

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

« INFLUENCER-MARKETING OF TOUR OPERATOR »

Student of the 2^d year, group 4 a,
academic degree «Master»
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Recreation Management»

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Kyiv National University of Trade and Economics

Faculty of Restaurant, Hotel and Tourism Business

Tourism and Recreation Department

Educational Degree «Master»

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: “Influencer-marketing of tour operator”

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Purpose of the paper: to investigate theoretical, methodological and practical aspects of influencer-marketing for tour operator, determine the directions of implementation of influencer-marketing in tour operator on the basis of “STAR MICE” activity analysis.

The object: the process of designing and developing the influencer-marketing activities for tour operator.

The subject: theoretical, methodological and practical principles of implementation of influencer-marketing to “STAR MICE” activities and possible ways to improve this process for the enterprise.

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INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASES OF INFLUENCER-MARKETING FOR TOUR OPERATOR

1.1 Influencer-marketing: origin, main principles and basic methods of implementation

1.2 World practice of influencer-marketing implementation

Conclusions to the Part 1

PART 2. ANALYSIS AND EVALUATION OF “STAR MICE” PRECONDITIONS FOR IMPLEMENTATION OF INFLUENCER-MARKETING ACTIVITIES

2.1 Characteristics of “STAR MICE” management system

2.2 Evaluation of current conditions and potential opportunities for implementing influencer-marketing activities

2.3 Assessment of “STAR MICE” business communications in relation to the influencer-marketing

Conclusions to the Part 2

PART 3. INFLUENCER-MARKETING IMPLEMENTATION TO “STAR MICE” ACTIVITY

3.1 Program of influencer-marketing measures to improve company’s performance in the market

3.2 Evaluation of implementation efficiency of influencer-marketing measures in the tour operator management

Conclusions to the Part 3

CONCLUSIONS

REFERENCES

APPENDIXES

6. Time schedule of the paper:

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		de jure	de facto
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2.	Preparation and approval of task for the final qualifying paper	05.11.2019-03.02.2020	22.01.2020
3.	Writing and pre defense of the 1 st part of the final qualifying paper	04.02.2019 - 21.06.2020	19.06.2020
4.	Writing and preparation of scientific article	till 01.07.2020	
5.	Writing and pre defense of the 2 nd part of the final qualifying paper	22.06.2020-20.09.2020	17.09.2020
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	21.09.2020-18.10.2020	16.10.2020
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, additional processing, getting a review from a teacher in a related department	19.10.2020-10.11.2020	09.11.2020
8.	Additional processing, printing, preparation of material to final qualifying paper defense	11.11.2020-19.11.2020	18.11.2020
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10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

7. Date of receiving the task «22» January 2020.

8. Scientific adviser of the research

Zabaldina Y.B.

(last name and initials)

9. Guarantor of the educational program

Roskladka N.O.

(last name and initials, signature)

10. The task received by the student

Kozoriz O.Y.

(last name and initials, signature)

11. Response of scientific adviser of final qualifying paper

The thesis is focused on the problem of influencer-marketing of tour operator.

The main purpose of this scientific work is to investigate theoretical, methodological and practical aspects of influencer-marketing for tour operator, determine the directions of implementation of influencer-marketing in tour operator on the basis of “STAR MICE” activity analysis.

The submitted thesis consists of Introduction, four other parts, and Conclusion.

The first part gives the essence of influencer-marketing, looked through the big quantity of literature where this marketing tool was the main theme of research. In the second part of this paper the author also analyses some problems that could be corrected by the appropriate program of the right approach in implementing of influencer-marketing of tour operator “STAR MICE”. The proposition of possible options of cooperation involving popular influencers taking into account the target audience of the tour operator is the core part of this work.

In this scientific work the term “influencer-marketing” in the context of tourism were clarified, new influencer-marketing measures for tour operator “STAR MICE” were developed, as well as options for future communications were proposed.

The thesis fulfils all general formal requirements. The results of this paper were tested during student’s practical conference and in the article.

I appreciate that the author successfully integrated tools and knowledge from several areas connected to behaviour management processing and I recommend the submitted thesis for the defense.

Scientific adviser of final qualifying paper

(signature, date)

Pre-protection check mark

(last name and initials, signature, date)

12. Conclusion on the final qualifying paper

Student`s final qualifying paper

(last name and initials)

may be admitted to the examination board.

Guarantor of the educational program

Roskladka N.O.
(last name and initials, signature, date)

Head of the Department

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(last name and initials, signature, date)

« _____ » _____ 2020

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INTRODUCTION

Actuality of the research. The dynamic development of new technologies, the accelerated paces of digitalization dictate their conditions and change the long-established, habitual ways of working in the market. One of the milestones of such phenomena is the rapid growth of the popularity of social networks, which are constantly growing audiences, that opens up new opportunities for businesses in the field of marketing communications. Due to the convenience and effectiveness of social platforms in the field of interaction with target audiences, businesses are increasingly adapting to current trends and diversifying their marketing activities.

