

**Kyiv National University of Trade and Economics
Tourism and Recreation Department**

FINAL QUALIFYING PAPER

on the topic:

**«CONSUMER BEHAVIOR MANAGEMENT OF THE TOURISM
COMPANY»**

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

Skrypova M. I.

student's signature

Scientific adviser:
Candidate of Science (Economics),
Associate Professor

Dupliak T.P.

(signature)

Manager of the educational program:
Doctor of Science (Economics),
Professor

Mykhailichenko H.I.

(signature)

Kyiv 2019

Kyiv National University of Trade and Economics

Tourism and Recreation department
Specialty 073 «Management»
Specialization «Tourism, Resort and Recreational Management»

Approved by

Head of the Department
T.I. Tkachenko
« 20» November 2018

Task for a final qualifying paper

Skrypova Maria

1. Topic of a final qualifying paper:

«Consumer behavior management of tourism company»

Approved by the Rector's order from 30.10.2018 № 3993

2. Term of submitting by a student his/her terminated paper: 16.11.2019

3. Initial data of the final qualifying paper

Purpose of the paper is to study theoretical and practical aspects of consumer behavior management of tourism company and to develop recommendations for its improvement

The object is the process of consumer behavior management of tourism company

The subject is the methodological, theoretical and practical aspects of consumer behavior management of tourism company “Anex Tour”, Kyiv

4. Illustrative material:

Table 1.1. The main definitions of consumer behavior, Figure 1.1. Types of consumer buying behavior, Figure 1.2. Factors influencing consumer behavior

4. Table 3.1. Ideas of improvement consumer behavior, Table 3.2. Program of the tour (9 of march -17 of march)

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
Part 2	Dupliak T.P.	20.11.2018	20.11.2018
Part 3	Dupliak T.P.	20.11.2018	20.11.2018

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

INTRODUCTION

PART 1. THEORETICAL BASIS OF CONSUMER BEHAVIOR MANAGEMENT IN TOURISM

1.1. Essence and types of consumer behavior

1.2. Factors and models of tourist consumer behavior

Conclusions to the part 1

PART 2. ANALYSIS OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV

2.1. Organizational and economic characteristic of “Anex Tour”

2.2. Analysis of customer satisfaction survey of tourism company

2.3. Evaluation of tourism company consumer behavior management

Conclusions to the part 2

PART 3. IMPROVEMENT OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV

3.1. Recommendations to improve tourism company consumer behavior management

3.2. Evaluating the effectiveness of the proposed measures to improve consumer behavior management of tourism company

Conclusions to the part 3

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	15.09.2019
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 paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	21.10.2019-03.11.2019	03.11.2019
8.	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

_____ Dupliak T.P.

10. Head of educational and professional program

_____ Mykhailichenko G.I.

11. The task received by the student

_____ Skrypova M.I.

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

Student Skrypova Maria executed the final qualifying work 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 (parts), conclusions, references and appendices.

In the first part of work it was described theoretical basis of consumer behavior management in tourism, such as: essence and types of consumer behavior, definitions by different authors, describe factors and models of tourist consumer behavior.

In the second part were provided analysis of consumer behavior management of tourism company “ANEX TOUR”: pointed organizational and economic characteristic of “ANEX TOUR”, analyze the customer satisfaction of tourism company.

In the third part of work student had suggested the ways of improvement of consumer behavior management of tourism company “ANEX TOUR”. The student proposed some recommendations about effectiveness of questionnaire.

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

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

13. Resume about a final qualifying paper

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

Manager of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 201

CONTENT

INTRODUCTION.....	7
PART I.....	9
I. THEORETICAL BASIS OF CONSUMER BEHAVIOR MANAGEMENT IN TOURISM.....	9
1.1. Essence and types of consumer behavior.....	9
1.2. Factors and models of tourist consumer behavior.....	14
Conclusions to the part 1.....	20
PART II.....	21
2. ANALYSIS OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV.....	21
2.1. Organizational and economic characteristic of “Anex Tour”.....	21
2.2. Analysis of customer satisfaction survey of tourism company.....	25
2.3. Evaluation of tourism company consumer behavior management.....	31
Conclusions to the part 2.....	41
PART III.....	43
3. IMPROVEMENT OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV.....	43
3.1. Recommendations to improve tourism company consumer behavior management.....	43
3.2. Evaluating the effectiveness of the proposed measures to improve consumer behavior management of tourism company.....	45
Conclusions to the part 3.....	58
CONCLUSIONS.....	60
REFERENCES.....	62
APPENDICES.....	67

INTRODUCTION

Actuality. Recent decades have marked the rapid development of the tourism industry in Ukraine. Increasing tourist flows in all regions significantly complicate the process of enterprise management, partnerships in the technological process in tourism, which, among other things, is accompanied by an increase in the level of education of domestic consumers, and, consequently, their requirements for the quality of the final tourist product. In the conditions of rapid increase of supply, there is a natural need to study the peculiarities of consumer behavior, search for existing reserves for capacity building of individual enterprises, isolation and effective use of effective methods and levers of influence on consumer purchasing choices. The development and implementation of an effective mechanism for shaping market demand requires assessing consumer behavior by quantitative and qualitative indicators. The rapid development of tourism, no doubt, leads to the specification of the types and methods of calculating such indicators. These are the problems that research is devoted to.

Problems of research of the factors that influence the formation of consumer behavior are raised in numerous works by both domestic and foreign authors. The most thorough of them belong to the following scientists: Solomon [37], Lindstrom Martin [21], Melissa S. Burnett, Dale A. Lunsford [25], Ph. Kotler [17], Sigmund Freud [11] and Abraham Maslow [22], Andrew Lyon [3] etc.

The purpose of the work is learning more about behavior of consumers, to determine the characteristics of consumer behavior study the types of behavior and analyze the opinions and theories of the authors who study this topic; substantiate a modern approach to the evaluation of consumer behavior of the tourist operator.

The main tasks:

- explore the essence and types of consumer behavior;
- explore factors and models of tourist consumer behavior;
- get acquainted with the economic and organizational structure of tourism company;

- analyze the customer satisfaction of tourism company;
- evaluate tourism company consumer behavior management;
- give recommendations to improve tourism company consumer behavior management;
- evaluate the effectiveness of the proposed measures to improve consumer behavior management.

The object of the study is consumer behavior of the tour operator Anex Tour LLC.

Subjects are methods and approaches for evaluating consumer satisfaction with tourist services and the work of a tourist operator.

Research methods of graduation qualification work. In the process of research and the possibility of obtaining results, methods of theoretical generalization and comparison were used; questionnaire was used (and after the formation of conclusions); a systematic approach (analysis of financial indicators of the tourism industry), etc.

Scientific innovation of final qualifying paper consists in development of the new type of the traveling and the tours for the old and new clients for the tour operator Anex Tour.

Practical value of results of final qualifying paper. The practical value of results of the conducted research consists in recommendations for improving consumer behavior in the tourism industry.

Practical approval of research results of final qualifying paper. Research consumer determination results, partially pre-filled in the “Features of consumer behavior of tourist services” research paper in the KNUTE Student Science Collection (Appendix A).

Structure of final qualifying paper. Final qualifying paper consists of three parts, introduction and conclusions, references (49 titles), 3 appendices and also contains 10 tables and 22 figures.

PART I

1. THEORETICAL BASIS OF CONSUMER BEHAVIOR MANAGEMENT IN TOURISM

1.1. Essence and types of consumer behavior

Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry, and economics.

Consumer behavior involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants – said by Solomon [37]. It is 'concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions' (Engel, Blackwell, & Miniard,) [9]. CB remains one of the most researched areas in the marketing and tourism fields, with the terms 'travel behavior' or 'tourist behaviour' typically used to describe this area of inquiry. Few comprehensive reviews of the literature on CB concepts and models exist in the field of tourism. Exceptions include Moutinho [21] who reviews the social and psychological influences on individual travel behaviour with the aim of developing a model of tourist behaviour and Dimanche and Havitz [8] who review four concepts (ego-involvement, loyalty and commitment, family decision-making and novelty-seeking) in an attempt to methodologically advance CB in tourism studies.

The formation of consumer behavior is raised in numerous works by both domestic and foreign authors. The most thorough of them belong to the following scientists: Solomon [37], Lindstrom Martin [21], Melissa S. Burnett, Dale A. Lunsford [25], Ph. Kotler [17], Sigmund Freud [11] and Abraham Maslow [22], Andrew Lyon [3] etc. A lot of different authors said and explained consumer behavior by their understanding and own study this theme, nowadays we have an

amount of versatile explanations, so we propose to see some of most interesting and famous (table 1.1).

Table 1.1

The main definitions of consumer behavior

Name of the author	Definition
Walter [47]	He defines consumer behavior as: "... the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services."
Mowen [27]	He provides a different definition by explaining consumer behavior as: "... the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences and ideas". This definition focuses on buying units in an attempt to include not only the individual but also groups that purchase products or services.
Schiffman & Kanuk [36]	They define consumer behavior as: "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." Schiffman & Kanuk elaborate on the definition by explaining that consumer behavior is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where and how often they purchase and how they use the purchased product.
Engel, Blackwell & Miniard [9]	They said: "those actions directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions".

Studying consumer behavior is important because these way marketers can understand what influences consumers' buying decisions. By understanding how consumers decide on a product they can fill in the gap in the market and identify the

products that are needed and the products that are obsolete. Studying consumer behavior also helps marketers decide how to present their products in a way that generates maximum impact on consumers. Understanding consumer buying behavior is the key secret to reaching and engaging your clients, and converts them to purchase from you.

A consumer behavior analysis should reveal:

- What consumers think and how they feel about various alternatives (brands, products, etc.);
- What influences consumers to choose between various options;
- Consumers' behavior while researching and shopping;
- How consumers' environment (friends, family, media, etc.) influences their behavior.

More and more behavioral consumption and decision-making are a consequence of the emergence of certain emotions. Today, any advertisement adapts to the emotions of a person and "pushes" on her feelings: love, duty, etc.

The Lindstrom Martin [21] book says, that "we do not buy – and our feelings do." The authors argue that visual images are much less able to attract attention and force us to make a purchase. Today, touch branding is becoming increasingly popular. The human senses interact closely with the images of the object, the consumer desires and emotions. By smell, we can mentally recreate the visual image of the object. A certain sound can make us lick one another. In the picture, we can easily imagine the smell, taste and tactile sensations from touching the object depicted on it. For many advertising specialists, this will be a real discovery, for consumers – a precursor of the sensory chaos era (abundance).

The importance of emotions is also a conclusion to the study of Marie-Odile Richard, Mohammad Reza Habibi [26]. Emotions of consumers, felt after visiting the site, positively affect their perception of the site atmosphere, which, in turn, affects a number of behavioral variables, ending with the intention to make a purchase. The results also show that online culture moderates online consumer behavior.

A lot of research is devoted to consumer behavior and emotions. For example, the paper concluded that consumer behavior during a preliminary purchase is not related to decision-making, even when you first purchase a product.

The study Melissa S. Burnett, Dale A. Lunsford [25] proved that the decision to purchase can affect a lot of emotions. By the example is the feeling of guilt, which is included in the consumer decision to buy. The definition of "guilt of the consumer" is given. This can provide marketers with an opportunity to influence consumer decision making. Because of the consumer's decision, a negative emotion arises that violates certain values or norms. Based on the study of focus groups that include representatives from different religions, ages, gender and income level, the author classifies four types of consumer guilt: financial; health; moral; financial responsibility. Consumer wines are also classified in terms of pre-emptive and reactive states, arising from both purchasing decisions and non-refusal to purchase, as well as concerns focusing on oneself or others [48].

Research in the areas of consumer behavior and their emotions contributed to the emergence and development of the modern concept of neuromarketing.

Wants are unlimited and the resources to satisfy these wants are limited. So the consumers think rationally before buying any service. The more expensive the service is the more information is required by the consumer. There are four types of consumer buying behavior on the basis of buyer involvement while purchasing any product (figure 1.1).

	<i>High involvement</i>	<i>Low involvement</i>
<i>Significant differences between brands</i>	Complex buying behavior	Variety seeking behavior
<i>Few differences between brands</i>	Dissonance buying behavior	Habitual buying behavior

Figure 1.1. Types of consumer buying behavior

Let's talk about the components of the types of consumer buying behavior.

High involvement: the term means when the consumer is highly involved while buying a product. Generally, this situation happens in case of expensive or luxuries goods. Like while buying a diamond necklace a consumer is highly involved.

Low involvement: this term means when the consumer is not highly involved while buying a product. It happens in case of low price goods. Like while buying toothpaste a consumer is not highly involved.

Significant differences between brands: it means when there are significant differences between brands.

Few differences between brands: it means when there are very little differences between brands.

The first one is complex buying behavior: when the consumer is highly involved in the buying and there are significant differences between brands then it is called complex buying behavior. So in this case the consumer must collect proper information about the product features and the marketer must provide detailed information regarding the product attributes.

The second one is variety seeking behavior: in this case consumer involvement is low while buying the product but there are significant differences between brands. Consumers generally buy different products not due to dissatisfaction from the earlier product but due to seek variety. Like every time they buy different washing detergent just for variety. So it is the duty of the marketer to encourage the consumer to buy the product by offering them discounts, free samples and by advertising the product a lot.

The third one is dissonance buying behavior: here consumer is highly involved in the purchase but there are few differences between brands. Like consumer while buying a floor tiles buy them quickly as there are few differences between brands.

The fourth one is habitual buying behavior: in this case there is low involvement of the consumer and there are few differences between brands. The consumer buys the product quickly.

Understanding consumer behavior when buying travel products is vital in which tourism marketing must be effective. Then the idea is introduced that firms should concentrate on the consumer and all his actions. Businesses often believe that

the consumer wants and needs it, but they can also be persuaded to buy their own travel product. Often the consumer's conviction comes to the fore, concentrating on the consumer, and placing him at the center of the buying process, often referred to as consumer sovereignty. Needs are the main priority of the consumer, which implies that the travel company is obliged to constantly investigate the consumer's demand for tourist products and the reasons for this demand.

Every travel company should strive constantly to find out what the consumer wants and works hard to create exactly the tourist product that is needed.

1.2. Factors and models of tourist consumer behavior

The manner in which consumers deal with purchase decisions knows great diversity because their reactions are very much determined by the environmental problems in which they live their lives. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc..The particular complexity of consumer behavior can be also explained by many factors that directly or indirectly influence, as a last resort, the purchase and consumption decision making process.

During the extensive analysis made on consumer behavior, Ph. Kotler [17] starts from the analysis of the factors influencing it, grouped into: cultural factors - culture, subculture and social class; social factors - reference groups, family, roles and statuses; personal factors - age and stage of the life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion; psychological factors - motivation, perception, learning, beliefs and attitudes (figure 1.2).

