

**Kyiv National University of Trade and Economics**

**Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**“MULTIMEDIA COMMUNICATIONS OF THE  
INTERNATIONAL TOUR OPERATOR TPG”**

Student of the 2<sup>d</sup> year, group 5am,  
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Table 1. Approaches to determine the essence of multimedia communications.

Table 2. Results of efficiency analysis multimedia communications of Travel Professional Group.

Fig. 1 Ways for forward developing multimedia communications of Travel Professional Group.

## 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	Mykhaylichenko H.I.	15/11/2018	15/11/2018
Part 2	Mykhaylichenko H.I.	15/11/2018	15/11/2018
Part 3	Mykhaylichenko H.I.	15/11/2018	15/11/2018

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

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- 1.2. The importance of multimedia technologies in the tourism industry
- 1.3 Marketing communications technologies of international tour operators

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### CONCLUSIONS

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## 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	01.09.2018-12.12.2018	30.10.2017
2.	Preparation and approval of task for the final qualifying paper	13.12.2018-03.02.2019	15.11.2017
3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	04.02.2019 - 24.05.2019	01.04.2019
4.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	25.05.2019-31.08.2019	30.05.2019
5.	Writing and preparation of scientific article	till 01.05.2019	
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	01.09.2019-20.10.2019	20.10.2019
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	21.10.2019-03.11.2019	03.11.2019
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	16.11.2019	16.11.2019
9.	Additional processing, printing, preparation of material to final qualifying paper defense	04.11.2019-15.11.2019	
10.	Defensing of the final qualifying paper in the Examination Board	02.12.2019	

## 8. Date of receiving the task:

### 9. Scientific adviser of the research

\_\_\_\_\_ Mykhaylichenko H.I.

### 10. Head of educational and professional program

\_\_\_\_\_ Mykhaylichenko H.I.

### 11. The task received by the student

\_\_\_\_\_ Hlias O.A.

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

Student Hlias Olha prepared final qualifying work fully in accordance with the ratified plan and chart of work.

In the first part of work it was described theoretical and methodological base of multimedia communications of tour operator business, such as: modern multimedia communications in tourism enterprise; the importance of multimedia technologies in tourism industry; marketing communications technologies of international tour operators.

In the section 2 were provided analysis of multimedia communications of TPG tourist operator: pointed characteristics of TPG communication system, insured of the effectiveness of the tour operator's website and online services, analyzed assessment of TPG tour operator multimedia communications efficiency on the tourist market.

In the end, in Part 3 of work student had suggested: Ways of improvement marketing technologies in the tourism business and implementation of the updated multimedia communications of TPG. In particular, the student worked The Program of measures to improve the multimedia communications of the tour operator and offered the stages of Effectiveness evaluation of implementation multimedia communications measures of the tour operator.

All the conclusions have a sound justification.

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

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## 13. Resume about a final qualifying paper

A final qualifying paper by authorship **Hlias Olha** can be admitted to defense in the Examination Board.

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## INTRODUCTION

**Actuality of research** reveals through such processes as globalization and the differentiation of consumer demand that contribute to the growth of the distribution role in the aspect of improving the quality of services. The active development of IT-technologies, integration into different industries, effective use in the management of numerous profiles and business activities has not left the party and the sphere of hospitality. High competition among market participants activates them to search for the most effective methods. The need for innovations in the distribution system of hospitality enterprises is due to changes in the market, which is facilitated by the emergence of new opportunities to meet the needs of consumers of the services of the hotel industry. Thus, the relevance of the work is determined by the lack of systematic studies of ways to increase the efficiency of hospitality enterprises through the use of the Internet as a distribution channel.

The questions of using modern technologies of marketing communications of international tour operators are considered in the Eunjung N., Kim J. [1], Gretzel, U., Sigala, M., Xiang, Z. [2], Herdin T., Beyond R. E. [3], Liao Z., Shi X. [4], Minazzi R. [5], Wang L., Law R., Guillet B. D., Hung K. [6], Zuccalà M., Verga E. S. [7].

**The purpose of the research** is to define features and tools of the further effectiveness of multimedia communications of the international tour operator TPG.

The main research questions are:

1. Modern multimedia communications in tourism enterprise.
2. The importance of multimedia technologies in the tourism industry.
3. Marketing communications technologies of international tour operators.
4. Characteristics of TPG communication system.
5. Effectiveness of tour operator's website and online-services.
6. Assessment of TPG tour operator multimedia communications efficiency in the tourist market.
7. Measures of improvement multimedia communications of tour operator.
8. Effectiveness evaluation of implementation tour operator communications methods..



**The object of the research** are multimedia communications of the international tour operator TPG.

**The subject of the research** are features, productive tools and principles of multimedia communications of the international tour operator TPG.

**Methods of research** were selected in accordance with the purpose and tasks of scientific research. The method of analysis shows that the object of research is practically divided into constituent elements, each of which is investigated as part of the whole. The synthesis method makes it possible to combine the divided parts of the study during the analysis. Another method used is the analogy method. It consists in the knowledge of some objects and phenomena based on their similarity to others. The system method has focused research on the disclosure of the integrity of the concept of multimedia communications.

**Scientific innovation.** In this scientific work were proposed upgraded multimedia communications tools, diversified digital marketing approaches that improve current communications methods in the tourism business.

**Practical value.** Use of modern approaches and digital tools in the tourism business will increase the profitability of the tour operator, brand awareness and loyalty to the tourism brand by the customers.

**Publications.** As the result of the investigation of the final qualifying work was published the article « Marketing communication technologies of an international tour operators» in Articles of master programs students in the field of science «Management» (specialization « Tourism and Resort-Recreational Management ») (Appendix A).

**Paper structure.** Final qualifying paper consists of the Introduction, 3 parts, appendixes, and references; the first two parts consist of three sections, the third part consists of two sections and each part possesses conclusions accordingly. The final qualifying paper also consists of the 10 figures, 15 tables.

## **CHAPTER 1.**

### **CONCEPTUAL BASES OF TOUR OPERATOR MULTIMEDIA COMMUNICATIONS**

#### **1.1. Modern multimedia communications in tourism enterprise**

Widespread use of the global computer network of the Internet and modern digital solutions significantly influences the formation of relations between tour operators and tourists. Technologies of marketing communications allow automating many business processes, as a result reduce the cost of tourist services. Today's world is profoundly affected by the Information Communication Technology (ICT) revolution, which has enabled information and knowledge circulation at an unprecedented speed, changing all aspects of life and economic, political and socio-cultural mosaic of the world. In this information era, it is the ability of a country to use information and communication technology effectively and efficiently that increasingly determines the relevance and competitiveness of a country in the global economy [20].

Tourism is one of today's most relevant industries. A data intensive, complex sector can involve various stakeholders, services and technologies in varying proportions and on different scales. ICT plays a key role in supporting tourism. ICT is a key enabler for effective information exchange and provision of value-added services to end-users [7].

Until recently, the analysis of the market, the study of demand, advertising and other marketing activities required high financial costs and, therefore, were available only to large enterprises with an appropriate material and technical base. However, with the development of the Internet, marketing costs are significantly reduced; there are new ways to analyze the market and demand, types of advertising and trade. At present, the overwhelming majority of travel agencies have their own websites, Internet – representations and online booking systems for tours.

Modern tourism is a global computerized business. This business involves major airlines, hotel complexes and travel companies around the world. Thanks to information technology (IT), the tourism product becomes more individual and flexible, as well as more accessible to every consumer.

**Virtual Tourism Concept.** The tourism industry is ideally suited for the introduction of modern information technologies. The rapid development of the Internet, from text messaging down to a powerful multimedia tool, has become a source of many new opportunities in the tourism industry. Offering interactivity, speed and unlimited accessibility, the Internet has created the preconditions for the emergence of such an innovative and paradoxical phenomenon in tourism as virtual tourism. Theoretical aspects of virtual tourism as an innovation are poorly understood in academia.

As a result, the concept of virtual tourism and virtual excursions is insufficiently understood in modern scientific literature and their essence is revealed. There are other names on the Internet, such as, 3D tours, 3D panoramas. The development of virtual tourism is a natural process. Its emergence is conditioned, on the one hand, by the presence of a computer communications system, under the influence of which changes the perception of the world. On the other - the formation of a virtual culture, under the influence of which a new type of tourist with special needs and special behavior is born [58]. Virtual tourism is one of the online "worlds" spread recently – the so-called "Second Life" [12].

The most relevant area of information support of the hotel, restaurant and tourism business is the active creation and promotion of resources containing virtual multimedia tools in the Internet environment of Ukraine. Among them, the most effective to date is the creation and placement on the Internet of hotels, restaurants and travel agencies virtual tours that allow clients to make virtual trips.

The interactivity of panoramic objects is the key to the success of these technologies in the global market. Throughout the world, 3D panoramas and virtual tours are recognized as an indispensable means of promoting goods and services,



including tourist and hotel facilities. Many successful companies allocate a point in their advertising budget to such innovative advertising technology.

The effectiveness of 3D travel services in various locations is confirmed by the experience of Western manufacturers. Most European and American companies are using, and quite successfully, virtual tours to actively promote their products and services, while domestic manufacturers are just beginning to capture this market. For example, the world-renowned Hilton hotel chain has long been using 3D panoramas to familiarize clients with existing apartments. Whether it is a hotel in the Czech Republic or the Spanish Hilton, you can safely travel around the hotel and really appreciate all the advantages and disadvantages [12].

**Digital Age.** We are living in a modern society that has already crossed the line of using digital tools in daily life. Accordingly, in order to promote a product/service in modern realities, companies and brands need to pay attention to a new promising and growing marketing field - digital. The essence of digital marketing should be understood as: it is a way of informative-communicative interactions with consumers, carried out through digital channels in order to create, communicate, deliver and exchange offers

Digital marketing, taking into account the fact that at present customers – consumers of tourist services – overwhelmingly use the Internet environment when searching for, booking and paying for travel products, dynamically changes their business practices used by tourism industry companies.

Technologies like the information and communication technologies (ICT), social media and social network sites (SNS), Big Data, GeoMedia/LocativeMedia and phenomena like Filter Bubbles and Echo Chambers have a massive impact on the tourism industry [3]. Travelers are more demanding and look for differentiated and personalized services. ICTs, and especially Web 2.0, offer new opportunities and resources to improve tourism organizations and destinations, competitiveness, and profitability [5].

Digital marketing is an effective way to achieve consumer attention, because publications on the Internet mainly involve users and do not look like advertising.

Promotion becomes imperceptible. Instead of explicit advertising publications, brands build relationships with potential customers, literally falling in love with the users in the brand. Giving emotions and building relationships with potential tourists is very convenient through social networks.

In addition, the advantage of digital marketing is that the target audience for advertising is chosen according to strictly defined criteria and it is possible to reach the required markets around the world without high costs.

***Digital channels and consumer interaction tools include Internet channels such as:***

- *SEO (Search Engine Optimization).*
- *SMM (Social media marketing).*
- *E-mail.*
- *Landing page.*
- *Digital television and Radio.*
- *Mobile Apps.*
- *Social and viral videos.*
- *Interactive screens.*
- *POS terminals.*
- *Local networks.*
- *QR codes offline, SMS, Digital-art and so on.*

**Trip Advisor.** The largest travel website in the world for reviews now is Trip Advisor, with a coverage share of 18%.

Trip Advisor serves 415 million unique visitors a month, has more than 70 million registered users who have left more than 500 million reviews. It is a known fact that the TripAdvisor is a key resource that tourists enjoy when planning their upcoming trips and influences the tourist's decision on choosing a destination.

The territory marketing uses an integrated communication approach to inform the tourist about the main offer of the territory in an integrated manner.

Smart tourism is a new buzzword applied to describe the increasing reliance of tourism destinations, their industries and their tourists on emerging forms of ICT that allow for massive amounts of data to be transformed into value propositions. However, it remains ill-defined as a concept, which hinders its theoretical development.

