics and cost structure of tour operator «Travel Professional Group»,
Kyiv (Appendix C)**

Index	Years						Deviation, +/-		Growth rate, %	
	2015		2016		2017		2016/2015		2017/2016	
	UAH	%	UAH	%	UAH	%	UAH		%	
Material costs	18360	66,3	23346	67,4	32215	70,8	4986	8869	27,16	38
Labor costs	2053	7,4	3687	10,7	4782	10,5	1634	1095	79,6	29,7
Deduction for social events	1060	3,8	1355	3,9	1663	3,7	295	308	27,8	22,7
Amortization	303	1,09	718	2,07	1607	3,5	415	889	136,96	123,8
Other operating expenses	5908	21,3	5511	15,9	5206	11,4	-397	-305	-6,7	5,5
Total	27684	100	34617	100	45473	100	6933	10856	25	31,4

Source: own development

As we see, in general, the costs of the tour operator increase, in addition to other operating costs. This is due to external causes. Inflation, rising prices for services, military actions in the country, and so on.

Table 2.4

Score competitors on various web resources

Tour operator	Opening year	Rating on the site «Turpravda» (max 5)	Rating on the site «old.delo.ua»	Rating on the site «ht.kiev.ua»	Average value
TPG	1994	2	5	4	3,7
TUI	2004	1	2	2	1,7
Anex tour	1996	3	3	5	3,7
Coral Travel	2014	5	1	1	2,3
TEZ tour	1994	4	4	3	3,7

Source: own development

These ratings were found on various tourist web pages on the Internet. As we see, the tour operator «TPG» has a leading position with such tour operators as «Anex tour» and «TEZ tour».

Table 2.5

**Profitability of net profit in tour operator «Travel professional group», Kyiv
(Appendix C)**

<i>Years</i>	<i>Gross profit</i>	<i>Net profit</i>	<i>Profitability of net profit</i>	<i>%</i>
2015	27667	303875	0,09	9
2016	37932	316444	0,12	12
2017	55687	336751	0,17	17

Source: own development

Profitability of net profit has negative results, since it has indicators less than 1. But with each passing year the trend is improving.

The main methods that can be used to increase the profitability of an enterprise are:

- adjustment of marketing policy, development of effective advertising;
- avoiding unnecessary expenses: fines, penalties, penalties and penalties;
- effective policy management of the enterprise.

Table 2.6

**Profitability of net costs in tour operator «Travel professional group», Kyiv
(Appendix C)**

<i>Years</i>	<i>Gross profit</i>	<i>Costs</i>	<i>Profitability of costs</i>	<i>%</i>
2015	27667	27684	0,999	99,99
2016	37932	34617	1,1	110
2017	55687	45473	0,82	82

Source: own development

Profitability of the costs has negative results, since it has less than 1. In 2016, it had a positive result compared to 2015, but again in 2017 it was negative.

2.3 SWOT-analyses «TPG»

In order to understand what can be proposed to be introduced from the new in the system of marketing communications for the TPG, we will analyze the strengths and weaknesses of the tourist operator.

1. Strengths:

- 1.1. Official representative of a tour operator with successful experience in the tourism market.
- 1.2. Well-established system of relations with strategic partners; as well as high agency fees and a developed bonus system.
- 1.3. Own host companies or representatives in all areas.
- 1.4. Effective work of the company's corporate office.
- 1.5. Quality tourist product, a wide range of services offered.
- 1.6. Recognizable brand.
- 1.7. Good feedback.
- 1.8. A wide range of tourist destinations.
- 1.9. Professionalism and responsibility of managers.
- 1.10. Providing training and development opportunities for staff, participation in promotional tours.
- 1.11. Favorable office location.
- 1.12. Flexible pricing.
- 1.13. The ability to segment customers by interest, etc.
- 1.14. The representative office provides its agencies with advertising catalogs, tariff booklets, video clips, etc.
- 1.15. When publishing its advertising in mass newspapers refers to these partner agencies.

2. Weaknesses:

- 2.1. High prices, relative to major competitors.
- 2.2. Dependence of business success on the seasons of the year.
- 2.3. Underdevelopment of domestic tourism.

2.4. Failures in the ON - LINE reservation; in the work of the site server, which is the main sales tool.

2.5. High rent due to location.

2.6. Constant growth in the number of competing firms.

2.7. Underestimation of the importance of conducting ongoing marketing research.

3. Opportunities:

3.1. The constant growth of outbound tourism by 4 - 5%.

3.2. Destruction and withdrawal of competing companies from the market due to the financial crisis.

3.3. Development of regional airports, the emergence of new routes.

3.4. Development of Internet technologies.

3.5. The increase in the number of mobile customers that can directly book tours of tour operators.

3.6. Increasing demand for tours to Europe, the USA and other non-flash destinations.

3.7. The increase in demand for expensive tours, worth over \$ 2500.

3.8. The increase in the number of independent consumer groups in the consumer environment - skiers and lovers of excursions.

3.9. The increase in the share of sales of group tours through regional offices in connection with the improvement of living standards of the population.

3.10. Improving sales technology, training at seminars, assisting partner agencies.

3.11. Offer new products to the beginning of the season (based on the wishes of customers identified in the process of marketing research).

3.12. Entering a new market - tourism in Tatarstan.

3.13. Attracting various groups of tourists to off-peak Season due to a flexible pricing policy.

3.14. Service additional consumer groups.

3.15. Mastering new advertising technologies and increasing the role of PR in promoting the services of a tour operator.

4. Threats:

- 4.1. Reducing the demand for travel services.
- 4.2. Reducing the depth of sales of tourist products, increasing demand for last minute ("burning") tours.
- 4.3. The growth of foreign dollars and euros.
- 4.4. Reducing the number of flights.
- 4.5. The excess of the proposed charter programs over the value of demand.
- 4.6. Legislative vacuum - the lack of government action aimed at the modernization of tourism.
- 4.7. Strengthening the "information" war between tour operators.
- 4.8. The fall in sales of services due to changes in consumer tastes.
- 4.9. Strengthening the position of international tourism corporations.
- 4.10. Increased competition, increased taxes in the industry.
- 4.11. Crises - political conflicts, natural disasters in countries in key areas.
- 4.12. Recession in the economy.