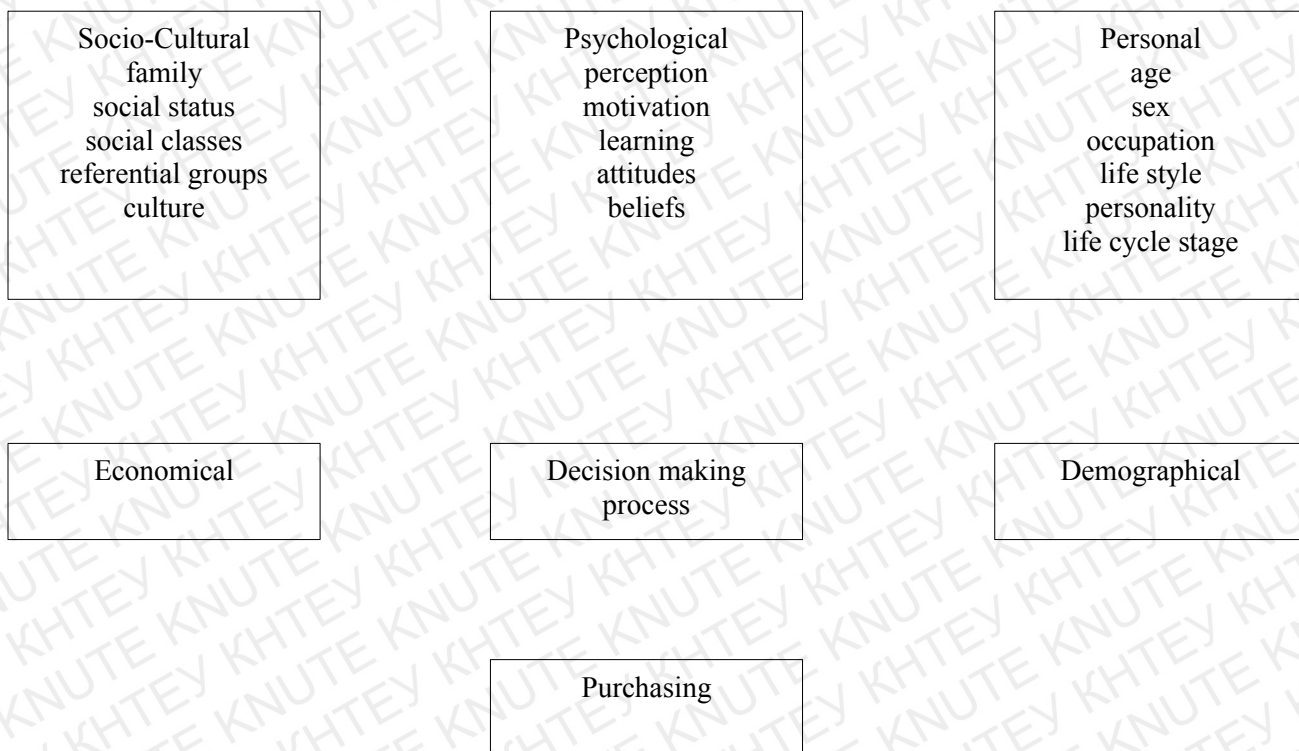


Figure 1.2. Factors influencing consumer behavior in tourism

If we will talk about cultural factors, so they are a set of rules, moral and material values, beliefs, attitudes and habits developed over time and which the members of society have in common. Culture has a strong impact on individual behavior, which mostly is learned in the socialization process of the individual. He gradually appropriates a set of values, perception, preferences and behaviors specific to the society he lives in, but which continuously changes. Marketing experts are constantly trying to identify trends in cultural changes in order to develop new products and services that the emerging market is able to value. For example, the increased desire for a healthy lifestyle, characteristic of modern culture, has led to the appearance in many hotels of sports clubs and gyms, SPA salons, and those hotels that could not afford such luxury began to conclude agreements with local sports clubs to allow them their guests to train at their sites.

The craving for lighter and healthier foods has led to the addition of diet foods to the restaurant menu.

Economic factors play a crucial role. They characterize the purchasing power held by the society at a certain time and represent the premise for consumer behavior constitution. They directly affect the size and evolution of consumption. Demographic factors: at consumer level, variables such as life cycle stage (age), sex, marital status, physical characteristics, race, etc. are very important. Also, age is the one distinguishing purchase decisions, and, with increasing age, changes occur, to be taken into account, because such changes influence the consumer behavior.

The four main psychological factors also influence the choices a person makes at the time of purchase: motivation, perception, assimilation, as well as beliefs and attitudes.

Motivation. Every person at any moment of his life feels the most diverse needs. Some of them are biological, arising when a person experiences hunger, thirst or any kind of discomfort. Other needs are of a psychological nature, arising when a person experiences a state of tension in the nervous system generated by the fact that others do not want to recognize his merits, his talents or his rights as a member of the team. Most of these needs are usually not strong enough to prompt a person to take immediate action. Need becomes a motive for behavior when it reaches a sufficient level of intensity. This stressful state forces a person to act in order to relieve him.

Psychologists have developed several theories that explain the motives of human activity. Two of them, which are the most popular - the theories of Sigmund Freud and Abraham Maslow - give two different approaches to consumer behavior, and both can be used in marketing analysis.

Freud's theory of motivation [11]. Freud believed that people are generally not aware of the true psychological forces that shape their behavior. He regarded human behavior as a process of growth during which a person suppresses many impulses. He was never able to completely expel these impulses, nor take complete control: they are manifested in his dreams, in various significant reservations, as well as in obsessive neuroses and psychoses.

Maslow's theory of motivation [22]. Abraham Maslow also tried to explain why certain needs force a person to act at a certain time. Why does one person spend

a lot of time and energy to secure his personal peace, and another climbs out of his way to achieve fame? Maslow's answer comes down to the fact that human needs are organized into a hierarchical system: from the most significant to the least significant. Maslow considers physiological needs to be the most important, followed in descending order of their importance for humans by the need for self-preservation, social needs, the need for recognition and respect, and the need for self-affirmation and self-expression. A man tries first of all to satisfy the most urgent of needs. After satisfaction, the need ceases to be a motive, and then a person can engage in the satisfaction of the next most urgent need.

Perception. Perception is the process by which an individual collect, organizes, and interprets information, creating his own, meaningful picture of the world.

Beliefs and Attitudes. In the process of their actions and assimilation, people acquire beliefs and attitudes, which in turn influence their behavior.

Persuasion is an unquestioned opinion that a person has about something.

Relation refers to a relatively stable assessment and certain feelings associated with any object or idea. Relations and attitudes are very difficult to change, because they are all interconnected in the human mind. Changing one of the settings may necessitate others.

Considering consumer behavior patterns in the travel services market, it is worth paying attention to the model of F. Kotler and Andrew Lyon.

Simply, we can define the term as: consumer buying process consists of sequential steps the consumer follows to arrive at the final buying decisions. Mostly, consumers follow a typical buying process. Marketer must know how consumers reach the final decision to buy the product.

According to the model of F. Kotler, a consumer goes through five stages on the way to making a purchase decision and making it. But it is worth mentioning right away that in the case of everyday purchases, some of the stages may be skipped by the consumer or their sequence may change (table 1.2).

Table 1.2

Five stages of decision making process in tourism

Stages	Processes
Stage 1	<i>Awareness of need.</i> The purchasing decision-making process begins with consumer awareness of the existing need. Awareness of need occurs when the mismatch between the real state of things and the desired state reaches a critical level. At this stage, it is important to know what factors prompted the consumer to realize the problem.
Stage 2	<i>Information Search.</i> After realizing the existing need, the consumer tries to find ways to meet it. Search can be either internal or external. An internal search includes the use of a person's knowledge to make purchasing decisions. As for the external search, here the buyer is trying to collect all the necessary information from the outside (friends' advice, expert advice, familiarization with the relevant literature, etc.). Sometimes a person makes a purchase decision based on information available directly at the point of sale of the goods. This fact should not be overlooked by marketers.
Stage 3	<i>Assessment of alternatives.</i> At this stage, the buyer needs to make the best choice from existing alternatives. The available options are evaluated according to certain criteria that the buyer determines for himself. Most often, the evaluation criteria are such comparison parameters as price, country of origin, product brand and its functionality.
Stage 4	<i>Making a purchase is the final stage in making a purchasing decision.</i> It includes the execution of a purchase and sale transaction, payment for the goods and its receipt by the buyer. At this stage, the work of sellers is very important, because in case of incompetence of the sales staff or their ill-treatment of customers, a person can simply refuse to make a purchase.
Stage 5	<i>Reaction to purchase.</i> The consumer assesses the degree to which the purchased product meets expectations. If the consumer's expectations are initially overstated, then after making a purchase he will certainly be disappointed. Therefore, the buyer should be provided with reliable information about the product if the manufacturer is aimed at a long-term relationship with the client

An alternative approach to the purchasing decision process was developed by economist Andrew Lyon [3]. His model of developing customer behavior consists of three steps:

1) preferences and tastes: at this stage, the buyer consciously or unconsciously determines what products he likes.

2) limited budget: here the buyer looks at the price and determines which of the desired products he can afford.

3) optimal bundle: at this step the final selection of the goods and their purchase is carried out. However, as Lyon emphasizes, the price of the product is not the only factor affecting the final purchase decision. There are many other factors that can influence consumer preferences and choices.

The Veblenian [44] social-psychological model of human behavior is based on the findings of Thorstein Veblen, who received his training as an orthodox economist and evolved as a social thinker through the influence of the science of social anthropology.

According to this model, man is perceived to be a so-called "social animal", where man conforms to norms of its larger culture and to more specific standards of subcultures and face-to-face groups in which humans operate. In essence this implies that human behavior and needs are moulded by present group memberships.

Based on the theory of the model, Veblen hypothesised that, for the so-called leisure class, a great portion of economic consumption is influenced and motivated by prestige seeking and not on needs or satisfaction. Veblen placed specific emphasis on emulative factors that would influence people when purchasing conspicuous products, for example cars and houses or even less expensive items, such as clothes.

The model is criticized as it is perceived by more modern perspectives to be overstated. For example, not all people consider the leisure class to be a frame of reference and many people aspire to the social class immediately above their current social class. In addition to the above, more affluent people of the society would rather underspend than overspend on conspicuous items since they would rather "fit in" than "stand out".

A final comment on the model is that although Veblen was not the first investigator to comment on the influence of social class on human behavior, the incisive quality of his observations inspired further investigations.

Conclusions to the part I

1. Consumer behavior (CB) involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants.

2. So famous people said about consumer buying behavior: Walter, Mowen, Schiffman & Kanuk, Engel, Blackwell & Miniard. There are four types of consumer buying behavior on the basis of buyer involvement while purchasing any product: complex buying behavior, variety seeking behavior, dissonance buying behavior, habitual buying behavior.

3. During the extensive analysis made on consumer behavior, Ph. Kotler starts from the analysis of the factors influencing it, grouped into: cultural factors - culture, subculture and social class; social factors - reference groups, family, roles and statuses; personal factors - age and stage of the life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion; psychological factors - motivation, perception, learning, beliefs and attitudes.

4. Considering consumer behavior patterns in the travel services market, it is worth paying attention to the model of Kotler and Andrew Lyon. According to the model of F. Kotler, a consumer goes through five stages on the way to making a purchase decision and making it. Andrew Lyon has model of developing customer behavior consists of three steps: preferences and tastes, limited budget, optimal bundle. The Veblenian social-psychological model where man is perceived to be a so-called "social animal".

PART II

2. ANALYSIS OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV

2.1. Organizational and economic characteristic of “Anex Tour”

Anex Tour LLC appeared in 1996 and is known in the world for more than 20 years. The brand is represented in the international market in Ukraine, Russia, the Republic of Belarus, Kazakhstan and Germany, and also Anex Tour LLC host offices operate in resorts in 12 countries.

Anex Tour LLC in Ukraine is a leader in organizing leisure in the resorts of Turkey, Egypt, Spain, Bulgaria, Andorra, Tunisia, Greece, Thailand, the Dominican Republic, Sri Lanka. In 2017, Anex Tour LLC turned 21 years old. Today 6 offices of Anex Tour LLC are successfully operating in Ukraine. They are: Dnipro, Lviv, Zaporizhia, Odessa, Kiev, Kharkov. Also Anex Tour has its own corporate logo (figure 2.1).

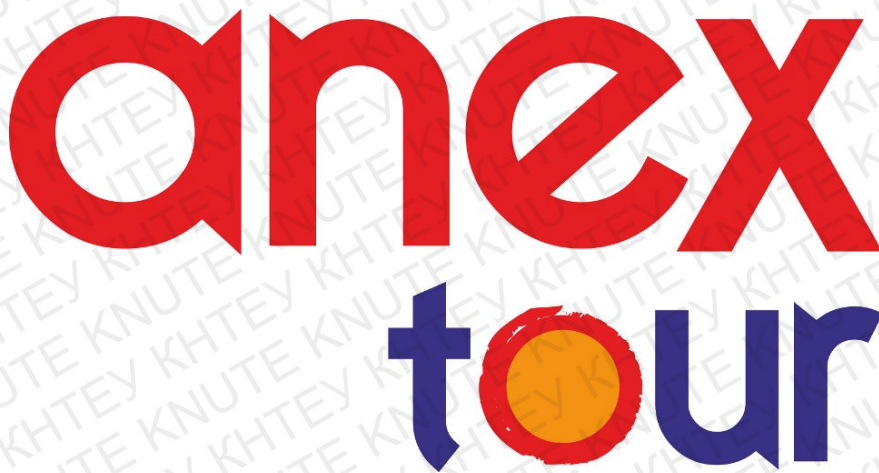


Figure 2.1. The ANEX TOUR logo

Anex Tour LLC is a dynamic tour operator. During this time, it has established itself as a team with highly qualified staff both in working with clients and working with foreign and Ukrainian partners. A team of professionals designs and offers tours to virtually every country in the world. Major destinations include countries such as Thailand, Vietnam, Cambodia, Laos, Singapore and Bali, Malaysia, Jordan, UAE,

Maldives, Sri Lanka, Seychelles, South Africa, Mauritius, Fiji. The main agency destinations are Turkey, Egypt, Israel, Greece, Tunisia, Croatia, Montenegro, Czech Republic, Hungary, Poland, France, Italy, Spain and other European countries, Cuba, Dominican Republic, etc. The main clients who use the services of the company are managers and owners of Ukrainian, Russian and Belarusian companies.

The purpose of the Anex Tour LLC is to sell travel trips, to offer travel to any corner of the globe, and to provide personalized service that prioritizes quality of service. Anex Tour LLC strives to provide a full range of long-term and preferential travel services. Anex Tour LLC is constantly improving and expanding its range of travel services and now confidently declares the following activities:

1. Organization of holidays in Ukraine and abroad, sea holidays and sightseeing tours. Organization of excursions, ordering of entrance tickets for sightseeing of museums, galleries. Taxi transfers and services.
2. Sea and river cruises around the world.
3. Organization of wedding trips, cruises, wedding ceremonies abroad.
4. Development of individual travel programs; organization of corporate, group, trips; organization of business tours; organization of visits to international exhibitions, conferences, seminars and trainings.
5. Booking of air tickets to international and domestic airlines; ordering and leasing of aircraft.
6. Hotel reservation (300000 hotels and apartments in 193 countries at the lowest prices).
7. Visa support.
8. Assistance in registration of foreign passports.

An entity performs a financial analysis aimed at assessing its financial position in the light of changes in recent years. Analyzing the financial condition can benefit the firm: identify existing potential weaknesses of the organization compared to its competitors.

We want to represent top 10 tour operators by the number of tourists served in 2018 in Ukraine according to Ministry of Economic Development, trade and

agriculture of Ukraine is showed. Anex Tour tourist company is the second company (table 2.1). The total amount of tourist in Ukraine in 2018 was 33764 thousand tourists, which used the services of tour operator. Total amount of tour operators in Ukraine is 2737 units.

Table 2.1

Top 10 tour operators by the number of tourists served in 2018 in Ukraine

Name	Number of tourists, persons	Share, %
JOIN UP LLC	902600	26,73
ANNEX TOUR TOURIST COMPANY	515582	15,27
LLC "ACCORD-TOUR"	297744	8,82
TEZ TOUR LLC	284956	8,44
CORAL TRAVEL LLC	243729	7,22
Total according to tour operators	3376350	100,0

Therefore, Anex Tour is the one of most popular tour operator in Ukraine, the number of tourists of which increases year over year (figure 2.2).