## **1.2. The importance of multimedia technologies in tourism industry**

Marketing communications are one of the fundamental tools of marketing as they help to exert the desired influence on the mind and behavior of the consumer. In other words, marketing communications is a mechanism for communicating to the addressees of the communication policy (consumers, contact audiences, suppliers, marketing intermediaries, government bodies) information about the activity of the tourism enterprise [64].

Today, both in the world and in Ukraine in particular, the concept of integrated marketing communications is becoming increasingly important in the tourist services market. This is primarily because it is a concept of marketing communications planning, which is based on the need to assess the strategic role of its individual areas and to find the best combination of them to ensure the clarity, consistency and maximization of communication programs by integrating all discrete hits. Integrated marketing communication creates synergies by coordinating all types of communication activities in generating consistent marketing appeals that are perceived and remembered by target audiences.

Information technology in tourism is a system of methods and methods of transferring and processing information based on the use of technical means that can be used in the management of tourism enterprises: customer service, cooperation with suppliers, intermediaries, public authorities, establishing partnerships with them etc.

The use of the Internet not only optimizes the cost of creating new distribution channels and marketing communications, but also increases the likelihood of sales. The development of computerization and the creation of databases have provided



three major opportunities for tourism enterprises, namely: the accumulation, selection and comparison of information. The desire for better service delivery is associated with the need to collect and process information about potential customers and those who have used the services of the firm. The cost of owning information is greater if it is comprehensive and accessible.

*Information technology is a driving force and one of the main strategic tools needed to accomplish the following tasks:*

- communication with clients, manufacturers, suppliers, intermediaries;
- presentation and promotion of the tourism enterprise proposal;
- ordering tourist services;
- sales of tourist products.

Hospitality companies implement various communication and information technologies to improve efficiency and customer service, among other aspects [33]. The proliferation of the Internet and other technological innovations has transformed the structure of the tourism industry as well as affected how tourism destinations are perceived and consumed. The 3D virtual world provides opportunities for destination marketing organizations to communicate with targeted markets by offering a rich environment for potential visitors to explore tourism destinations.

However, as of yet, there is little understanding about how to effectively market tourism destinations to virtual world participants who are technology users as well as potential consumers.

The tourism industry was among the early adopters of information and communication technology (ICT), such as the Computer Reservation System of the early 1950s and the adoption of Global Distribution Systems in the late 1980s. However, after several decades of ICT adoption, the degree of adoption as well as use of ICT among enterprises related to travel and tourism (T&T) has been quite uneven [1].

IT in tourism and hospitality industry is most commonly used in fulfilling information need, studying behavior & performance, managing operation process and

innovation process. The use of IT in promotion & marketing, customer management process and value creation & competitive advantage is yet to be explored [25].

Travel Technology website states over the years, the use of technology in tourism has been enhanced uniquely to provide very exclusive services across the world. Communication and Marketing is widely used in the technology industry and creating knowledge on current tourist attraction sites.

Forbes website [11] states that Technology has the great advantage that it allows tourism industries to replace expensive human labor with technological labor, not only reducing labor cost, but also avoiding issues with customer service.

Some still want the special touch from a tour guide operator, they want brochures on the area, directions, recommendations on exciting places to visit, hotel, shopping and restaurant information. Visitor and Information Centers in cities are offering wifi services, smart phones and state of the art technology in order to lure visitors in. Tourism and Hospitality will rely on technology even more in the future. Mobile travel services, digital innovation, social media and analytical tools engage the tourist and builds loyalty.

Tourism and hospitality industry is a competitive industry. There is a big competition within the industry, and many destinations are competing with each others to attract the visitors [23]. In such a scenario, promotion & marketing of tourism & hospitality products and services is very important.

The destination development, management and promotion are important marketing functions of tourism marketing [24]. Liu, S.Q. and Mattila, A.S. (2016, p. 162) [31] studied the way to advertise technology-based hospitality services. Indicated informational media (textual vs pictorial) have significant influences regarding the impact of psychological distance on travelers preferred promotional information. ICT enables multilateral communication patterns in destination marketing [5]; Lately, augmented reality (AR) has been increasingly adopted by various industries as a marketing tool [16]; ICTs application in promotion & marketing is yet to be exploited. The review study shows limited studies focused on promotion & marketing.

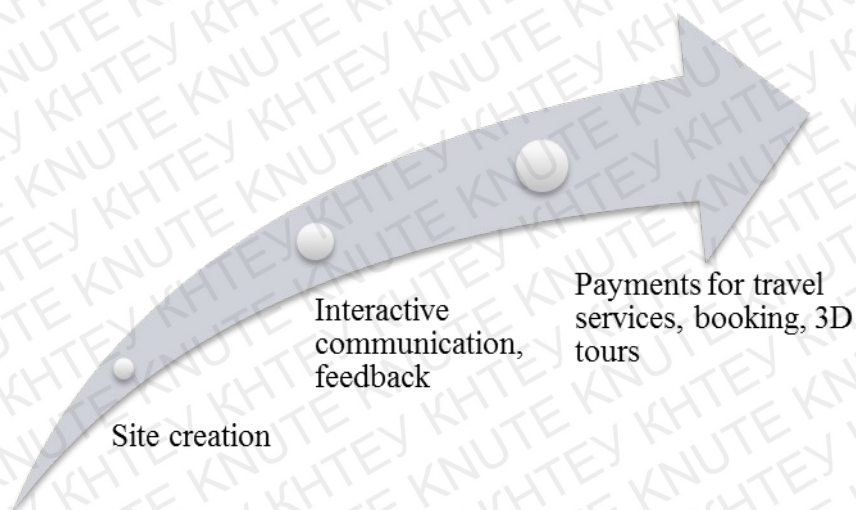


Multimedia technologies provide the following opportunities for tourism enterprises (Fig. 1.2):

1. Creating a site with a list of services, details, pricelist, pictures (business card) and other information that duplicates the advertising brochures of the company. In this case, the site is an additional advertising tool that allows everyone to be acquainted in the mode of constant access to information about the company, its activities, coordinates. The downside – the information on the site is presented in a static form without consideration of the users.

2. Creation of an interactive site for fast communication of clients with the company via the Internet, capable to give out information on request of the user, answer his questions, have means of feedback with the company (guestbook, forum, answers to frequently asked questions, form of request for information etc.). This site is an electronic office of the company, which helps to increase the number of potential customers. The disadvantage is the inability to directly participate in the implementation of tour services.

3. Creation of a site-shop that can accept payments for travel services, book tickets, tickets, conclude contracts with clients, notify them about vacancies, vouchers, etc. Such a site performs the function of a full-fledged parallel mechanism of implementation of travel services, which allows unloading managers, speeding up routine operations (payment acceptance, preparation and signature of papers, arrival of the client in the office, etc.). The disadvantage is the risk associated with the possibility of hacking the site, fraud, lack of legislative support from the state.





*Fig.1.2. Multimedia technologies opportunities for tourism enterprises*

\* composed by the author based on the data [16].

4. Connection of a travel agency based on a subscription fee to business systems, realize the aforementioned opportunities and take responsibility for the security of doing business. The system function is an intermediary. The downside is high competition, the need to respond quickly, otherwise, the customer will contact another company. The benefit is a much larger concentration of leads and, consequently, increased demand for travel services.

### **1.3 Marketing communications technologies of international tour operators**

At the core of the digital tourism ecosystem are the needs of travelers who are catered for during the entire life cycle of a journey. Good examples of this are Google Flights and Hotel Finder, which provide services already offered by specialized travel meta-search engines.

No travelers need a digital ecosystem, but travelers also play an important role in creating content for other travelers through a number of digital communities. The digital community connects online to share knowledge or share content. Many communities create their own unique culture, and individuals invest their time in them without any economic benefit. Communities include travelers and local destination experts who voluntarily spend their time to give advice on a particular destination. Local experts offer advice on forums such as TripAdvisor and LonelyPlanet. Other examples include Google City Experts and local recommender platforms such as Localeur.

The research results show that the most effective and popular multimedia marketing tools are the combination of multimedia advertising tactics and tactics based on social media, and especially the combination of such high-quality visual content as video and visual hotel and restaurant virtual for user reviews and ratings.

The survey also found [56], that 66% of top hotel managers found that virtual tours were the most effective way of presenting and promoting sales. The figures confirm [56], that online shoppers who have seen a hotel or restaurant tour are 67% more likely to book a room or table, and online shoppers who have seen a virtual tour and video story of a hotel are 115% more likely to book a room or table.

Customary photos uploaded to the site also lose to virtual tours. We compare ordinary photography and panorama (and virtual tours are created with 3D panoramas). Normal photography is static and shows only a portion of the entire interior. And no matter what the quality of the photo or text description of the hotel in advertising brochures and sites, people are interested in the obvious things: what is the interior decoration of the hotel, or the cozy room as a whole, whether the interior is nice or the windows are large enough there, or comfortable beds.

***Virtual 3D tours.*** This is not enough ordinary photos and presentations, but a virtual tour will be as effective as possible. A virtual tour reflects everything around - customers have no doubt that something can be hidden behind the scenes, and therefore the credibility of a virtual tour is substantially higher than ordinary photography.

The first time appeared in Germany. The Virtual Tour is a specially-glued photo that is complemented by arrows and hints that you can use your mouse to rotate your view, looking around the room 360 °, as well as virtually navigate between rooms and rooms [63]. A virtual tour is a dynamic photographic plot of space with various functionalities, multimedia effects and information. It differs favorably from other tools with the ability to create a presence effect anywhere. Virtual tours are probably the best way of presenting space now. Customers can literally take a digital stroll through the buildings, structures and premises represented in the virtual tour [61].

Therefore, you can distinguish a number of advantages of virtual tours over other advertising and information tools. Virtual tours are increasingly replacing widespread multimedia advertising tools such as presentations and videos. All this is possible due to the simplicity of the development of these latest technologies, the

shortening of time between the creation of the tour and acquaintance with the buyer, the simplicity and efficiency of placing new ones, updating and replacement of old virtual tours, which is a guarantee of the relevance of the presented information. Its cost is less and its efficiency is higher than in the video.

The main advantages of virtual tours: the ability to save time, both for the party representing the tour (seller) and the viewer (potential buyer or client) and increase interest in the company, increase its prestige, and therefore, attract new customers and increase company revenue [61]. Therefore, in countries where tourism is a big part of income, such as Turkey and Egypt, hotel owners understand that any competitive advantage is needed so that vacationers stay at their hotels rather than competitors.

According to the statistic magazine Impact, which collects statistics, virtual tours have increased hotel attendance in Turkey by 60%. None of the ad text, even the most talented, will double sales [61]. Virtual touring technology is also becoming increasingly indispensable in tourism and travel. When choosing a tourist trip, every client wants to read all the conditions and get comprehensive information on the place of rest. The advantage of 3D panoramas is that they give a clear image of the object and give the viewer an opportunity to view any corner of the space. Unlike regular photos, virtual tours have content that is more authentic. By showing a picture that is identical to reality, 3D panoramas will inspire more confidence and encourage the customer to buy a particular tourist itinerary and tour property. For this purpose, virtual tours can be posted in information centers and on city, regional Internet sites. Virtual tours can help city guests and tourists navigate the city by displaying the most interesting historical and architectural landmarks and routes. Virtual tours of historic buildings, views of the interiors of the castles are good advertising that attracts visitors, as well as displays of exhibits and rooms that for some reason cannot be shown to real visitors. It has been proven that the Internet user is virtually unable to resist the temptation to view a spectacular, attractive virtual excursion.