Table 2.7

TPG strength and weaknesses analysis checklist

	Performance score				
	1	2	3	4	5
Strengths					
Marketing factors					
1. Relative markets share				•	
2. Reputation					•
3. Previous performance				•	

4.Competitive stance			•		
5. Customer loyalty			•		
6.Breadth of product range			•		
7.Depth of product range			•		
8.Product quality				•	
9.Programme of product modification				•	
10. Customer base			•		
11.New product programme				•	
12.Distribution costs				•	
13.Dealer network				•	
14. Dealer loyalty		•			
15.Geographical coverage				•	
16. Sales force			•		
17. After sales service			•		
18. Manufacturing costs				•	
19. Manufacturing flexibility			•		
20.Raw material advantage					•
21. Pricing				•	
22. Advertising				•	
23.Unique selling propositions				•	
24. Structure of competition				•	
Financial factors	1	2	3	4	5
1. Cost of capital			•		
2. Availability of capital			•		

Continuation table 2.7

3. Profitability			•		
4. Financial stability			•		
5. Margins			•		
Operational factors	1	2	3	4	5
1. Production facilities				•	
2. Economies of scale					•

3. Flexibility			•		
4. Workforce					•
5. Technical skill				•	
6. Delivery capabilities			•		
7. Supplier sourcing flexibility				•	
Organizational factors	1	2	3	4	5
1. Culture				•	
2. Leadership			•		
3. Managerial capabilities				•	
4. Workforce				•	
5. Flexibility			•		
6. Adaptability			•		

Source: own development

SWOT analysis can help TPG get a better perspective of the potential threats and opportunities a business faces, it gives TPG a chance to create robust strategies and policies in regards to how TPG wants to operate. At this crucial point, TPG needs to pay attention to the strengths and opportunities that arise and build on them.

SWOT analysis can be improved internally within an organization, dangers and possible threats are forces outside of your control that TPG needs to decide how to prepare for.

SWOT analysis gives TPG the opportunity to figure out where TPG is in the process of developing travel business. Whether you are just starting out or want to expand your business with the launch of a new product, it helps TPG develops a full awareness of their situation to figure out where their travel business is currently at and what moves TPG can make to succeed.

CONCLUSION TO PART 2

«TPG» is a strong and leading tour operator that uses a lot of marketing communications tools. As shown by the analysis of the main economic indicators of the tour operator, the costs increase faster than income.

After analyzing the activity and system of marketing communications of the tourist tour operator TPG, we can determine what the company uses in its activities:

1. Effective advertising (various events, holidays, contests).
2. Active advertising on facebook and on personal site.
3. Charity as a kind of advertising.
4. Sponsorship (sponsors for various projects).
5. Television and radio advertising.
6. Advertising tours for TPG employees and agencies.
7. TPG school.

«TPG» takes leading positions in selling tours to Turkey, Egypt, Zanzibar, etc.

«TPG» has a broad and strong loyalty program for its agents, lots of promotions such as «Night Hunt», «Country week», «Bonus Nights», and so on.

PART 3

WAYS OF IMPROVEMENT OF MARKETING COMMUNICATION SYSTEM IN TOUR OPERATOR «TPG»

3.1. Development of the model of marketing communications system in tour operator «TPG»

In the contemporary conditions of the tourism industry enterprises should introduce modern methods of managing business and promote their services. Therefore, the company «TPG» needs to develop powerful tools of services promoting which is based on Internet marketing. Let us consider the advantages and necessity of putting it into the tour operator «TPG».

Internet offers to market research processes those opportunities that cannot be offered by any other source of information. Private and legal entities can quickly and easily get a huge amount of information about the hotel, its services, competitors, partners, etc., what allows make a choice. Access to information is carried out almost immediately and indefinitely. Great opportunities offer for identifying and covering of area. Marketers are able to carry out regular passive marketing research, study

target market segment, purposefully to make an active interrogation, analyze the navigation of the website and demand of particular information from, etc.

Quite important - the Internet allows monitoring regardless of self-interest in one or another event / phenomenon. Low cost, efficiency and a relative (and sometimes complete) anonymity in obtaining of information opens up for marketers large opportunities.

Using modern Internet technologies tour operator «TPG» will increase the number of customers, because this is a quick use of the information, booking services at any time, without leaving home, known as the 24/7 format. The Internet is no need to save on time and place. In addition, Internet users - people who actively declare their advantages and experiences. Not for nothing at the same time with a decrease of trust in traditional advertising increases an impact of forums, blogs and communities, people trust them, because each message - is opinion of alive person that has a reputation that she appreciates.

Internet marketing can reduce the costs of establishing and maintaining of catalogs, internal document management, travel costs etc. There is a partnership building between the tour operator and agents. Tour operator has the opportunity of closer contacts; forums creating; teleconferences and dialoging in real time; quick response to customers' demands and requirements of partners that are constantly changing [47].

Advertising and online advertising campaigns almost have no territorial or time limits. Great importances are getting partner programs and link exchanges, formation of link-exchange. Internet advertising requires much less of preparing and output cost than traditional media. Price 1 contact turns out 1-5 orders lower, while these contacts are important. Each contact and the whole audience in the Internet are maximally transparent. The data monitored by independent counters and is available for control. It is not difficult to figure out which advertising has a positive result, and which - no, and quickly make changes.

In the Internet you can communicate directly with the consumer, in a live discussion show the benefits of the services, learn the user thoughts and depending on

the received information dynamically change the approach. Based on this, we propose a company «TPG» to develop marketing online communications system which will effectively promote services at the domestic and international hotel services markets [45].

We are going to consider marketing internet-communications:

E-mail advertising (E-mail) - involves reclame sending, placing of advertising in a news-posting (mail lists). It is relatively cheap (500 USD for 200-300 thousand of advertising messages) and it is in demand.