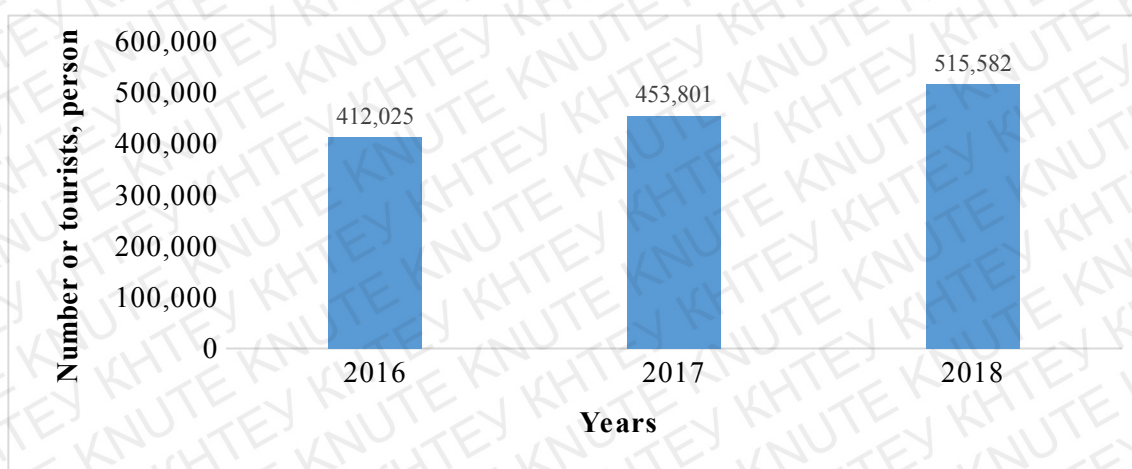


Figure 2.2. Dynamic of tourists of ANNEX TOUR TOURIST COMPANY in 2016-2018 [38]

According to Figure 2.2 positive increase in Number of tourists of Anex Tour tourist company was due to stable economics, increase in income and GDP.

Table 2.2 shows the dynamics of economic performance of Anex Tour LLC in 2016-2018.

Table 2.2

Dynamics of economic indicators of Anex Tour LLC in 2016-2018*

Indicators	Period			Growth	
				2017/2016	2018/2017
	2016	2017	2018	%	%
Volume of services, thousand UAH.	2101	2668	3429	26,99	28,52
Cost of services, thousand UAH.	1013	1134	1337	11,94	17,90
Net (balance) profit, thousand	213,9	237,7	379	11,13	59,44
Return on sales revenue,%	44,1	51,4	50	16,55	-2,72
Cost of return,%	21,1	21	28,4	-0,47	35,24

*calculated by the author on the basis of the financial statements

According to the table, we conclude that in 2018, the results of the work of the travel agency Anex Tour LLC improved. In the period 2017-2018, number of services increase to 28,52%, in the same time the cost of services increase to 17,90%. The net profit shows us amazing results, it is rise from 11,13% to 59,44%. The return on sales fall down to -2,72% that shows the management of the company an error in calculating the price of products, that is, the price is not high enough to cover costs. And cost of return grows in 2018/2017 years to 35,34%.

The service program at Anex Tour LLC is of high quality and attractive for tourists. The concept of service program quality means a set of services and activities that have the characteristics to satisfy the needs and desires of tourists on vacation and on travel.

The quality of service is influenced by the range of services offered. They need the complexity of services and products, as well as the focus on a specific consumer, timeliness of their provision, which has a great impact on the quality of service.

According to the staff schedule, the staff of Anex Tour LLC in the off-season is 99 people (director, tourism manager, accountant, cleaner). The main purpose of recruitment is to create a reserve of candidates for all jobs, taking into account current and future staff changes, dismissals, transfers, retirement, contract expiration, change of directions and nature of the enterprise activity. The efficiency of tourism activities

in today's conditions of fierce competition in the tourist services market depends crucially on the management system and professionalism of the staff of the tourist company, which is due to the complexity of the structure and mechanism of interaction between manager and client.

Most of the staff are production staff. And these are: 94 managers, advertising specialist, lawyer, system administrator. All production personnel have higher education, which proves qualification as a specialist.

The main negative aspects of the enterprise activity in the tourist services market is that the enterprise is focused on providing only traditional services, while now the demand for this type of products is gradually falling, given the emergence and preferences of buyers of new extreme types of tourism. So nowadays we can say that extreme tourism is a trend. The only thing to be foreseen is security and to prevent the uncontrolled use and destruction of natural tourism resources. Extreme tourism trends:

- it accounts for more than 10% of the tourism market, the growth rate of extreme tourism exceeds the growth rate of tourism in general;
- people of various ages and professions join;
- becomes more diverse;
- the appearance of more and more new species;
- demand for active tours in the Russian Federation clearly exceeds supply;
- the most popular types are water, pedestrian, horse, combined, space, military tourism.

2.2. Analysis of customer satisfaction survey of tourism company

In order to recognize the level of satisfaction of the clients of the tour operator, a survey was conducted of 100 clients who purchased tourist services of the company. Appendix B gives an example of a questionnaire. 75,6% of the interviewed women, 24,4% - men.

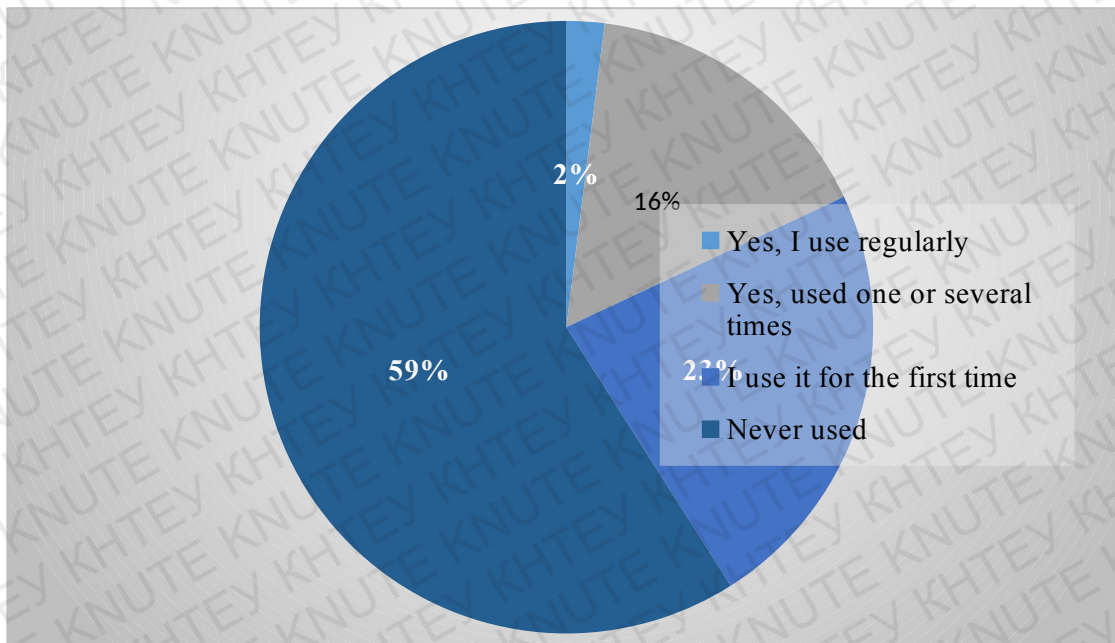


Figure 2.6. Distribution of answers to questions “Tell me, please, did you use the services of our company?”

2% of respondents used the company services on a regular basis, 16% - several times, 23% - bought a ticket only once, 59% never used the services of the company (figure 2.6).

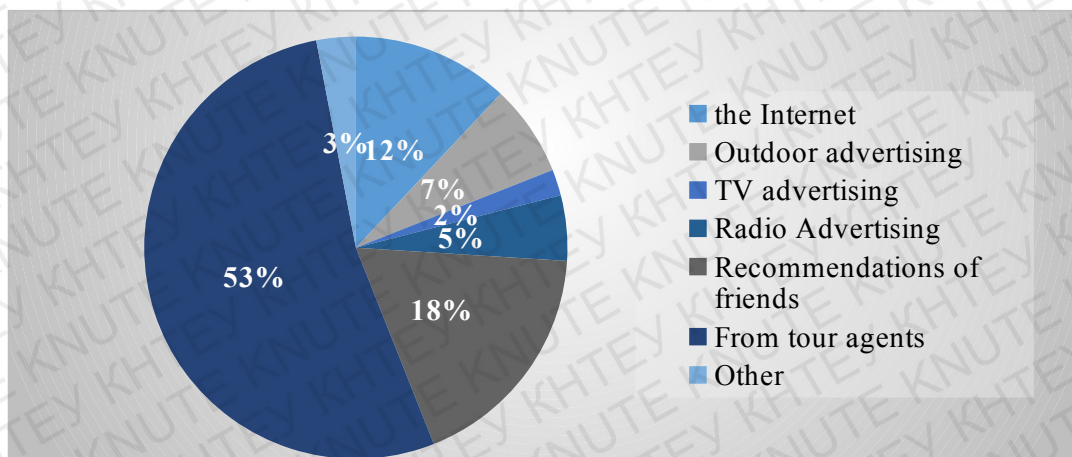


Figure 2.7. Distribution of answers to questions “Please, indicate how you known about the company”

12% found out about the company through the Internet, 7% through advertising, 2% through television, 5% through radio advertising, 18% with the

recommendations of friends, 53% with the advice of agents, 3% through other sources (figure 2.7).

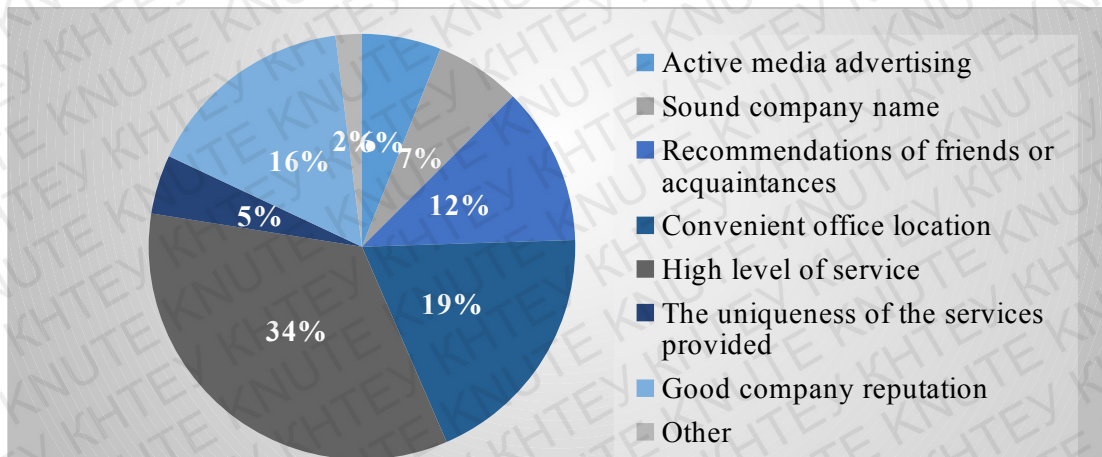


Figure 2.8. Distribution of answers to questions “Please, indicate which parameters have become decisive for you when choosing our company?”

Clients defined the services of the company due to active media campaign (6%), company name (7%), recommendations from friends (12%), close office location (19%), high quality of services (34%), uniqueness of services (5%), a good level of company reputation (16%), the results in the figure 2.8.

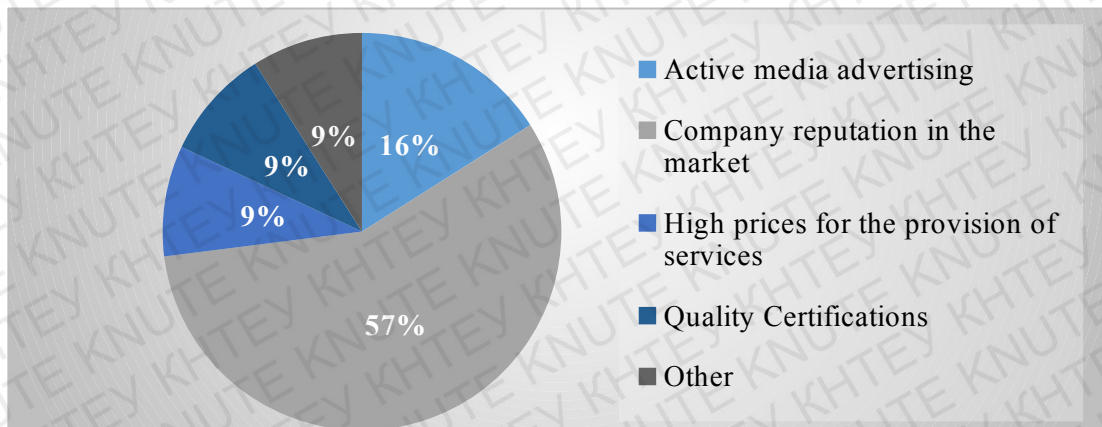


Figure 2.9. Distribution of answers to questions “Please, tell what is a guarantee of high quality of services for you?”

Active media campaigns (16%), reputation (57%), high prices (9%), quality certification (9%) were named as a guarantee of company services by respondents (figure 2.9).

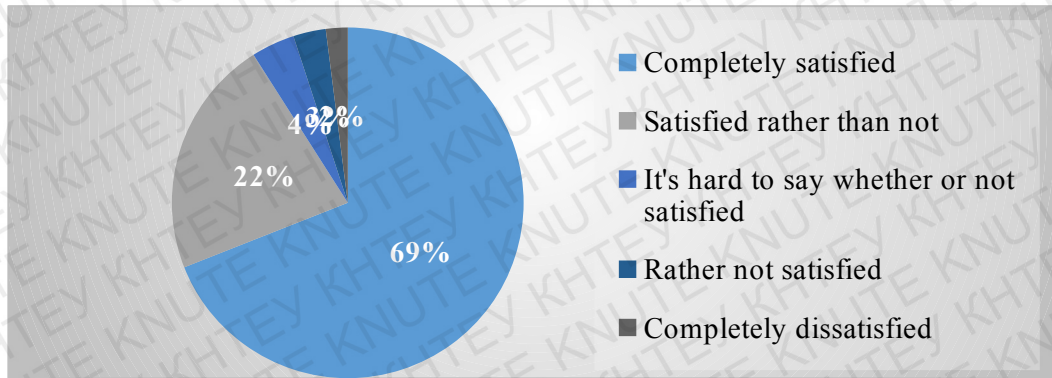


Figure 2.10. Distribution of answers to questions “Tell me, please, are you satisfied with the quality of services provided by our company?”

69% are completely satisfied with the quality of company services; 22% more satisfied than dissatisfied; 4% difficult to answer; 3% are no longer satisfied and 2% are not completely satisfied (figure 2.10).

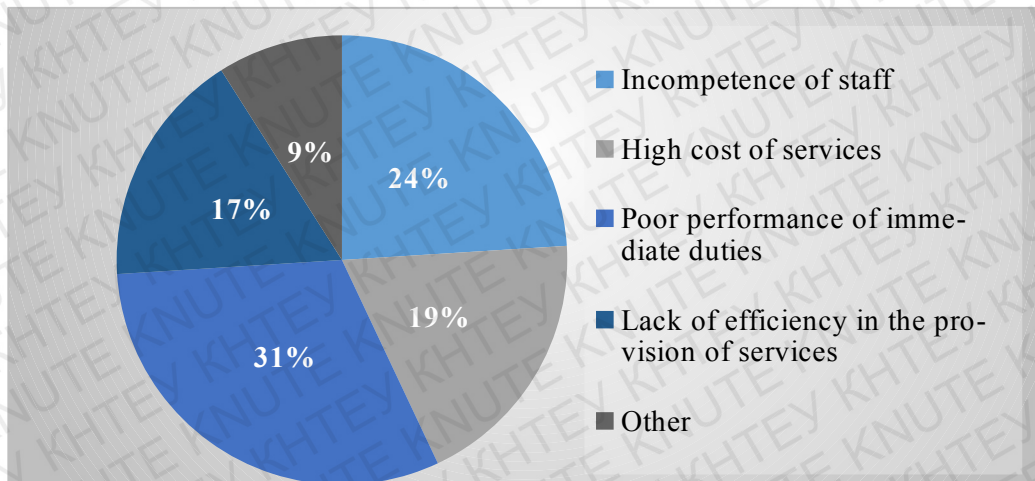


Figure 2.11. Distribution of answers to questions “Please tell what caused your discontent?”