A virtual tour is an effective marketing tool that allows you to show a product or service to a potential consumer in a special way. It creates a "presence effect" for



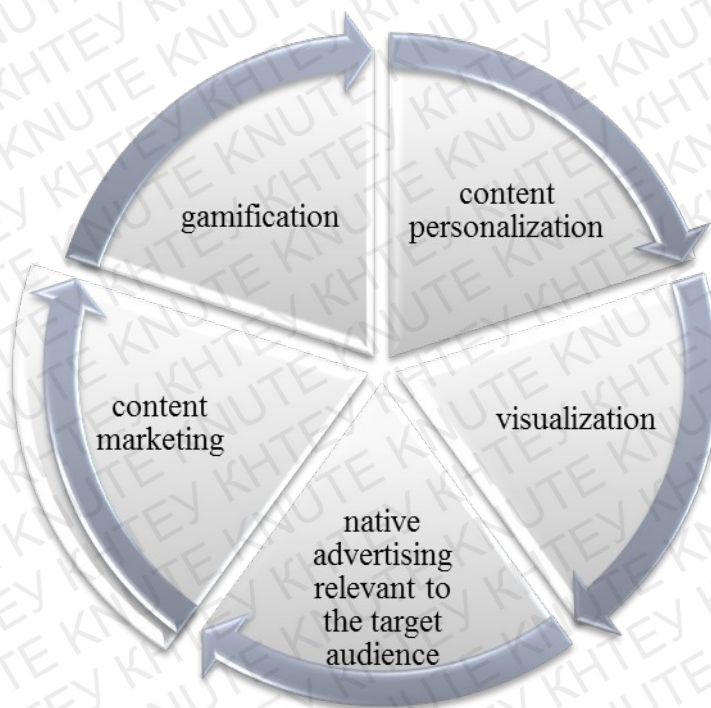
the viewer - vivid, well-remembered visual images and provides the most complete information about the product or service. Virtual tours and 3D panoramas enhance the company's image, investment attractiveness, and traffic to the site of the travel agency, hotel or restaurant.

**Chat Bot.** The main trend of digital marketing in 2018 and 2019 is a chat bot. Chat bot is a special program that automatically performs and / or according to a predetermined schedule any actions through interfaces designed for people [7]. It is often embedded in instant messengers (Facebook Messenger, Telegram, Vibe, etc.) or in platforms (Slack, Skype, etc.).

***Using chat bots as a territory marketing tool makes it possible to integrate other key trends in the digital marketing industry:***

- *native advertising relevant to the target audience;*
- *content personalization (use of machine learning);*
- *visualization (photo, video marketing, maps) [6];*
- *content marketing;*
- *gamification (quizzes, challenges, contests)*

Currently, in the field of tourism chat bots are used only in travel agencies and hotel business. For tourist areas - this is a new channel of communication with the target audience. For example, TravelBot from Tilda exists an independent tour selection for a visitor of a travel agency in Facebook Messenger and Telegram, TourBot from D7-TRAVEL – a chat robot based on artificial intelligence, selects tours for clients as a module for installation on travel agency sites.



*Fig. 1.3. Key trends in the digital marketing industry*

\* composed by the author based on the data [6].

TourBot from D7-TRAVEL – a chat robot based on artificial intelligence, selects tours for clients as a module for installation on travel agency sites.

For example, OTA can send individual suggestions of any events during a trip to travelers based on a study of the client's profile, preferences and location data. A huge number of OTAs and travel platforms use chat bots to help the customer make a preliminary purchase, providing him with a number of packages and offers.

Growing competitiveness in the marketplace pushes hoteliers to take advantage of their websites as a marketing tool. Hotel website quality is a strong predictor of eTrust, which then also mediates the relationship between website quality and consumers' online booking intentions [6].

Web functionality, web content, and information security positively influence consumers' perceived value of online tourism services, which in turn significantly mediates the effects of these determinants on continuance intention to use online tourism services [4].



Online tourism information sources classify into four types: blogs, public websites, company websites, and social media websites. The most website attributes are accessibility, security, information–trust, interaction, and personalization [1].

Today, the most important information systems in the tourism industry are computer backup systems. In the past decade, due to the increasing use of computerized booking systems, they have received a new name - Global Backup Systems. Reservation systems provide not only transportation services, but also accommodation in hotels, cruise trips, information about the place of stay, bus, train and air traffic, exchange rates, weather reports, etc., that is, they allow to reserve all the main components of the tour. Redundancy systems make up a total IP offering the most important distribution networks for the entire travel industry. Due to the existing databases, travel agencies have access to information on the availability of possible services, cost, and quality, time of arrival and departure for a diverse range of tourist services [5]. Today, the largest computer reservation systems in the international tourism market are Saber, Amadeus, World span and Galileo.

Currently, there is a large variety of reservation systems for tour operators and several typical approaches to building a reservation system for a tour operator company. They can be classified as follows.

***Current booking methods:***

1. *Classic option:* Systematically booking option. Booking a tour or a separate service is done step by step, for example, the first step is the choice of the country, the second is the choice of resort (direction), the third is the choice of the estimated date of arrival, etc.

2. *Booking through the order basket:* the travel agent works with price lists. Having formed an order basket from various components (these can be travel packages and individual services or service packages), these services can be booked.

3. *Booking through the dynamic price list:* using the filter set, you can select the tourist product you need. The mentioned booking option is very popular for mass destinations.



4. *Booking a tour through the selection (search) of the optimal price*, or the selection of special offers, or the selection of a hotel, etc. Using this booking option, it is convenient to carry out a selection of a tour based on a set of search criteria, such as the name of the resort, the hotel's "star" status, hotel service, food, estimated price range, etc.

5. *Booking cruises*. In order to properly select and book a cruise, a potential buyer must receive a large amount of information – a description of the cruise company, the cruise ship itself, its schedule, cabin prices, cabin descriptions, and more.

6. *Booking bus tours*. Bus tours also have specifics. As a rule, these are tours with difficult routes to many cities and countries. When booking bus tours, it is necessary to show the exact route and the actual load of the vehicle.

7. *Reservation of sanatorium and rehabilitation treatment facilities*. In such systems, the main thing is to carry out a qualified selection of a sanatorium for the medical indications and preferences of the patient. For proper selection of the object of sanatorium-resort and rehabilitation treatment, it is necessary to specify a list of diseases and some specific data about the patient (estimated treatment time, place of residence, recommended climate, etc.). A large amount of medical information about sanatoriums is provided for patient selection.

**Geographical information systems (GIS)**. An increasing role in the effective promotion of tourist products in the market of tourist services is played by geographical information systems (GIS). GIS is defined as an automated information system designed for processing spatial-temporal data, the basis for the integration of which is geographic information. Thus, GIS is presented as an organized set of a certain complexity of equipment, software, specially created geographic data and personnel, forming a special complex designed for the effective input, storage, updating, processing, analysis and visualization of all types of geographically oriented information. All the variety of GIS functions can be grouped into categories, among which the most significant are the following: data collection and entry; their

correction and storage; restructuring, synthesis, transformation; request, analysis (calculation); presentation of results.

Thus, the tourism industry operates a system of interconnected communication and computer technologies. All this makes it possible to consider tourism as a highly integrated service. The tourism industry is becoming a digital business, which fully corresponds to worldwide trends. Thanks to the information technologies, a single tourist information space created, which enables clients to create their own tours without the participation of travel companies, significantly saving their financial resources.

### **Conclusions to Chapter 1**

Having studied the conceptual basis, role, and technologies of multimedia communications of the tour operator we can conclude that the rapid development of the Internet, from text messaging down to a powerful multimedia tool, has become a source of many new opportunities in the tourism industry.

There are information and communication technologies (ICT), social media and social network sites (SNS), Big Data, GeoMedia/LocativeMedia and phenomena like Filter Bubbles and Echo Chambers have a massive impact on the tourism industry. The tourism industry operates a system of interconnected communication and computer technologies. All this makes it possible to consider tourism as a highly integrated service.

It is a fact that the tourism industry is becoming a digital business, which fully corresponds to worldwide trends. Thanks to the information technologies, a single tourist information space created, which enables clients to create their own tours without the participation of travel companies, significantly saving their financial resources. Accordingly, in order to promote a product/service in modern realities, companies and brands need to pay attention to a new promising and growing marketing field – digital. Web functionality, web content, and information security positively influence consumers' perceived value of online tourism services.

*There are following types of marketing communications:* advertising, public relations, sales promotion, personal sales, direct marketing, internet promotion, digital marketing.

*Multimedia technologies provide the following opportunities for tourism enterprises:*

1. Creating a site with a list of services, details, pricelist, pictures (business card) and other information that duplicates the advertising brochures of the company.
2. Creation of an interactive site for fast communication of clients with the company via the Internet, capable to give out information on request of the user.
3. Creation of a site-shop that can accept payments for travel services, book tickets, conclude contracts with clients, notify them about vacancies, vouchers.
4. Connection of a travel agency based on a subscription fee to business systems, realize the aforementioned opportunities and take responsibility for the security of doing business.

Novadays, the most important information systems in the tourism industry are computer backup systems (*Global Backup Systems*). Reservation systems provide not only transportation services, but also accommodation in hotels, cruise trips, information about the place of stay, bus, train and air traffic, exchange rates, weather reports, etc., that is, they allow to reserve all the main components of the tour. The largest computer reservation systems in the international tourism market are Saber, Amadeus, World span and Galileo.

Web functionality, web content, and information security positively influence consumers' perceived value of online tourism services, which in turn significantly mediates the effects of these determinants on continuance intention to use online tourism services [4].

Overall, both in the world and in Ukraine in particular, the concept of integrated marketing communications is becoming increasingly important in the tourist market. Integrated marketing communication creates synergies by coordinating all types of communication activities in generating consistent marketing appeals that are better perceived and remembered by target audiences.



## CHAPTER 2. MULTIMEDIA COMMUNICATIONS ANALYSIS OF TPG TOUR OPERATOR

### 2.1. Characteristics of TPG communication system

The need to improve the management of services distribution and to create an efficient marketing system for the operation and development of enterprises in the market is due to the growing competition in the tourism industry against the background of demand reduction for services.

**Travel Professional Group (TPG)** has been in the tourist services market since 1994. The main office is located in Kyiv. The enterprise is engaged in tourism.

***Travel Professional Group provides such services as:***

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, Malta).*
5. *Sale, booking and delivery of airline tickets*
6. *Sale of tickets for charter flights.*
7. *Event tour of any complexity (wedding tours, weekend tours, trips to tournaments, festivals, carnivals).*

A separate area of the Travel Professional Travel tour operator is the provision of corporate services to enterprises and organizations.

***The company provides a range of travel services [48]:***

- *Organization of corporate trips, conferences, seminars and trainings;*
- *Design of collective business tours;*
- *Registration of separate business and private trips.*

Table 2.1.

## Key indicators of TPG LLC

Indicator	TPG LLC
Number of tourists (person per year)	229 484
Market share (share of Number of tourists), %	6.80 %
Number of employees, person	253
Tourist destination	170 countries
Number of tour offer	More than 100 000
Franchisee agency	More than 250
Number of flights	More than 20 every week

\* composed by the author based on the data [62].

The number of tourists increases annually, that is the key factor of company growth (table 2.1). Therefore, multimedia communications are tremendously important. The company offers more and more services, tourist destinations, as the result, increases the number of franchising agencies. The balance growth by 89% in 2015-2018 due to increase in intangible assets, fixed assets, long-term financial investments, deferred tax assets.

Table 2.2.

## The assets of TPG LLC in 2015-2018

Assets	31.12.2015	31.12.2016	31.12.2017	31.12.2018	Growth, %
1	3	4	5	6	7
<b>I. Non-current assets</b>					
Intangible assets	240	223	1150	928	286,67
initial value	255	243	1255	1432	461,57
accumulated depreciation	15	20	105	504	more than 3 times
<b>Incomplete capital investment</b>					
Fixed assets	2510	3337	5575	5935	136,45
initial value	3119	4023	6894	8462	171,30
wear and tear	609	686	1319	2527	314,94
Investment Property	—	—	—	—	—
Long-term biological assets	—	—	—	—	—
Long-term financial investments: which are accounted for using the equity method of other enterprises	—	—	3340	3510	100,00
other financial investments	—	—	—	—	—
Long-term receivables	—	—	—	—	—
Deferred tax assets	1009	1959	3975	4116	307,93
Other non-current assets	—	—	—	—	—
<b>Total Section I</b>	<b>3759</b>	<b>5519</b>	<b>14040</b>	<b>14489</b>	<b>285,45</b>



<b>II. Current assets</b>					
---------------------------	--	--	--	--	--

Continuation of Table 2.2.