Electronic bulletin board (BBS – Bulletin Board System). Initially this concept belonged exclusively to the BBS. With the propagation of the Internet there are many sites that are similar to normal household message boards or advertising newspapers now. They are a set of ads of commercial and non-commercial nature that are placed on paid and free of charge basis. Most of advertising companies with paper edition, working in TV-, radio- advertising create and maintain their own BBS.

Context advertising - placement of text and graphic advertising materials together (next to each other) results of the search on sites. The content of advertising messages depends on the content of user's search query. Share of contextual advertising on the market in 2016 was about 67%. Services in placing of contextual ads offer: «Google» («GoogleAdWords»), «Yahoo!», «MSN», «Yandex» («YandeksDyrekt»), «Meta-context», «Bigmir Internet» [40].

Many companies provide display advertising services, foreign: «Google», «Yahoo!», «Yandex», «Rambler»; Ukrainian: «Ukrainian Banner Network», «BigBN», «Advertarium», «AdRock».

A variety of SEM is SEO (Search Engine Optimization) – set of measures (inside the site) for lifting site positions with search systems according to specific user requests.

Different search systems for the one same request a little bit differently (in different order) give out the information. For example, the request «tour operator «TPG» in the search system Google.com for 1st item is displayed link to the page with information about tourism services. This indicates that the chances of this site

getting the first position of search systems depend on the optimization of its content and structure. It should be taken into account that different browsers (Google Chrome, Opera, Internet Explorer, Mozilla, etc.) also in different way form a list of sites in one and the same search system.

SMO (Social media optimization) - set of measures aimed at attracting visitors to the site from social media: blogs, social networks, etc. To do this, apply the following rules:

- increase link popularity - make such sites and add such a content, which will refer other people;
- to simplify adding of content from site in social networks, bookmarks, RSS-aggregators, etc .;
- attract incoming links, encourage those who put a link;
- provide export and distribution of content with links to the source;
- encourage the creation of services that use the content property.

SMM (Eng. Social media marketing) - (marketing in social media) provides for promotion of products and services, increasing the image, announcements of events, etc. in social media. The possibilities of social networks in terms of coverage of the target audience and targeting are huge:

- «Twitter» - a service that provides the ability to send instant messages using the web interface, SMS, instant messaging service or extraneous program-client, has more than 200 million users;
- «Facebook» - social network created by students of Harvard University, has more than 800 million users;
- «Instagram» - at the moment have second place after «Facebook» like social network, has more than 420 mln. users.

Searching systems are the primary sources of information to which appeal users, so this type of advertising is effective. Among the large number of searching systems are the most common ones are shown in Figure 3.1.

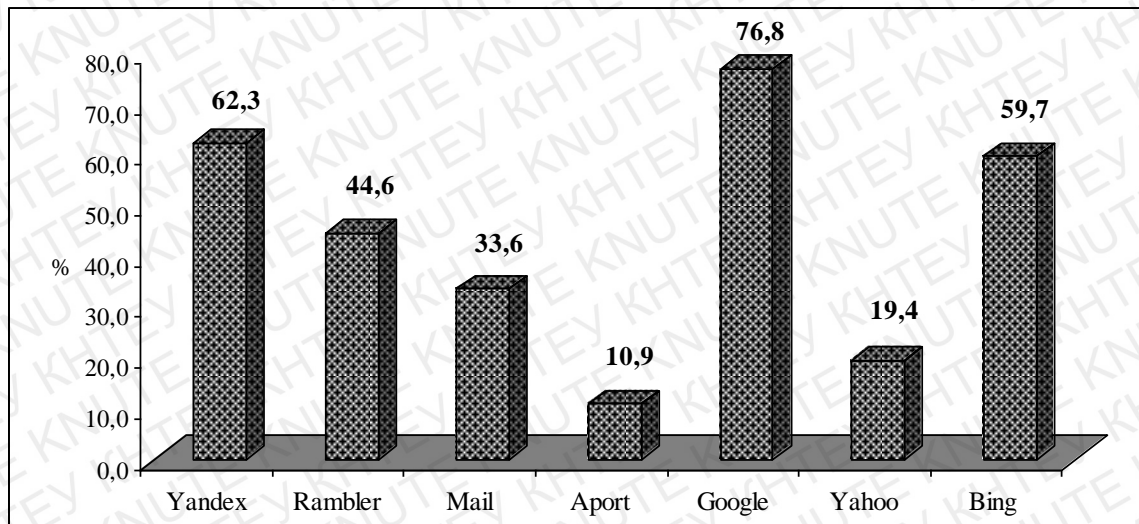


Figure 3.2. The structure of the search systems are the most common among users

Source: own development

So, the developed measures of improvement of the tour operator «TPG» through the use of modern Internet technologies in marketing activity will effectively promote the tourism services among a broad range of customers and agents; increase the number of regular customers through effective information provision.

3.2. Program of implementation of marketing communications system in tour operator «TPG»

In order to improve the marketing communications system of a tour operator, let's look at its possible phased development.

1. Allocating time to set up and manage a website that works as a business development manager.
2. Engaging in social media and other online content marketing strategies.
3. Managing current and potential customer's needs via a strategic customer relationship management strategy (using on and offline strategies).
4. Using strategic email marketing tactics to communicate specific messages for specific audiences to ensure relevancy and increase brand engagement.
5. Working with industry trade partners to distribute product.
6. Actively building relationships with other like-minded tourism businesses to package product to increase distribution into new markets.

7. Measuring and reviewing marketing effectiveness on a regular basis to ensure you are achieving a positive return on investment.

The algorithm for calculating the optimized cost structure for marketing communications, on the basis of which it is possible to achieve a synergistic effect from the use of all components of the marketing communications system.

1. Selection of statistical aggregate of points close to three fixed types of marketing communications for «TPG».
2. Verification of selected aggregates for constancy on fixed signs.
3. Calculation of the indices required for the analysis of the effect of the variable on the profit.
4. Construction and analysis of the model of linear income dependence on the changing factor.
5. Analysis of the impact of public relations on profits in general and on the efficiency of other components of marketing communications systems.
6. Analysis of forecasted opportunities for «TPG».