The figure 2.11 show us the reasons for the dissatisfaction with the services were the incompetence of employees (24%), high cost of services (22%), poor performance of duties (31%), lack of promptness in the performance of duties (17%).

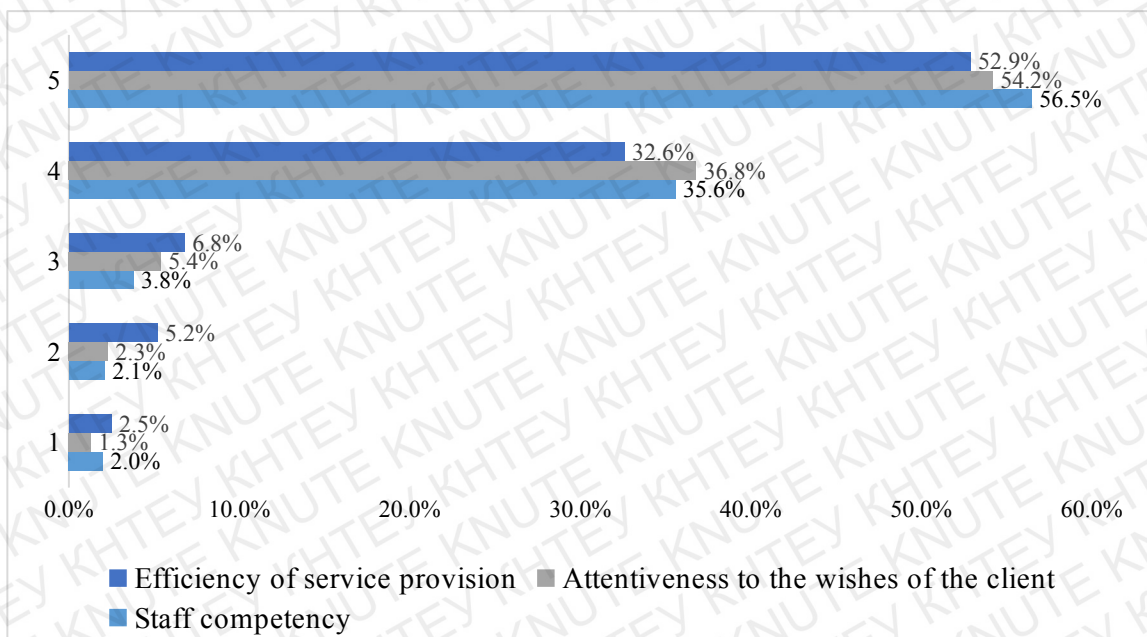


Figure 2.12. Distribution of answers to questions “Please, rate the quality of the services provided by our company”

The respondents rated the quality of services as follows (figure 2.12):

- workers' competence was rated 56,5% at a high level, 35,6% at a good level, 3,8% at a satisfactory level, 2,1% and 2% at a low level;
- 54,2% rated the client's high level of attention to the client's wishes, 36,8% at the good level, 5,4% at the satisfactory level, 2,3% and 1,3% at the low level;
- 52,9% rated service efficiency at a high level, 32,6% at a good level, 6,8% at a satisfactory level, 5,2% and 2,5% at a low level.

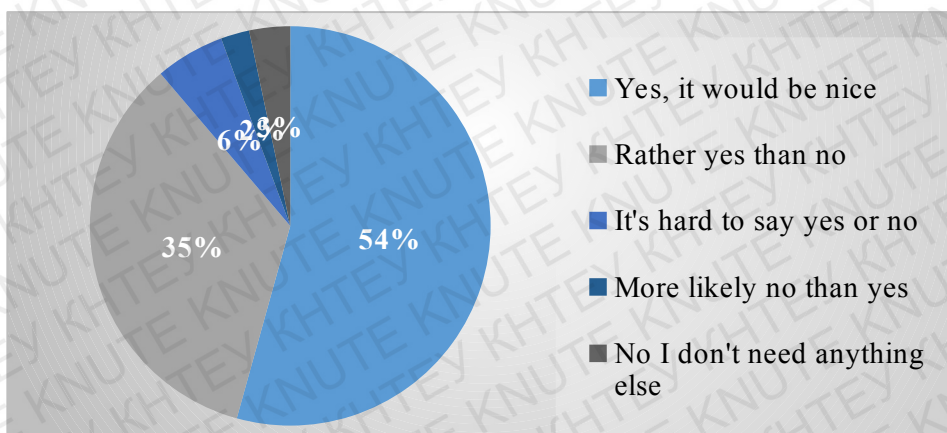


Figure 2.13. Distribution of answers to questions “Would you like the appearance of new services in our company?”

The figure 2.13 show us 54,3% would like to receive new services, 34,5% would rather than not; 5,6% are difficult to answer; 2,3% faster than not; 3,3% do not need new services.

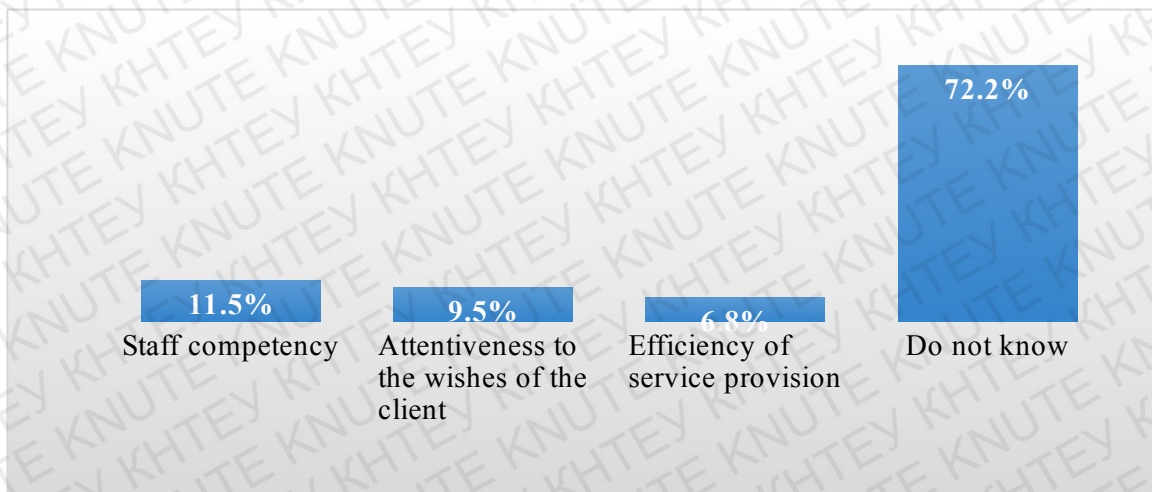


Figure 2.14. Distribution of answers to questions “What could you offer to improve the quality of the services provided by the company?”

In order to improve services, respondents would like to receive in 11,5% of cases a higher level of employee awareness, 9,5% of attentiveness to wishes; 6,8% higher level of service efficiency (figure 2.14).

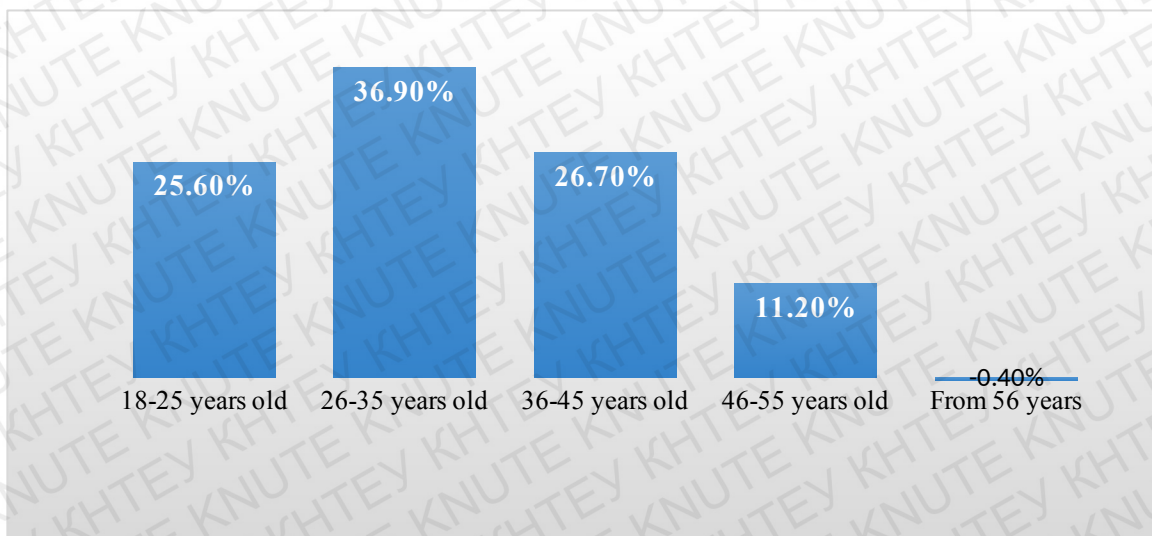


Figure 2.15. Distribution of answers to questions “Please, indicate your age”

The figure 2.15 show us the respondents were dominated by clients aged 26-35 years (36,9%) and aged 18-25 years (25,6%), aged 36-45 years (26,7%).

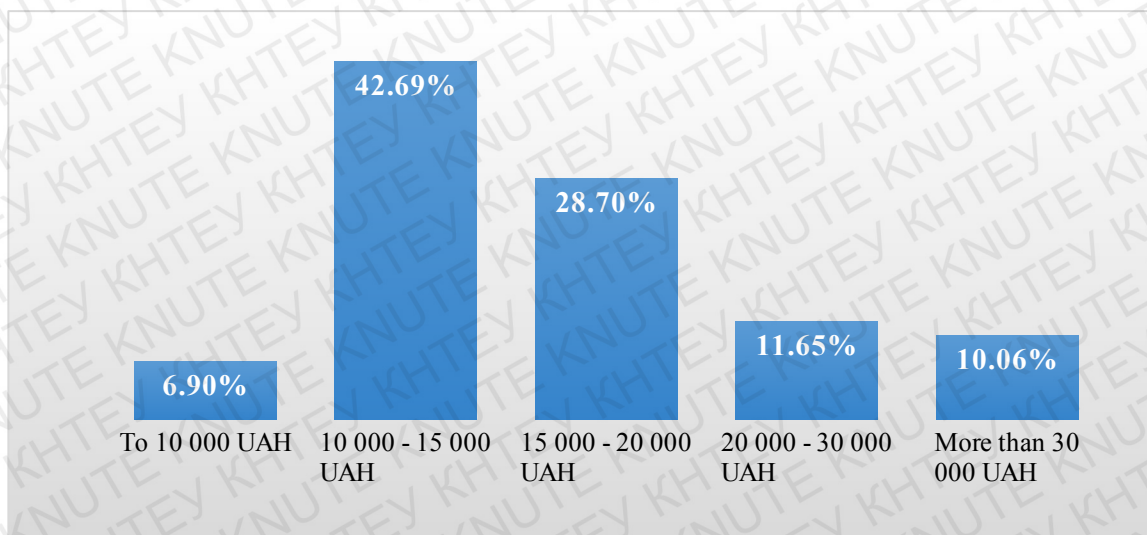


Figure 2.16. Distribution of answers to questions “Please indicate your income”

Among those surveyed, the most prevalent clients were UAH 10-15 thousand (42,69%), UAH 15-20 thousand (28,7%), UAH 20-30 thousand (11,65%), more than UAH 30 thousand (10,06%) the figure 2.16 show us that.

Thus, an analysis of the results of the questionnaire revealed more than an average degree of satisfaction with the service provided by the company. Negative factors affecting the level of consumer satisfaction were the lack of competence of employees, the low level of efficiency, not taking into account the client's wishes when choosing tours.

2.3. Evaluation of tourism company consumer behavior management

Throughout October 2018 the UATA Association also conducted a survey among directors and managers of travel agencies of Ukraine about tour operators having their own charter programs in the most popular areas.

9 tour operators were evaluated according to 7 criteria in terms of tourist convenience.

Prior to processing the results, deliberately false answers were excluded from the data array. A table with the results is presented in table 2.4.

Table 2.4

Result of UATA Association survey in 2018 about tourist-friendly tour operators of mass tourism [31]

Tour Operator Anex Tour	Score
Compliance with the declared flight program	3,91
Flight transfers and delays	3,3
Frequency of non-settlement in booked hotels	4,61
Guides performance assessment	3,24
Confirmation of an order	4,23
Best Early Booking Guaranteed	3,67
Loyalty in resolving contentious issues	3,3
Total	3,75

Anex Tour LLC is on the seven place from ninth tour operators because of low level compliance with the declared flight program, flight transfers and delays, guides performance assessment, best early booking guaranteed and loyalty in resolving contentious issues.

The range of offers are sea holidays, ski tours, sightseeing tours, medical and educational programs, cruises, flights and more.

Outbound tourism includes individual and group tours to destinations such as Turkey, Egypt, Austria, Azerbaijan, Albania, Armenia, Belarus, Belgium, Bulgaria, United Kingdom, Hungary, Vietnam, Germany, Greece, Georgia, Denmark, Dominican Republic, Israel, Indonesia, Jordan, Iceland, Spain, Italy, Cambodia, Qatar, Cyprus, China, Cuba, Laos, Latvia, Lithuania, Mauritius, Malaysia, Maldives, Malta, Morocco, Mexico, Netherlands, Norway, United Arab Emirates, Poland, Portugal, Romania, Seychelles, Singapore, Slovakia, Slovenia, United States, Thailand, Tanzania, Tunisia, Philippines, Finland, France, Croatia, Montenegro, Czech Republic, Sweden, Sri Lanka, Estonia; as well as hotel and private apartment reservations, transfers, car rentals, tours.

Inbound tourism includes the following services: individual and group tours, visa support, hotel reservations, skiing holiday at Bukovel, treatment at domestic resorts (Truskavets).

Domestic tourism is primarily a holiday in the Carpathian resorts: Bukovel, Truskavets.

So, the travel company Anex Tour LLC provides the following services for clients:

- tourist activity;
- consulting services;
- ticket sales;
- transport services;
- insurance services.

The company provides clients only those services that are in demand, the best resorts, resorts and hotels are offered for the rest. Every day, employees of the company monitor the appearance of new places to rest, negotiate with their owners and only then send their customers there. It is important for the company to offer the client any vacation, anywhere in the world, because the constant updating of places of rest also means the constant renewal of the "range of services", which as a result helps to retain regular clients and attract new ones.

Among the main activities of the enterprise occupies a significant place in the provision of transport services: the sale of bus and train tickets for trips across Ukraine and abroad, the lease of vehicles of leading companies-carriers, car rental.

Insurance is an integral part of running any business. Anex Tour LLC cooperates with insurance companies PZU Ukraine and INPRO Insurance Company and offers its clients:

- 1) personal accident and health insurance;
- 2) civil liability insurance of vehicle owners in the territory of Ukraine and abroad in the international system of auto insurance "Green Card";
- 3) insurance of clients traveling in Ukraine.