Stocks	31555	34973	34818	60636	92,16
Current biological assets	—	—	—	—	—
Accounts receivable for products, goods, works, services	10203	15124	13086	15398	50,92
Accounts receivable:	—	—	—	—	—
on advances issued	150	153	—	—	-100,00
with a budget	95	78	41	103	8,42
including income tax	—	—	—	—	—
Other current receivables	—	—	—	—	—
Current financial investments	—	—	—	—	—
Money and their equivalents	312	374	616	1441	361,86
Expenses of future periods	—	3143	2391	—	—
Other current assets	—	—	28	81	100,00
<b>Total Section II</b>	<b>45023</b>	<b>53845</b>	<b>50980</b>	<b>77659</b>	<b>72,49</b>
<b>III. Non-current assets held for sale and disposal groups</b>					
<b>Balance</b>	<b>48782</b>	<b>59364</b>	<b>65020</b>	<b>92148</b>	<b>88,90</b>

\* composed by the author based on the data [62].

Current assets growth by 92% in 2015-2018 due to increase in accounts receivable for products, goods, works, services, with a budget, money and their equivalents and other current assets.

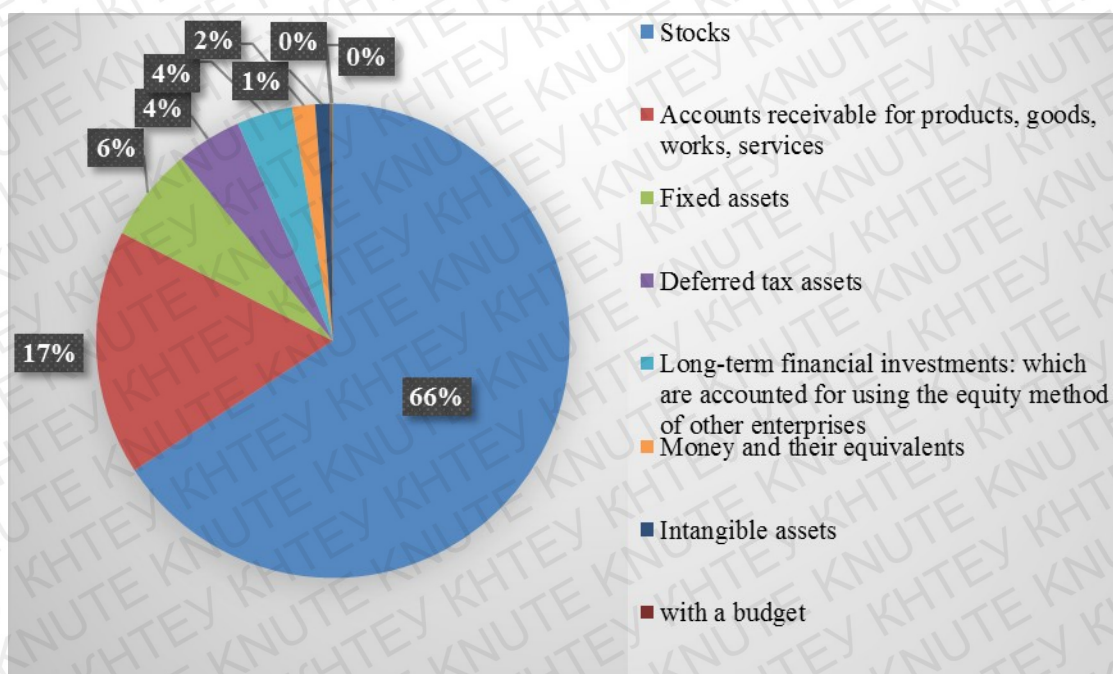


Fig. 2.1. The structure of TPG LLC assets in 2018, %

composed by the author based on the data [62].



The current assets share is 84.28% at the 31.12.2018 and non-current assets is 15.72% (Fig. 2.1).

The stocks is 66% share in 2018, the accounts receivable for products, goods, works, services is 16,71%, fixed assets is 6,44%, deferred tax assets is 4,47%, long-term financial investments: which are accounted for using the equity method of other enterprises is 3,81%.

Table 2.3.

### The equity and liability of TPG LLC in 2015-2018

Liability	31.12.201 5	31.12.201 6	31.12.201 7	31.12.201 8	Growth, %
1	3	4	5	6	7
<b>I. Equity</b>					
Registered capital	7	7	7	7	0,00
Capital in revaluation	—	—	—	—	—
Additional capital	—	—	—	—	—
Reserve capital	—	—	—	—	—
Retained earnings (uncovered loss)	12007	15067	5161	8957	-25,40
Unpaid capital	—	—	—	—	—
Capital withdrawn	—	—	—	—	—
<b>Total Section I</b>	<b>12007</b>	<b>15074</b>	<b>5168</b>	<b>8964</b>	<b>-25,34</b>
<b>II. Long-term commitments and collateral</b>					
Deferred tax liabilities					
long-term bank credits	—	—	37329	37138	100,00
Other long-term liabilities	—	—	—	—	—
Long-term security	—	—	—	—	—
Targeted financing	—	—	—	—	—
<b>Total Section II</b>	<b>0</b>	<b>0</b>	<b>37329</b>	<b>37138</b>	<b>100,00</b>
<b>III. Current commitments and collateral</b>					
Short-term bank credits	2840	4668	4019	13029	358,77
Current accounts payable for:					
long-term liabilities	—	—	—	—	—
goods, works, services	18580	20062	14686	25938	39,60
budget calculations	46	23	46	22	-52,17
including income tax	—	—	—	—	—
insurance calculations	—	—	26	—	—
payroll calculations	—	—	59	363	100,00
Current security	—	—	—	—	—
future revenues	—	—	—	—	—
Other current commitments	15309	19537	3687	6694	-56,27
<b>Total Section III</b>	<b>36775</b>	<b>44290</b>	<b>22523</b>	<b>46046</b>	<b>25,21</b>
<b>IV. Liabilities related to non-current assets held for sale and disposal groups</b>					
<b>Balance</b>	<b>48782</b>	<b>59364</b>	<b>65020</b>	<b>92148</b>	<b>88,90</b>

\* composed by the author based on the data [61].

Share of TPG LLC equity is 9.73% due to big share of retained earnings (Fig. 2.2). Long-term commitments and collateral is 40%, while current commitments and collateral 49.97% due to big share of current accounts payable for long-term liabilities and goods, works, services (28.15%).

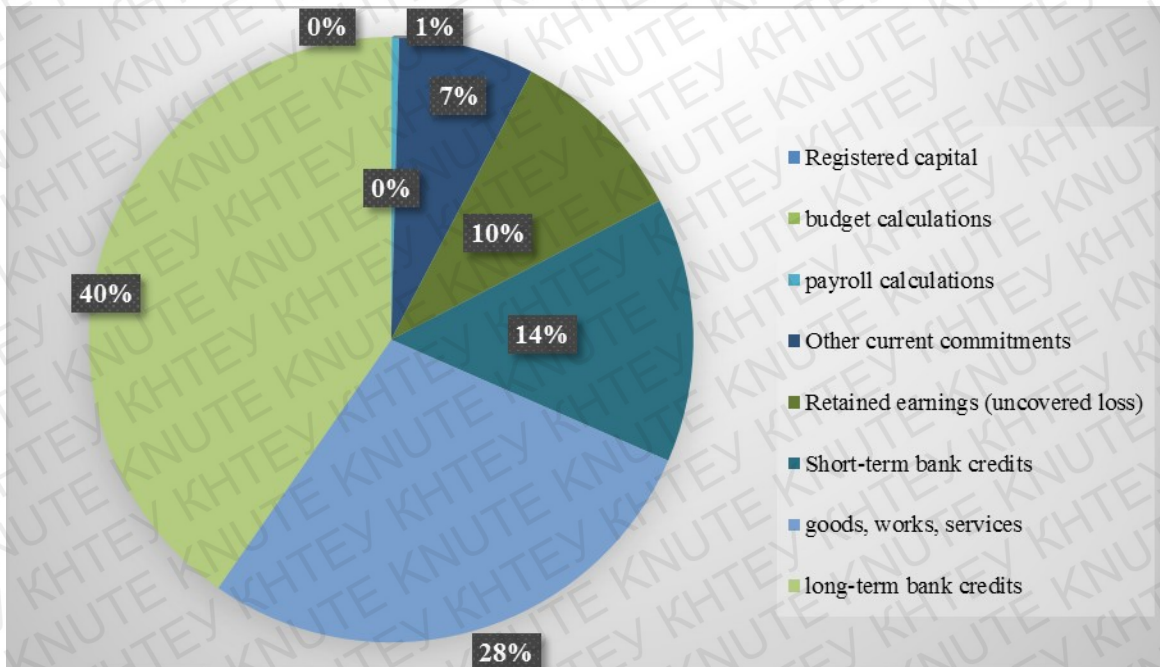


Fig. 2.2. Structure of equity and liability of TPG LLC in 2018, %

\* composed by the author based on the data [61].

The financial results are positive in 2016-2018 and increase steadily by 207% generally over four years (Table 2.4). Net income from sales of products increases by 10.82%, while the cost of sales only for 1.76%. Therefore, gross profit increase by 101.28%. In general, operating income increases more than expenses. Administrative expenses increased by 181.47%, while selling expenses increased by 28.96%.

Table 2.4.

Financial results of TPG in 2016-2018, thd hrn

	2016	2017	2018	Growth, %
1	3	4	5	
Net income from sales of products (goods, works, services)	303875	316444	336751	10,82%
Cost of sales (goods, works, services)	276208	278512	281064	1,76%
<b>Gross profit</b>	27667	37932	55687	101,28%
Other operating income	286	552	805	181,47%
Administrative expenses	7532	11143	20110	166,99%
Selling expenses	15630	17963	20157	28,96%



*Continuation of Table 2.4*

Other operating expenses	5730	5511	5206	-9,14%
<b>Financial result from operating activities:</b>				
profit	2040	3867	11019	440,15%
loss	—	—	—	—
Income from participation in capital	—	—	—	—
Other financial income	—	—	—	—
Other income	—	—	—	—
Financial expenses	850	1054	6826	703,06%
Losses from participation in capital	—	—	—	—
Other expenses	—	—	—	—
<b>Financial result before tax:</b>				
profit	1920	2813	4193	118,39%
loss	—	—	—	—
Income tax expense (revenue)	385	428	397	3,12%
Profit (loss) from discontinued operations after tax	—	—	—	—
<b>Net financial result:</b>				
profit	1236	2385	3796	207,12%
loss	—	—	—	—

\* composed by the author based on the data [61].

TPG has a well-deserved reputation as one of the most high-tech companies in the tourism market. The offices are as interconnected and automated as much as possible, the online booking system is progressive and easy to use. Full computerization and a well-established system of work do not allow loss of information. This allows us to serve continuously and accurately thousands of agencies, even during the peak of the tourist season.

Tourism portals, which are the "virtual tourism shops" that accumulate the offers of tourism companies and act as their "informational mediator", according to the main segments are involved in the touroperator trading distribution system recently occupy a significant place in distribution activities of tourist enterprises.

Travel Professional Group (TPG) is the largest tourist operator of Ukraine with national capital. From the moment of its establishment, the main goal of the company is to create the highest quality tourism product that would be in demand in all markets where it is represented.

**Franchise system TPG.** Since 2011, the company has been successfully developing its own franchise network of travel agencies. In 2015, TPG introduced



a new franchise concept and opened 10 branches. The essence of the new concept: «Travel planning is the most important stage in preparing your vacation».

Depending on the level of competence of vacation planning professionals, the client receives a product that either meets his or her requirements or not. Therefore, a key component of the TPG agency concept is to respond to and anticipate their clients' requests. Recently, interest in joining the TPG network has increased significantly. A large proportion of new franchisees (94%) are already operating agencies. TPG provides them with all the support they need: marketing, financial, legal, etc.