Then «TPG» must:

1. Know what your goals is.

Every plan should have an end goal. The efforts of your tour and travel marketing depend on this. Take a while to figure out what your business goals are for the season or the whole year. Do you want 50% more bookings? Do you want to increase the average transaction value by 15%? The basic purpose of a marketing plan is to help you achieve these goals.

2. Define who you want to attract.

Next, your tour marketing plan needs to be directed towards a particular demographic. Have you understood who your customers are? You have to be specific about your demographics to understand their interests and what will appeal to them. Based on this information, you can create effective content and use appropriate channels for your tour marketing campaign.

3. Choose what do you want to book and offer.

Bundling up tour packages is another tactic used by marketers to encourage more bookings. The Vacation Labs online tour booking software can help you set up tour promotions through coupon codes and loyalty programs. This online tour booking software can also create tour packages and customised bookings to suit your customer's needs.

4. Deadline.

Goals aren't really goals unless they are time-bound. For your tour marketing campaign, your goals will need to have a start and end date. When setting this time frame, remember the effectiveness of tour and travel marketing takes time. This is because awareness spreads with time and your customers also need sufficient time to narrow down their tour options. However, that doesn't mean your tour promotions continue indefinitely and deplete your resources completely. You can begin your tour marketing campaign 2-3 months before the peak season, to create awareness and then the desire to book with you.

5. Know what to say.

Your campaign message is equally important. Whatever it says should strengthen your business' core values and its overarching mission. Similarly, it should mention what needs to be done through call-to-actions.

«TPG» campaign

1. Marketing Objectives

Maintain positive, steady growth each quarter.

Experience a growth in new customers who are turned into long-term customers.

To be recognized as the premier high-end hard adventure trip provider.

2. Financial Objectives

A double digit growth rate for each future year.

A reduction of fixed overhead through disciplined growth.

Continue to decrease the variable costs associated with the production of trips.

3. Target Marketing

AEU will target two different groups:

1. High income, health conscious individuals: this group of people are typically professionals, with an average income over \$75,000. This group works hard, but when they have time off, they play hard with active vacations. They are willing to spend more money on a vacation to get more personalized attention.

2. Young, active "trustafarians:" this group of people tend to be younger than the other target segment. This group has a lot of disposable income, but not because they earn it, but because they have wealthy parents. This group tends to live in cities such as Kyiv, Odessa, Lviv, Dnepr. They choose these cities because these are "active cities." All of them have many outdoor activities within minutes of the city. This group makes up a much smaller population relative to the other targeted group. This group loves to play in the outdoors, pushing themselves physically, and have their parent's money to do so.

We are targeting these special populations for several reasons:

1. This segment up until now has been underserved.
2. This market segment traditionally spends a fair amount of money on adventure trips.
3. This target segment seems to be willing to pay a premium for a top-shelf adventure excursion.

Strategic Pyramids

The only goal is to position «TPG» as a premier, high-profile adventurer who has managed most of the market share for seven years. The marketing strategy will be aimed primarily at raising customer awareness of the services they offer, developing this customer base and working to build customer loyalty and referrals.

The message that the «TPG» will seek to communicate is that the «TPG» offers the highest level of service.

Marketing approach

The TPG marketing complex includes the following prices, distribution, advertising and promotion, and customer service.

Pricing: «TPG» does not compete in price, they compete in service. In addition, the target market is not price sensitive. To a large extent, the price does not matter if it is sufficiently proportional to the services offered.

Advertising and promotion: the most successful advertising will be commercials, as well as direct mail.

Customer service: customer visual attention is a mantra. The «TPG» philosophy, created throughout the organization, is what needs to be done to make a customer happy, even if it is related to short-term profit. Ultimately, this investment will pay off with a clear, loyal customer base, which is extremely important to your friends regarding referrals.

Since many consumers use social networks, we propose to develop a plan for the nearest 2019.

This will help the company reach a more youthful and wider audience, better sell services, encourage new consumers, update on current offers, and find the best partners.

Currently, social networks are very active. The research has shown that the most well-known is Facebook and Instagram. So.

Table 3.1

Display and develop advertising on the most famous social networks in 2019

<i>№</i>	<i>Name of social media</i>	<i>Price</i>	<i>Total costs</i>
1.	Facebook	120 USD / 1 mounth	1440 USD / 1 year
2.	Instagram	100 USD / 1 mounth	1200 USD / 1 year
Together		2640 USD / 1 year	

Source: own development

Having analyzed the marketing communications system of the «TPG» tour operator, I want to offer them a website for travel agencies (Addition D).

Description of new project for «TPG» company:

- This is a special website that helps the work of travel agencies and saves the time of employees of the tour operator.

- The site includes useful information about countries that are interested in every tourism
- Also there are useful advices about sales for travel agents.
- Useful information about tourist formalities, as well as working with a tour operator. Features of cooperation
 - Also F.A.Q. that agents usually ask employees of the tour operator and answers.

Benefits for the tour operator: more efficient work of travel agencies and saving time and costs for the call centre (this will facilitate the tasks and time of the call centre, and in general, remove this department at all)

Our customers: tour agencies.

Investors: directly tour operator.

Five reasons that show that this innovation is relevant:

- convenient and simple interface;
- button “F.A.Q.”;
- free access for all travel agencies with which the tour operator works;
- saving time;
- make working with customers easier, faster.

Classification of this innovation:

- According field of application – **organizational-economic**.
- According to the scale of distribution – **the local**.
- According to the nature of changes - **ordinary**
- According for the purpose of application – **organizational/marketing innovation**.
- According to the degree of responding the market demand – **adaptive innovation**.
- According to the level of formation and implementation – **improving innovation**.
- According to lifecycle duration – **long term**.
- According to the form of innovation implementation – **independent**.

- According to the completeness of innovation process and the degree of novelty – **systematic.**
- According to the degree of innovation changes – **innovation of 4 th level.**
- According to the reference to the previous state of the process (system) – **replacing innovation.**

Economic justification.

Site creation – 2500\$. Website support – 148\$ per month.

View of website for travel agencies (Appendix C).

