

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«MARKETING STRATEGY DEVELOPMENT FOR THE
TOURISM COMPANY»**

Student of the 2^d year, group 5am,
educational degree «Master»
specialty 073 «Management»
specialization «Tourism, Resort and
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Tourism and recreation department
Specialty 073 «Management»
Specialization «Tourism, Resort and Recreational Management»

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Task for a final qualifying paper Demchuk Anastasiia

1. Topic of a final qualifying paper

«Marketing strategy development for the tourism company»

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The object – process of marketing strategy development for the tourism company

The subject – methodological, theoretical and practical aspects of marketing strategy development for the tourism company “Time to fly”, Kyiv

4. Illustrative material:

Table 1.1. Marketing strategy definition; Figure 1.1. Classification of marketing strategies; Table 2.1. Dynamics of the basic economic indicators of the activity of the travel agency «Time to fly» in 2016-2018; Figure 2.4. Logo of the tourism company «Time to fly»; Figure 2.6. «Facebook» account of the tourism company «Time to fly»; Figure 2.7. Structure of costs for marketing communications of tourism company «Time to fly» in 2018; Table 3.2. Loyalty Program for the tourism company “Time to fly”; Table 3.3. Program of the tour to Sweden for the tourism company “Time to fly”

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Dupliak T.P.	20.11.2018	20.11.2018
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART I. THEORETICAL AND METHODOLOGICAL BASIS OF MARKETING STRATEGY DEVELOPMENT FOR THE TOURISM COMPANY

1.1. Marketing strategy definition and its types

1.2. Marketing strategy development process for the tourism company

Conclusions to the part I

PART II. ANALYSIS OF MARKETING STRATEGY OF THE TOURISM COMPANY “TIME TO FLY”, KYIV

2.1. Organizational and economic characteristic of tourism company “Time to fly”

2.2. Assessment of tourism company marketing strategy

2.3. Analysis of consumers of tourism company

Conclusions to the part II

PART III. IMPROVEMENT OF MARKETING STRATEGY OF THE TOURISM COMPANY “TIME TO FLY”, KYIV

3.1. Ways to improve marketing strategy of tourism company “Time to fly”

3.2. Effectiveness of the proposed measures to improve marketing strategy of tourism company

Conclusions to the part III

CONCLUSIONS

REFERENCES

APPENDICES

7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018-29.10.2018	30.10.2018
2.	Preparation and approval of task for the final qualifying paper	30.10.2018-02.12.2018	20.11.2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	03.12.2018-12.05.2019	12.05.2019
4.	Writing and preparation of scientific article	till 01.06.2019	
5.	Writing and pre defense of the 2 nd part of the final qualifying paper	13.05.2019-31.08.2019	31.08.2019
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01.09.2019-20.10.2019	20.10.2019
7.	Preparation of the final qualifying work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defense in commissions	21.10.2019-03.11.2019	03.11.2019
8.	Additional processing, printing, preparation of material to final qualifying paper defense	04.11.2019-15.11.2019	15.11.2019
9.	Presentation of the finished work to the department	16.11.2019	
10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task: 20.11.2018

9. Scientific adviser of the research

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10. Manager of the educational program

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11. The task received by the student

_____ Demchuk A.S.

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

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

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

In the first part defined theoretical and methodological basis of marketing strategy development for the tourism company.

In the second part analyzed marketing strategy development for the tourism company “Time to fly”, Kyiv.

In the third part defined the main actions of improvement of marketing strategy development for the tourism company “Time to fly”.

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

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

13. Resume about a final qualifying paper

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

Manager of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 2019

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INTRODACTION

Actuality of research. Important changes have taken place over the years concerning the paradigms of tourism development. The conventional tourism development paradigm was based on the proposition that tourism can bring relatively inexpensive economic growth to less developed countries. It was claimed that compared to other industries, tourism requires less investment and yet promotes job creation, generates foreign earnings, improves the balance of payment and stimulates non-tourism investments. This has led to a rush to tourism development by the nations with the sole objective of maximizing its economic benefits.

Negative impacts of such rushed tourism development soon became apparent in form of attendant adverse social-cultural costs, and environmental degradation. This led to a call for change in paradigm both on national and international fronts. The call was made to move away from the conventional tourism development paradigm (measured solely in term Sustainable tourism development aims to promote equitable distribution of economic benefits to local residents, minimize negative social and cultural impacts, preserve the environment and encourage full community participations of economic growth) to what is termed “sustainable tourism development”. For Ukraine to achieve its potential, and remain competitive in the international tourism market, will require adequate long range planning, formulating pertinent public policies, and taking effective marketing actions.

Purpose and tasks of research. The purpose of the research is study of theoretical and practical aspects of marketing strategy development for the tourism company and develop recommendations for its improvement.

To achieve the purpose the research has to solve the following tasks:

- to examine definition and its types of marketing strategy;
- to characterize marketing strategy development process for the tourism company;
- to give the organizational-economic characteristic of tourism company “Time to fly”;

- to examine assessment of marketing strategy in tourism company “Time to fly”;
- to analysis of consumers of tourism company “Time to fly”;
- to form recommendations to improve the marketing strategy in tourism company “Time to fly”;
- to evaluate the effectiveness of the proposed measures to improve the marketing strategy in tourism company.

The object of research – process of marketing strategy development for the tourism company

The subject – methodological, theoretical and practical aspects of marketing strategy development for the tourism company “Time to fly”, Kyiv

Methods of research. In the process of research and feasibility of results the methods of theoretical generalization and comparison were used; methods of logical generalization (forming of conclusions); system approach (the analysis of financial indicators of the enterprise's activity) and other.

Theoretical and methodological basis of master diploma paper is fundamental researches of marketing, regulatory and legal documents of Ukraine, scientific researches and publications of domestic and foreign scientists and experts in which marketing strategy development for the tourism company.

Data base of research are legal and regulative documents on economic affairs; information data; materials of scientific conferences, seminars and periodical literature, statistical and financial statements of investigate an enterprise.

Scientific innovation consists in development of the theoretical aspects of marketing strategy development for the tourism company.

Practical value of results. The practical value of results of the conducted research consists in that recommendations development in-process will be instrumental in an improvement of marketing strategy for the tourism company.

Practical approval of research results. Research results of marketing strategy development for the tourism company, partially prefilled in the scientific article

«Marketing strategy in tourism: definition and its types» in the collection of scientific articles of KNUTE students (appendix A).

Structure of the paper. Final qualifying paper consists of three parts, introduction and conclusions, references (45 titles), 3 appendices and also contains 7 tables and 15 figures.

PART I

THEORETICAL AND METHODOLOGICAL BASIS OF MARKETING STRATEGY DEVELOPMENT FOR THE TOURISM COMPANY

1.1. Marketing strategy definition and its types

Marketing strategy refers to an organization's integrated pattern of decisions that specify its crucial choices concerning marketing activities to perform and the manner of performance of these activities in the chosen markets and market segments, and the allocation of marketing resources among markets, market segments and marketing activities toward the creation, communication and delivery of a product that offers value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.

The economics and business literature has no shortage of marketing strategy definitions but none of these conceptualizations provide a generally acceptable meaning of this phenomenon. Table 1.1 lists some of definitions of marketing strategy.

Table 1.1

Marketing strategy definition

Author	Definition
Hambrick and Fredrickson [12]	Marketing strategy has five elements: it deals with where the organization plans to be active; how it will get there; how it will succeed in the marketplace; what the speed and sequence of moves will be; and how the organization will obtain profits.
Kotler [18, 19]	Marketing strategy focuses on target customers. The company chooses a market, divide it into segments, select the most viable ones and consolidates its forces in the service segment. The company creates a marketing mix, using the tools at its disposal: product, price, distribution, sales support.
Pranulis [26]	Marketing strategy is consistently located and coordinated set of marketing actions, aimed at meeting the long-term marketing goals.
Ramanauskienė [27]	Marketing strategy is a logical means by which the organization seeks to solve marketing problems, the scheme. It consists of individual target markets, product positioning, marketing complex between costs and marketing strategies.
Damkuvienė and Virvilaitė [9]	Marketing strategy is one of the functional strategies of the company that collectively make up an overall business strategy. However, the value of the common marketing strategy, the business strategy, is very high, whereas the control key marketing relationships with companies are outside of the support functions – delivery of the goods to the market and sales.

Marketing strategy is defined in Varadarajan [32, 33] as follows: an organization's integrated pattern of decisions that specify its crucial choices concerning markets to serve and market segments to target, marketing activities to perform and the manner of performance of these activities, and the allocation of marketing resources among markets, market segments and marketing activities toward the creation, communication and delivery of a product that offers value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.

Various classifications of marketing strategies can be found in literature. Researchers classified marketing strategies as follows: the main marketing strategy; general competitive advantage in the acquisition strategy; strategies to compete under certain market share; marketing strategy for its intended market; positioning strategy; strategy of the complex marketing elements (figure 1.1).

Marketing Strategy	Types of Marketing Strategies
The main marketing strategy	Deep penetration strategy (an old product – an old market) Market expansion strategy (an old product – a new market) Trade creation (modification) strategy (new product – an old market) Diversification strategy (new product – a new market)
General competitive advantage in the acquisition strategy	Expenditure leadership strategy Differentiation strategy The concentration of the costs and the differentiation
Competing strategies by market share	Market leader strategy Market strategy for the actor Market followers strategy Market niche strategy
Marketing strategy for its intended market	Non-differentiated marketing strategy Differentiated marketing strategy Concentrated marketing strategy
Positioning strategy	According to product use According to consumer goods On the basis of direct comparison
Strategy of the complex marketing elements	Product strategy Price strategy Distribution strategy Support strategy

Figure 1.1. Classification of marketing strategies [15]

Deep penetration strategy is effective if the market is still unsaturated with products. When selling old products in the old market, the advantages can be achieved only by reducing costs of production and by selling goods at lower prices

than competitors. Market expansion strategy – applying this strategy the company can increase sales of old products in new markets or available new market segments. Essence of trade creation (modification) strategy: new product development for the old market. Diversification strategy is used to avoid the manufacturer's dependence on one product or market.

Through expenditure leadership strategy, the company bases its activities on resources, which guarantees the lowest cost in industry in which it operates. The ability to efficiently manage resources allows the company to achieve the lowest operating costs in their field and at the same time to acquire the long-term competitive advantage. Applying the differentiation strategy, the company aims at uniqueness. In most cases it is intended to differentiate the company's offered product so that it would be perceived by consumers as unique. The essence of differentiation is profit entity is to receive, creation of customer value, which is different and higher than that proposed by competitors. In case of concentration on the costs and the differentiation, the company focuses its efforts on any aspect of a restricted area of competition within the industry: consumer group, a specific product or specific geographic market. The objective is a market segment as well as serving it better than the competitors. Competitive advantage can be gained by reducing costs or increasing product differentiation. The company has reached a competitive advantage when competitors cannot serve target market equally well.

Market leader strategy. Usually one company is ahead of competitors and has taken the largest share of the market. This situation gives more freedom of choosing to compete against competitors in the targeted strategies. The market leader has more options than any other to increase market share, etc. That is, it attracts new customers or encourages existing customers to buy more, or more often. The market leader in advertising and other marketing activities to encourage consumers often chooses just the goods.

Market strategy for the actor. The main aim for the actor is to become a leader as soon as circumstances permit. Market actor is strong enough and has sufficient

resources and expertise to become a leader. It may also increase market share by directly attacking the selected competitor (usually a leader).

Market followers strategy. Often, the market leader's product or marketing action is copied by the market follower. The strategy is two-fold: some basic concepts and sequence of steps taken by market leader are copied, and everything related to the market leader in product and marketing activities is directly followed, trying to sell goods on behalf of the leadership. All market followers have one thing in common: they do not intend to occupy the leading position, but try to use the leader's proven action in the market. Therefore, over time they are always a little behind, and the same strategy is passive, dependent on actions of market leader.

Market niche strategy. Market niche strategy is suitable in almost all markets. The primary goal of competing is to adapt to specific market segments of small consumers. Sales volume in the small target market usually is not large, but market niche filler often works very profitably. Market niche filler strategy is used by small businesses, as large companies are not very interested in small segments of the market and not trying to meet their distinctive needs [15].

Non-differentiated marketing means that the enterprise markets as a homogeneous whole and expects the same reaction to marketing activities from all consumers. It may be that: a) a professional user will not notice the difference b) such differences are insignificant in offering specific products, c) the company does not have the means or desire to adapt to different needs. In differentiated marketing, different market shares of the company are offered different things. Usually more or less all the elements of marketing complex are different: a different (often with a different name) product has a different price when sold in different places and in different ways; it is not so well advertised and offered.

Concentrated marketing has long been considered to be primarily the small businesses strategy, because they can "live" with relatively small market segments. The company's success depends on the ability to identify and properly meet the specific needs of that segment.