One of the main criteria for joining the network is a perfect business reputation. At each TPG office, the client agency will receive equally high service and expert assistance in planning the trip [46]. As part of the franchise, TPG has been providing extensive advertising support for its network. For several years now, the company has been publishing Travel Professional Magazine, one of the company's priority resources in promoting quality and professional tourism; produces catalogs for summer and winter; conducts advertising campaigns in the regions of Ukraine: press, outdoor advertising, etc.; conducts sales promotion campaigns.

**Travel Professional Group (TPG)** is the founder of the *Travel Professional Awards*, a "travel Oscar" of Ukraine, which is awarded to the best travel agencies based on the results of each season.

Informational support of the franchisees is provided by the website [www.tpg.ua](http://www.tpg.ua), which works both under the B2B scheme and (for successful and convenient work of partners) and under the B2C scheme direct communication with tourists (search of tours without reservation with the operator).

**CRM system.** There is a CRM system for automation of work with the client and organization of work of the company. Also, centralized call center is available (calls are received at the call center and distributed to franchisees). Network members receive corporate internal toll-free calling without long waits on line. It also creates a corporate email address to which the franchisee will receive information about the latest TPG deals.

As far as the innovation measures concerned, TPG has been rebranding and actively applying innovation in its operations. In particular, they have completely modernized the site, concluded many important partnership agreements with other companies, including priority given to world airlines, such as: Air France, Lufthansa, Austrian Airlines, SAS, Baltic Airlines, KLM, Delta, MAU, Transaero, Aeroflot they can arrange their charter flights that are relevant to their passengers. The innovative policy of this company is aimed at full automation of the work of managers who serve regular clients.

In addition, the tourist clients themselves have access to the information they are interested in and can carry out certain operations independently. Moreover, the main franchise package is provided for free.

***External branding includes:***

- *Volume sign in corporate style (individual order).*
- *Lightbox.*
- *Pillar remote all-metal (1 pc.).*

***Internal branding:***

- *Voluminous logo (TPG Agency), glowing or not – to choose from.*
- *Paintings.*
- *TPG office banner.*
- *Company board of last-minute offers.*
- *Sign office work schedule.*
- *Consumer's corporate corner [47].*

Among the representative of the TPG Agency franchise network is the website “travellist.ua” - a library of unique copyright tours. The site is designed to simplify the search and acquisition of tours by direct tourists, to provide relevant information and the latest news in the tourism sector.

***Advertising support includes:***

- *The mass media (advertising on the radio).*
- *The Internet.*
- *Printing press (magazine).*

- *Billboard in the city.*
- *Sending SMS mailing to tourists.*

TPG Agency use promotional products. There are calendars, posters, business cards, booklets, etc.

Among annual events TPG visit UAE Travel Week, Travel Professional Weekend, Champions League Tourism, Miss Travel Ukraine, and Travel Professional Awards.

The marketing department systematically monitors information on all exhibitions and work-shops (professional meetings) and selects the most important exhibitions and meetings for participation in them. Trade Shows - professional reviews have become entrenched in the international travel industry.

The goals of such exhibitions are quite complex: market overview; assessment of the situation and prospects; price comparison and pricing; search for certain types of goods/services; overview of new products / services and opportunities for their use; familiarization with market development trends; obtaining information on ways of solving urgent problems; individual training; expanding or establishing business contacts, etc.

The benefits of participating in international exhibitions and fairs for travel companies are:

- 1) attracting attention to the developed tourism products;
- 2) establishing contacts with representatives of foreign tourist organizations and enterprises, concluding agreements on cooperation and sale;
- 3) study of best practices in the tourist services market;
- 4) establishing contacts with representatives of the mass media, expanding with them the help of foreign tourists about the tourism potential of the country;
- 5) expanding foreign tourists' perception of the country, informing them about tourism policies and measures aimed at ensuring sustainable development of the tourist services market in the country.

## **2.2. Effectiveness of the tour operator's website and online services**



Today, almost all tourism enterprises use information technology (IT) in their activities. Moreover, in recent years, many companies have created websites for their businesses, which are valuable tools for sales in tourism.

The site is a web page of the enterprise on the global Internet. Also has its own website where TPG can get acquainted with:

- The latest news in the tourist world.
- Information on countries/resorts in which destinations are offered tours.
- An assortment of offered tours and destinations.
- Staff of the company and location, etc.
- Additional company information (creation history, logo, name, licenses).
- Forums (in which users or site owners submit topics for discussion and all users can post their comments on the topic).
- A guestbook for visitors to the site (which includes statements or advice from business customers about choosing a country, resort, or hotel).

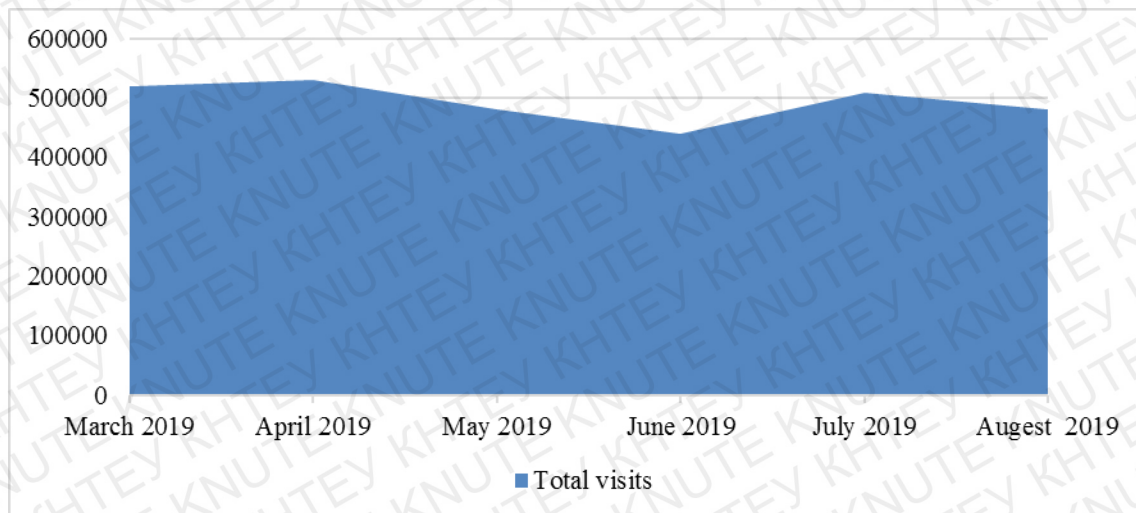
***As a result of the study, the following capabilities of the company website were revealed:***

1. *Work with permits.*
2. *Work with payments.*
3. *Work with a database of clients.*
4. *Interaction with external information retrieval systems.*
5. *Import applications from online booking systems of tour operators.*
6. *Data exchange during the reservation with the tour operator.*
7. *When making a payment, accounting for cross-currency exchange rates, interest on conversion, taking into account the office of the payment.*
8. *Itatistical data processing.*

The booking department of the company operates as follows. Managers receive reservations from agencies, process them, place them and then confirm with a partner. Correspondence with agents is conducted through a personal account. The communication mechanism provides speed and efficiency.

As more people consume digital content through desktop and mobile devices, analyzing websites through both channels is essential in order to understand a site's overall digital presence and performance.

In order to analyse site efficiency the Similar Web was used, that help to get Website Traffic Statistics.



*Fig. 2.3. Total visits of TPG web site on desktop & mobile web, in the last 6 months in March-August 2019*

\* composed by the author based on the data [70].

Total visits amounts 482.87 thousand of people. Average Visit Duration is 8 minutes and 16 seconds and pages per visit are 3.69. Bounce rate is 37.45%.

An important point in the activities of tourism enterprises is the ratio between the number of visitors to the website and the volume of services provided [6], but the effectiveness of the website is also determined by its functionality (Table 2.5).

*Table 2.5.*

**TPG website functionality**

<b>№</b>	<b>Website Feature</b>	<b>Availability</b>
	<b><i>Catalogs</i></b>	
1	Company information	+
2	Contacts	+
3	Offer catalog (general)	+

*Continuation of Table 2.5.*

4	Directory of offers by directions (countries)	+
5	Special Offers (Promotions) Directory	+

6	Price catalog (price list)	+
<b>Information</b>		
1	Achievements, awards of the enterprise	+
2	General tourist information	+
3	Country information	+
4	Information about tourist destinations	+
5	Vacancy information	+
6	Availability of promotional information	+
	Functionality of the site	+
1	Online booking feature	+
2	Online sales function	+
3	Online counseling function	+
4	Registration function	+
5	Website search function	+
<b>Multimedia</b>		
1	The fullness of the photo gallery	+
2	Video gallery availability	-
3	Catalog of virtual tours	-
4	Having a forum	-
5	Ability to browse the website in several languages	-
6	Express surveys of web site users	-
7	News	+
8	Subscribe to newsletter (offers)	+

\* composed by the author based on the data [48].

The branching of the catalogs and rubrics of the web site is a decisive lever in the communication process with consumers since the loyalty of the potential consumer of the tourist product, in this case, will depend on the volume and quality of the information published by the enterprise and the convenience of navigation.

Having a look at Table 2.5 it is evident that the website is full of directories covering general information about the company and its main activities. Functionality indicators are also satisfactory, with the exception of the real-time functions of consulting and selling tourism products.

TPG does not currently use the tools to use the site as an additional retail space, which is popularized at a very fast pace by consumers. The multimedia capabilities of the tour operator remain at a low level. Because the management efforts are aimed at maximizing profits, not at meeting the tourist needs of



consumers. For this reason, the company does not consider it appropriate to implement multimedia features on the website.

The main areas of application of Internet technologies in TPG's activity are obtaining professional information from Internet sources. In addition to receiving information, TPG leverages the Internet to secure tourist product reservations, which greatly speeds up their implementation. Also, a significant percentage is spent on advertising, PR activities and monitoring of the tourist services market. When researching the market by means of the Internet, TPG identifies for itself priority sources of obtaining information, which in one way or another satisfies the established parameters of finding the necessary information.

When searching for the necessary information, TPG often refers to the websites of other tourism companies, which indicates that the competitive environment is constantly monitored to ensure the competitiveness and efficient functioning of the tourist services market. However, according to research, 72% of consumers of tourist services prefer such sources of information as tourist portals, since these portals can find information about competitors, consumer preferences and general trends in tourism.

The traffic from desktop by countries in August 2019 shown in Figure 2.4. below. Also, the traffic from the desktop should be considered as the direct source is the most important; the following source is the search on the Internet. The other sources of traffic is not so important.

Having analyzed Figure 2.4. we can conclude that Ukraine visitors are the most valuable for the company. Therefore, Travel Professional Group (TPG) should take into account Ukrainian tourist preferences. In particular, among them are cultural, social, financial, age preferences, etc.

Referrals show which web resources are sending traffic to website of TPG (Table 2.6).

- ***MoiTuristy.com*** is a simple CRM system for small travel agencies. Accounting of calls and tourists, reminders, transfer of tourists between managers or offices, flexible accrual of premiums in proportion to the contribution, email

and SMS marketing, analysis of sales sources and accounting of working hours. Customers are satisfied, sales are growing, and you have more free time. That is why it has a 39.19% share in referrals.

- **Ittour.com.ua** is a Tour Search and Booking System, the simplest and most convenient tool in the hands of a travel agency manager, allowing to search and book the most advantageous offer for a tourist in a matter of minutes.

Travel agency managers can compare price offers for package and sightseeing tours, charter flights, and advertising and information through the search for tours (more than 4 million search operations monthly).

Managers of travel agency TPG will learn about the opening of new destinations, promotions and unique offers of tour operators of banner ads (hundreds of thousands of hits per month at different locations).

Overall, we can conclude that TPG considers the use of multimedia Internet technologies in its activities rather effective while making maximum use of the capabilities of these technologies to ensure a competitive position.