Table 3.2

Main innovation for «TPG» company

Innovation for «TPG»	Creation/\$	Support/\$
Webpage for travel agencies	2500	148 per month
Application for tour operator	5000	250 per mounth

Source: own development

This innovation will help existing agencies better and sell more.

3.3. Justification of implementation of the model of marketing communication system in tour operator «TPG»

Each of the means of promoting products in the market is characterized by its unique characteristics, which must be taken into account when forming the system of marketing communications of the firm. These characteristics may be positive, but may also indicate some disadvantages of this component of the marketing communications system.

«TPG» should develop a message:

Travel Company LLC "TPG" should use in its appeals two types of calls:

- rational (the treatment will show the benefits of the service: its cost-effectiveness, the availability of additional services, some);
- emotional (services at «TPG» LLC are not the best in their services, but their clients will be associated with unique associations to which communicators address.

You can also use calls that lead to positive emotions - cheerful mood, love, friendship etc. Humorous appeals attract more attention, give rise to trust and sympathy for the company).

Choose of communication channels. As the company «TPG» LLC concentrates more than 50% on advertising as a means of marketing communications, it is proposed to increase the importance of agents motivation in the enterprise and to develop an effective system of stimulation of sales, namely stimulation of consumers. TPG already has a special card that provides discounts to regular agents, but you can offer some additional discount system. It may be:

- Rebates on birthday agencies up to 10% on all services offered by the company.
- Gift certificates for the amount of 5000 to 10000.
- Promotional offer "With another agent is cheaper". If an agent leads another company, he will receive a raised fee of up to 20%.

In order to be able to improve the system of marketing communications LLC "TPG", you must first evaluate it. There is a huge number of methods for evaluating the effectiveness of promotional activities. The question is which of the methods really reflects the reality, and which of them are available to ordinary travel agencies.

It was suggested by LLC "TPG" to apply the following:

- 1) memorization tests;
- 2) calculation of direct feedback;
- 3) communicative tests.

Testing can be carried out by any specialist of the company.

Memorizing tests show which ads are most appealing and keeping consumers' attention. There are many options in this test. «TPG» LLC conducted a telephone survey after the first day of paying for advertising on the social network Facebook.

People were asked questions that are presented below:

- Do you remember seeing some travel agency advertising?
- Do you remember that you saw the advertising of the travel company LLC «TPG»?

- If so, which tour has been advertised?
- What is the most memorable?
- What impression did the advertisement have?

The test results are analyzed from the point of view of which part of the surveyed population remembers advertising, that it is from the commercials to remember the best, etc. Usually such tests are carried out at the beginning of an advertising campaign to assess the most advertised post and the strength of its influence on the consumer.

The tests for memorizing printed materials look a bit different. Respondents are divided into three categories:

1. Noticed. The proportion of respondents who noticed an advertisement when they viewed the magazine.
2. Associated. The proportion of respondents who noticed the part of the advertisement containing the advertiser's name and its logo.
3. Read the most part. The share of respondents who read half or more of the text of the advertisement.

Answers to the questions of the tests of price memorization appear when it is relatively simple to make changes. Test results can be interpreted as good, bad or mediocre, passed through advertising or failed.

Table 3.3

**The costs for the implementation of advertising measures in the Internet
in «Travel Professional Group» in 2019 – 2020**

<i>№</i>	<i>Types of advertising</i>	<i>Costs, USD</i>
1.	Context advertising in searching systems	
1.1.	Google	0,2/1 click
1.2.	Yandex	0,2/1 click (193 / 1000 clicks)
1.3.	Bing	0,25/1 click (225 / 1000 clicks)
2.	Context advertising on a thematic web-sites in searching systems	0,15/ 1 click (135 / 1000 clicks)

3.	Placement of thematic articles, news on thematic sites	
3.1.	Placement of 1 article on a thematic web-site	70 / month (370 / 1 year)
3.2.	News broadcasting on a thematic web-site	23 / week (250 / 1year)
3.3.	News update	12/ 1 update (130 / 1 year)
4.	Banner advertising on a thematic web-sites	170 / 1000 clicks
5.	Banner advertising in banner-exchange networks	120 / 1000 clicks
6.	Optimization and promotion in searching systems	80 / month (420 / 1 year)
7.	Text advertising on a thematic web-sites	63 / month (260 / 1 year)
8.	Registration in thematic catalogues	12 / 1 catalogue
9.	Placement of the price-list on a profile web-sites	27 / 1 profile site
10.	Advertising in mailing (not spam)	free
Total amount		2502 USD, or 81565 UAH

Source: own development

The calculation of direct response is expressed in the calculation of the number of calls in the travel agency LLC "TPG" and the number of clients who turned to her. The percentage change in the number of consumers is directly proportional to the effect of advertising. It is also appropriate to compare the average number of consumers a month or six months before the advertising campaign and after. It is necessary to keep track of changes in the composition of consumers, which may change under the influence of advertising. These tests are convenient for the use of tour companies LLC "TPG" and do not require much effort and cash. It is recommended that they be used by «TPG» LLC to evaluate their advertising.

Personnel of «TPG» Ltd should always respect their clients and colleagues with respect. At the same time, try to create a positive working atmosphere, where each employee as a person, and the client will feel respect and need for himself.

The basic criteria of convincing «TPG» LLC should be the appropriateness and objectivity of the allegations. This will ensure the effectiveness of conversions

The basic methodological foundation of the organizational structure of the management of marketing communications of tourist enterprises should also be the concept of integrated marketing communications, built on a vertical principle. In this case, the synergistic effect is achieved not only due to the organic combination of various elements of the system of marketing communications, but also due to the formation of several levels of communication interaction of subjects of tourism activity with potential consumers. Therefore, the task is to create such a managerial shell, which increases the company's communication potential at three levels: national, integrated and corporate (enterprise).

The corporate level involves organizing the communication process within the enterprise, making transparent communication between its divisions, as well as between the units and elements of the marketing environment (competitors, partners, affiliates, intermediaries, and other contact audiences).

Of great importance for improving the activities of tourism enterprises is their association in order to joint advertising activities.