Positioning is a creative activity, therefore it is difficult to express it in a structured way. Positioning can be by product use, consumer goods, on the basis of direct comparison, etc. Positioning decisions cannot be made before the perspective, and in particular the strategy of competitors, is analyzed. Nor can those decisions be made before the selection of the target market, as provided for in the consumer segment of the properties owned and positioning opportunities. On the other hand, positioning strategy should be created before making decisions on specific elements of marketing complex [15].

Sometimes a marketing strategy cannot be achieved by a single person alone but will require the assistance of other professionals. To be at the top of the game, companies need to invest, and if they offer a well-positioned and high-quality product, they will not have to wait long to reap the rewards of the investment.

New technologies are constantly evolving and a good marketing strategy should follow suit. Marketing should adapt itself to the evolution of technology so as not to be left behind. For instance, a website offering last-minute cruise ship deals – a smart company will adapt to the times by providing its clients with the very latest offerings as well as with complete information regarding them. It is quite clear that if the tourism business does not adapt itself to new technologies, it will be left behind and the potential clients will go to the competition. A complicated website is a common mistake of companies in the tourism sector. Tourists will not stick around long enough to decipher the site, instead, they will go in search of a simpler alternative.

Opting for video marketing can sometimes be a great alternative strategy. It has been demonstrated that a high-quality video is capable of influencing a tourist to select one destination over another. To get the most out of video marketing, it is important to make high-quality videos. These videos must show the beauty and qualities of a particular destination and must serve as a powerful visual stimulus in order to attract tourists and to get them to use the promoted services. By combining all these techniques, companies will significantly increase their odds of succeeding in the tourism sector.

1.2. Marketing strategy development process for the tourism company

The development of marketing strategies is based on a reliable analysis of the current and anticipated marketing situation, as well as the operationalized definition of marketing goals in terms of time and content. Referring to this data, we will design the marketing strategies. Five strategy levels are taken into consideration:

- specification of the product-market combination (market field);
- definition of the kind of market influence (market stimulation);
- definition of the degree of differentiation of the market influence (market parceling);
- definition of sales areas (market area);
- definition of the competitive advantages which are to be achieved (competitor reference).

Every company performs a series of actions that are wholly or at least partially attributable to marketing field. The company develops and improves products, regulates their prices, sales. In addition, efforts are made to explore the needs of consumers through advertising or other means to establish and maintain. All of these activities can be carried out on the spot or be planned. In the first case, each work can be carried out professionally, but not necessarily in line with other aspects of the business. In the second case, the marketing field functions are deliberate and coordinated among themselves and with all the company's activities. Particularly the business planning enables one to connect and harmonize the various parts into a coherent whole, thereby achieving a better overall result. The definition of marketing planning could be such: the marketing targets, product selection, market segmentation and marketing programs for each product's development for the next period.

According to Pranulis [26], the general strategic plan covers the entire organization's performance and provides a primary goal. Since they are sought by various divisions within the company, it is necessary to move from general company objectives and overall strategy to strategies for each functional area (finance,

marketing, production, etc.). These can be further detailed in accordance with each area of activities.

According to Winer [34], in creating stages of strategic marketing planning, one first has to formulate marketing purposes, marketing objectives primarily in market segmentation and provide for a target market. One or more of the target markets provide a competitive advantage by means of acquisition. The most important component of marketing strategy is value to consumers. In order to implement marketing strategies, marketing mix is prepared. In addition, it should be noted that the successful implementation of the strategy will depend on the relationship with customers.

Hooley, Saunders and Piercy [14] proposed strategic marketing planning process. By preparation of marketing strategy, which is a priority for the industry and a company, internal analysis of the possibilities, exploring the strengths and weaknesses of company in comparison to competitors, are taken into account. Based on the analysis of data, basic strategy in line with business and marketing objectives is selected. The next step following the market segmentation is the target market. At the same time the company chooses a competitive advantage in the acquisition strategy, so that it could self-position the market better than its competitors. Marketing strategy depends on the organizational structure of the marketing department. Marketing department staff is responsible for strategy implementation and control. Strategies must be implemented and marketing mix has to be developed. Therefore, Hooley, Saunders and Piercy, in contrast to Winer, emphasize the necessity of control phase of the strategic marketing planning.

Dalrymple [8] offers marketing planning process, stressing the importance of marketing information systems for strategic decisions. Marketing planning stages involve the following procedures: the framing of company goals and objectives, situation analysis carried out in order to highlight the strengths and weaknesses of the business side, the distinction between marketing strategies for each activity. Dalrymple points out that the company must first decide what it wants to do, what strategies to choose, and only then look for ways to do this, and what tactics to

choose. The author emphasizes the marketing programs and the verification and monitoring phase.

Kindurys [16] notes that in order for customer awareness to be present in the strategy of the company, it is essential that the strategic initiative includes: the company's business mission, its goals and strategies to achieve them, specific strategies for the implementation of agreed plans, functional plan section role in its implementation. All this helps to better understand customer needs, gives an opportunity to analyze the use of the proposals and their reasonableness. In this case the company will receive income that will lead to better allocation of resources and effective activity.

As it is clear from the strategic marketing planning process, examples of different authors present different marketing decision-making patterns to evolve different stages of the decision-making. However, the examples given in summary may be more common larger strategic marketing planning stages (figure 1.2).

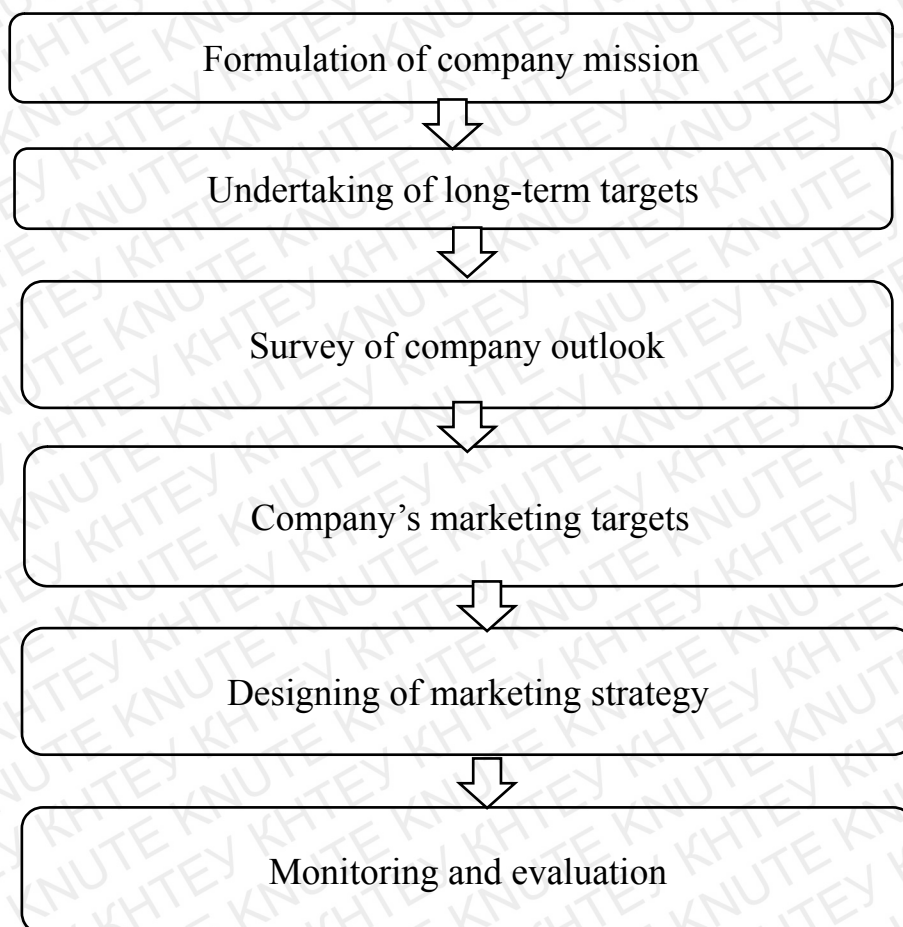


Figure 1.2. Marketing strategy development process

The researchers distinguish three stages of marketing development: planning, implementation and monitoring. Authors point of view is that the control stage consists of measuring and comparing the results with those expected, positive and negative deviations of assessment, a positive deviation of exploitation.

For marketing strategy to be successful, it must be refined and evaluated. Xassi [15] notes that the most important marketing strategy evaluation issues are time segments of the market, competitors and marketing complex elements. In the author's point of view, in terms of marketing strategy in respect to the application of market segments, particularly important is to consider who buy and who use our products and it raises the following questions for assessment of the issues: why, when, where, and how.

Xassi focuses on marketing strategy elements of the complex assessment area. In our opinion, for application of that strategy it is necessary to evaluate these marketing complex elements by applying descriptive criteria: the discounted value of profits, risk, compliance with the overall marketing strategy, market reaction. These criteria enable the company to seek further information and let decide on the strategic positions in the market occupancy. Mentioned criteria for evaluation of influence encompass internal company factors: vision, values, competence, image resources, other products and risk propensity inherent in organizational culture, strengths and weaknesses.

Ramanauskienė [27] points out the target users whom the marketing strategy is focused to, the importance of evaluation, by arguing that the organization in order to successfully compete in the market, on higher-level of competition, must focus its activities on customers by providing them with a much higher consumer value than provided by its competitors. The organization must understand the customer wants and needs. Good marketing requires a comprehensive assessment of the target people.

Marketing strategy control may be of three types: based on the control end of the process, control with emphasis on activities execution and adjustment; under continuous planning (plans for adjustment) process, emphasis is placed on development of the situation-oriented planning and management importance.

Conclusions to the part I

1. Marketing strategy is defined as an organization's integrated pattern of decisions that specify its crucial choices concerning markets to serve and market segments to target, marketing activities to perform and the manner of performance of these activities, and the allocation of marketing resources among markets, market segments and marketing activities toward the creation, communication and delivery of a product that offers value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.

2. Various classifications of marketing strategies can be found in literature. Researchers classified marketing strategies as follows: the main marketing strategy; general competitive advantage in the acquisition strategy; strategies to compete under certain market share; marketing strategy for its intended market; positioning strategy; strategy of the complex marketing elements.

3. The development of marketing strategies is based on a reliable analysis of the current and anticipated marketing situation, as well as the operationalized definition of marketing goals in terms of time and content. Five strategy levels are taken into consideration: specification of the product-market combination (market field); definition of the kind of market influence (market stimulation); definition of the degree of differentiation of the market influence (market parceling); definition of sales areas (market area); definition of the competitive advantages which are to be achieved (competitor reference).

4. Different authors propose different marketing decision-making patterns to evolve different stages of decision-making. However, the examples given in summary may be more common larger strategic marketing planning stages. They are: formulation of company mission, its long-term targets, undertaking research perspectives, firm marketing targets, designing of marketing strategy, monitoring and evaluation.

PART II

ANALYSIS OF MARKETING STRATEGY OF THE TOURISM COMPANY “TIME TO FLY”, KYIV

2.1. Organizational and economic characteristic of tourism company “Time to fly”

Travel agency «Time to fly» exists since 2011. The address of the company is Kyiv, Khreshchatyk 50 Street (appendix B). Tourism company works with individual customer and corporate clients. This company very carefully selects their partners and tourism operators. Main partners of the company are: TUI, Annex Tour, Coral Travel (appendix C).

The prices of their tours, including prices for hot deals not inflated and consistent with the proposals of the companies-operators. This agency earn not on clients, but on reward operators for tours sold. Regular customers happily recommend the tourist agency «Time to fly» to their friends, and this is the highest assessment of the quality of company’s work.

Important to characterize the organizational structure of the travel agency «Time to fly». The basis of the formation of the organizational structure - function that must be implemented to achieve the organization's objectives. Each function is a specific job (professional system-critical tasks) to be performed. The division of labor allows to divide tasks for labor operations, to carry out specialized in the implementation of the private jobs. The need to achieve organizational goals requires the cooperation and exchange of materials, intermediate products, finance information.

In its most general form, it formed the organizational and management structure of the organization or departmentalization. Under departmentalization refers to the process of organizational separation and structure, in which grouped similar work and their performers. On the figure below is demonstrated the organizational structure of travel agency «Time to fly» (figure 2.1).