### **2.3. Assessment of TPG tour operator multimedia communications efficiency on the tourist market**

*Travel Professional Group (TPG) implements the following marketing communications costs:*

1. Uses the method of determining the cost of marketing communications, focusing on the overall marketing budget, taking into account the cost method, depending on the available funds and the percentage of sales of the tourism product;
2. In the structure of marketing communications expenditures, advertising expenditures prevail – an average of 69.1%, sales promotion – 18.1%, public relations – 8.5% and direct marketing – 4.3%;
3. Among the sources of information on services, 20% of them are such a channel of receiving information as the press. The newspapers are dominated by the

newspapers "Express", "Telenedel" and "Avizo", and among the magazines - "Voyage" and "Tourist digest";

4. The share of Internet resource usage is increasing every year.

Table 2.9 shows the general characteristics of the subjects of tourist activity of Ukraine in 2018 and TPG share.

Having analyzed the Table 2.9., the average number of full-time employees was 4638 persons, while the TPG LLC share is 8.62%. Revenue from the provision of tourist services (excluding VAT, excise tax and similar compulsory payments), was 17.917 million UAH, while the TPG LLC share is 1.88%. So the market is highly concentrated and competitive, because of a big number of subjects of tourist activity (1743). The important characteristic of TPG integrating marketing is intangible assets because it includes programs and site accounting (Fig. 2.7).

Thus, the intangible assets increase rapidly in 2017 to 1255 thd UAH, while depreciation is low. Therefore, the company recognizes the importance of marketing technologies and its financing in 2016-2018.

The revenue increased stable, but only for 4.14% in 2017 and 6.42% in 2018. Expenses increased in the same direction. However, the profit increased in 2017 at 92.96% and on 59.16% in 2018. The service profitability increased by 0.35-0.37 % in 2016-2018 and was high.

Advertising on the Internet, particularly, is the biggest share in TPG LLC advertising and it was reached 74% in 2018 in the advertising budget. Advertising in the press is the second one and reached 13% of the advertising budget. Advertising on TV and advertising on the radio is decreasing in 2016-2018.

According to research conducted by the tourist market of Ukraine Ukrainian Marketing Group (UMG-International) was selected the TOP 20 tourist operators of Ukraine. The results of the study showed that the market operates a fairly large number of operations. In most segments of Turkey and Egypt, which account for more than 50 % of the streams, the leaders are Join UP, Anex and Pegas. The areas of Croatia, Montenegro, Greece, Cyprus, Bulgaria, United Arab Emirates, Sri Lanka, Maldives and Tunisia leaders are companies Join UP, which was included in the top-



3 absolutely in all directions, and the four of them in the first place, Anex, which hit the TOP 3 in three directions. Under the condition of equal pricing Agency would work with the following operators, recognizing they are most comfortable (top 5): Join UP, Anex, TPG, Pegas, Coral Travel.

The structure of the integrated evaluation formed with such metrics as: profitability of tourist product, the effectiveness of current assets, capital intensity product, total coverage ratio of financial debt and assessment of the synergies of integrated marketing communications.

*Standardization of data was carried out according to the following formula:*

$$x_{ij} = \frac{x_{ij}}{\bar{x}_i}$$

where is  $x_{ij}$  – the normalized value of the  $i$ - th indicator for the  $j$ - the unit of population;  $x_{ij}$  – indicators of financial-economic activity of the enterprise;  $\bar{x}_i$  – the midpoint  $i$  – the indicator. Among the indicators highlighted stimulants and destimulants. Indicators – stimulants indicate high level – indicator with  $P_{ij} > 1$ ; destimulants –  $P_{ij} < 1$ . To lead them to an unambiguous specifications for destimulants  $P_{ij}$  is calculated as the inverse of the value.

*Determination of integral index rating agencies is carried out according to the following formula:*

$$P_j = \frac{\sum P_{ij}}{m}$$

Where  $m$  is the number of indicators.

For rating agencies of Ukraine used six indicators that characterize financial condition 20 – tourist enterprises by the year 2018:

- the profitability of tourist product,
- the turnover of assets, capital intensity,
- the total coverage ratio of financial debt,
- the synergistic effect of integrated marketing communications (IMC).

The figures are considered to be equivalent, while capital intensity and the ratio of financial debt is destimulants, the rest of the indicators are stimulants.

*According to the results of the rating evaluation of tour operators can be divided into three groups according to the calculated values of the integrated assessment:*

- high level of reliability of the tour operator;
- from 0.1 to 10.0 is a sufficient level of reliability;
- 10.0 and more – low level of reliability (table 2.13).

On the basis of the proposed rating for a certain value of indicators implemented high-quality distribution of tour operators of Ukraine to the appropriate group.

Conducted according to the financial and statistic analysis of the financial-economic activity of tourist enterprises of Ukraine allows asserting that the positioning of tourist enterprises varies by segments of tourist flows and depends on the direction of travel. Use the rating agencies on the basis of integrated assessment has allowed to define three groups of tourist enterprises: high, medium and low level of evaluation, as well as to evaluate the difference in assessments of the official rating and the rating on the basis of assessment.

While the impact on the value of integrated evaluation index of synergies of integrated marketing communications was the biggest, which allows offering to enable the calculation of this indicator in the analytical work of the Marketing Department tour operators with the aim of improving the policy of integrated marketing.

Positioning is an important landmark for the development of tourism enterprises. From the tour company is positioned in the market in many respects depends on its market success. The image of the travel component of positioning often plays a decisive role in resolving the tourists to have or not have to deal with this travel agency. System work with the positioning could greatly increase its effectiveness.

## **Conclusions to Chapter 2**

Having analyzed multimedia communications of Travel Professional Group it was revealed the effectiveness of the tour operator's website and online services and evaluated the effectiveness of multimedia communications in the tourist market.

As far as Travel Professional Group is concerned, TPG has existed in the tourist services market since 1994. The enterprise has a well-deserved reputation as one of the most high-tech companies in the tourism market. The offices are highly interconnected and automated. Since 2011, the company has been successfully developing its own franchise network of travel agencies.

Travellist.ua is a library of unique copyright tours, which is a representative of the TPG Agency franchise network. The site is designed to simplify the search and



acquisition of tours by direct tourists, to provide relevant information and the latest news in the tourism sector. Among annual events, TPG visits UAE Travel Week, Travel Professional Weekend, Champions League Tourism, Miss Travel Ukraine, Travel Professional Awards. In order to analyze site efficiency the Similar Web was used, that help to get Website Traffic Statistics. Total visits amount to 482.87 thousand people.

The website is full of directories covering general information about the company and its main activities. Functionality indicators are also satisfactory, with the exception of the real-time functions of consulting and selling tourism products. TPG does not currently use the tools to use the site as an additional retail space, which is popularized at a very fast pace by consumers. Ukraine visitors are the most valuable for the company. So TPG should take into account Ukrainian tourist preferences, cultural and social both. The direct source is the most important; the next is the search on the Internet. The other sources of traffic are not so important. 1.81% of the traffic is from Social. The most popular social web site is Facebook (48.90 of traffic), the next is Youtube (24.69%), and Instagram traffic is 11.32%.

As far as dynamic financial results is concerned the revenue increased stable, but only for 4.14% in 2017 and 6.42% in 2018. Expenses increased in the same direction. However, the profit increased in 2017 at 92.96% and on 59.16% in 2018. The service profitability increased by 0.35-0.37 % in 2016-2018 and was high. The financial results are positive in 2016-2018 and increase steadily by 2018% generally over four years.

Having analyzed dynamics of advertising budget of Hotel InterContinental Kyiv Travel Professional Group in 2016-2018 - advertising on the Internet is the biggest share in TPG LLC advertising and it is rich 74% in 2018 in advertising budget. The company has been publishing Travel Professional Magazine and is the founder of the Travel Professional Awards, a "travel Oscar" of Ukraine, which is awarded to the best travel agencies based on the results of each season.

## **CHAPTER 3.**

### **EFFECTIVENESS OF IMPLEMENTING UPGRADED MULTIMEDIA COMMUNICATIONS OF TPG**

#### **3.1. Measures of improving multimedia communications of tour operator**

Since the use of branding as a means of promoting a product tour to the market is one of the most promising and necessary areas, which is a major factor in the company's awareness on the market, we suggest for TPG to improve this type of product promotion.

TPG's corporate identity may include logo, website enhancements (optimization, winter interface and design), mobile app development, and more. For TPG, we propose to increase branding on the basis of medium intensity criteria, since the company is not large and therefore does not have sufficient material resources to create and promote the brand. Due to the fact that TPG does not have a well-developed regional structure, we propose to develop regional branding.

Necessary innovative marketing mechanism - there is also outsourcing, in particular marketing, which allows the company to reduce costs and focus on the most profitable activities [45, p. 145]. The use of external sources by other outsourcing companies in TPG's sales system will reduce the cost of individual business processes; to increase the quality of the services received at the expense of a high level of competence of outsourcing companies; to reduce the risks of inefficient implementation of individual business processes, etc. [46, p. 86].

Marketing outsourcing can be implemented by TPG in the following areas: strategic marketing planning and programming, tourism product advertising, web site maintenance, mobile application maintenance, printing and leaflet printing, tourism product promotion on social networks, Internet newsletter, marketing analytics and market research (benchmarking), consumer surveys, audit, branding, marketing reengineering. It should be proposed to determine the necessity of applying outsourcing areas based on the importance of this directly in the sales structure and

the level of sales directly in the company compared to those in the market (in direct competitors or in outsourcing companies).

***E-commerce.*** One of the main innovative marketing processes is the use of e-commerce, which can intensively increase the sales of tourism businesses on the Internet. The main participants in e-commerce are hotels, airlines, tour operators and customers. It provides online booking of tours, including global reservation systems (extends beyond the country of purchase), national reservation systems (within the country) and computer reservation systems.

An important step should be improving the site so that it is as simple as possible and yet contains all the necessary information. It should also be as functional as possible so that the consumer who has entered it can perform all the necessary operations [49, p. 9]. Today, the site is access to complete information about the activities of the travel agency, offering clients interesting destinations, quality services and attractive products, as well as a colorful description of the latest destinations and exclusive offers. There is an opportunity to select a place for questions and answers of the organizers of the travel agency on the site or a forum where future clients will be able to find out all the problems associated with the registration of documents and with the future vacation. [49, c. 10].

Among the advertising tools worth distributing by TPG, there are highlighted retargeting, which is an advertising mechanism by which online advertising is directed to users who have already viewed the advertised product by visiting an advertiser's site but have not made a purchase. From the point of view of internet site visitors, retargeting is many times a recurring display of previously viewed online advertising [50]. Today, retargeting can be used with the following systems: Google Adwords, Kavango, Soloway, Retargeter, and Runner.

As far as types of marketing outsourcing concerned, it has been proposed the most extensive use of mobile application service marketing analytics, branding, marketing re-engineering, strategic marketing planning and design, as well as audit, product tour marketing, promotion of social networking products and online



newsletter. It was suggested for the use of such types of marketing outsourcing for TPG (Table 3.1).

The use of new technological processes and marketing resources for tourism products, in particular, electronic information, electronic booking and tour design, retargeting, mobile applications and on-line analytics, is also becoming increasingly important in today's context. Necessary for implementation are innovative directions of online information of consumers of tourism products, namely through: blogs, social networks, thematic forums, search engines and sites, link shopping, contextual advertising, linkbaiting, RSS and others.

Monitoring of the tourist services market (own web site, e-mail, Meta, Google, Yandex chats, etc.), marketing activity (own web site, banner advertising, e-mail (direct mail), contextual advertising), online sale of tourist services, obtaining professional information (thematic and special sites and portals) are components of information support of marketing activity of tourist enterprise.

The expanded version of the mobile application consists of the main pages, namely, one that contains information about the travel company, information about goods and services, information about resources of the tourism enterprise [37, p. 122]. In addition to the main pages, the app should include all pages, such as search, tour business, help, app map, company policy, privacy policy, and site statistics.

The front page should contain the most optimized information, which should be as short as possible, but contain a main message to help you easily find the app. The application must contain information about the territory of the buyer (customer) in order to find information about the tours available in that region. The appendix also recommends that you have complete information about the tours, which should indicate the place where the trip, number and price are offered. The active buttons on the screen should indicate countries, search engine, promotions on tours. Information about where to buy them should also be included. When a user navigates to a tour page, it should include full information about the tour, including their place of residence (hotel or home), places to visit during the holiday, service and more.