Such an association can be carried out in several aspects, that is, association in directions and types of tourism, a branch association of tourist enterprises (associations), the association of tourist enterprises with the allies (hotels, restaurants, etc.) and for certain tourist destinations.

As for the organization of marketing communication communications at the national level, the main goal of the marketing communication strategy is to promote the national tourist product to the international market, the development of foreign tourism, which combines the interests of tourist enterprises and the state. It is planned to create centers of marketing communications (networks of representative offices, affiliates, agencies and information centers at consulates and embassies of Ukraine abroad), the purpose of which is the organization of active information and advertising activities, popularization of the national tourism product abroad and attraction of foreign tourists to Ukraine. Given that at the moment most of the tourist enterprises are not able to form and maintain their own sales network abroad at their own expense, these functions may be assigned to the State Tourism Administration of

Ukraine (national level), as well as associations or other companies. Integration of tourist enterprises (integrated level).

The final stage of the cycle of the management process of the marketing communications system is the function of control, where the key issue is to assess their effectiveness. The conducted studies indicate that for the successful planning and implementation of the strategy of integrated marketing communications, there is a need to assess the effectiveness of the communication strategy in general, and the importance of determining the impact of its individual components on the efficiency of tourism enterprises, that is, forecasting the optimal structure of the marketing communications system.

The company will receive the largest profit in those cases where the share of advertising costs is 57-61% of the total amount of expenses for the system of marketing communications.

The results of the conducted studies allowed to draw the following conclusions:

In order to improve the management of marketing communications of tourist enterprises, a model for the construction and functioning of an integrated marketing communications management system is proposed, with special attention being paid to the development of a communication strategy and profit forecasting taking into account an optimized cost structure for the marketing communications system.

In assessing the market value of an enterprise, an increasing role is played by intangible assets (reputation, brand, business ties) that are created through communication. Currently, communication is a real factor in creating value added. In connection with this, the relevance of studying the phenomenon of communication and the introduction of the results of theoretical research into marketing practice is growing.

Communications - a complex multifaceted phenomenon, characterized as a process of information interaction between communicants through channels and means of encoding, transmission, perception and decryption of the message and the corresponding response.

Marketing communications are a special case of social communication with a pronounced incentive to commit actions initiated by the initiator of communication as a marketing goal.

Different types of communications, including marketing, correspond to the typical positions of communicants, means of information transmission. The choice of effective ways of transferring marketing information requires knowledge of the target audience, its language, psychological peculiarities of perception.

At the present stage, the concept of marketing communications - integrated marketing communications, has been widespread, based on a unified approach to the use of marketing elements and channels for the dissemination of consistent information. Implementation of the marketing communications complex leads to a synergistic effect, saving financial resources and more effective communication with target audiences.

CONCLUSION TO PART 3

The main factors of successful advertising for "TPG" are:

1. Expressiveness.
2. Simplicity.
3. Novelty of the idea.
4. Humor.
5. Curiosity.
6. Absence of contradictions.
7. Lacosity.

Recommendation for 2019:

1. Clearly understand the attitude of who is assigned tourist services to enterprises in the market, who should be targeted advertising. All accents in the advertising campaign should be arranged in such a way as to show the consumer as much as possible, what benefits he can derive from its use, to illustrate its unique and unique features, improved characteristics, etc.

2. Make every effort to make the company logo visible on the market so that it can not be confused. From this begins to increase the prestige of the brand.

Otherwise, it will be difficult to rely on the constant attraction of consumers' attention to services that would not use the means of advertising and promotion of these services in the market. You must also find any expressive, memorable character, brand for the enterprise.

3. Advertising services of the company "TPG" should not be too intrusive.

4. In advertising, as in any other sphere of business, innovations, ingenuity are needed. It is necessary to strive to give a start to new trends. The risk here, of course, is greater than when using traditional approaches, but the returns are higher.

5. Relying in advertising requires not emotions, but facts. One approach can be this. It is necessary to understand what problems consumers face and show them with the help of advertising, how they can satisfy them, if they purchase services of the company "TPG".

6. To formulate prominent headings and subheadings in the brochures of services. Use a simple language in advertising, public terms and expressions. The study of US classified adverts has shown that consumers are best remembered for 8-10 word ad headlines and appeals. For longer messages, consumers are paying less attention. But quite different with the brochures. Studies show that auctions containing more than 350 words are significantly more effective in the advertisement of services of production purpose.

7. Use illustrations and supervised examples in advertising. Photos in advertising are always better than pictures. They attract more attention, create an attractive image of service in the eyes of consumers, people believe in them more.

8. To use coupons and other forms of bonus of consumers in advertising brochures and catalogs. Coupons should be decorated with a picture that explains to their customers the purpose and conditions of use. On the coupons must necessarily be a symbol of the enterprise "TPG".

9. Create an atmosphere of broad publicity around the enterprise and services. Information about the company should be as accessible as possible to consumers.

10. Do not remove advertising without being convinced that it has completely exhausted its potential. At the same time, it's important to remember that repeated hits always produce more results than one.

CONCLUSION

In the work the theoretical substantiation and methodical solution of the actual scientific and practical task for the formation of a complex of marketing communications by the tourist company "TPG" for promotion of tourist services to the market was made. The main conclusions of the theoretical and scientific-practical nature and the results obtained in the course of the study, are as follows:

1. The concept and structure of marketing communications was highlighted, elements of the communication process were described and the classification of marketing communications on various grounds was provided; describes the functions of marketing communications; The schemes of one-sided, bilateral and multilevel marketing communications are shown.

2. The basic forms and means of marketing communications, their features and differences from each other, importance in the tourism business are investigated; The comparative characteristics of marketing communications over time, the main

motive, the main task and investment in profit are given; describes the classification of advertising, sales promotion, personal sales and public relations.

3. The process of management of marketing communications of the tourist enterprise is described; their role and place in the activities of tourism enterprises, especially their management. The diagram of organization of management of marketing communications of tourist enterprises of the city of Kyiv is presented, in which the largest percentage belongs to those companies that generally do not carry out assessments of the economic efficiency of communication activities. The trends of marketing communications at the tourist enterprise are described.