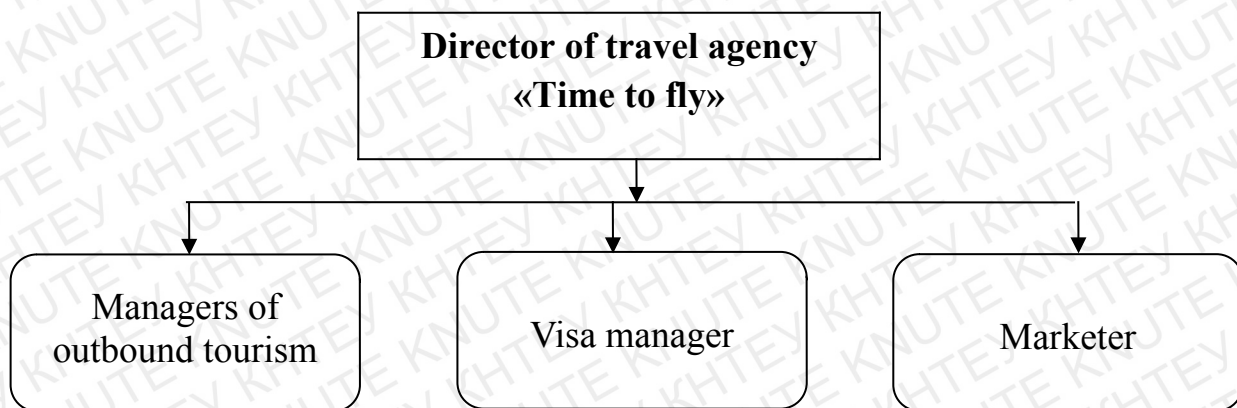


Figure 2.1. Organizational structure of the travel agency «Time to fly»

As we can see on this figure on the top of the organization structure of the company is director of the company. He plans, organizes, leads and controls the daily operations of a business. Also he directs the work of managers. They contacts customers, consulting them, offers to the clients available tours, etc.

Travel agency «Time to fly» offers its customers catalog of tours with specific designations. On the figure 2.2 are presented these tours and their share in the total number of tours offered.



Figure 2.2. Suggested tours by travel agency «Time to fly» in 2018

As we can see the biggest share has beach tours. This fact connected with special characteristics of customers. In minds of most part of population in Ukraine vacation relation with summer and summer associated with the sea. That is why clients in most cases will prefer beach tours instead of some other. It is on a subconscious level of the customers. Also in our country we have winter holidays and this fact connected with popularity of ski tours. It's a good way to spend the vacation in active way, have a great memories afterwards and also acquire the festive mood. Traditionally we have high demand on the excursions tours. People always want to discover something new: new countries, new cultures, different lifestyles, etc. This part for excursions tours is pretty expectable and has a big popularity through the customers. Also we can see such tours as wedding tours (13 %) which nowadays become very popular, event tours (5 %) and children tours (2 %).

Important thing to mention is what number of tours offers the travel agency «Time to fly» and in which regions. The main part of the whole tours number this tour agency proposes in Europe. After the analysis was defined that the most popular countries, according to the data, is Bulgaria and Greece. We can say that company provides a lot of tours to France and Austria. Less popular countries are Czech Republic, Montenegro, Slovakia and Spain.

Concerning tours to the African countries most part of tours (over 60 %) travel agency «Time to fly» offers to the Egypt. It's not unexpectable, because this country is very popular in over Ukrainian society and also it's a good place for beach and excursion tours. Also company provides tours to Tunisia (29 %) and Seychelles (4 %).

Concerning tours to Asia and Middle East the biggest part of all tours is to UAE. It is connected not just with leisure tourism but also with business tourism. A lot of company's customers are business tourists and apparently their work connected with Middle East economic sector. Next popular country is Turkey, traditionally Ukrainian tourists travels there a lot, thus this results are not astonishing. Next popular direction is Sri Lanka. Over 14% of all Asian tours are provided there. It's a popular resort with beautiful landscapes, appealing seaside and great culture. Big plus

is also that food and entertainments in this country are cheap, so tourists like this fact very much.

Further it's indispensable to make the analysis of the basic economic indicators of the company. After this we will have an opportunity to make the conclusion about economic situation in the travel agency «Time to fly» (table 2.1) through the years, is the financial position of the agency stable, what problems does it has.

Table 2.1

**Dynamics of the basic economic indicators of the activity of the travel agency
«Time to fly» in 2016-2018**

Indicator	Year			Absolute deviation		Growth rate, %	
	2016	2017	2018	2017/ 2016	2018/ 2017	2017/ 2016	2018/ 2017
Revenue, thousand UAH	2374	2674	2030	300	-641	12,6	-24,08
Expenses, thousand UAH	1427	1693	1462	266	-231	18,6	-8,4
Net Profit, thousand UAH	947	980	568	33	-412	3,6	-42,01
ROS (Return on Sales), %	23,3	24,1	27,5	0,8	3,4	3,43	14,1

As we can see in this table financial position of the company is not stable, in 2018 the revenue of the company decreased and the volume of sales also. Apparently it's connected with the difficult political and economic situation in the country, loss of the purchasing power of the population. We can state that the situation on the tourism market in Ukraine is hard, but the ways to increase it exists.

It's essential to look through the SWOT analysis of the company «Time to fly». SWOT, which stands for strengths, weaknesses, opportunities and threats, is an analytical framework that can help your company face its greatest challenges and find its most promising new markets. SWOT analyses are often used during strategic planning. They can serve as a precursor to any sort of company action, such as

exploring new initiatives, making decisions about new policies, identifying possible areas for change, or refining and redirecting efforts midplan. A SWOT analysis focuses entirely on the four elements included in the acronym, allowing companies to identify the forces influencing a strategy, action or initiative. Knowing these positive and negative elements can help companies more effectively communicate what parts of a plan need to be recognized. SWOT analysis of the tourism company «Time to fly» is presented on the figure 2.3.

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none"> - High reputation of the company; - Broad customer base; - Extend product offer; - Service quality appreciated by customers; - Availability of capital; - High workforce technical skills; - Developed corporate culture. 	<p style="text-align: center;"><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> - Inflexible pricing; - Old customer base; - Absence of unique selling proposition; - De-motivated sales force; - Financial instability; - Weak competitive position.
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> - Strong competitive position; - High availability of resources; - Free access to distribution channels; - Stability of consumption; - Reasonable market regulation; - High internet usage. 	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none"> - Seasonal change of demand; - Absence of economic growth; - Low population income; - Low branding potential; - High dependencies on legislation.

Figure 2.3. SWOT analysis of tourism company «Time to fly»

According to this analysis we can say that company has a lot of strengths which helps it keep its market share ever in hard economic times. But most important is that tourism company «Time to fly» has a big range of opportunities and much less of threats. This is a good sign which tells us company still can grows.

2.2. Assessment of tourism company marketing strategy

In tourism business, a solid marketing strategy is critical to building a brand, attracting new customers and maintaining loyalty. Because customer loyalty is key, marketing managers and executives devote a lot of time and resources to building brand awareness and creating ongoing, interconnected campaigns. These marketing efforts usually include both print and digital collateral that target former guests while also attracting new clientele.

Typical marketing function types within a tourism business might include performing market research, producing a marketing plan, and product development, as well as strategically overseeing advertising, promotion, distribution for sale, customer service and public relations.

In the process of marketing the marketer of tourism company «Time to fly» performs a variety of functions which are given below:

1. Gathering and Analysing Market Information. The marketing begins with the research conducted by the marketer. The marketer conducts research to find out the needs of the customers. He tries to understand what customer wants to buy, what price they will be able to pay, etc. On the basis of this research the tourism product is designed. According to the research report the marketer designs the brand name. The research of the tourism product is also conducted to decide the various promotional techniques of media to popularize the product.

2. Market Planning. After conducting marketing research, the marketer has to plan the steps necessary to achieve marketing objectives under market planning. They make plan to increase sale, plan to use promotional tools etc.

3. Tourism Product Designing and Development. Every marketer offers a product or service to the customer but what product or service has to be offered must be planned.

4. Customer Support Services. In present day business environment customer is the king pin in the market. So customer satisfaction is the main moto of every business. So a very important function of marketing management, relates to developing customer support service such as handling customer complaints,

consumer information etc. Customer will become your permanent customer only when he is satisfied with customer support services.

5. Pricing of Tourism Products. Price means the money which a customer has to pay to buy a product or service. It is the most crucial element of marketing as customer is highly price sensitive. A little variation in price may take your customer to competitor's product. Marketer keeps in mind various factors such as objective of firm, demand competition etc.

6. Promotion and Selling. Promotion includes all the activities which are undertaken to communicate with the customer and increase the sale. For promotion marketer performs various functions such as advertising, sales promotion, personal selling, publicity, etc.

Logos are a critical aspect of marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy. Logos help in the creation of a brand identity for a company or business because the primary functions of a logo are to inspire trust, recognition and admiration for a business or product. A logo must be simple, memorable, timeless, appropriate and versatile, but at the same time conjure up the feeling you want your target audience to associate with your business. It is essential to analyze the logo of tourism company «Time to fly» (figure 2.4).



Figure 2.4. Logo of the tourism company «Time to fly» [31]

As we can see on the picture above logo of this company is simple, well memorizing, unique and has the red color. When it comes to identifying the brand, the logo is probably the first thing the customers will think of. In fact, almost 85% of consumers cite color as the primary reason they buy a particular product, and 80% of people believe color increases brand recognition. The main color is red. Red is the color of fire and blood, so it is associated with energy, strength, power, determination as well as passion, desire, and love. Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.

Tourism company «Time to fly» has a web-site (figure 2.5), which is a element of marketing. On the picture below presented its main page, where we can see all facilities that provide company, read useful information about tourism in general, select the most suitable for you tour, order it, notice the information about sales, gifts, see the contacts and many other things.

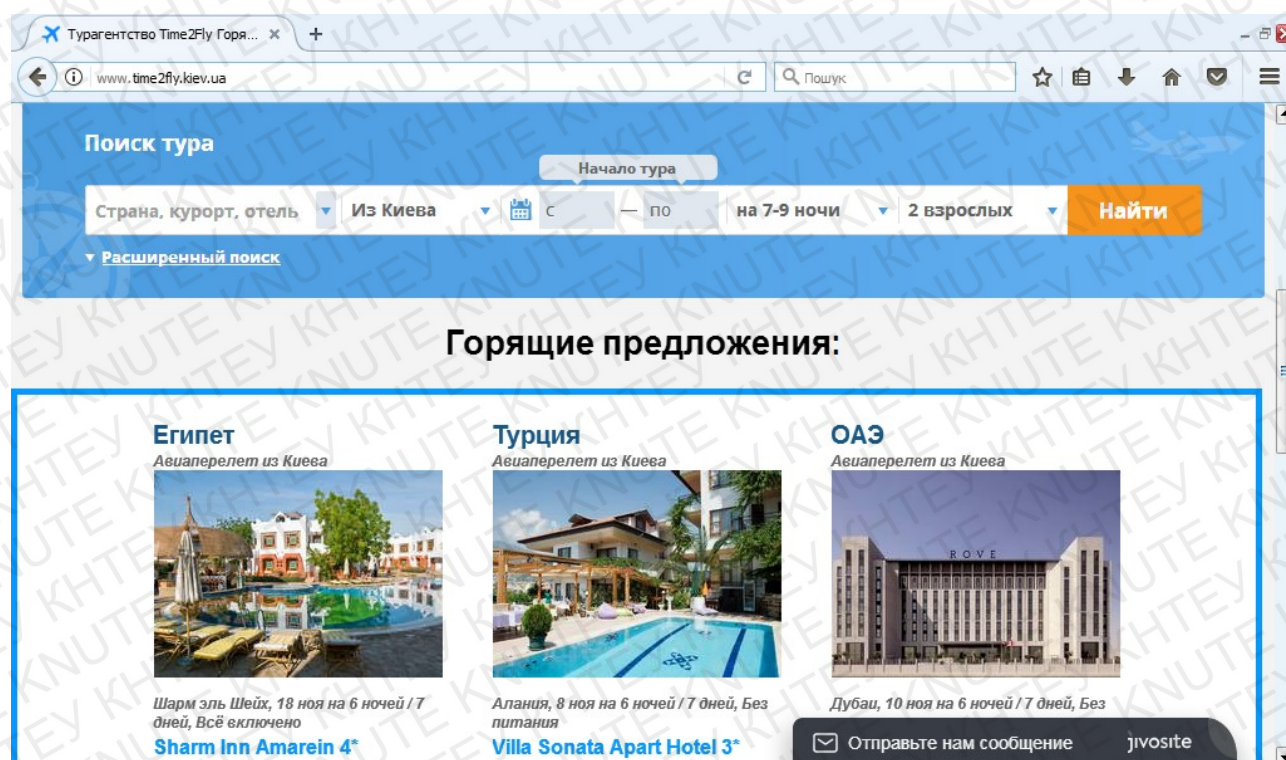


Figure 2.5. Panel of the tour selection on the website of the tourism company «Time to fly» [31]

Also important to elucidate the way by which customers can find and book a tour. It's not necessary to come into a company's office. Clients can choose the tour

by searching round on the main page on the website. Their application will be accepted in the work, during the day manager will contact them. As the assistance to the independent search, the company have presented in the section Tours recommended hotels in different countries. Hotels of different star, with a different set of services, proximity to the sea and so on. Customers can see the description and photos of the hotel, to find its price in the dates indicated in the search for stages and already starting from this price, compared with other hotels that you find in the selection of tour. Such an option comparisons of hotels certainly not entirely accurate, clients contact the manager to get professional advice.

Also as the element of marketing strategy this company uses social medias such as «Facebook» and «Instagram». On the figures 2.6 we can see the interfaces of one of them.