Another important component of the app is the feedback and recommendations of users who have previously used the services of a travel business.

The main advantage of the structure under consideration is that it is easy to access from a normal web page layout. An important component of mobile application implementation is the conduct of user behavior analytics, which is recommended through the Flurry, GoogleAnalytics, Heatmaps, Parse software installations.

With the help of GoogleAnalytics users the travel company can receive the following data on the app [75]: the number of daily audience in the app; ways of users in the application; how often the program features are used; achievement of goals (registration, purchase, etc.); audience return rate (retention level).

The key actions in the application should be purchases, watching videos, authorization, sharing on the social network. These actions allow to study consumer behavior to improve the product. In addition, by tracking the behavior of mobile app users, we can see how to improve it and make it more accessible to users [41].

### **3.2. Effectiveness evaluation of implementation multimedia communications measures of tour operator**

The cost-effectiveness of a website in today's conditions can be defined as the ratio of the result of its work to the costs associated with its development and operation of the site. In [2, 3, 5], an approach to the analysis of website performance is proposed.

This sequence is greatly simplified. There are also situations when a person visits the site 30 times before making a purchase. It is worth noting that the same traffic channel can be repeated within the same funnel. For example, a user accesses the transaction several times in a row by going directly to the site by entering the address in the browser's address bar.

Returning to the evaluation of the effectiveness of site advertising, we can conclude that the above method does not fully reflect the performance of individual campaigns. The problem is that in this method only the last channel in the

multichannel sequence is considered. For instance, if a user came to website from an ad channel whose performance is being evaluated, and then left the site by deciding to come later and eventually go to the site directly through the browser's address bar and make a purchase, then the contribution of the evaluated channel in this case would have been ignored.

### **Conclusions to Chapter 3**

Having analyzed the measures of improving multimedia communications of the tour operator and calculated the future multimedia communications effectiveness we can conclude that the use of branding as a tool to promote tour product to the market is one of the most promising and necessary areas, which is a major factor in the company's awareness on the market.

Particularly, it is suggested to increase branding on the basis of medium intensity criteria, since the company is not large and therefore does not have sufficient material resources to create and promote the brand. Due to the fact that TPG does not have a well-developed regional structure, based on analysis, I would propose to develop regional branding.

The use of the virtual tourism product marketing sector provides a significant increase in the effectiveness of "real" product offerings. Moreover, the current technical capabilities make it possible to sell products directly within the virtual sector: from searching for the right tourist product by the buyer to its immediate payment and delivery online. An important step should be improving the site so that it is as simple as possible and yet contains all the necessary information. It should also be as functional as possible so that the consumer who has entered it can perform all the necessary operations

The key actions in the application should be purchases, watching videos, authorization, sharing on the social network. These actions allow to study consumer behavior to improve the product.



Due to the low cost per click and high average bill the ROI of high and will increase annually. Besides that, TPG LLC needs to increase advertising on the Internet budget due to another marketing tool.

## CONCLUSIONS

Having studied the implementation directions of multimedia communications principles in international tour operator, having revealed the multimedia occurrence and their importance for the tourism sector, based on Travel Professional Group tour activity analysis, we can conclude that the rapid development of the Internet, from text messaging down to a powerful multimedia tool, has become a source of many new opportunities in the tourism industry.

1. In this paper multimedia communications were defined as a digital system of interconnected communications and computer technologies, a unique tool that enables clients to create their own tours without the participation of travel companies, significantly saving their financial resources. Thanks to information technology (IT), the tourism product becomes more individual and flexible, as well as more accessible to every consumer.

2. The tourism industry is becoming a digital business, which fully corresponds to worldwide trends. We are living in a modern society that has already crossed the line of using digital tools in daily life. Accordingly, in order to promote a product/service in modern realities, companies and brands need to pay attention to a new promising and growing marketing field - digital. There are following types of marketing communications: advertising, public relations, sales promotion, personal sales, direct marketing, internet promotion, digital marketing.

3. Multimedia technologies provide the following opportunities for tourism enterprises: creating a site with a list of services, details, pricelist and other information that duplicates the advertising brochures of the company; creation of an interactive site for fast communication of clients with the company via the Internet; creation of a site-shop, book tickets, conclude contracts with clients, notify them about vacancies, vouchers; connection of a travel agency based on a subscription fee to business systems.

4. Nowadays, the most important information systems in the tourism industry are computer backup systems (*Global Backup Systems*). Global Backup Systems. The

largest computer reservation systems in the international tourism market are Saber, Amadeus, World span and Galileo. Among the IT technologies of tour operator are: Global Distribution System, (GDS); Active Denial System; BSP settlement system; Mobile applications.

5. Travel Professional Group - Ukrainian tour operator that has existed in the tourist services market since 1994. The enterprise has a well-deserved reputation as one of the most high-tech companies in the tourism market. The offices are highly interconnected and automated. Since 2011, the company has been successfully developing its own franchise network of travel agencies. Travellist.ua is a library of unique copyright tours, which is a representative of the TPG Agency franchise network. The main event projects are: Miss Travel Ukraine, Millionth Tourist, Travel Professional Workshop, Travel Professional Weefend, Travel Week Roadshow, Presentations of block and charter programs, hotels and services, Business breakfasts, Culinary master classes, Creative Friday Afterwork. The company has been publishing Travel Professional Magazine is the founder of the Travel Professional Awards, a "travel Oscar" of Ukraine, which is awarded to the best travel agencies based on the results of each season.

6. TPG website is full of directories covering general information about the company and its main activities. Functionality indicators are also satisfactory, with the exception of the real-time functions of consulting and selling tourism products. However, management efforts are aimed at maximizing profits, not at meeting the tourist needs of consumers. For this reason, the company does not consider it appropriate to implement multimedia features on the website.

7. As far as dynamic financial results is concerned the revenue increased stable, but only for 4.14% in 2017 and 6.42% in 2018. Expenses increased in the same direction. However, the profit increased in 2017 at 92.96% and on 59.16% in 2018. The service profitability increased by 0.35-0.37 % in 2016-2018 and was high. The financial results are positive in 2016-2018 and increase steadily by 2018% generally over four years. Having analyzed dynamics of advertising budget of Hotel InterContinental Kyiv Travel Professional Group in 2016-2018 - advertising on the



Internet is the biggest share in TPG LLC advertising and it is rich 74% in 2018 in advertising budget. Advertising in the press is the second one and rich 13% of advertising budget. Advertising on TV and advertising on the radio is decreasing in 2016-2018.

8. Having analyzed the measures of improving multimedia communications of the tour operator and calculated the future multimedia communications effectiveness we can conclude that the use of branding as a tool to promote tour product to the market is one of the most promising and necessary areas, which is a major factor in the company's awareness on the market. Also, due to the fact that TPG does not have a well-developed regional structure, based on analysis, I would propose to develop regional branding.

9. In order to evaluate TPG marketing communication effectiveness were made the following assumptions: the number of site visitors in 2018 was 482,89 thd and it will be increasing in 2020-2022 on 20% every year; the cost per click for travel industry is 1.55 dollars; according to web resource Conversion rate is 2.57%, moreover, it will increase in 2020-2022 annually [70]; an average bill (cost of an hour) is 500 dollars. Overall, it is 12.41 thousand people. In 2018 the advertising budget on the Internet was 6861,44 thd UAH or 269.08 thd dollars, so it is possible to increase it on 30% annually with exchange rate 25.5 UAH per 1 dollar. The 99.98% of site traffic was organic, that means that clients search company tours and services by themselves, so the main traffic source and Internet marketing tool is AdWords in Google. Due to the low cost per click and high average bill the ROI of high and will increase annually. Besides that, TPG LLC needs to increase advertising on the Internet budget due to another marketing tool.

10. Overall, both in the world and in Ukraine in particular, the concept of integrated marketing communications is becoming increasingly important in the tourist market. Integrated marketing communication creates synergies by coordinating all types of communication activities in generating consistent marketing appeals that are better perceived and remembered by target audiences.

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## APPENDIX A.

## MARKETING COMMUNICATION TECHNOLOGIES OF AN INTERNATIONAL TOUR OPERATORS

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*У статті розглянуто теоретичні та практичні аспекти використання технологій маркетингових комунікацій міжнародних туристичних операторів. Визначено особливості веб-сайтів міжнародних готельних операторів, використання ними соціальних мереж для просування на ринку. Охарактеризовано провідні міжнародні глобальні системи бронювання послуг в сфері туризму.*

**Ключові слова:** технології, маркетингові комунікації, цифровий туризм, цифровий маркетинг, веб-сайт, система бронювання.

*The article deals with theoretical and practical aspects of the use of technologies of marketing communications of international tourist operators. The features of websites of international hotel operators, their use of social networks for promotion on the market are determined. Characterized by the leading international global booking systems for tourism services.*

**Keywords:** technologies, marketing communications, digital tourism, digital marketing, website, reservation system.

**Актуальність статті.** The processes of globalization and the differentiation of consumer demand contribute to the growth of the distribution role in the aspect of improving the quality of services. The active development of IT-technologies, integration into different industries, effective use in the management of numerous profiles and business activities has not left the party and the sphere of hospitality. High competition among market participants activates them to search for the most effective methods. The need for innovations in the distribution system of hospitality enterprises is due to changes in the market, which is facilitated by the emergence of new opportunities to meet the needs of consumers of the services of the hotel industry. Thus, the relevance of the work is determined by the lack of systematic studies of ways to increase the efficiency of hospitality enterprises through the use of the Internet as a distribution channel.

The questions of using modern technologies of marketing communications of international tourist operators are considered in the Eunjung N., Kim J. [1], Gretzel, U., Sigala, M., Xiang, Z. [2], Herdin T., Beyond R. E. [3], Liao Z., Shi X. [4], Minazzi R. [5], Wang L., Law R., Guillet B. D., Hung K. [6], Zuccalà M., Verga E. S. [7].

**The purpose of the article.** Thus, the purpose of the article is to study the theoretical and practical aspects of the use of technologies of marketing communications of international tourist operators. Widespread use of the global computer network of the Internet and modern digital solutions significantly influences the formation of relations between tour operators and tourists. Technologies of marketing communications allow automating many business processes, to reduce the cost of tourist services.

Tourism is one of today’s most relevant industries. A data intensive, complex sector can involve various stakeholders, services and technologies in varying proportions and on different scales. ICT plays a key role in supporting tourism. ICT is a key enabler for effective information exchange and provision of value-added services to end-users [7].

Until recently, the analysis of the market, the study of demand, advertising and other marketing activities required high financial costs and, therefore, were available only to large enterprises with an appropriate material and technical base. However, with the development of the Internet, marketing costs are significantly reduced; there are new ways to analyze the market and



demand, types of advertising and trade. At present, the overwhelming majority of travel agencies have their own websites, Internet – representations and online booking systems for tours.

Modern tourism is a global computerized business. This business involves major airlines, hotel complexes and travel companies around the world. Thanks to information technology (IT), the tourism product becomes more individual and flexible, as well as more accessible to every consumer.

Digital marketing, taking into account the fact that at present customers – consumers of tourist services – overwhelmingly use the Internet environment when searching for, booking and paying for travel products, dynamically changes their business practices used by tourism industry companies. Technologies like the information and communication technologies (ICT), social media and social network sites (SNS), Big Data, GeoMedia/LocativeMedia and phenomena like Filter Bubbles and Echo Chambers have a massive impact on the tourism industry [3]. Travelers are more demanding and look for differentiated and personalized services. ICTs, and especially Web 2.0, offer new opportunities and resources to improve tourism organizations and destinations, competitiveness, and profitability [5].

Digital marketing is an effective way to achieve consumer attention, including because publications on the Internet mainly involve users and do not look like advertising.

Promotion becomes imperceptible. Instead of explicit advertising publications, brands build relationships with potential customers, literally falling in love with the users in the brand. Giving emotions and building relationships with potential tourists is very convenient through social networks.