In the table 2.5 presents the assortment of tours offered by travel company Anex Tour LLC, outbound tourism in August 2019.

Table 2.5

Assortment of tours outbound, August 2019

Country	Transport	Hotel class	Nutrition	Minimum price for 2 people, dollars
Turkey	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	265
Egypt	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	338
Austria	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	797
Bulgaria	Bus	2, 3, 4, 5	RO, BB, HB, AI, UAI	208
Hungary	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	475
Vietnam	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1742
Germany	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	381
Greece	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	423
Denmark	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1388
Israel	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	838
India	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1312
India	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1312
Spain	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	575
Italy	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	560
Qatar	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	638
Cyprus	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	404
Cuba	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1794

Continuation of table 2.5

Country	Transport	Hotel class	Nutrition	Minimum price for 2 people,
---------	-----------	-------------	-----------	-----------------------------

				dollars
Latvia	Plane	2, 3, 4, 5	BB, HB	788
Lithuania	Plane	2 or 3	BB	677
Malaysia	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	2358
Maldives	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1807
Malta	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	823
Morocco	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1004
Portugal	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	882
Slovakia	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	2225
Slovenia	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	552
USA	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	788
Thailand	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1464
Tanzania	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	1059
Czech Republic	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	611
Sweden	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	556
Sri Lanka	Plane	2, 3, 4, 5	RO, BB, HB, AI, UAI	938

As can be seen from the table 2.5 the company offers a large selection of vouchers (all of them for 6-8 days) in virtually every corner of the globe for a variety of wallets. All the trips are offered by plane, also they have variant to travel by bus to Bulgaria. Budget holiday options are Turkey (price for 2 from 265 dollars), Bulgaria - (price for 2 for 208 dollars for), Egypt – (price for 2 from 338 dollars). It should be noted that these destinations are the most popular among Ukrainian tourists. Also they are proposed expensive vouchers to Vietnam (price for 2 people 1742 dollars for 14 days), to Malaysia (price 2358 dollars for 14 days) etc.

In the table 2.6 presents the assortment of tours offered by travel company Anex Tour LLC, inbound tourism in August 2019.

Table 2.6

Tours in Ukraine, August 2019

Towns	Transport	Hotel class	Nutrition	Minimum price for 2 person, dollars
Bukovel	Departure from Kiev	2, 3, 4, 5	RO, BB, HB, AI, UAI	495
Ivano-Frankivsk	Departure from Kiev	2, 3	BB	600
Koblevo	Departure from Kiev	3, 4	RO, BB, FB	385
Lviv	Departure from Kiev	3, 4	RO, BB	543
Odessa	Departure from Kiev	3, 4	RO, BB	365
Slavske	Departure from Kiev	3	BB	438
Skidnytsia	Departure from Kiev	3, 4, 5	BB, FB	692
Tatariv	Departure from Kiev	3, 4	BB	594
Truskavets	Departure from Kiev	3, 4, 5	RO, BB	380
Yaremche	Departure from Kiev	3	BB	650

The enterprise offers to its clients a number of holiday complexes in the territory of Ukraine. All the trips are offered departure from Kiev. The duration of the trip varies from 6 to 8 days. Here we can see such famous resorts as Bukovel (495 dollars for 2 people), Skidnytsia (692 dollars for 2 people) etc.

Prices for tourist trips are set by Anex Tour LLC, depending on the country of the trip, the duration of the tour, the price of the transport that the client moves, the period of the trip and so on. The lower price limit is the sum of all expenses incurred by the firm, sending the client on vacation (hotel reservations, transportation, insurance, registration of documents and visas, other expenses).

Anex Tour LLC adheres to the following rules when pricing policy. Prices are agreed with the client at the time of conclusion of the contract. The change of the price of the tourist product agreed by the parties is possible only in the cases stipulated by the contract, and only if the circumstances foreseen above change significantly, but not later than 10 days before the start of the tourist trip, if its

duration is more than 10 days, for 5 days before the start of a tourist trip if its duration is from 2 to 10 days, 48 hours before the start of a tourist trip if its duration is one day. In this case, the increase in the price of the tourist product may not exceed 5% of its original price. If the price exceeds more than 5% of the original price, the tourist has the right to refuse to fulfill the contract, and the tour operator is obliged to return to him all previously paid funds.

Travel firm Anex Tour LLC uses different pricing methods, taking into account competitors' prices for a similar tourism product, all the costs incurred by a tour operator, and the level of demand for a tourism product.

Anex Tour LLC also offers a wide range of sightseeing tours in Ukraine.

The company offers a wide range of bus, flight and individual tours related to trips to Ukraine and 41 countries of the world. Tours in each category are grouped according to different characteristics, which allow the potential customer to find something attractive for themselves as soon as possible. Yes, bus tours are presented in the following assortment: all tours (378), special offers (130), rounds of wireless crossings (160), tours from Kiev (17), tours from Odessa (8), tours after 14:00 (122), ski tours (22), beaches of the sea (81), islands (5), economy tours (82), weekends tours (47), Scandinavia and fjords (21), Ah, Carnival! (8), Valentine's Day (50), King of the Netherlands Day (1), paradoxes (10), Oktoberfest (9), football matches (3), Halloween (9), Catholic Christmas (54), New Year Tours 2015 (186), Christmas sales (5) Christmas Tours 2015 (185), Christmas Market (22), May holidays 2015 (216), Holiday March 8 (48), children's tours: Winter Holidays (88), Spring Holidays (91), Summer Holidays (76), Autumn Holidays (87), Amusement Parks (4).

The communication policy of the company is quite advanced. The company has an official website (<http://anextour.com.ua>) and profiles on well-known social networks (Facebook, Twitter, Vkontakte, Classmates, Google+, Instagram). The site, in addition to the range of services and terms of discounts, presents company awards and feedback from grateful customers. In addition, the company participates in exhibitions ("Ukraine Tourist"), is a partner of popular programs and events ("Beatwolves-3" show, "Bright Country" festival, Dnepropetrovsk, "MisLviv-2014"

beauty pageant, social charity the project "Queen of Vinnytsia 2014", All-Ukrainian competition of children's talent and beauty "Christmas Little Queen 2013", etc.).

In sales policy, the company actively uses the services of intermediaries, agents and subagents (146) - more than 6000 travel agencies operating in all regions of Ukraine. Thus, in the Ivano-Frankivsk region there are 3 intermediaries - Galichanka IF, Albatros-Tour SPD Bilokon AA, FOP Chorna OB Mega-Tour; there are 33 intermediaries in Kyiv and Kyiv region, and so on.

The pricing strategy of the company is that the tours are divided into three groups: economy (tours worth up to 4300 UAH), standard (tours cost from 4300 to 7000 UAH) and classic (tours worth more than 7000 UAH). This provides a broad reach for potential consumers, as almost everyone can find a trip for a reasonable price.

In addition, the tour operator has many other interesting offers for its clients on vacation and sightseeing tours in Europe, Asia, Africa, as well as in other exotic countries.

The quality of the tourist services provided by the tourist company Anex Tour LLC is always in compliance with the terms of the contract, and the procedure and methods of protection of the violated rights of tourists are determined by the legislation on consumer protection.

In 2017, the number of clients of the travel company Anex Tour LLC doubled, but in 2018 - only 20%. At the same time, the company is opening new destinations and leisure programs, and as travel groups are recruiting, albeit not as fast, the demand for travel services of Anex Tour LLC is expected to grow by at least 50% next year.

Figure 2.17 shows the structure of the marketing department, press center and advertising department.

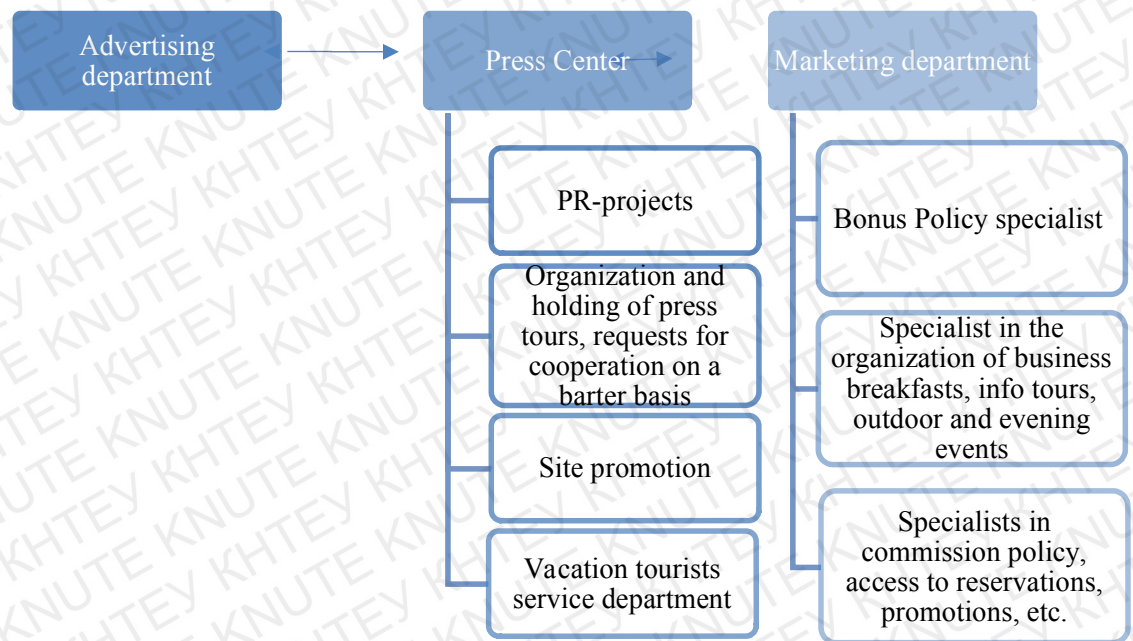


Figure 2.17. Anex Tour LLC marketing department, press center and advertising department

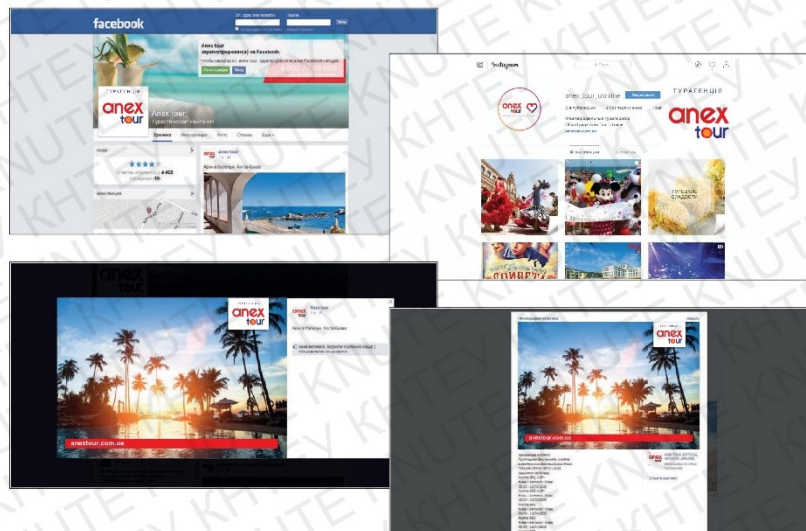
The company also operates a quality control service that controls the quality of the guides, who carry out the transfer and conduct excursions.

Forms of work of the tour operator's department with public opinion are varied:

- publication in the company journals, tour operator catalogs of activity reports of the tour operator or its department;
- visiting competing firms of tour operators;
- work with the press;
- contacts with state authorities.

Public Relations is an important tool for a tour operator's marketing company.

A creative approach to news, publications, social, public and other events related to the tour operator's activities in the country is an extremely effective method of highlighting their positive activity among competitors.



anextour.com.ua

ANEX Tour OpemakBinn. | 9

Figure 2.18. Anex Tour LLC in social networks

Anex Tour LLC departments in public relations have five main activities:

1. Relations with the press. The purpose is to post interesting information in the news to attract the attention of listeners, consumers to a product or service. Information about a product or service is more persuasive and important when it comes from famous or influential people.
2. Publicity products. Provides editorial space in print and television media to promote travel services. In short, it is a "product promotion" that goes by different methods. It can be new tours, destinations, updated tourist programs, using modern trends of fashion. This kind is the most famous in RR companies.
3. Corporate communication. This type of activity covers internal and external communication and provides the tour operator with an understanding of the needs of the market. One of the important marketing aspects of corporate communication is employee and competitor communication.

4. Lobbying. It involves communicating with legislators and government officials with a view to promoting or repealing legislation and measures to regulate and control its implementation.

5. Consulting. Includes advice on public issues, authority and image of the company. Consulting is important when unforeseen circumstances arise in business. The recognition and approval of society is very important for the activities of any institution or organization. Human relations and public interests should be taken into account in any PP of the tour operator's company.

Conclusions to the part II

1. Anex Tour LLC in Ukraine is a leader in organizing leisure in the resorts of Turkey, Egypt, Spain, Bulgaria, Andorra, Tunisia, Greece, Thailand, the Dominican Republic, Sri Lanka. In 2017, Anex Tour LLC turned 12 years old. Today 6 offices of Anex Tour LLC are successfully operating in Ukraine.

2. According to the table, we conclude that in 2018, the results of the work of the travel agency Anex Tour LLC improved. In the period 2017-2018, number of services increase to 28,52%, in the same time the cost of services increase to 17,90%. The net profit shows us amazing results, it is rise from 11,13% to 59,44%. The return on sales fall down to -2,72% that shows the management of the company an error in calculating the price of products, that is, the price is not high enough to cover costs. And cost of return grows in 2018/2017 years to 35,34%.

3. The service program at Anex Tour LLC is of high quality and attractive for tourists. The concept of service program quality means a set of services and activities that have the characteristics to satisfy the needs and desires of tourists on vacation and on travel.

4. Anex Tour LLC is on the seven place from ninth tour operators because of low level compliance with the declared flight program, flight transfers and delays, guides performance assessment, best early booking guaranteed and loyalty in resolving contentious issues.

5. Thus, an analysis of the results of the questionnaire revealed more than an average degree of satisfaction with the service provided by the company. Negative factors affecting the level of consumer satisfaction were the lack of competence of employees, the low level of efficiency, not taking into account the client's wishes when choosing tours.

PART III

3. IMPROVEMENT OF CONSUMER BEHAVIOR MANAGEMENT OF TOURISM COMPANY “ANEX TOUR”, KYIV

3.1. Recommendations to improve tourism company consumer behavior management

One of the biggest challenges in the tourism sector is to be able to offer products tailored to customer needs. And the world is changing faster due to the impact of technology on our lives. Tourism consumers are changing their preferences to the same rhythm.

Tourism is a product that highly depends on its marketing capabilities. Unlike the rest, it offers services that need the consumers to come to the destination for experiencing them rather than making them available at the end of the consumers. Consumer behavior is the key to successful marketing of all tourism products. Studying consumer 's needs and decision processes is crucial for marketing activities because it allows the marketing manager to cater to the consumer demands depending on the decision making styles they follow and to improve his own decision-making process, in order to forecast future behavior objectively and in a more effective manner.

Developing a new tourism product means creating a value for everybody included in a process of product creation, implementation and at the end its consumption.

Today every destination, every hotel, a tourist attraction or even a tourist company is seeking for unique ways, unique ideas to attract certain types of customers.

Developing new tourism products and services, requires providers to comprehend consumer behavior and get a clearer view of what consumers are looking for so that it can reflect in the product development processes.

So, looking through all that we said about the tour operator higher, we can propose some interesting variants which can improve the consumer behavior management (table 3.1.).