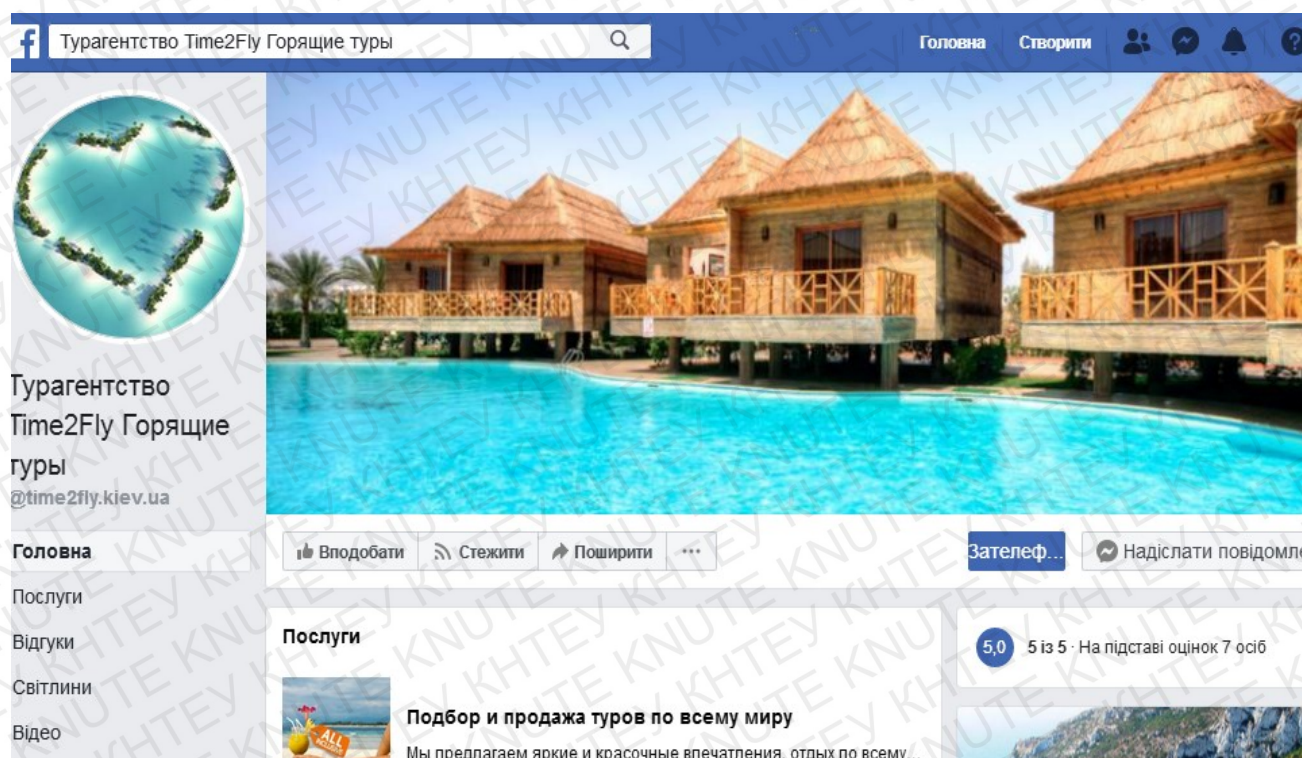


Figure 2.6. «Facebook» account of the tourism company «Time to fly» [11]

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Social media marketing is a «connection between brands and consumers,

while offering a personal channel and currency for user centered networking and social interaction».

Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behavior relative to social networking.

Because it appeared quickly, social media has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one. The statistics, however, illustrate a different picture. 92% of marketers claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media—but 85% of participants aren't sure what social media tools are the best to use [2]. However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other's pages, and join virtual groups based on common interests such as fashion or politics.

It is important to mention some main points, which company follows when creating its advertising strategy. The advertisement must show what the product is all about. It should, in a way give some kind of information about its price, benefits, usage, availability and so on. Advertising and promotion affect consumers in ways you might find surprising. You need to know these effects before you launch your campaign. All expenses of the tourism company «Time to fly» for the marketing communications and their structure presented in the figure 2.7.

In 2018 expenses on marketing communications decreased by 39,67 %. It's connected with worst financial situation of the company in general, compare to the year 2017. The company was forced to decrease costs on advertising by 12,2 %, on sales promotion by 12,3 %, on PR by 10,07 % and on personal sales by 5,1 %.

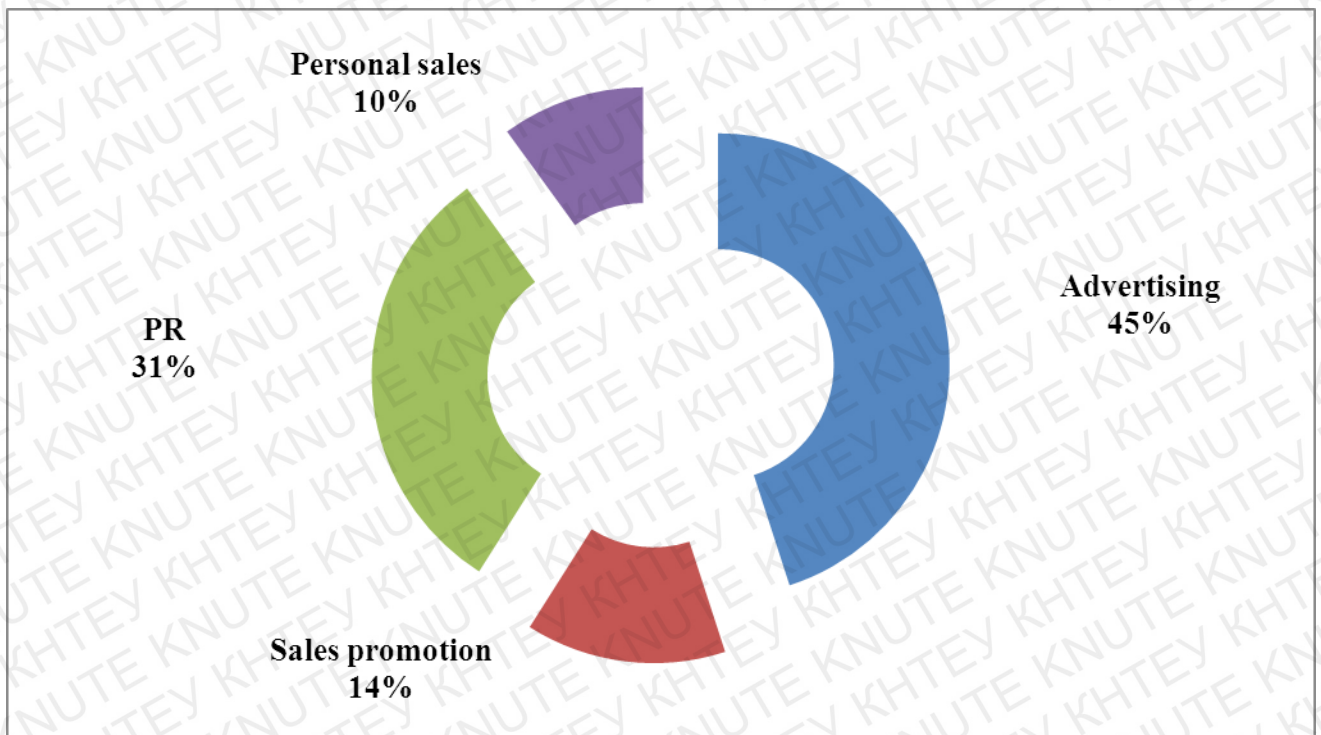


Figure 2.7. Structure of costs for marketing communications of tourism company «Time to fly» in 2018

Advertising is a small but important part of marketing communications; the marketing communications mix is a set of tools that can be used to deliver a clear and consistent message to target audiences. Commercial advertising often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers.

Advertising may be categorized in a variety of ways, including by style, target audience, geographic scope, medium, or purpose. In print advertising, classification by style can include display advertising (ads with design elements sold by size) vs. classified advertising (ads without design elements sold by the word or line). Advertising may be local, national or global. An ad campaign may be directed toward consumers or to businesses. The purpose of an ad may be to raise awareness (brand advertising), or to elicit an immediate sale (direct response advertising). The term above the line (ATL) is used for advertising involving mass media; more targeted forms of advertising and promotion are referred to as below the line (BTL).

Public relations (PR) is the practice of deliberately managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions.

2.3. Analysis of consumers of tourism company

Tourism company «Time to fly» has wide consumers data-base and for my opinion it is pertinently to rank them in different types from marketing and economics point of view. It leads us to a conclusion that most part of the customers is men (53 %). But it important to mention that difference between the number of men and women is not so big. It tells us that we can not orient only on special need and characteristics of male customers, we need to count unique features of both sexes when we create or propose over tourism product.

Next important index is age of customers. It's meaningful to range clients by their age group, because it can influence on many things. Different age groups have different preferences, lifestyles, income. For example, it's important for social media marketing: 90 % of young adults age 18-29 use social media; Facebook users are between 25 and 34 years; 55 % of Instagram users are 18-29 [2]. Also age of customers has a big weigh in company's advertising and marketing strategies. All age groups of customers of company «Time to fly» and their percentage are represented on the figure 2.8. The biggest part of all customers share two groups: people aged 30 to 40 years (25 %) and 20 to 30 years (20 %). It leads us to make a conclusion that most part of customers are pretty young and active people, which has their own source of income, this people are independent and also with some life experience, hobbies, preferences. Psychologically people in this age are constituted and stable.

Probably, most part of them has families, children. Thus we can say, that they have money and desire but don't have a lot of time, they want service with high quality and in short period of time.

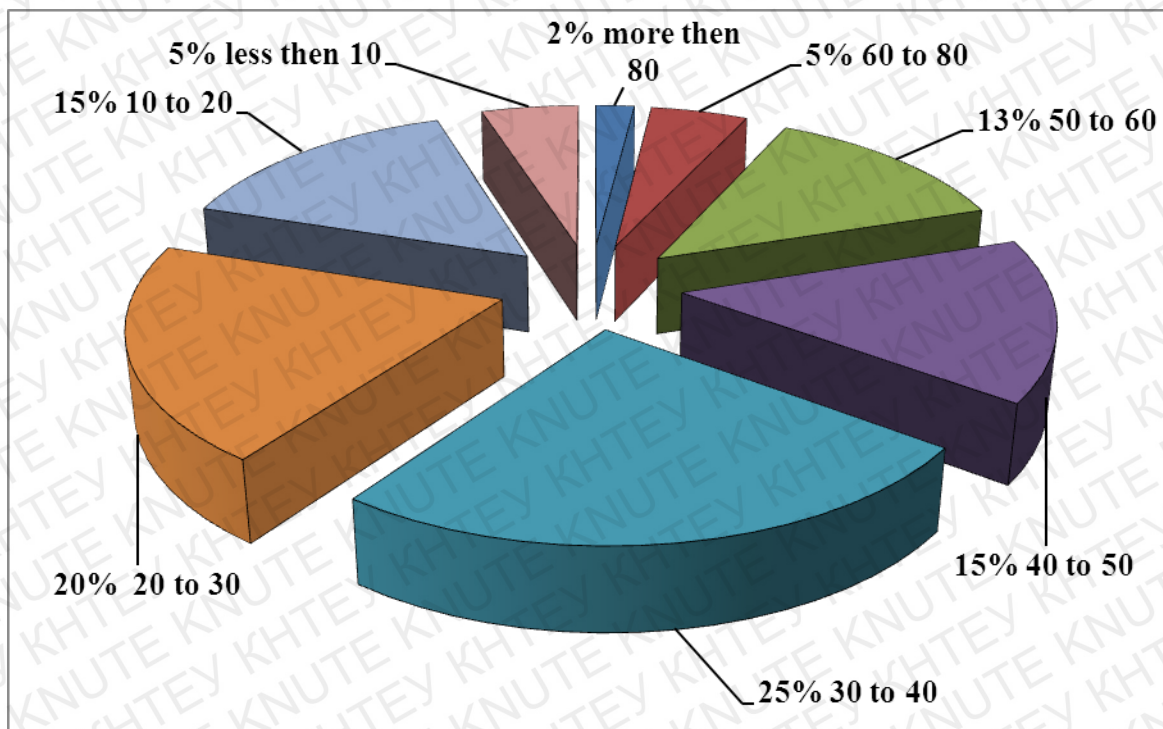


Figure 2.8. Age groups of customers of tourism company «Time to fly»

Abutting groups of customers are people aged 40 to 50 years and 10 to 20 years (15 % each group). After analysis we can define that people aged 40 to 50 are pretty active too, they have money, stable work place, families but more free time compare to previous groups. It's connected with the fact that most of their children are teenagers or grownups, they don't need that much attention, they are fairly independent. Also this people have well-established place in life, but psychologically more vulnerable. Customers aged 10 to 20 years are mostly children or students. These clients are financially and morally lean on their parents and family.