In addition, the advantage of digital marketing is that the target audience for advertising is chosen according to strictly defined criteria and it is possible to reach the required markets around the world without high costs.

The largest travel website in the world for reviews now is Trip Advisor, with a coverage share of 18%. Trip Advisor serves 415 million unique visitors a month, has more than 70 million registered users who have left more than 500 million reviews. TripAdvisor is a key resource that tourists appreciate when planning their upcoming trips and influences the tourist's decision on choosing a destination.

Accordingly, in order to promote a product / service in modern realities, companies and brands need to pay attention to a new promising and growing marketing field - digital. We understand the following as digital marketing or digital marketing: it is a way of informative-communicative interactions with consumers, carried out through digital channels in order to create, communicate, deliver and exchange offers. Digital channels and consumer interaction tools include Internet channels: SEO (Search Engine Optimization), SMM (Social media marketing), e-mail, Landing page (landing page), etc .; digital television, radio, mobile applications, social and viral videos, interactive screens, POS terminals, local networks, QR codes offline, SMS, Digital-art and so on.

Territory marketing uses an integrated communication approach to inform the tourist about the main offer of the territory in an integrated manner.

In the literature, there are the following types of marketing communications:

Advertising (promo videos at airports, outdoor advertising, product placement, etc.);

- Public relations (press release, feature articles, press kit, etc.);
- Sales promotion (discounts, bonuses, loyalty cards, etc.);
- Personal sales (creation of a personal official representation of one entity in the territory of another entity);
- Direct marketing (database, email and mailing);
- Internet promotion (websites, online advertising, etc.);
- Digital marketing.

The digital marketing tools that are most contributing to improving the performance of tourist businesses are search marketing, online advertising campaign, email, online partnerships, social media marketing, viral marketing. Considering the obvious dynamics of the transition of

customers - consumers of tourist services - to the Internet environment, ignoring such strategies by enterprises of the tourist industry in the medium term may lead to their bankruptcy and exit from the market. The use and introduction of the considered new digital marketing technologies, on the contrary, will help strengthen the position and expand the activities of the tourism enterprise, enter new customer segments in a wider marketing field both in the domestic and international markets and, as a result, increase efficiency and competitiveness of business.

Smart tourism is a new buzzword applied to describe the increasing reliance of tourism destinations, their industries and their tourists on emerging forms of ICT that allow for massive amounts of data to be transformed into value propositions. However, it remains ill-defined as a concept, which hinders its theoretical development.

In many ways, smart tourism can be seen as a logical progression from traditional tourism and more recently e-tourism in that the groundwork for the innovations and the technological orientation of the industry and the consumers were laid early with the extensive adoption of information and communication technologies (ICT) in tourism, for instance in the form of global distribution and central reservation systems, the integration of Web-based technologies that led to the emergence of e-Tourism [2].

Table 1

Smart Tourism vs. e-Tourism [2]

	<b>e-Tourism</b>	<b>Smart Tourism</b>
Sphere	digital	bridging digital & physical
Core technology	websites	sensors & smartphones
Travel phase	pre- & post-travel	during trip
Lifeblood	information	big data
Paradigm	interactivity	technology-mediated co-creation
Structure	value chain/intermediaries	ecosystem
Exchange	B2B, B2C, C2C	public-private-consumer collaboration

At the core of the digital tourism ecosystem are the needs of travelers who are catered for during the entire life cycle of a journey. Good examples of this are Google Flights and Hotel Finder, which provide services already offered by specialized travel meta-search engines.

No travelers need a digital ecosystem, but travelers also play an important role in creating content for other travelers through a number of digital communities. The digital community connects online to share knowledge or share content. Many communities create their own unique culture, and individuals invest their time in them without any economic benefit. Communities include travelers and local destination experts who voluntarily spend their time to give advice on a particular destination. Local experts offer advice on forums such as TripAdvisor and LonelyPlanet. Other examples include Google City Experts and local recommender platforms such as Localeur.

The main trend of digital marketing in 2018 and 2019 is a chat bot. Chat bot is a special program that automatically performs and / or according to a predetermined schedule any actions through interfaces designed for people [7]. It is often embedded in instant messengers (Facebook Messenger, Telegram, Vibe, etc.) or in platforms (Slack, Skype, etc.).

Using chat bots as a territory marketing tool makes it possible to integrate other key trends in the digital marketing industry:

- native advertising relevant to the target audience;
- content personalization (use of machine learning);
- visualization (photo, video marketing, maps) [6];
- content marketing;
- gamification (quizzes, challenges, contests).

Currently, in the field of tourism chat bots are used only in travel agencies and hotel business. For tourist areas - this is a new channel of communication with the target audience. For example, TravelBot from Tilda exists an independent tour selection for a visitor of a travel agency in Facebook Messenger and Telegram, TourBot from D7-TRAVEL – a chat robot based on artificial intelligence, selects tours for clients as a module for installation on travel agency sites.

For example, OTA can send individual suggestions of any events during a trip to travelers based on a study of the client's profile, preferences and location data. A huge number of OTAs and travel platforms use chat bots to help the customer make a preliminary purchase, providing him with a number of packages and offers.

Growing competitiveness in the marketplace pushes hoteliers to take advantage of their websites as a marketing tool. Hotel website quality is a strong predictor of eTrust, which then also mediates the relationship between website quality and consumers' online booking intentions [6].

Web functionality, web content, and information security positively influence consumers' perceived value of online tourism services, which in turn significantly mediates the effects of these determinants on continuance intention to use online tourism services [4].

Online tourism information sources classify into four types: blogs, public websites, company websites, and social media websites. The most website attributes are accessibility, security, information–trust, interaction, and personalization [1].

Today, the most important information system in the tourism industry are computer backup systems. In the past decade, due to the increasing use of computerized booking systems, they have received a new name - Global Backup Systems. Reservation systems provide not only transportation services, but also accommodation in hotels, cruise trips, information about the place of stay, bus, train and air traffic, exchange rates, weather reports, etc., that is, they allow to reserve all the main components of the tour. Redundancy systems make up a total IP offering the most important distribution networks for the entire travel industry. Due to the existing databases, travel agencies have access to information on the availability of possible services, cost, and quality, time of arrival and departure for a diverse range of tourist services [5]. Today, the largest computer reservation systems in the international tourism market are Saber, Amadeus, World span and Galileo.

Currently, there is a large variety of reservation systems for tour operators and several typical approaches to building a reservation system for a tour operator company. They can be classified as follows.

1. Classic option: step by step booking option. Booking a tour or a separate service is done step by step, for example, the first step is the choice of the country, the second is the choice of resort (direction), the third is the choice of the estimated date of arrival, etc.

2. Booking through the order basket: the travel agent works with price lists. Having formed an order basket from various components (these can be travel packages and individual services or service packages), these services can be booked.

3. Booking through the dynamic price list: using the filter set, you can select the tourist product you need. The mentioned booking option is very popular for mass destinations.

4. Booking a tour through the selection (search) of the optimal price, or the selection of special offers, or the selection of a hotel, etc. Using this booking option, it is convenient to carry out a selection of a tour based on a set of search criteria, such as the name of the resort, the hotel's "star" status, hotel service, food, estimated price range, etc.

5. Booking cruises. In order to properly select and book a cruise, a potential buyer must receive a large amount of information – a description of the cruise company, the cruise ship itself, its schedule, cabin prices, cabin descriptions, and more.

6. Booking bus tours. Bus tours also have specifics. As a rule, these are tours with difficult routes to many cities and countries. When booking bus tours, it is necessary to show the exact route and the actual load of the vehicle.

7. Reservation of sanatorium and rehabilitation treatment facilities. In such systems, the main thing is to carry out a qualified selection of a sanatorium for the medical indications and



preferences of the patient. For proper selection of the object of sanatorium-resort and rehabilitation treatment, it is necessary to specify a list of diseases and some specific data about the patient (estimated treatment time, place of residence, recommended climate, etc.). A large amount of medical information about sanatoriums is provided for patient selection.

An increasing role in the effective promotion of tourist products in the market of tourist services is played by geographical information systems (GIS). GIS is defined as an automated information system designed for processing spatial-temporal data, the basis for the integration of which is geographic information. Thus, GIS is presented as an organized set of a certain complexity of equipment, software, specially created geographic data and personnel, forming a special complex designed for the effective input, storage, updating, processing, analysis and visualization of all types of geographically oriented information. All the variety of GIS functions can be grouped into categories, among which the most significant are the following: data collection and entry; their correction and storage; restructuring, synthesis, transformation; request, analysis (calculation); presentation of results.

**Conclusion.** Thus, the tourism industry operates a system of interconnected communication and computer technologies. All this makes it possible to consider tourism as a highly integrated service. The tourism industry is becoming a digital business, which fully corresponds to worldwide trends. Thanks to the information technologies, a single tourist information space created, which enables clients to create their own tours without the participation of travel companies, significantly saving their financial resources.

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**APPENDIX B.**

**Travel  
Professional  
Group**



**НАЦИОНАЛЬНЫЙ ТУРОПЕРАТОР**



## APPENDIX C.

		
Серія АЕ	<b>ЛІЦЕНЗІЯ</b>	№ 272713
<b>ДЕРЖАВНЕ АГЕНТСТВО УКРАЇНИ З ТУРИЗМУ ТА КУРОРТІВ</b>		
Вид господарської діяльності	<i>туроператорська діяльність</i>	
Найменування юридичної особи	<b>ТОВАРИСТВО З ОБМЕЖЕНОЮ ВІДПОВІДАЛЬНІСТЮ "ТРЕВЕЛ ПРОФЕШНЛ ГРУП"</b>	
Ідентифікаційний код юридичної особи	36387500	
Місцезнаходження юридичної особи	01004, місто Київ, вулиця Червоноармійська, будинок 9/2, офіс 67	
Дата прийняття та номер рішення про видану ліцензії	12.03.2014 №31	
Строк дії ліцензії	з 20.03.2014 необмежений	
Номер в ліцензійному реєстрі - 51/2014		
Голова М.П.	 	О. О. Шаповалова
Дата видачі ліцензії	<hr/>	



APPENDIX D.

The image is a screenshot of a website for TRG (Travel Republic Group). At the top, there is a search bar with the text "погода" (weather) and a search icon. To the right of the search bar are several social media and utility icons. Below the search bar, the TRG logo is displayed on the left, and the text "Поиск по сайту" (Search on site) is in the center. To the right of the search bar, there are links for "Войдите в личный кабинет" (Log in to personal account) and "ГДЕ КУПИТЬ?" (Where to buy?). Further right is a "Контакты" (Contacts) link. Below these elements is a blue navigation menu with the following items: "главная" (Home), "подборка" (Selection), "еще" (More), "страны" (Countries), "билеты" (Tickets), "агентствам" (To agencies), "фирмам/интернет-агентствам" (To companies/internet agencies), "корпоративным клиентам" (To corporate clients), and "милл" (Millennials). Below the navigation menu is a red banner with various links: "предложение дня" (Offer of the day), "новости" (News), "туры выходного дня" (Weekend tours), "качество обслуживания" (Quality of service), "вывозной календарь" (Eviction calendar), "вакансии" (Vacancies), "наши проекты" (Our projects), and a currency converter showing "131119 \$ = 2566 грн € = 2814 грн P = 0.4 грн". The main content area features a large blue banner with the text "BIG SALE НА ЭКЗОТИЧЕСКИЕ СТРАНЫ" (BIG SALE ON EXOTIC COUNTRIES). The banner image shows four pineapples on a sandy beach, each wearing a pair of colorful sunglasses. In the top right corner of the banner, there is a date "С 24.10.2019 по 20.12.2019" and an airplane icon. On the left side of the banner, there are five buttons for destination categories: "ЗАНУБЬЯ" (ZANUBIYA), "ВЬЕТНАМ" (VIETNAM), "ИНДОНЕЗИЯ" (INDONESIA), "МАЛЬДИВЫ" (MALDIVES), and "САЙШЕЛС" (SEYCHELLES). On the right side of the banner, there are four circular icons: a location pin, a paper plane, an envelope, and a heart.



APPENDIX E.