Table 3.1

Ideas of improvement consumer behavior

Number	Improvement
1.	To make the questionnaire in which people will ask short questions about their trip after tour and put it in the tour operator application.
2.	To make the new designed of Instagram site
3.	To make the loyalty program in which you need to make review and you will have any of excursions for free.
4.	To make the loyalty program in which you getting a bonus card for bringing a friend
5.	To make a tour expedition to attract youth

To ensure that customers return to you again in the future, it is important to continue to keep in touch with them after they have purchased your product or service. However, it is not so easy to turn an ordinary buyer into a fan.

The first type of improvement is survey. Surveys are a very popular and convenient way to get feedback.

Why do you need to conduct surveys? With the help of the survey, we can get reliable information and the tourist's relationship with us, and after receiving the result we can improve or change the proposed product.

We will achieve the following tasks:

Get Free and Actual Product Reviews. Getting customer feedback is one of the biggest challenges. In response to a direct request, customers either remain silent or release a standard phrase like "everything triples me."

This problem can be solved by extensive marketing research, which requires not a small budget and the involvement of specialists, or not complicated free customer surveys on the site or on social networks. The second option is the most

preemptive, since its implementation does not require tremendous effort and high cost.

We identify the needs and motives of customer behavior. All information about what your audience expects or has already received from your product and what else she would like to see, can be obtained through a customer survey. This information can become the basis for the creation of new goods and services, as well as for simple adjustments. Awareness of customer needs will help protect against mistakes.

Promotion. Customer surveys help attract new customers and motivate them to participate in discussions. Such communications with the company become two-way, so that customer loyalty increases, and the location of the survey becomes a group for live communication not only with company representatives, but also with each other. With the help of the survey, we demonstrate our interest in their opinion.

Increase attendance. With the help of the survey, we can increase the traffic to our community page on social networks. To do this, you need to motivate users to post voting information on their pages and other communities.

The second type of improvement is to make an incredible and attractive Instagram site.

Here is what we can get with the help of Instagram promotion and its beautiful appearance:

- collection and filtering of the target audience;
- delayed posting of photos, videos and stories;
- direct mailing, answering machine.

The third type of improvement is program of loyalty.

Loyalty programs are a reward system for regular customers. They help manufacturers cope with competition, attract and form a pool of regular customers.

Recently, the effectiveness of such programs has been declining. This was confirmed by the COLLOQUY center, which conducted a study in 2015. The client does not see real benefits, perceives bonus programs as an attempt to sell unnecessary goods.

But, on the other hand, this does not mean that they do not work, but just need to choose the right program for the right company.

The principle of it is the possibility of accumulating prize points (bonuses) received for purchases by customers of the company. Program participants can exchange bonuses for gifts that are significant to them. Success lies in using the “instinct of accumulation” of the consumer. After all, the discount is valid only at the moment, and the accumulation of bonus points brings the program participant closer to the treasured gift. And the longer the client participates in the program and, accordingly, the more he spends, the more significant encouragement he receives from the owner of the system.

Another fourth type of improvement will be quite new for Anex Tour and it is an expeditionary trip.

These tours are for those who love a non-standard, exotic or extreme vacation. They prefer travel rather than tourism. That is why our offer will be a tour to Iceland. This is a completely different travel format in which each of the participants should take part in the preparation, cleaning, preparation of the camp, as well as fully support their travel partners and be prepared for the changeable Icelandic weather and all sorts of surprises. In 8 days, we will travel about 3,000 km across Iceland and divide your life into “before” and “after” and fall in love with these alien landscapes.

3.2. Evaluating the effectiveness of the proposed measures to improve consumer behavior management of tourism company

So, the theme is about the survey and where we can put it. After we explored the annex tour application, it was decided that it would be logical and convenient to insert survey in the application itself. After the tourist has already traveled, he gained impressions, got everything expected, he wants to share this with everyone. Everything will be quite simple. Representatives of the travel agency will talk about the application (figure 3.1) and ask you to install it, since already during installation a couple of nice features will be available. You can register there and keep your page.



Figure 3.1. Application of Anex Tour

After the trip, you will receive notifications (figure 3.2) from the application from our representatives asking you to spend a couple of extra minutes (for example, while you are sitting at the airport and waiting for the plane) and go to the application to participate in the survey, explaining that our tourists directly participate in the life of the tour operator and everything that they say about the trip, positive or negative, we will accept all this and will improve ourselves. The example of the survey is presented in the Appendix C. Answering the questions of the questionnaire, then you need to send it to our agents and simply share it on your page, in a couple of clicks.

Notifications about the survey come immediately after filling it out. The analysis is carried out, and in cases of dissatisfaction or low scores, our operator will immediately contact the person who filled out the questionnaire. In order to hear all the reviews firsthand, the questionnaire will be an integral part of the application.

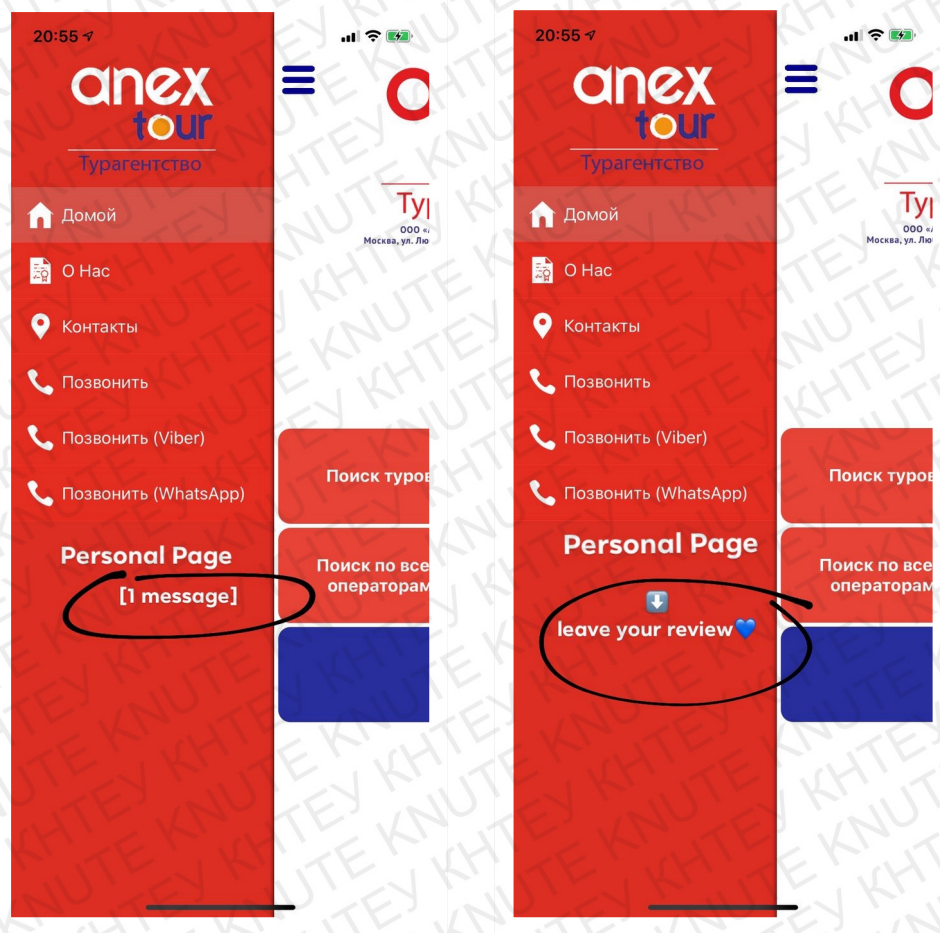


Figure 3.2. Personal Page with survey in Application of Anex Tour

Instagram is a popular social network where members share photos and short videos.

Almost everyone in the modern world has their own Instagram account. On vacation, each tourist takes a photo and uploads to his profile. So why not use it to promote a company?

Quite a lot of people, before choosing a company and a route, need information, real reviews and recommendations. Almost 100% of tourists try to find answers on the network.

The Anex Tour page in the Instagram is quite colorful, but we suggest taking a couple of new solutions to improve it.

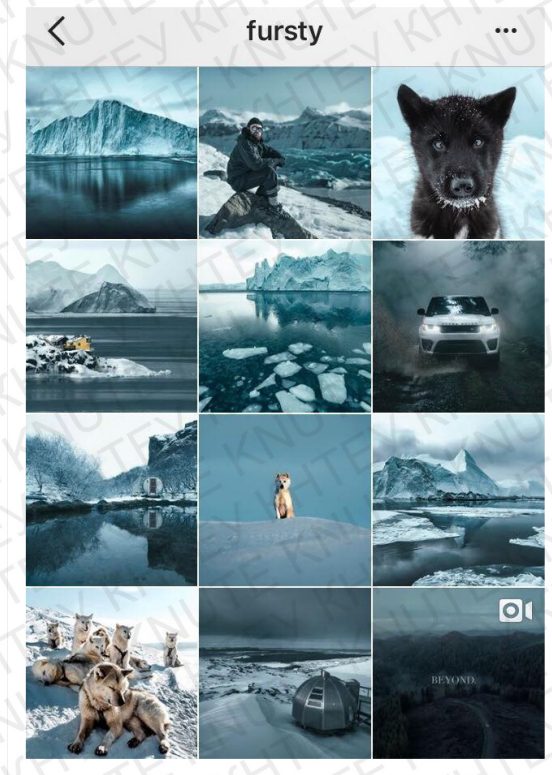
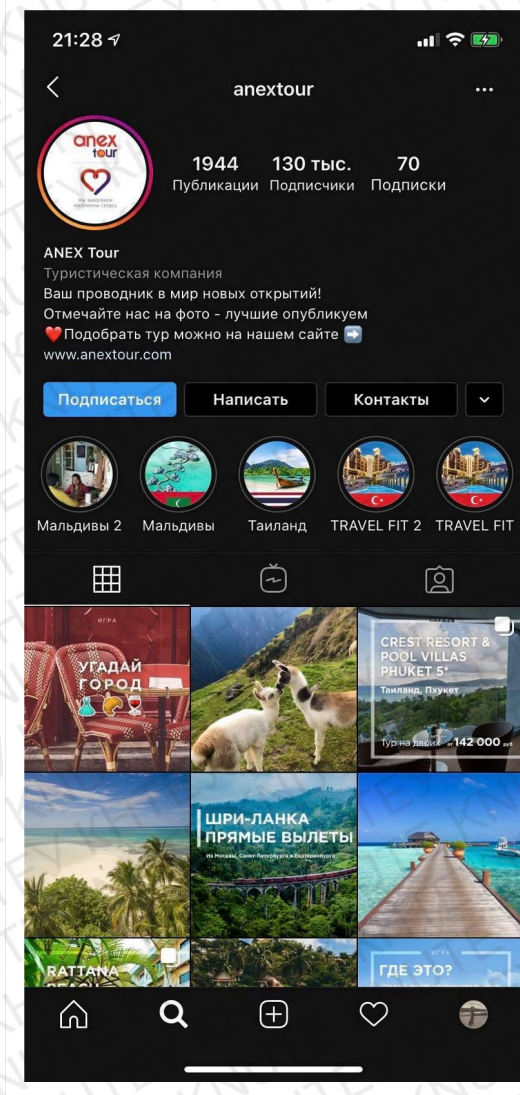


Figure 3.4. Example of single page layout

Figure 3.3. Instagram page of Anex tour

The first thing I would like to add is a single page layout (figure 3.4) (attracts more subscribers). Therefore, the photo should be processed in a single style, use a special font and logo. After that, subscribers will immediately recognize your posts in the feed; you will have your own “handwriting”.

The second point is that an array of text needs to be divided into blocks (figure 3.5) - it is more convenient to perceive information. Each block must be highlighted with thematic icons - also for easy understanding of the content.

The contact information should not only have a phone number. It is also worthwhile to specify accounts in WhatsApp / Viber, because these messengers are also on the phone and it will be convenient for the user to immediately write there.

Moreover, if the user selects a tour at work, it will be inconvenient for him to call with other employees in the office.

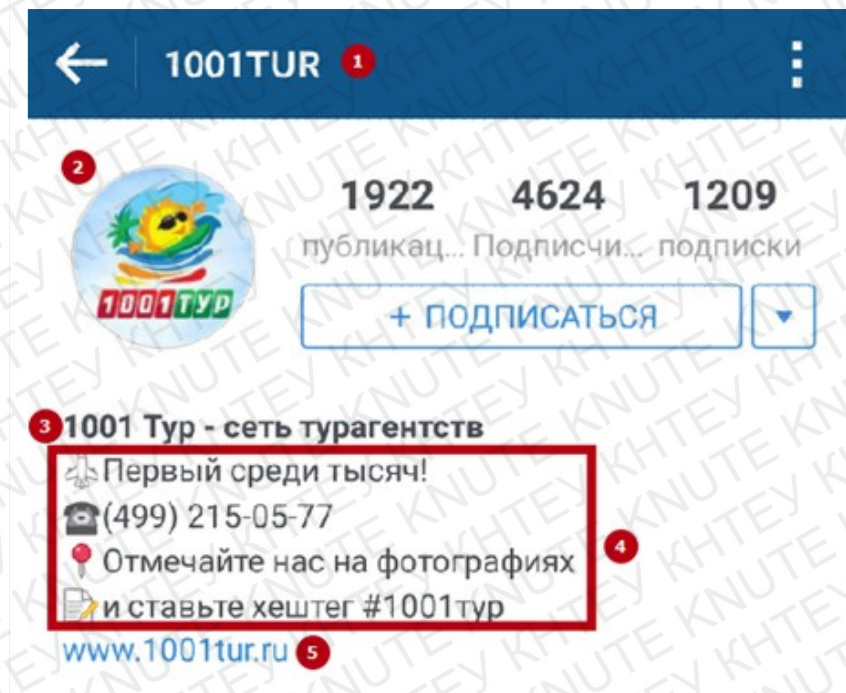


Figure 3.5. Instagram – make blocks

It's also worth noting that all users like to watch short promotional videos or short Instagram videos, so it's worth adding the benefit of customer reviews with their mini clips about the journey, because professional photographers who can make beautiful photos for you may come across ads with your little video review.

And of course, an important point about what is to write about, the topic of posts. Add delicious pictures with the most delicious and original food. We expose thematic collections of tours (for example, "Best Wedding Destinations"). We post thematic pictures. We communicate more with subscribers - we create a platform where you will start, and subscribers themselves will continue for you.

As it was said before you just need to choose the right program for the right company. So, for the Anex Tour we want to recommend some loyalty programs on our choice.

The first loyalty program will be that you just need to make a photo review of your vacation (figure 3.6).