4. The activity of the tourist enterprise of "TPG" LLC is described; the main directions of the company's activity are described provided information on the mode of operation of "TPG" LLC and contact details separately for all types of its activities.

5. The marketing communications of "TPG" LLC. are analyzed. Statistics and graphs are provided, negative aspects are identified in the work; SWOT-analysis of "TPG" LLC is prepared; estimated profitability of advertising for two years and made conclusions.

6. The factors influencing the marketing communications of the travel agency LLC "TPG" (target audience, characteristics of the tourist service, stage of the product life cycle, competitors, organizational structure, company profits, price policy) are indicated; financial analysis, balance sheet and financial reporting provided, organizational structure of TPG LLC; certain deficiencies in the marketing communications system are identified.

7. An effective program of marketing communications for «TPG» LLC was developed; it is determined in stages what steps «TPG» personnel should implement for the successful implementation of the marketing communications program at their enterprise; offered suggestions to increase a certain system of discounts on LLC "TPG".

8. The recommendations for improving the marketing communications system of LLC «TPG» are given; it is determined that in the first place it is necessary to

evaluate the already existing system of marketing communications at the enterprise; It is suggested to conduct tests for memorizing, counting reviews or communicative tests for evaluation; The table with division of duties on marketing communications among managers of LLC "TPG" is provided; described the recommendations for effective promotion of the company in social networks.

9. A plan of marketing communications of the tourism company "TPG" LLC for, which will achieve certain goals in the coming year; certain recommendations for its implementation are given; describes the factors of successful advertising for a travel company, as well as its main principles; It was investigated that the value of advertising is determined by the final indicators of the economic activity of the enterprise, primarily the increase in sales of goods, turnover, profit, although there are such types of advertising, designed for long-term orders and aimed only at supporting the brand, the prestige of the company to consumers. The research of advertising points to the management of the company also for the need to strengthen the advertising campaign, the search for new means of influence on the consumer.

10. It was suggested to create a webpage for the company's travel agencies. This will improve its competence and increase sales.

11. The travel operator should be given more time for internet marketing: product promotion on Instagram, Facebook. Since these social networks have a very large coverage of consumers.

REFERENCES

1. Martyn A. Ould, *Business Processes*, John Wiley & Sons Ltd, Chichester, England, UK, 1995, p. 2.
2. Apian – Business process definition [Electronic resource] Access to document: <http://www.apian.com/bpm-resources/bpm-articles/definition-of-a-business-process.jsp>
3. Ivanka Avelini Holjevac, *Kontroling – Upravljanje poslovnim rezultatom*, Sveučilište u Rijeci, Hotelijerski fakultet Opatija, Opatija, 1998, p. 379.
4. Zdenko Cerović, *Hotelski menadžment*, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija, Opatija, 2003, p. 415.
5. Chron – Small business [Electronic resource] Access to document: <http://smallbusiness.chron.com/effective-marketing-plan-hotel-restaurant-industry-43767.html> //
6. Michael Olsen, *Into the New Millennium*

7. Boundless «Types of Internet Advertising» [Electronic resource] Access to document: <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/social-media-marketing-15/introduction-to-social-media-digital-marketing-98/types-of-internet-advertising-483-10593> //

8. Boundless.com // «Marketing» [Electronic resource] Access to document: <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/social-media-marketing-15/introduction-to-social-media-digital-marketing-98/types-of-internet-advertising-483-10593> //

9. Computer reservation system [Electronic resource] Access to document: https://en.wikipedia.org/wiki/Computer_reservations_system

10. The marketing Donut [Electronic resource] Access to document: <http://www.marketingdonut.co.uk/marketing/advertising>

11. K.A. Esipova. Business Process Automation in tourism enterprises / K.A. Esipova // Bulletin KNTEU, 2011- 46 - 58 p.

12. K.A. Esipova. Tourism enterprises web-site as a tool of Internet technologies / K.A. Esipova // Economy: Problems of theory and practice: №266 316-328 p.

13. Internet technologies in tourism [Electronic resource] Access to document: http://tourlib.net/statti_ukr/Internet.htm

14. Internet as a marketing tool [Electronic resource] Access to document: <http://www.isys.in.ua/useful-market.htm>

15. Kovshyk V.I. Evaluating the effectiveness of online advertising / V.I. Kovshyk, A.B. Zubkova [Electronic resource] Access to document: [http:// library.kpi.kharkov.ua/Vestnik/2011_39.pdf](http://library.kpi.kharkov.ua/Vestnik/2011_39.pdf)

16. S.M. Konoplytskyy. Social aspects of communication in the Internet: a phenomenological analysis: candidate of sociology sciences: 22.00.01 /

S.M. Konoplytskyy: National Academy of Sciences of Ukraine; Institute of Sociology. - K., 2007. - 179 p.

17. Kucherenko I.A. The analysis of the number of Internet users in Ukraine and in the world [Electronic resource] Access to document: [http:// www.znannya.org/?view=concept:225](http://www.znannya.org/?view=concept:225)