One of the central considerations for a consumer's consumption choice is income or wage levels, and thus their budgetary constraints. It's necessary to know what your clients can afford, which tours you can offer them, what they will buy. Also it's important when company choose the spread of advertising and particular

properties of marketing strategy, what is your place on the market. After a customer's survey they were divided into three groups and compare to the total number of all clients. These data were converted into the figure 2.9.

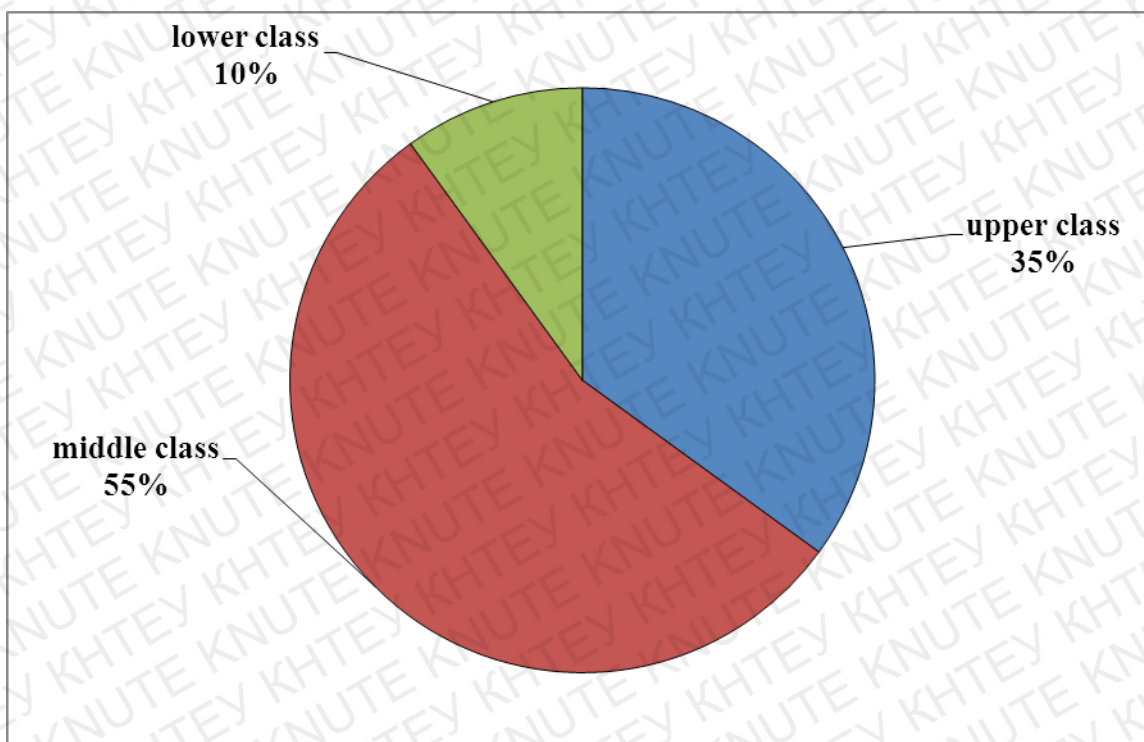


Figure 2.9. Level of income of the customers of tourism company «Time to fly»

As we can see on the figure, most part of customers refers themselves to a middle class (15 thousand UAH per month). Next group is upper class (more than 25 thousand UAH per month). These data analysis tells us that customers of tourism company «Time to fly» have sufficient amount of money, can afford a lot of things. It means these people want to have good organized program of the proposed tour and high quality of service. Customers in this group like when they are considered to be special. And also, in most cases, they don't mind to experiment, to try something new.

Biggest part of the «Time to fly» customers prefers transportation by plane (60%), then 25% of the clients like traveling by bus, 10% by train and last group prefer cruise ships (5%). This information can be useful for tour creation.

58% customers of tourism group «Time to fly» are leisure tourists. These people want to rest and relax, have a break from the usual routine. Leisure travel is

travel in which the primary motivation is to take a vacation from everyday life. Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. Next big group is business tourists (18%). Business people travel and stay in hotels when attending conferences, meetings and training programs. During their stays, these travelers often visit restaurants, souvenir shops and local tourist spots, meaning they are a source of revenue for the community. Business travel is related to business and the world of work. Also we have to take into account, that 13% of customers are special interest tourists. These people need special attention, because their interests and needs are very extraordinary and if company can satisfy them, they could become very loyal customers in future, which is very important.

Frequency of travel of «Time to fly» customers is also important to analyze. As we can see 57% of customers travel at list once in half year. It leads to the conclusion that all this people probably working and have an opportunity to travel not so often, as an option they realize it on their vacation or holidays. Next group of customers are those who travel once in a few months (25 %). Company should give a special attention to these two categories, because it can help to increase revenue of the company. Special attention needs group that travels once in a few years (18%). Company has to think about possibilities to make this group of customers smaller and turn its members into the representatives of other groups which are presented on the figure below.

Also very useful information is to know how customers prefer to travel: alone, with their families, with friends or with person they in love. In the next diagram we can see the results (figure 2.10). According to the data most part of the customers prefer to travel with their families (35 %). Most of clients are 20 to 40 years old and apparently have families. Further 25 % of all customers like to travel with a friend company, which is not surprising. Big amount of customers are young, they like to have fun and spend their free time with friends.

Next important fact is that 25 % of customers want to travel with their lovers. It tells us that managers of the tourism company «Time to fly» should keep in mind this

special fact, because now they know it's a good idea to propose romantic tours for their clients. It's a lot of people, so it could increase revenue of the company. The last interesting group of clients is those who likes to travel alone (15 %). They are probably a business travelers or just people who prefer to relax without anyone else. This group deserves a special attention because these people can become the loyal customers in the future, when they will have families. Also for this kind of people company could sell a wide range of tours, even extraordinary. These customers are more likely to have some experiment or to satisfy their special needs.

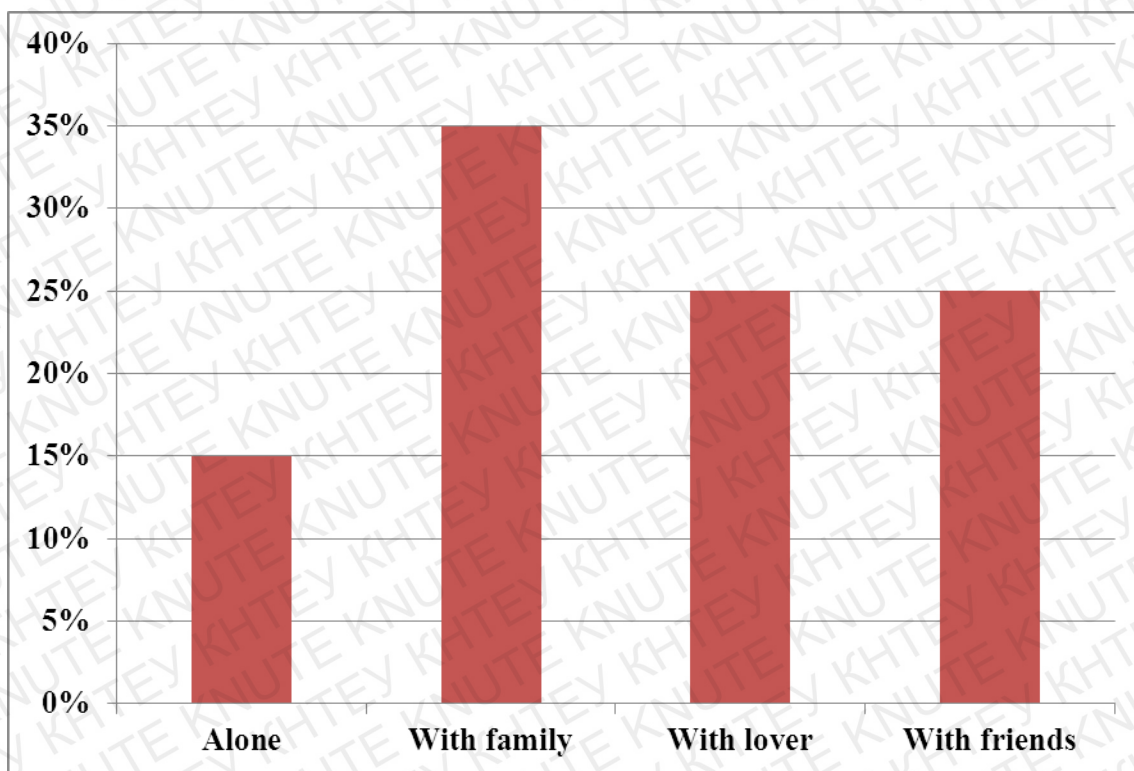


Figure 2.10. Structure of the customers of the travel agency «Time to fly» by the preferable company of people in tour

Managers need to know what the most significant thing for their customers when they choose a tour. The results of this examination were converted to the diagram (figure 2.11). Here we can see that the most important category for the customers of tourism company «Time to fly» is price of the tour. Nowadays it's not surprising, because our county hasn't got stable economic and political position. People need to know for sure what they pay for. It's influence on their choice very much. Next important characteristic is duration of a tour. Customers are busy people

with work commitments, families etc. Managers have to take into account this fact when they want to offer different tours for clients.

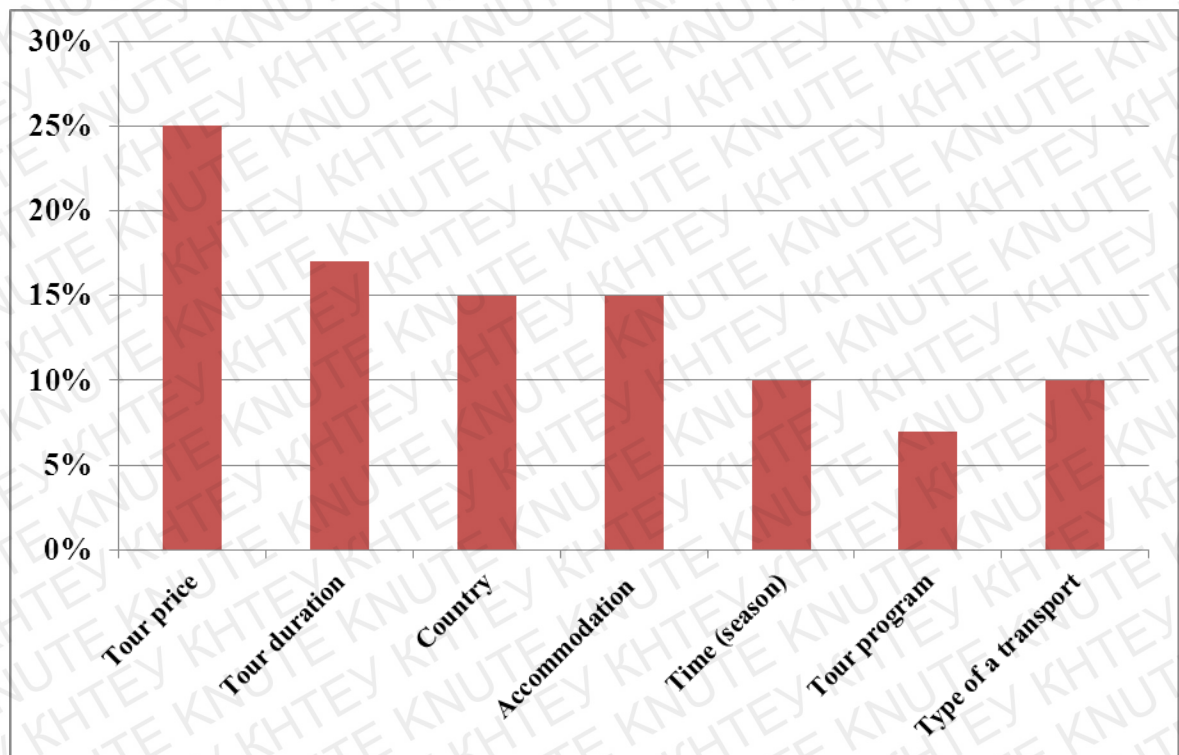


Figure 2.11. Structure of the customers of the travel agency «Time to fly» by the factors which influence on their choice of tour

Also the place of destination or in other words country plays a big a role for the customers. It can be explained by personal preferences of the customers, political and economic situation in the country in which they are offered to go, or for many other reasons. Not less important is the type of accommodation. Some customers want to stay in the hotel, but not all of them. It also could be: cottage (in today's tourism sector, the term cottage is used to describe a small vacation house, typically in a rural area; chalet (wooden Alpine-style buildings commonly found in and around mountain resorts); boutique hotel (often furnished in a themed, individual style, boutique hotels are intimate in size and focus on providing guests with high-quality, personalized experiences; resort (primarily known as a destination frequented by vacationers in search of relaxation and entertainment, the term is also used to describe a full service lodging establishment that offers extensive guest services and recreational facilities); villa (often described as a luxurious country residence) and many other types.