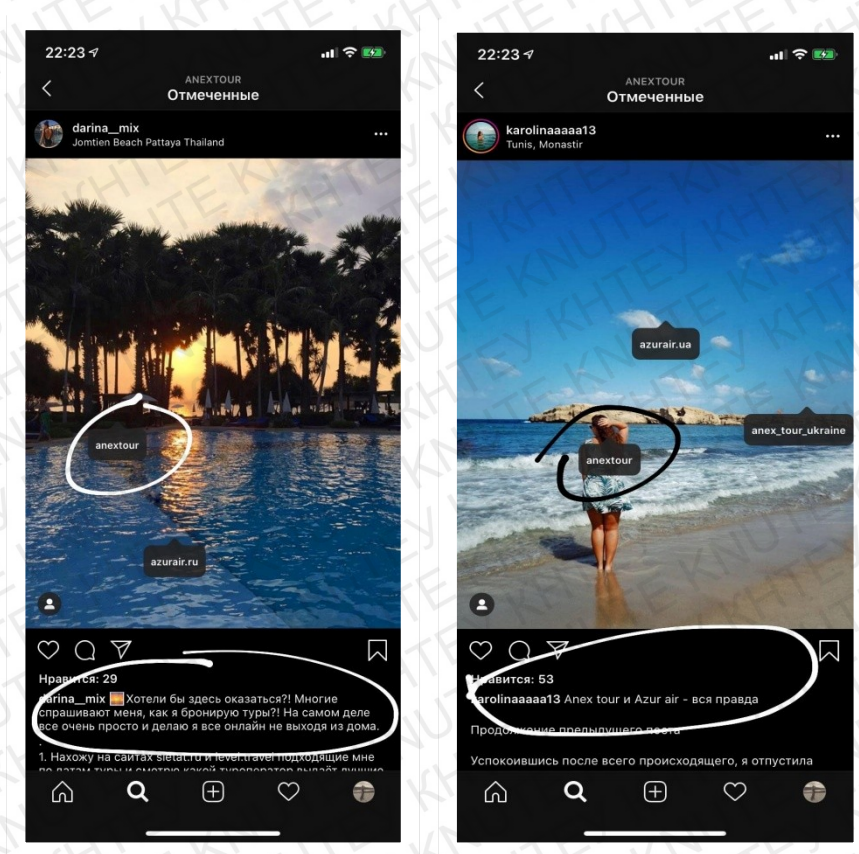


Figure 3.6. Photo review about the vacation on Instagram

To begin with, you are visiting a country and will share your impressions after a vacation with your friends and acquaintances. You will have many photos, videos and memorable moments. After traveling, you will be invited by a tour operator to become a participant in our loyalty program and for this on your social pages you must leave a review about the trip, tell about your impressions and leave 3 photos in which you will be, mention the tour operator and mark it on the active pages. After the review you wrote about your next trip during the year, you get a free one-day stay at the hotel.

Or another option in which you get a bonus card.

The procedure for obtaining a bonus card is the acquisition / registration by the client at least 1 time of the tour / visa at the travel agency and filling out the corresponding application form.

The order of scoring for a friend's drive:

1. If, on the recommendation of a participant, a new client who has not made a purchase at such a travel agency applies to the travel agency for the purchase /

registration of a tour / visa, then points on the bonus card of the participant who made the recommendation will be credited in the amount of 1% of the value of the purchased / a tour / visa issued by a new client or the cost of the most expensive tour / visa if there are several tours / visas.

2. If, upon the recommendation of a participant, another, second, new client who has not previously made a purchase at such a travel agency applies for the purchase / registration of a tour / visa, then points of 1 will be credited to the bonus card account of the participant who made the recommendation, 5% of the cost of the tour / visa purchased by the second client or of the cost of the most expensive tour / visa if there are several tours / visas.

3. If, upon the recommendation of a participant, a third new customer (or more) who has not made a purchase at such a travel agency before applying for / purchasing a tour / visa, then the points of the bonus card of the participant who made the recommendation will be credited invariably during the drive other new clients in the amount of 2% of the cost of a tour purchased by a third client or more, or of the cost of the most expensive tour / visa, if there are several tours / visas.

Important to know for program participants:

1. Points accrued on the participant's card, when not used, are accumulated and accumulated, and can be used at any time by the participant when purchasing the next round / visa or tours / visas.

2. Unlike discounts, points can end if they are transferred to a third party. At the end of the points on the bonus card when buying a new tour / visa, points begin to accrue again.

3. A program participant can donate (transfer) all or part of his points to any third party. In this case, the participant's points are canceled and begin to accumulate again when you purchase the next tour / visa.

4. The program provides for a period of burning points.

The term for burning points is the period at the end of which all unused points in the bonus card account. This period (period) is 90 days from the date of the last tour / visa purchase.

Another suggestion that will be quite new for Anex Tour is an expeditionary trip. These tours have appeared quite recently. Not many, in principle, will be able to describe what exactly tours are of this format.

Following this, we will try to describe how expeditionary tours differ from other similar directions to them.

1. The uniqueness of the route. The route of the expedition tour should be unique.
2. Professional guides. The head of the expedition tour is an experienced traveler. Such a guide is not just a guide through this territory, but a person who knows all the details of the place of residence: tourist facilities, weather, culture, the life of the local population, the formalities of entry and stay, etc.
3. The autonomy of the territory. Regions for conducting expeditionary tours are territories remote from large settlements, with a very low population density.
4. Sightseeing interest. The route should run in such a way that it could include objects of a tourist show.
5. Unique natural objects. The route should include unique cultural sites. Most often, such objects are protected and are a reminder.
6. The duration of the journey. To cover the territory occupied by the expedition tour, it is necessary to overcome significant distances, measured in thousands of kilometers.
7. Environmental friendliness and maximum closeness to nature. The fundamental principle of expedition tours is to minimize the negative impact on nature. As for rapprochement with nature, it is said that there will naturally not be overnight stays in comfortable hotels.
8. Cost. To combine all of the above components, significant financial costs are required. A unique product or service, no matter in which industry cannot be cheap. The high cost of the expedition tour is a natural phenomenon.

Expedition tours around the world allow you to learn something new about life, culture and nature of the most different corners of the globe. The travel program may

include not only an excursion and in-depth study of the region, but also additional activities.

The tour will last 8 days (9 of March-17 of March). In 8 days, we will travel about 3,000 km across Iceland and divide your life into “before” and “after” and fall in love with these alien landscapes. The price of the tour depends on the date of departure, that is, ticket prices.

Benefits:

- the guide that we provide has visited Iceland more than 10 times and planned everything to the smallest detail;
- all movement according to the program exclusively on cars, which gives the program special mobility and convenience;
- no need to take expensive and heavy equipment with you, which may entail additional costs for its purchase and payment of baggage;
- it is also not necessary to buy expensive special clothes (membrane jacket, trekking boots, etc.). Accommodation will be in a warm cottage and we will move to a car, in which we can turn on the stove at any time and warm ourselves properly;
- living mainly in the same house, where it is possible to cook full-fledged food, rather than sublimates and take with you on the road;
- we know where in Iceland there are affordable food prices and are purchased together with local residents;
- very rich and varied program. Knowing everything about Iceland, we have checked and selected for you the best locations that are breathtaking;
- the weather in Iceland is very changeable and it constantly pours here, like a bucket. In part, this is true, but we tried in this matter. The fact is that bad weather can rarely be in all parts of the island at the same time, and we took advantage of this. Every morning we monitor the situation with precipitation and before leaving we decide to go to that part of the country where the weather is the best today. So, we propose you a tour (table 3.2).

Table 3.2

Program of the tour “Enchanted Iceland”

Days	Program
Day 1	13:30 Departure from Boryspil Airport 16:00 Arrival in Warsaw 21:00 Arrival in Reykjavik 22:30 Guide picks up on cars and drives to cottages 00:30 Arrival at the cottage. Recreation
Day 2. Wonders of the Golden Ring	10:00 Departure from the cottages. We are going to buy in a cheap supermarket, here we will buy products that we will prepare during the trip to the cottage. 12:00 We will visit the Thingvedlir National Park - the rift valley, where we can observe a unique phenomenon: the rupture of tectonic North American and Eurasian plates. Along the way, we will admire an active geyser that releases a powerful stream of water from the bowels of the earth every few minutes and visit the majestic Gudfoss waterfall. During the day we will stop for snacks and relax with a coffee at the gas station. 21:00 Return home. Recreation
Day 3. Snafellsnes Peninsula	10:00 Departure from the cottages. Today we have at our disposal the Snafellsnes Peninsula. The day will be quite difficult and eventful. We reach one of the most famous and recognizable places - the Kirkjufetl mountains. We continue our journey, and soon our gaze opens up to the views of the national park, the eponymous volcano Snafalsjökull. We will also enjoy the view from the basaltic cliffs of Londrangar and go to the crevice of Raudfeldsya. During the day we will stop for snacks and relax with a coffee at the gas station. 21:00 Arrival at the cottage. Recreation.
Day 4. Wangness peninsula	10:00 Departure from the cottages. After a couple of hours, we drive up to the rock-fortress - Borgarvirki. Next we head to the northern Vatnsnes peninsula. The most popular attraction in these areas is a giant rock resembling an elephant called Hvitserkur. 17:00 Visit to Reykjavik During the day we will stop for snacks and relax with a coffee at the gas station. 21:00 Arrival at the cottage. Recreation.
Day 5. Secrets of the South Coast	10:00 Departure from the cottage. On this day we will continue to explore the south to see the magnificent Seljalandfoss with our own eyes. And its greatness can be felt by glancing on the other side of the waterfall and facing flowing tons of water, spray from which fly tens of meters, forming a foggy cascade. We will also see the raging Skogafoss waterfall, falling from a height of sixty meters. We'll make a stop near the village of Vic, admire the black volcanic beach and Cape Dirholai, which is translated from Icelandic as "a hole in the door". During the day we will stop for snacks and relax with a coffee at the gas station. 21:00 Arrival in a large cottage on the other side of the island. Overnight.

Continuation of table 3.2

Days	Program
Day 6. Glacial Lagoon	<p>10:00 Departure from the cottage. In the morning we wake up near the Skaftafell National Park. The park is reliably protected from the northern cold winds by majestic high mountains, completely covered with ice.</p> <p>And today we will see one of the natural wonders of Iceland - the Jokulsarlon glacier lake, a place where glaciers reflecting the color of the sky can be seen at arm's length.</p> <p>Depending on the weather conditions and the condition of the participants, we will visit ONE of the places below: Hot pool with stunning views of: Seljavallalaug, Canyon Fjaðrárgljúfur, Svartifoss Waterfall</p> <p>During the day we will stop for snacks and relax with a coffee at the gas station.</p> <p>21:00 Arrival at the cottage. Recreation.</p>
Day 7. Hveraherdi Hot Springs + Kerid Volcano + Reykjavik	<p>10:00 Departure from the cottages. Our first location is the ancient lake Kerid, located right in the crater of a sleeping volcano. Having done the photos, we go further</p> <p>We are on our way towards the capital and moving to Hveraherdi. Here we will stop in a natural hot pool to relax after a long journey. Our goal is here - the famous hot rivers!</p> <p>During the day we will stop for snacks and relax with a coffee at the gas station.</p> <p>21:00 Arrival at the cottage. Recreation.</p>
Day 8. The Bliss of the Blue Lagoon and Departure	<p>11:00 Departure from the cottages. Our farewell to Iceland takes place near one of the most memorable places on the island - the Blue Lagoon and we recommend that everyone choose this place in their free time in the capital.</p> <p>15:00 Visit to the Lagoon or the capital of the city.</p> <p>18:00 Meeting at Reykjavik Airport</p> <p>20:00 Departure to Warsaw</p> <p>01:00 Arrival in Warsaw</p> <p>02:30 Departure from Warsaw</p> <p>04:00 Arrival at Boryspol airport</p>

It is important to know that a visit to the blue lagoon is optional, at the request of each of the group members and is not included in the price. The lagoon must be booked in advance and this must be agreed.

The group of 20 people, distributed into 2 houses of 10 people. Housing in a cottage for 2-4 people in a room, in each house for 2-3 bedrooms. One shared bathroom with shower for the whole house.

To know what amount of money we need to this expedition we need to know all the expenses during this trip (table 3.3).

Table 3.3

Tour calculation (for 1 person)

Expenses	Price (UAH)
Transfer (will be during all the trip, 4 cars)	5384
Food	1800
Accommodations (2 cottages)	6000
Guide	2500
Cost of the tour (transfer, food, accommodations, guide)	15684
Profit (30%)	4705
Cost + profit	20389
VAT (20%)	4077
Price of the tour with VAT	24466

The cost price was included: transfer, food, accommodations and guide.

Such expenses as airplane tickets, additional excursions, visa, insurance, safety of the car are not included in the cost of the tour.

Additional excursions (optional whale excursions and the Blue Lagoon are paid extra): whale excursion – 2000 UAH and Blue Lagoon – 2100 UAH.

Visa – 935 UAH, insurance – 150 UAH

About the transfer: there will be 4 cars and 5 people in it (for 20 people) – for the 1 car for 1 day with the petrol the price will be 5384 UAH, for 20 people – 107 680 UAH.

Food tourists will be cooking for themselves, so during the trip 1 time in 3 days we will travel to some store (for 20 people the price for food will be 36000 UAH).

Accommodations: we will have 2 cottages for 10 people in each. So, 1 cottage for 10 people for 8 days will be 60000 UAH (20 people – 120000UAH), so, for 1 person for 8 days 6000 UAH.

So the price is 15 684 UAH but to this sum we add profit and VAT and the end of the sum is 24466 UAH (that will be fixed tour price).

$15684 * 0,3 = 4705$ UAH (it is a profit from 1 person)

$15684 + 4705 = 20389$ UAH (the price of the tour without VAT)

$20389 * 1,2 = 24466$ UAH (price of the tour for 1 person)

If we will take a tour group, this sum we need to multiple by 20 people.

$24466 * 20 = 489320$ UAH (price of the tour for 20 people)

So, when the tour will sale all these options will add. For example, we will take such dates 9 of March - 17 of March 2020 year and the ticket prices match reality.

The fixed price is 24466 UAH + 6250 UAH + 2600 UAH (car safety) = 33316 UAH.

Total price for 1 person will be 33316 UAH.

Also, this price does not include personal expenses. Each participant leaves a deposit of 2600 UAH for the safety of the car. At the end of the trip, the money is given back if nothing happened to the car. Also, it is very important to have a driver in our trip, and not one, for every car for one. So, for example in a group for 20 people we will have 4 drivers (and you are will be lucky, as for drivers we will have a discount about 2600 UAH).

Conclusions to the part III

1. Developing new tourism products and services, requires providers to comprehend consumer behavior and get a clearer view of what consumers are looking for so that it can reflect in the product development processes.

2. Ideas of improvement consumer behavior: to make the new designed of Instagram site; to make the questionnaire in which people will ask short questions about their trip after tour and put it in the tour operator application; to make the loyalty program in which you need to make review and you will have any of excursions for free; to make the loyalty program in which you getting a bonus card for bringing a friend, to make a tour expedition to attract youth.

3. After we explored the annex tour application, it was decided that it would be logical and convenient to insert questionnaires in the application itself. After the tourist has already traveled, he gained impressions, got everything expected, he wants to share this with everyone.

4. The Anex Tour page in the Instagram is quite colorful, but we suggest taking a couple of new solutions to improve it: I would like to add is a single page layout; an array of text needs to be divided into blocks; it's also worth noting that all users like to watch short promotional videos or short Instagram videos; what to write about, the topic of posts.

5. The first loyalty program will be that you just need to make a photo review of your vacation. After traveling, you will be invited by a tour operator to become a participant in our loyalty program and for this on your social pages you must leave a review about the trip, tell about your impressions and leave 3 photos in which you will be, mention the tour operator and mark it on the active pages.

6. Or another option in which you get a bonus card. The procedure for obtaining a bonus card is the acquisition/registration by the client at least 1 time of the tour/visa at the travel agency and filling out the corresponding application form.

7. What are expedition tours? These tours have appeared quite recently. Not many, in principle, will be able to describe what exactly tours are of this format.

CONCLUSIONS

1. Consumer behaviour (CB) involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants.

2. More and more behavioral consumption and decision-making are a consequence of the emergence of certain emotions. Today, any advertisement adapts to the emotions of a person and "pushes" on her feelings: love, duty, etc.

3. During the extensive analysis made on consumer behavior, Ph. Kotler starts from the analysis of the factors influencing it, grouped into: cultural factors - culture, subculture and social class; social factors - reference groups, family, roles and statuses; personal factors - age and stage of the life cycle, occupation, lifestyle, economic circumstances, personality and self-opinion; psychological factors - motivation, perception, learning, beliefs and attitudes.