18. Lebedenko M.S. Using of Internet technologies in marketing communications management of printing companies. candidate of ec. sciences: 08.00.04 / National Tech. University of Ukraine «Kyiv Polytechnic Institute». - Kyiv, 2010. - 180 p.
19. A.A. Mazaraki. Theoretical and methodological principles of target programs formation of informational technologies in tourism sphere / A.A. Mazaraki, S.V. Melnichenko // Sciences. Visn. Uzhgorod. Nat. Univ. - Uzhgorod, 2008. - S. 124 - 129. - («Economics»).
20. Mamontov A. To develop business with your company's website / A. Mamontov // Internet - marketing. - 2003. - № 5. - 33 - 36.
21. Masalovich A. The competitiveness improving of enterprises by means of operational strategic management [Electron resource] Access to the document: <http://www.marketing.spb.ru/conf/2002-12>.
22. Martovoy A.V. Increased sales of services of tourism enterprises based on Internet marketing. Candidate of Ec. Sciences: 08.06.01 / V.I. Vernadskiy's Taurian National University. Simferopol, 2006.-198 p.
23. Matveeva S.A. The site as a genre of Internet communication (based on personal sites scholars): candidate of philological sciences: 10.02.15 / S.A. Matveeva; Don. nat. Uni. - D., 2006. - 211 p.
24. Matvienko A. Internet-technologies: Web-page design, teach. guidances. / A.V. Matvienko, IL Borodin. - K.: Center teach. l-ry, 2008. - 154 p.
25. Melnichenko S. IT in tourism: theory, methodology, practice: monograph / S.V. Melnichenko. - K. : - Kyiv Nat. Uni. of Trade and Ec., 2007.-493 p.
26. Melnichenko S. Information technology management in tourism enterprises / S.V. Melnichenko // Bulletin KNTEU, 2010. - pp 131-143.
27. Melnichenko S. Internet technology activities in tourism enterprises / S.V. Melnichenko, C.A. Esipova KNTEU // Bulletin, 2010, pp 35-47.
28. Melnichenko S. Evaluation of application of information technologies in tourism enterprises / S.V. Melnichenko // Economics. - Chernivtsi, 2009. - Vol. II (34). - 223 - 232 p.

29. Minuhin S.V. Formation of information support system of business processes / S.V. Minuhin // Actual problems of economy. - 2006. - №10 (64). - P. 170 - 177.
30. The concept of the term Internet [Electronic resource] Access to document: <http://www.znannya.org/?view=concept:225>
31. The development, implementation and certification of quality management systems [Electronic resource] Access to document: http://www.hgcsms.kharkov.ua/ukr/sert/sert_suk.php
32. Romaniuk E. Development Strategy of Information Systems / Ye. Romanyuk // Consulting in Ukraine. - 2008. - № 9-10 (50-51). p. 46-49.
33. World statistics of Internet users. [Electronic resource] Access to document: <http://www.internetworldstats.com/>
34. Sidak A. Ukrainian Internet-user: their needs and hopes [Electronic resource] Access to document: <http://innovations.com.ua/uk/articles/4/18/1072>
35. Sichkar I.M. Informational inventory / I.M. Sichkar // Corporate systems 2006. - №1. - 54 – 62 p.
36. Skopen M.M. Computer informational technology in tourism: scientific manual / M.M. Skopen. – K.: KONDOR, 2005. – 302 p.
37. Smolin I.V. Enterprises' competitiveness: scientific manual / I.N. Smolin – K.: KNTEU, 2006. – 204 p.
38. Statistics of Internet development [Electronic resource] Access to document: http://www.webi.com.ua/faq/?arid=ukr3900&tag_type_number=4
39. Strategic development of tourism business: monographic / T.I. Tkachenko, S.V. Melnichenko, M.G. Boyko and others; red. A.A. Mazaraki. – KNTEU, 2010. – 596 p.
40. Taganov D. Assessment of Internet marketing effectiveness / D. Taganov // Internet marketing, 2002. – № 5. – 27 – 29 p.

41. Tkachenko T.I. Sustainable tourism development: theory, methodology, business realities: monographic / T.I. Tkachenko. – 2nd ed. – K.: KNTEU, 2009. – 463 p.
42. Chalyi S.F. Automatic business processes management (models, methods and technologies): dis. of the doc. of tech. scienc. 05.13.06 / S.F. Chalyi: Kh. nat. uni. of radio tech. – 2007. – 326 p.
43. Cherenkov A.A. Internet and marketing researches / A.A. Cherenkov // Marketing and marketing researches in Russia. – 2000. -№2. – 44 – 48 p.
44. Shakurov I.G. Modern economy's problems. – 2007. – № 4(24).
45. Yakovenko S.I. Informational technologies and reengineering in organizations processes, transformation and corporate management / S.I. Yakovenko // Actual problems of economy № 10 (52), 2005 – 222 – 235 p.
46. Yakovlev A.A. Key indicators of Internet marketing effectiveness and training of specialists in this sphere / A.A. Yakovlev // Marketing in Russia and abroad, 2008. - №4. – 48 – 54 p.
47. Yakovlev A.A. Internet marketing effectiveness. From what to start / A.A. Yakovlev // Practical marketing, 2008. - № 6. – 22 – 27 c.
48. Davenport T.H. The New Industrial Engineering: Information Technology and Business Process Redesign / T.H. Davenport, J.E. Short // Sloan Management Review.-1990. – Summer.
49. Harrington H.J. Business process improvement: the breakthrough strategy for total quality, productivity. – McGraw Hill, 2001. – P.274.
50. Martin J. Enterprise Engineering // The Key to Corporate Survival. –V.I-V. –UK: Savant Institute, 2004.
51. Porter M.E. How Information Gives You Competitive Advantage / M.E. Porter, V.E. Millar // Harvard Business Review. – 2005. №85. (July—August). – P.149–16.
52. Business Process Improvement (ISBN 978-0070267688)
53. Cook, Sarah (1996). Process improvement: a handbook for managers. Gower Publishing Ltd, et al. Retrieved February 4, 2012. ISBN 0-566-07633-0

54. Rummler, Geary A. and Alan P. Brache. 1991 «Managing the white space in the organization chart», Supervision; May91, Vol. 52 Issue 5

55. Rummler, Geary A. (Jun96). «Redesigning the organization and making it work». CMA Magazine 70 (5).

56. Market value solutions [Electronic resource] Access to document: <http://www.marketvaluesolutions.com/business-process-improvement/>

57. Web-site of Travel professional group [Electronic resource] Access to document: <https://www.tpg.ua/>

58. Amadeus [Electronic resource] Access to document: <http://www.amadeus.net/>

59. Galileo [Electronic resource] Access to document: <http://www.travelport.com/lob/gds/galileo.aspx>

60. Sabre [Electronic resource] Access to document: <http://www.sabre-holdings.com/>

61. Worldspan [Electronic resource] Access to document: <http://www.worldspan.com/>

62. Abacus [Electronic resource] Access to document: <http://www.abacus.com.sg/>

63. KIU [Electronic resource] Access to document: http://www.kiusys.com/site_en/