For marketing strategy not less important thing to know is if customers would like to try something new. We proposed for customers of the company some variant of future possible types of tours. Two main groups of customers would like to buy tour connected with discovering of monument of culture and architecture of visit some of romantic world centers (22 % each group). Next two groups prefer gastronomy tour or would try to come to the most extreme places (17 % to each group). Also 11 % of customers want to buy tour which connected with famous sport events, 6 % would like to try theater tour and 5 % want to visit some music festivals.

Analyze of tourist customer profile could be very important for the marketer when he will work on the new marketing strategy or planning some new advertising campaign. It's always useful to know who is your customer, what life he/she has, what are his or her preferences, does he/she has a family. All these knowledge plays a big role for a company and its present and future success and could help to make more loyal customers for having more stable place on the tourism market.

Conclusions to the part II

1. Travel agency «Time to fly» exists since 2011. The address of the company is Kyiv, Khreshchatyk Street. Tourism company works with individual customer and corporate clients. This company very carefully selects their partners and tourism operators. Main partners of the company are: TUI, Annex Tour, Coral Travel. The main part of the whole tours number this tour agency proposes in Europe. Most popular countries is Bulgaria and Greece. Company provides also a lot of tours to France and Austria. Less popular countries are Czech Republic, Montenegro, Slovakia and Spain. Concerning tours to the African countries most part of tours travel agency offers to the Egypt. Also company provides tours to Tunisia and Seychelles. Concerning tours to Asia and Middle East the biggest part of all tours is to UAE, Turkey and Sri Lanka.

2. Financial position of the company «Time to fly» is not stable. In 2018 the revenue of the company decreased and the volume of sales also. Apparently it's connected with the difficult political and economic situation in the country, loss of the purchasing power of the population. We can state that the situation on the tourism market in Ukraine is hard, but the ways to increase it exists. According to the SWOT analysis we can say that company has a lot of strengths which helps it keep its market share ever in hard economic times. But most important is that tourism company has a big range of opportunities and much less of threats. This is a good sign which tells us company still can grows.

3. Logos are a critical aspect of marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. Logo of company «Time to fly» is simple, well memorizing, unique and has the red color. Tourism company has a web-site, where we can see all facilities that provide company, read useful information about tourism in general, select the most suitable for you tour, order it, notice the information about sales, gifts, see the contacts and many other things. Also as the element of marketing strategy this company uses social medias such as «Facebook» and «Instagram».

4. In 2018 expenses on marketing communications decreased by 39,67 %. It's connected with worst financial situation of the company in general, compare to the year 2017. The company was forced to decrease costs on advertising by 12,2 %, on sales promotion be 12,3 %, on PR by 10,07 % and on personal sales by 5,1 %.

5. Most part of the customers of tourism company «Time to fly» is men (53 %). But it important to mention that difference between the number of men and women is not so big. The biggest part of all customers share two groups: people aged 30 to 40 years (25 %) and 20 to 30 years (20 %). It leads us to make a conclusion that most part of customers are pretty young and active people, which has their own source of income, this people are independent and also with some life experience, hobbies, preferences. Most part of customers refers themselves to a middle class (15

thousand UAH per month). Next group is upper class (more than 25 thousand UAH per month).

6. Biggest part of the «Time to fly» customers prefers transportation by plane (60 %), then 25 % of the clients like traveling by bus, 10 % by train. 58 % customers are leisure tourists. These people want to rest and relax, have a break from the usual routine. Leisure travel is travel in which the primary motivation is to take a vacation from everyday life. Next big group is business tourists (18%). Frequency of travel of customers is also important to analyze. As we can see 57% of customers travel at list once in half year. Next group of customers are those who travel once in a few months (25 %). Company should give a special attention to these two categories, because it can help to increase revenue of the company. Most part of the customers prefer to travel with their families (35 %). Further 25 % of all customers like to travel with a friend company.

PART III
IMPROVEMENT OF MARKETING STRATEGY OF THE TOURISM
COMPANY “TIME TO FLY”, KYIV

3.1. Ways to improve marketing strategy of tourism company “Time to fly”

First step of marketing strategy improvement in tourism company “Time to fly” is to write integrated marketing communications plan. Writing integrated marketing communications plan involves bringing all the different parts of a marketing plan together into a document that can be used as a guide during the implementation of the plan.

As a key part of brand building, an integrated marketing communications plan encompasses all parts of a marketing campaign, from the product's background and description of the target market to print advertising and online promotions, and should offer a well-researched and effective method to get message about product or service to target market at the most effective time and place. The following steps will show how to write an integrated marketing communications plan (figure 3.1).

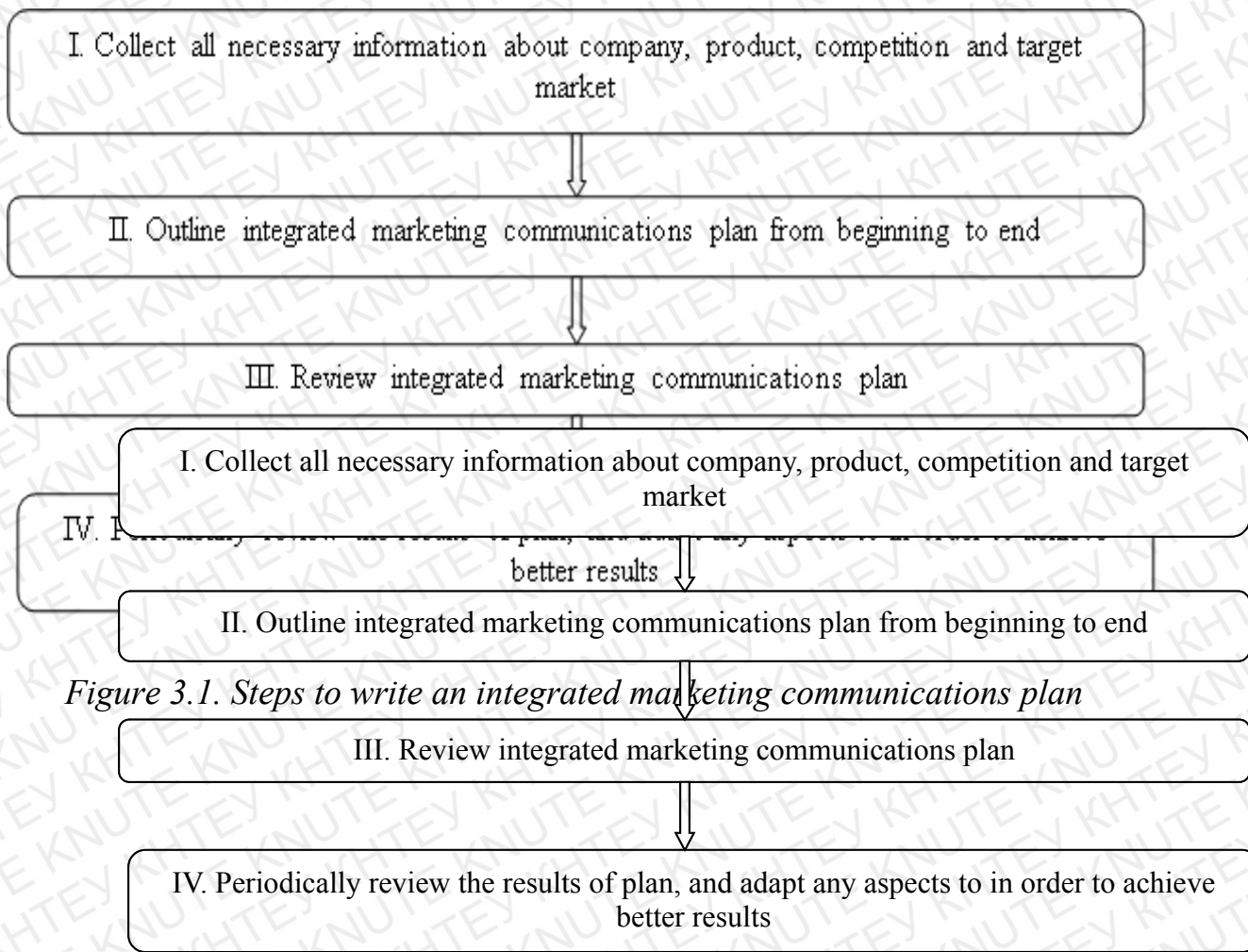


Figure 3.1. Steps to write an integrated marketing communications plan

1. Collect all necessary information about company, competition and target market. Whether tourism company have the information in print reports or on computer files, it must make sure that it can access this information easily while write an integrated marketing communications plan.

2. Outline integrated marketing communications plan from beginning to end. Then go back and write out all of the parts of integrated marketing communications plan. Make sure grammar and spelling is correct, and check facts and figures for mistakes. Some recommendations for tourism company “Time to fly”:

- the executive summary precedes the body of the integrated marketing communications plan and introduces the plan by providing a brief, 1-page summary of the information;

- the background part briefly describes company's history and gives a description of the product or service will be marketing. Include features, structure, and other components of the product or service that are important to the marketing plan;

- describe target market, including its demographics as well as the product or service's benefits to the target market, and how the target market currently perceive tourism company. Be thorough and clear, as the better understand its target market, the more effectively it can tailor marketing campaign;

- discuss positioning in the market. This part of the plan describes attributes of the product or service, its benefits, and how it compares to the competition. Describe competitive advantage, which means something unique about product or service, or company's brand, that sets apart from and above the competition;

- create a SWOT analysis that pinpoints the strengths, weaknesses, opportunities, and threats associated with marketing the product or service. This can include aspects such as price, availability, strong competition, and brand elements;

- examine competition. This is one of the most important aspects of marketing plan as it allows hotel to see exactly what media and messaging they use in their own marketing campaigns, as well as how they reach their market and generate business.

Also examine their target market to see if it's the same as yours. If not, discuss how it's different and analyze whether there's an opportunity to enlarge own target market;

- review the environmental factors that impact marketing campaign. This can include economic factors, socio-cultural developments, or regulatory aspects that may affect product, service, or brand;

- determine the objective of integrated marketing communications plan.

Identify goals, and indicate how tourism company will measure progress;

- specify what marketing tools and strategies tourism company use to get message to market. Determine whether tourism company use print, media, Internet, appearances, or all of the aforementioned. Motivate decisions based on all of the information you've examined earlier in the report;

- allocate a budget for each aspect of marketing strategy. Determine which department in the tourism company will take care of each aspect, or whether tourism company will outsource part, or all, of marketing plan.

3. Review integrated marketing communications plan. If there's anything feel needs more research or additional information, do the extra work.

4. Periodically review the results of plan, and adapt any aspects to in order to achieve better results.

Every marketer understands there are benefits to using social media for marketing. More and more customers are using social applications every day, for work and play. And that number is only going to grow as social technologies increase in number and become more embedded in everything we do.

As the use of social media has spread, it's become something no marketer can afford to ignore. People are using social media at home, on the move and at work, to do everything from researching purchases to planning visits to industry events. Social has edged its way into every aspect of your customers' lives. marketers have no choice but to follow. Some have eagerly embraced social media, while others have been deeply reluctant converts. But almost all marketers now know what social media can do:

- listen to customers' wants, needs, enthusiasms and gripes;

- engage with customers and prospects in a genuine, two-way communications environment;
- respond to questions, compliments and complaints personally and in near-real-time;
- generate leads by integrating social actions into lead generation and buyer analysis.

Social media is the internet-based applications that carry consumer generated content that is relevant to the past experiences or any source or online information issues. The consumers create this themselves, based on their experience with products and services, and share it among themselves aiming at educating about the products and services. These can be seen as extension of word of mouth (WOM), a very powerful tool that influences consumer behaviors.

The twenty-first century is witnessing an explosion of Internet-based messages transmitted through social media. These media have become a major factor in influencing various aspects of consumer behavior from awareness to post-purchase behavior. The marketing trends have now changed and instead of firms communicating to their consumers now consumers can also communicate with other consumers using social media. Many consumers now see social media as the most trustworthy source of information about the products and services than communications derived from the corporations.

Increasingly more and more companies are using social media as one of their marketing channels to communicate with their customers, advertising and also selling products. Among others the tourism industry has also started to use this media as a tool for promoting and create brand awareness.

Social media are a very broad concept and include a variety of websites where there is much information to share among the users. They have become a major factor in influencing various aspects of consumer behavior including needs recognition, information acquisition, opinions and attitudes, purchase behavior, and post-purchase communication and most importantly evaluation.

There are different types of social networking sites such as Facebook.com, MySpace.com, Twitter.com; consumer review sites such as tripadvisor.com, lonelyplanet.com, and business sites such as LinkedIn.com for instance (table 3.1).

Table 3.1

Social media sites

Web site	Special feature
Facebook.com	Social networking site connecting family, friends and acquaintances
LinkedIn.com	Social networking site primarily used by business professionals
MySpace.com	One of the original social networking sites. Primarily used for friend to friend communications
Twitter (tweeternet.com)	One of the newest iterations of social networking. Helps the “tweeters” keep track of what everyone is doing in real time
Blogger.com	Blogs were launched in 1999 (blogger.com) and create a forum for individuals to speak and report anything on their minds
YouTube.com	One of the most popular social media sites, where individuals upload and share video clips

Trip Advisor is one of the popular sites where consumers share their experience through comments and has become a very powerful WOM communication. Marketers need to control and enhance positive WOM by working on relationship management, in order to be effective in marketing communication through these channels.