4. Anex Tour LLC in Ukraine is a leader in organizing leisure in the resorts of Turkey, Egypt, Spain, Bulgaria, Andorra, Tunisia, Greece, Thailand, the Dominican Republic, Sri Lanka. In 2017, Anex Tour LLC turned 12 years old. Today 6 offices of Anex Tour LLC are successfully operating in Ukraine.

5. The main clients who use the services of Anex Tour LLC are managers and owners of Ukrainian, Russian and Belarusian companies. The service program at Anex Tour LLC is of high quality and attractive for tourists. The concept of service program quality means a set of services and activities that have the characteristics to satisfy the needs and desires of tourists on vacation and on travel.

6. Thus, an analysis of the results of the questionnaire revealed more than an average degree of satisfaction with the service provided by the company. Negative factors affecting the level of consumer satisfaction were the lack of competence of employees, the low level of efficiency, not taking into account the client's wishes when choosing tours.

7. So, the travel company Anex Tour LLC provides the following services for clients: tourist activity; consulting services; ticket sales; transport services; insurance services.

8. The company provides clients only those services that are in demand, the best resorts, resorts and hotels are offered for the rest. Every day, employees of the company monitor the appearance of new places to rest, negotiate with their owners and only then send their customers there. It is important for the company to offer the client any vacation, anywhere in the world, because the constant updating of places of rest also means the constant renewal of the "range of services", which as a result helps to retain regular clients and attract new ones.

9. Developing new tourism products and services, requires providers to comprehend consumer behavior and get a clearer view of what consumers are looking for so that it can reflect in the product development processes.

10. Ideas of improvement consumer behavior: to make the new designed of Instagram site; to make the questionnaire in which people will ask short questions about their trip after tour and put it in the tour operator application; to make the loyalty program in which you need to make review and you will have any of excursions for free; to make the loyalty program in which you getting a bonus card for bringing a friend, to make a tour expedition to attract youth.

REFERENCES

1. Adriaanse, M. A., Kroese, F. M., Marleen, G., Ridder, D. & Denise, T. D (2014). Effortless inhibition: habit mediates the relation between self-control and unhealthy snack consumption. *Frontiers in Psychology*. P. 5-144.
2. Anderson, Eugene W. (1998). "Customer Satisfaction and Word of Mouth," *Journal of Service Research*. P. 1-14.
3. Andrew Lyon, Michael Joseph Serpe (2012). Hydrogel Micro and Nanoparticles. P. 65-73.
4. Boksberger, P., Dolnicar, S., Laesser, C., & Randle, M. (2011). Self-congruity theory: To what extent does it hold in tourism? *Journal of Travel Research*. P. 454–464.
5. Burnett, M. S., Lunsford, D. A. (1994). Conceptualizing Guilt in the Consumer Decision-making Process [Electronic resource]. *Journal of Consumer Marketing*. P. 33-43. Access mode: <https://doi.org/10.1108/07363769410065454>
6. Calder, Bobby J. and Edward C. Malthouse (2008). Engagement and Advertising Effectiveness in Kellogg on Media and Advertising, Bobby J. Calder /ed. Hoboken, NJ: Wiley & Sons. P. 1-36.
7. Cooper, Robert G. and Elko J. Kleinschmidt Benchmarking (1995). The Firm's Critical Success Factors // *Research Technology Management*. P. 374- 391.
8. Cooper, Robert G. and Elko J. Kleinschmidt (1996). Winning Businesses in Product Development: The Critical Success Factors // *Research Technology Management*. N39(4). P. 18-29
9. Dimanche, F., & Havitz, M. E. (1995). Consumer behavior and tourism. *Journal of Travel & Tourism Marketing*. P. 37–57.
10. Engel, J. F., Blackwell, R. D., & Miniard, R. W. (1995). *Consumer behavior*. Fort Worth, TX: Dryden Press. P. 54-72.
11. Freud, S. (1927). *Das Ich und das Es*, Internationaler Psycho-analytischer Verlag, Leipzig, Vienna, and Zurich. *The Ego and the Id*, Joan Riviere (trans.),

Hogarth Press and Institute of Psycho-analysis, London, UK. Revised for The Standard Edition of the Complete Psychological Works of Sigmund Freud, James Strachey (ed.), W.W.Norton and Company, New York, NY.

12. Frias, D. M., Rodriguez, M. A., & Castaneda, J. A. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. *Tourism Management*, 29(1). P. 163–179.

13. Hong, S., Lee, S., Lee, S., & Jang, H. (2009). Selecting revisited destinations. *Annals of Tourism Research*, 36(2). P. 268–294.

14. Information on the results of processing the statistical reports of tour operators for 2018 [Electronic resource]. Access mode: <http://www.me.gov.ua/Documents/List?lang=uk-UA&id=be44a1a7-69b3-4a77-a86a-447499abcdd6&tag=Analitika>

15. Kahneman, D. (2003). A Psychological Perspective on Economics ." *American Economic Review*, 93 (2). P. 162-168.

16. Kamakura, Sridhar Ramaswami, and Rajendra K. Srivastava (1991). Applying Latent Trait Analysis in the Evaluation of Prospects for Cross-Selling of Financial Services // *International J. of Research in Marketing*. N 8(4), P. 329-349.

17. Kotler, P. and Keller, K. (2011). "Marketing Management"(14th edition), London: Pearson Education

18. Kwasnicka, D., Dombrowski, S. U., White Ma. & Sniehotta F. (2016). Theoretical explanations for maintenance of behaviour change: a systematic review of behaviour theories, *Health Psychology Review*, 10(3). P. 277-296.

19. Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27. P. 589–599.

20. Lindbladh, E., Lyttkens, C. H. (2002). Habit versus choice: the process of decision-making in health-related behavior [Electronic resource], *Social Science & Medicine*, 55 (3). P. 451-465, ISSN 0277-9536. Access mode: [https://doi.org/10.1016/S0277-9536\(01\)00180-0](https://doi.org/10.1016/S0277-9536(01)00180-0)

21. Martin, L. (2008). *Buyology. Truth and Lies about why we buy* Levine Greenberg Literary Agency and Synopsis Literary Agency. P. 15-28.

22. Maslow, Motivation and Personality. Toward a Psychology of Being 222. "The Farther Reaches of Human Nature". P. 146-51. P. 379-90.
23. Mazanec, J. (2009). Unravelling myths in tourism research. *Tourism Recreation Research*, 34(3). P. 319–323.
24. McKercher, B., Denizci-Guillet, B., & Ng, E. (2012). Rethinking loyalty. *Annals of Tourism Research*, 39(2). P. 708–734.
25. Melissa S. Burnett Burnet and Lunsford, D. (1994). "Conceptualizing Guilt in the Consumer Decision-making Process", *Journal of Consumer Marketing*, Vol. 11 No. 3. P. 33-43.
26. Mohammad Reza Habibi, Marie-Odile Richard (2012). *International Journal of Information Management: To be or not to be in social media: How brand loyalty is affected by social media* [Electronic resource]. Access mode: <http://www.guillaumenicaise.com/wp-content/uploads/2013/10/to-be-or-not-to-be-in-social-media.pdf>
27. Mowen, J. C.; Minor, M. S. (2003). *Consumer behavior*. São Paulo: Prentice-Hall.
28. Moutinho, L. (1993). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10). P. 5–44.
29. Myhailichenko Ganna (2016). *Innovative Development of Tourism Enterprises / Formation strategy of economic structures the tools and practices* [Collective monograph] / edites A.Berezin, M. Bezpartochnyi, – ISMA University, Riga (Latvia): "Landmark", SIA. P. 169-182.
30. Nafcha, O. Higgins, E.T. Eitam, B. (2016). Control feedback as the motivational force behind habitual behavior [Electronic resource]. Editor(s): Bettina Studer, Stefan Knecht, *Progress in Brain Research*, Elsevier, 229, 49-68, ISSN 0079-6123, ISBN 9780444637017. Access mode: <https://doi.org/10.1016/bs.pbr.2016.06.008>
31. Rating tourist-friendly tour operators [Electronic resource]. Summer 2018. Access mode: <https://uata.com.ua/2018/11/tf-rating-summer2018/>

32. Reinartz, Werner and V. Kumar (2002). The Mismanagement of Customer Loyalty // Harvard Business Review. N 64(4). P. 1735.
33. Richard, M. O., Habibi, M. R. (2016). Advanced modeling of online consumer behavior: The moderating roles of hedonism and culture, Journal of Business Research [Electronic resource], 69 (3), 1103-1119, ISSN 0148-2963. Access mode: <https://doi.org/10.1016/j.jbusres.2015.08.026>
34. Riley, M., Niininen, O., Szivas, E. E., & Willis, T. (2001). The case for process approaches in loyalty research in tourism. International Journal of Tourism Research, 3(1). P. 23–32.
35. Roland T. Rust, Tim Ambler, Gregory S. Carpenter, V. Kumar, & Rajendra K. Srivastava (2004). Measuring Marketing Productivity: Current Knowledge and Future Directions // J. of Marketing. N 68 (October). P. 76-89.
36. Schiffman, L.G., Hansen, H. and Kanuk, L. (2011). Consumer Behavior: A European Outlook. Financial Times Prentice Hall, New York.
37. Solomon, M. R. (1996). Consumer behavior (3rd ed.). Engle-wood Cliffs, NJ: Prentice-Hall.
38. Source: Ministry of Economic Development, trade and agriculture of Ukraine
39. Steinbauer A., Werthner H. (2007). Consumer Behaviour in e-Tourism. In: Sigala M., Mich L., Murphy J. (eds). Information and Communication Technologies in Tourism. Springer, Vienna. P. 65-76.
40. Sunil Gupta, Dominique Hanssens, Bruce Hardie, Wiliam Kahn, V. Kumar, Nathaniel Lin, Nalini Ravishanker and S. Sriram. Modeling Customer Lifetime Value // J. of Service Research, 2006. № 9. P. 139-155.
41. Thaler, R. (1980). Toward a positive theory of consumer choice [Electronic resource]. *Journal of Economic Behavior & Organization*, 1 (1). P. 39-60. ISSN 0167-2681. Access mode: [https://doi.org/10.1016/0167-2681\(80\)90051-7](https://doi.org/10.1016/0167-2681(80)90051-7)
42. Thorgeirsson, T. & Kawachi, I. (2013). Behavioral Economics: Merging Psychology and Economics for Lifestyle Interventions [Electronic resource],

American Journal of Preventive Medicine, 44 (2). P. 185-189, ISSN 0749-3797.

Access mode: <https://doi.org/10.1016/j.amepre.2012.10.008>

43. Tkachenko T., Gladkey A. (2018). Recreation management as a source of economic growth // Ukrainian economy growth imperative: monograph [Text] / – Prague: Coretex CZ SE. P. 244-256.

44. Veblen's methodology in contemporary perspective (1996). Cambridge Journal of Economics, volume 20, issue 4. P. 475 - 95

45. V. Kumar, Lerzan Aksoy, Bas Donkers, Rajkumar Venkatesan, Thorsten Wiesel, and Sebastian Tillmanns (2010). Undervalued or Overvalued Customer: Capturing Total Customer Engagement Value // J. of Service Research. N 13(3). P. 297-310.

46. V. Kumar, Morris George (2007). Measuring and Maximizing Customer Equity: A Critical Analysis // J. of the Academy of Marketing Science. N 35. P. 157-171.

47. Walters (1974). "Organizational Behavior - Human Behavior at work", 9th edition New Delhi: Tata McGraw Hill.

48. W. Olshavsky, R. W., Granbois, D. H. (1979). Consumer Decision Making — Fact or Fiction [Electronic resource]? Journal of Consumer Research, 6 (2), 93–100. Access mode: <https://doi.org/10.1086/208753>

49. Zabaldina Iuliia, Tkachenko Tatiana (2015). Tourism Destinations Management in the Context of Ukrainian Crisis/ Knowledge – Economy – Society. Challenges of Contemporary Economies in the Face of Global Market Conditions", Eds. R. Borowiecki, A. Jaki. P.Lula, Krakow, Foundation of the Cracow University of Economics.

Assessment of the level of satisfaction with the quality of services provided

1. Tell me, please, did you use the services of our company?

Yes, I use regularly

Yes, used one or several times

I use it for the first time

Never used

2. Please, indicate how you know about the company:

The Internet

Outdoor advertising

TV advertising

Radio Advertising

Recommendations of friends

From tour agents

Other

3. Please, indicate which parameters have become decisive for you when choosing our company?

Active media advertising

Sound company name

Recommendations of friends or acquaintances

Convenient office location

High level of service

The uniqueness of the services provided

Good company reputation

Other

4. Please, tell what is a guarantee of high quality of services for you?

Active media advertising

Company reputation in the market

High prices for the provision of services

Quality Certifications

Other

5. Tell me, please, are you satisfied with the quality of services provided by our company?

Completely satisfied

Satisfied rather than not

It's hard to say whether or not satisfied

Rather not satisfied

Completely dissatisfied

6. Please tell what caused your discontent?

Incompetence of staff

High cost of services

Poor performance of immediate duties

Lack of efficiency in the provision of services

Other

7. Please, rate the quality of the services provided by our company in the following ways:

1 – very bad, terrible

5 – very good, excellent

	1	2	3	4	5
Staff competency					
Attentiveness to the wishes of the client					
Efficiency of service provision					

8. Would you like the appearance of any new services in our company?

Yes, it would be nice

Rather yes than no

It's hard to say yes or no

More likely no than yes

No I don't need anything else

9. What could you offer to improve the quality of the services provided by the company?

10. Please, indicate your gender:

Male

Female

11. Please, indicate your age:

18-25 years old

26-35 years old

36-45 years old

46-55 years old

From 56 years

12. Please indicate your income:

To 10 000 UAH

10 000 - 15 000 UAH

15 000 - 20 000 UAH

20 000 - 30 000 UAH

More than 30 000 UAH

Travel agency customer satisfaction

Hello, please spend a few minutes of your time filling out the next questionnaire.

1. Indicate your gender:

Woman

Man

2. You decided to use the services of our agency based on:

Own experience

Friend's recommendations

Prices

Advertisements

Travel agency fame

Another answer (please specify):

3. How did you book a trip at our travel agency?

In person at the office

According to the online catalog on the travel agency website

By phone

I received a gift trip

In another way (please specify):

4. To what extent do you agree with the following statements regarding our agents?

Agent was helpful

Agent impressed as a specialist

The agent immediately found out my requirements

I have received all the necessary information materials

I was fully informed about all the services offered.

5. What type of transportation did you use?

Bus

Airplane

Own transport

6. How do you rate the quality of bus transport? (1 is lowest, 5 is highest score)

	1	2	3	4	5
I did not use it					
Departure Speed					
Driver courtesy					
Snack options					
Accuracy					
General quality and condition of the bus					

7. How do you rate the quality of air transport? (1 is lowest, 5 is highest score)

	1	2	3	4	5
I did not use it					
Registration Speed					
The helpfulness of the onboard staff					
Quality snacks					
Services during the flight					
Accuracy					

8. Have you been offered the following services?

	Yes	I do not remember	No
Bankruptcy			
Travel Agency Insurance			
Comprehensive Insurance			
Transfer to / from the airport			
Optional excursions			

9. How do you rate the travel agency / instructor representative at the travel destination?

(1 is lowest, 5 is highest score)

Your overall impression of:	1	2	3	4	5
Travel agency workers					

Of transport					
Placements					
Optional excursions					
Food					

10. What do you consider a priority when buying a trip?

The price

Attractiveness

Recommendation

Travel agency services

Advertising

11. Please answer the following questions:

	Yes	Rather Yes	I don't know for sure	Probably not	Not
Justified the vacation all your expectations?					
Is our travel offer suitable for you?					
Do you find our website visual?					
Do the data on our website match the reality?					
Did the price of travel meet its quality?					
Will you continue to use the services of our travel agency?					

12. What would you recommend us to change or improve?