Tourism company “Time to fly” can use social media as follows: relationship building, heightened brand awareness, increased visibility, sharing activity. Social media also serves as cost cutter as it is a low cost medium to communicate and indicate the insight on users’ preferences, attitudes, feelings and behavior, in a way more direct and efficient than the use of a research company to figure out this information.

Social media also have significant impact on tourism companies that are using them to attract new clients, maintain the existing ones and also boost their online presence. They cannot ignore the rising popularity of social networking sites and

UGC (User-generated content) not the role they are playing in the trip planning behavior. Tourism companies are increasingly using Facebook and Twitter to publicize new activities and offers and keep up to date with customers.

Loyalty programs are structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each program. These programs exist covering most types of commerce, each one having varying features and rewards-schemes.

In marketing generally, and in banking, entertainment, hospitality, retailing, and travel more specifically, a loyalty card, rewards card, points card, advantage card, club card is a plastic or paper card, visually similar to a credit card, debit card, or digital card that identifies the card holder as a participant in a loyalty program. Loyalty cards (both physical and digital) relate to the loyalty business-model.

It could be many ways to create the customers loyalty programs for the tourism company “Time to fly”. We propose to allocate the customers by categories according to the duration of their time as the customers. Generally it will consist of 3 different categories as you can see in the table 3.2.

Table 3.2

Loyalty Program for the tourism company “Time to fly”

Category of card	Time as the customers	Benefits
Silver	1 year	2% discount
Gold	3 years	3% discount
Platinum	5 years	5% discount

Useful thing to implement for the tourism company “Time to fly” is a special customers database. The following list provides examples of data elements and will help the managers quickly identify the critical pieces of information from the various different data sources. Identity data – at the heart of database marketing is the individual, so knowing who the individual is and being able to build and maintain a Single Customer View (figure 3.2).

Name
Information

Title, First Name (Forename), Last Name (Surname),
Designatory letters, etc.

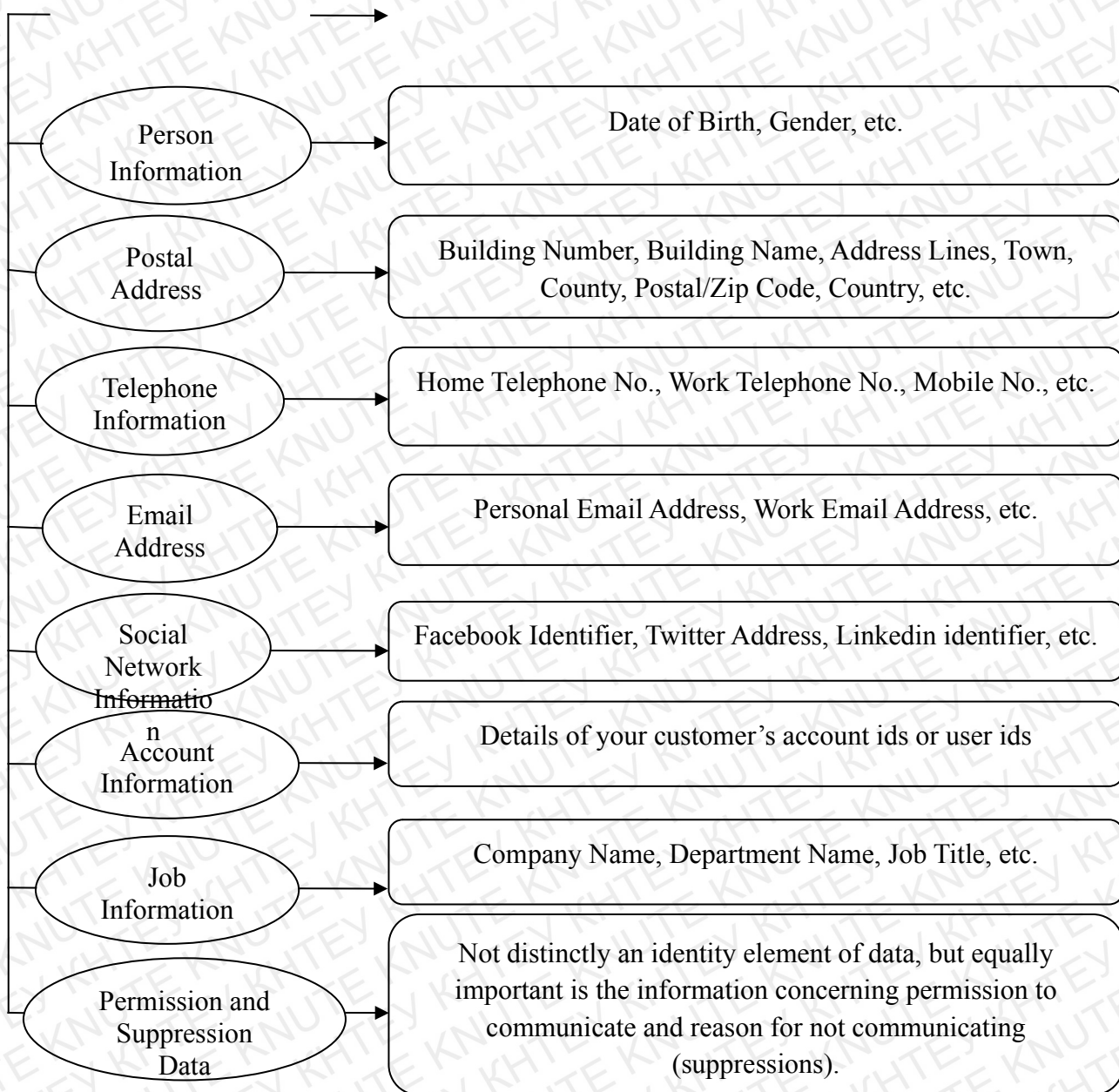


Figure 3.2. Components of the identity data of tourists

Customer relationship management is really important for this business, in particular, small ones, as it is the focus point of sales and marketing strategies. At the centre of a business' customer relationship management is their customer database, which is a really helpful tool enabling them to: identify customer trends, create customer loyalty and increase their customer communication. As with many business operations, it is always a good idea to start by setting objectives.

It is also important that tourism company “Time to fly” ensure its data is up to date so that the entity is not wasting time and money using incorrect data. Under the data protection act, company is legally responsible for ensuring that any data it stores is accurate and up to date. To keep its data up to date, regularly ask customers if their data has changed from that which the company already has. Tourism company “Time to fly” should also encourage employees to also make updates and train them to correctly make these updates. To protect its database, ensure whoever is in charge, takes frequent backups. These backups should then be labelled clearly and stored in a safe location, so that if an error does occur you do not lose all company’s data.

Major principles of database marketing. While the following statements may seem obvious, they are worth repeating and serve to highlight the importance of the customer relationship: past consumer behavior is the best predictor of future behavior; a purchase is only one event in a customer’s life. To figure a customer’s true worth, you have to calculate lifetime value; customers are more important than prospects; certain customers are more important; customers are more likely to share certain characteristics.

These principles echo the oft-cited 80/20 marketing rule, which recognizes that 80 per cent of your business is likely to be generated by 20 per cent of your customers and that it costs less to keep existing customers than to recruit new ones. Adhering to the above principles will require the development of an effective database and will place substantial demands on an organization. Each contact with the customer must be recorded in order to build up a history of buyer behavior and customer value.

3.2. Effectiveness of the proposed measures to improve marketing strategy of tourism company

Next important thing that tourism company “Time to fly” can implement in the prize draw. Online prize draws are an increasingly common tactic used by marketers

to encourage engagement and also to increase leads, particularly in key sales periods. This is largely due to the simplicity of devising and setting them up using social media campaign tools and their popularity on social networks which facilitate sharing. Prize is completely dependent on budget available balanced against the potential rewards of the data/leads company collect and is specific to its audience too. It helps if it's a stand-out prize, but that doesn't necessarily mean a stand-out cost. Of course, ensuring company's prize links back to the customer personas is crucial if company is to attract the right types of leads.

Good solution is to provide annually free tour draw. Customers database will help to realize it. propose a group tour (for 15 people) to the Sweden in which someone can win a free place. In the table 3.3 is presented the program of this tour.

Table 3.3

Program of the tour to Sweden for the tourism company "Time to fly"

Day	Time schedule	Program for the day
Day 1	19.00	Arrival in Malmö. Meeting group
	19.30	Check-in. Best Western Malmö Arena Hotel 3*
Day 2	8.00–9.00	Breakfast
	9.30	Meeting of group in a hall
	10.00–18.00	Excursion – Malmö City Tour (Malmö Opera and Music Theatre, Moderna Museet Malmö, Gamla staden, Parks & Gardens)
	14.00-15.00	Dinner
	18.00-20.00	Free time
	20.30	Back to the hotel
Day 3	8.00-9.00	Breakfast
	9.30	Check-out
	10.30- 12.00	Moving to Stockholm
	12.30-13.30	Check-in: Central Hotel 3*
	14.00-18.00	Introductory excursion of Stockholm (Vadstena Abbey, Globen Arena, Gamla stan, Stockholm City Museum, Vasa Museum)
	15.00-16.00	Dinner
	19.00-20.30	Free time
Day 4	21.00	Back to the hotel
	8.00-9.00	Breakfast
	9.30	Meeting of group in a hall
	10.00-18.00	Excursion - Nobel Museum, Skansen, Museum of Architecture in Stockholm, Castle Drottningholm, Orebro Castle, Cafe «Hoko» (cult cafe-bakery)
	14.00-15.00	Dinner
	18.00-20.00	Free time
	20.30	Back to the hotel

Day	Time schedule	Program for the day
Day 5	8.00-9.00	Breakfast
	9.30-10.30	Check-out
	10.30-13.00	Moving to Gothenburg Check-in: Spar Hotel Majorna 3*
	13.00-19.00	Introductory excursion of Gothenburg (Botanical Garden, Park Slottsskogen (Castle Park), Park Tradgard Foreningen (Gardening Association), Universeum, The area of Gustavus Adolphus, Shopping center «Northstar»)
	14.00-15.00	Dinner
	19.00-21.00	Free time
	21.30	Back to the hotel
Day 6	8.00-9.00	Breakfast
	10.00	Check-out
	13.00	Flight from Göteborg to Ukraine

Tools to aid the running of prize draws are presented in the table 3.4. More suitable for tourism company “Time to fly” is the first one software – is Rafflecopter. It’s not so easy to implement but it has intelligent social features. In Rafflecopter you can create custom entries specifying exactly what you want the contestant to do in order to gain the entries for the contest.

Table 3.4

Software to aid the running of prize draw for tourism company “Time to fly”

Name of the software	Description
Rafflecopter	The mid weight but highly popular prize draw tool with intelligent social features.
Strutta	A more developed/customizable quiz/sweepstake platform with website and key social channel integration.
PunchTab	Easy email capture built in, to integrate with any website. Similar features to rafflecopter in that it rewards for social actions.
PromoSimple	Clue is in the name, easy to use, similar features to the rest, working with some big brands.
Giveawayly	Integrated into a wider blogger network, gives the mechanic and instance audience on-top of company’s own marketing. Well worth a test.
Agroplulse	Facebook only application, accommodates multiple prize draw types.

This is a good way of enticing readers to do things like leave comments, create a YouTube video or other custom entries where you want to give them extra points for the extra effort involved. Implementation of this software won’t be expensive for the company, because first of all it has a free version (but it has a little less of useful

functions) or company can buy basic version of the software which costs 13\$ per month.

For the family clients of tourism company “Time to fly” it will be useful to provide some special conditions. One possible way to attract this kind of customers is to propose them some discounts for children, offer some exclusive baby programs, arrange a help of baby sitter or something like this. In the table 3.5 are presented some suggestions for different types of family customers.

Table 3.5

Special propositions for the family customers for tourism company “Time to fly”

Type	Description	Suggestions
Newly married couples: Young no children (empty nest)	After getting married, the life style changes slightly. They lead a joint life style. They share new experiences and responsibilities. Start spending on furnishing and household goods. They also tend to have a dual income and spend heavily on outings, vacations, luxury, restaurants, meals, etc.	<ul style="list-style-type: none"> - Propose some exclusive wedding tours; - Provide hotels with rooms and special services for the newlyweds; - Present some kind of gifts for them (champagne to the room).
Full nest 1: Young married with child	With the addition in family, purchases are concentrated on baby foods, clothing, medical care, health products. A change is brought about in the lifestyle and most activities revolve round the care of the child. Discretionary funds are also reduced.	<ul style="list-style-type: none"> - Propose resort and spa tours; - Provide the baby-sitter service; - Offer the hotels with animators and special children programs; - Present some little gifts for the child (toy, book, etc).
Full nest 2: Older married with children	More children lead to more expenses. Children start going to school and there is more expenditure on books, stationery and college fees. Toys, bicycle, insurances also become a part of the expenses, parents start spending less on themselves.	<ul style="list-style-type: none"> - Provide the baby-sitter service; - Present to the parents some kind of free service (gift card for the free massage, romantic dinner, etc).
Full nest 3: Older married with dependent children	Income is high at this stage. Parents grow older. They become experienced buyers and are less interested in new product purchases. Expenditure high due to replacement buying luxury products.	<ul style="list-style-type: none"> - Propose hotels with separated rooms for children and parents; - Arrange some exclusive excursion programs.
Empty nest: Older married with no children living with them	Financial position stabilises and there is no expense on children. The couple is free to enjoy their own pursuits and spend on luxury or self-improvement items and medical care.	<ul style="list-style-type: none"> - Propose some special or kind of extraordinary tours (gastronomy tours); - Present some free service (vine degustation).
Solitary survivor: Older single retired people	Retired people living alone after the death of a partner. Life becomes lonely and income may reduce due to retirement. This again changes the consumption pattern and living style of old people.	<ul style="list-style-type: none"> - Propose some group tours in nearly same age category of people; - Offer hotels with special programs (literary evenings, table games competitions, etc).

Also very good solution is to create the own mobile application for the tourism company “Time to fly”. The customers in today’s world are on the move and they’re using mobile application platforms to get there. Whether they use mobile phones, tablets, or other mobile devices they have all the information they need. That's why mobile apps are so much important in today’s market.

Tourism company “Time to fly” need to understand that mobile apps allow customers to have all its information at their fingertips. Also, it is important that company’s app works on multiple mobile application platforms. But for beginning, start with one platform. No matter what the business is, a mobile app can help to get and retain customers, and that's a fact. We all know that the first place customers go to search for a product or service is online. If this business is available online, and plus this tourism agency have an app that users can download to their devices, this business will make really good impression. At a glance they will be able to see and open agency’s app and purchase from the business.

These are some of the biggest benefits of mobile apps for businesses. Tourism company can: build loyalty; reinforce company’s brand; increase company’s visibility; increase company’s accessibility; increase sell-through; increase exposure across mobile devices; connect company with on-the-go consumers.

Important action that tourism company «Time to fly» should make is to improve their system of consumers analysis. Consumer affect and cognition refer to two types of mental responses consumers exhibit toward stimuli and events in their environment. Affect refers to their feelings about stimuli and events, such as whether they like or dislike a product. Cognition refers to their thinking, such as their beliefs about a particular product. Affective responses can be favorable or unfavorable and vary in intensity. For instance, affect includes relatively intense emotions such as love or anger, less strong feeling states such as satisfaction or frustration, moods such as boredom or relaxation, and milder overall attitudes. Marketers typically develop strategies to create positive affect for their products and brands to increase the chances that consumers will buy them.

Behavior is critical for marketing strategy because only through behavior can sales be made and profits earned. Although many marketing strategies are designed to influence consumers' affect and cognition, these strategies must ultimately result in overt consumer behavior to have value for the company. Thus, it is critical for marketers to analyze, understand, and influence overt behavior. This can be done in many ways, including offering superior quality, lower prices, greater convenience, easier availability, and better service.

Conclusions to the part III

1. First step of marketing strategy improvement in tourism company "Time to fly" is to write integrated marketing communications plan. Integrated marketing communications plan encompasses all parts of a marketing campaign, from the product's background and description of the target market to print advertising and online promotions, and should offer a well-researched and effective method to get message about product or service to target market at the most effective time and place.

2. Every marketer understands there are benefits to using social media for marketing. More and more customers are using social applications every day, for work and play. There are different types of social networking sites such as Facebook.com, MySpace.com, Twitter.com; consumer review sites such as tripadvisor.com, lonelyplanet.com, and business sites such as LinkedIn.com for instance. Tourism company "Time to fly" can use social media as follows: relationship building, heightened brand awareness, increased visibility, sharing activity.

3. Loyalty programs are structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each program. We propose to allocate the customers by categories

according to the duration of their time as the customers. Generally it will consist of 3 different categories: Silver, Gold, Platinum.

4. Useful thing to implement for the tourism company “Time to fly” is a special customers database. The data elements will help the managers quickly identify the critical pieces of information from the various different data sources. Identity data – at the heart of database marketing is the individual. Customer relationship management is really important for this business, in particular, small ones, as it is the focus point of sales and marketing strategies. At the centre of a business’ customer relationship management is their customer database, which is a really helpful tool enabling them to: identify customer trends, create customer loyalty and increase their customer communication.

5. Next important thing that tourism company “Time to fly” can implement in the prize draw. Online prize draws are an increasingly common tactic used by marketers to encourage engagement and also to increase leads, particularly in key sales periods. This is largely due to the simplicity of devising and setting them up using social media campaign tools and their popularity on social networks which facilitate sharing. Good solution is to provide annually free tour draw. Customers database will help to realize it. propose a group tour (for 15 people) to the Sweden in which someone can win a free place. More suitable software for tourism company “Time to fly” is Rafflecopter.

6. For the family clients of tourism company “Time to fly” it will be useful to provide some special conditions. One possible way to attract this kind of customers is to propose them some discounts for children, offer some exclusive baby programs, arrange a help of baby sitter or something like this.

CONCLUSIONS

1. Marketing strategy is defined as an organization's integrated pattern of decisions that specify its crucial choices concerning markets to serve and market segments to target, marketing activities to perform and the manner of performance of these activities, and the allocation of marketing resources among markets, market segments and marketing activities toward the creation, communication and delivery of a product that offers value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives. Various classifications of marketing strategies can be found in literature. Researchers classified marketing strategies as follows: the main marketing strategy; general competitive advantage in the acquisition strategy; strategies to compete under certain market share; marketing strategy for its intended market; positioning strategy; strategy of the complex marketing elements.

2. The development of marketing strategies is based on a reliable analysis of the current and anticipated marketing situation, as well as the operationalized definition of marketing goals in terms of time and content. Five strategy levels are taken into consideration: specification of the product-market combination (market field); definition of the kind of market influence (market stimulation); definition of the degree of differentiation of the market influence (market parceling); definition of sales areas (market area); definition of the competitive advantages which are to be achieved (competitor reference). Different authors propose different marketing decision-making patterns to evolve different stages of decision-making. However, the examples given in summary may be more common larger strategic marketing planning stages. They are: formulation of company mission, its long-term targets, undertaking research perspectives, firm marketing targets, designing of marketing strategy, monitoring and evaluation.

3. Travel agency «Time to fly» exists since 2011. The address of the company is Kyiv, Khreshchatyk Street. Tourism company works with individual customer and corporate clients. This company very carefully selects their partners and tourism

operators. Main partners of the company are: TUI, Annex Tour, Coral Travel. The main part of the whole tours number this tour agency proposes in Europe. Most popular countries is Bulgaria and Greece. Company provides also a lot of tours to France and Austria. Less popular countries are Czech Republic, Montenegro, Slovakia and Spain. Concerning tours to the African countries most part of tours travel agency offers to the Egypt. Also company provides tours to Tunisia and Seychelles. Concerning tours to Asia and Middle East the biggest part of all tours is to UAE, Turkey and Sri Lanka. Financial position of the company «Time to fly» is not stable. In 2018 the revenue of the company decreased and the volume of sales also. Apparently it's connected with the difficult political and economic situation in the country, loss of the purchasing power of the population. We can state that the situation on the tourism market in Ukraine is hard, but the ways to increase it exists. According to the SWOT analysis we can say that company has a lot of strengths which helps it keep its market share ever in hard economic times. But most important is that tourism company has a big range of opportunities and much less of threats. This is a good sign which tells us company still can grows.

4. Logos are a critical aspect of marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. Logo of company «Time to fly» is simple, well memorizing, unique and has the red color. Tourism company has a web-site, where we can see all facilities that provide company, read useful information about tourism in general, select the most suitable for you tour, order it, notice the information about sales, gifts, see the contacts and many other things. Also as the element of marketing strategy this company uses social medias such as «Facebook» and «Instagram». In 2018 expenses on marketing communications decreased by 39,67 %. It's connected with worst financial situation of the company in general, compare to the year 2017. The company was forced to decrease costs on advertising by 12,2 %, on sales promotion be 12,3 %, on PR by 10,07 % and on personal sales by 5,1 %.

5. Most part of the customers of tourism company «Time to fly» is men (53 %). But it important to mention that difference between the number of men and women is not so big. The biggest part of all customers share two groups: people aged 30 to 40 years (25 %) and 20 to 30 years (20 %). It leads us to make a conclusion that most part of customers are pretty young and active people, which has their own source of income, this people are independent and also with some life experience, hobbies, preferences. Most part of customers refers themselves to a middle class (15 thousand UAH per month). Next group is upper class (more than 25 thousand UAH per month). Biggest part of the «Time to fly» customers prefers transportation by plane (60 %), then 25 % of the clients like traveling by bus, 10 % by train. 58 % customers are leisure tourists. These people want to rest and relax, have a break from the usual routine. Leisure travel is travel in which the primary motivation is to take a vacation from everyday life. Next big group is business tourists (18%). Frequency of travel of customers is also important to analyze. As we can see 57% of customers travel at list once in half year. Next group of customers are those who travel once in a few months (25 %). Company should give a special attention to these two categories, because it can help to increase revenue of the company. Most part of the customers prefer to travel with their families (35 %). Further 25 % of all customers like to travel with a friend company.

6. First step of marketing strategy improvement in tourism company “Time to fly” is to write integrated marketing communications plan. Integrated marketing communications plan encompasses all parts of a marketing campaign, from the product's background and description of the target market to print advertising and online promotions, and should offer a well-researched and effective method to get message about product or service to target market at the most effective time and place. Every marketer understands there are benefits to using social media for marketing. More and more customers are using social applications every day, for work and play. There are different types of social networking sites such as Facebook.com, MySpace.com, Twitter.com; consumer review sites such as tripadvisor.com, lonelyplanet.com, and business sites such as LinkedIn.com for

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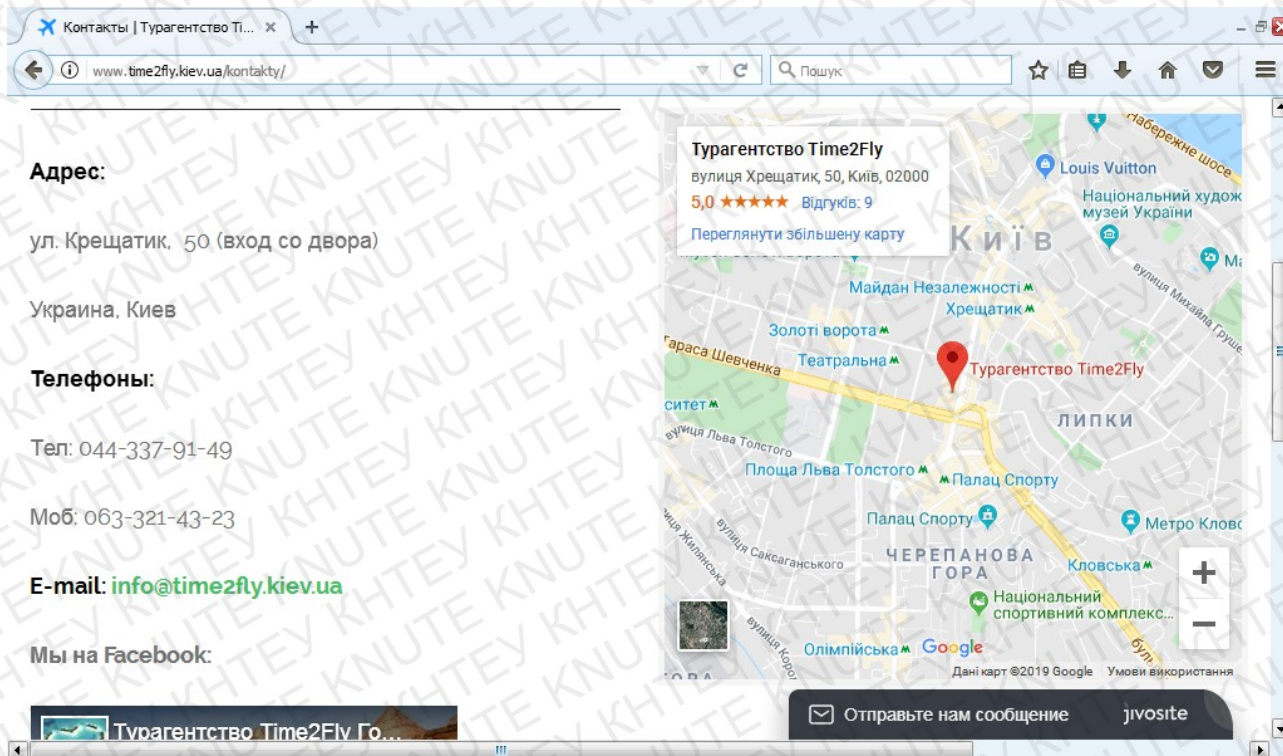
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