Influencer-marketing has become one of the effective tools for building communications, using the authority of popular people in networks and turning them into intermediaries between business and consumers. It is the audience's confidence in the opinion of their object of following, the so-called influencer, is the "engine of trade" used in this method. In today's world, consumers are more accustomed to trusting the real reaction and emotions of real people than to simple commercials or other traditional appeals. It has been proven that it is after the recommendations of influencers that consumers make decisions faster and are ready to act.

Travel companies, in particular tour operators, in Ukraine and around the world, given the advantages of influencer-marketing, use it in their activities for various purposes. In addition to sales promotion, it can be the introduction of a new tourism product and services, raising awareness about the company, expanding the audience and entering new markets.

The use of influencer-marketing is potentially beneficial for businesses, including in the field of tourism. Like any activity, it has nuances that rise while working with that. But this marketing communication tool is an effective way to keep a company afloat in difficult times. Therefore, established system of influencer-marketing might be very useful for businesses.

Purpose of the paper. To investigate theoretical, methodological and practical aspects of influencer-marketing for tour operator, determine the directions of

implementation of influencer-marketing in tour operator on the basis of “STAR MICE” activity analysis.

The objectives of the research are:

- to describe the essence of influencer-marketing and the main principles of its implementation;
- to explore who the influencers are and determine their significance for modern business;
- to make the research of world practice of influencer-marketing implementation;
- to investigate the current state, experience and conditions for the implementation of influencer-marketing activities on the basis of the tour operator “STAR MICE”;
- to develop a plan for the influencer-marketing campaign and explore the potential effectiveness of its implementation within the tour operator “STAR MICE”.

The object is the process of designing and developing the influencer-marketing activities for tour operator.

The subject is theoretical, methodological and practical principles of implementation of influencer-marketing to “STAR MICE” activities and possible ways to improve this process for the enterprise.

Methods of research. For the purpose of meeting previously mentioned objectives we have used the number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of qualifying paper comprised the review of the existed literature on this topic, analysis of current state of “STAR MICE” business communications related to influencer-marketing. In the process of writing of the qualifying paper, next research methods were used: analysis, systematization, comparative analysis, classification, general evaluation and forecasting.

Scientific innovation. In this scientific work the term “influencer-marketing” in the context of tourism were clarified, new influencer-marketing measures for tour operator “STAR MICE” were developed, as well as options for future communications were proposed.

Practical value. Implementation of proposed measures will lead to the improvement of financial state of the tour operator, promotion of the company’s

services, raising the brand awareness and attracting new customers. The results of this paper were tested during student's practical conference and in the article (Appendix A).

Publications. As the result of investigation of the final qualifying work the article "Influencer-marketing of tour operator" was published in Articles of master programs students "Hotel, Restaurant and Tourism Business: Focus on International Trends" (Appendix A).

Paper structure. Final qualifying paper consists of the Introduction, 3 parts: first and third part consists of two sections, the second part consists of three sections; and conclusions. The final qualifying paper also consists of the 7 figures, 23 tables, 54 references and 73 pages.

PART 1

THEORETICAL AND METHODOLOGICAL BASES OF INFLUENCER-MARKETING FOR TOUR OPERATOR

1.1. Influencer-marketing: origin, main principles and basic methods of implementation

Our behavior is often influenced by the sharing of thoughts or experiences with someone you know well or trust. Each of us has an acquaintance, friend, relative, a person who at least once advised a good product, or a person "from the screen", whose opinions you once listened to and made your choice in favor of the services of a particular company. Among all possible ways to influence human mind, word of mouth remains the most common and most effective one [1]. Influencer-marketing has become a new opportunity for companies to get closer to their existing and potential customers, to some extent to penetrate their minds and push them to act.

Today, people spend more time online than in previous years, and most people spend their time online. In 2017, there were 2.46 billion users of social platforms in the world, which indicates that more than a third of the world's population and almost three quarters of Internet users use at least one network. This trend is expected to continue to grow, and in 2021 the number of social network users will exceed 3 billion [2]. This trend is definitely beneficial for businesses, because in this way they gain the ability to reach more and more consumers, many times increasing the opportunity of companies to work for a wider audience, thereby increasing the chances of improving the efficiency of their activities as a whole.

Given the growing popularity of social networks and the rapid growth of their users, businesses have been forced to reconsider their marketing strategies and direct their efforts towards a deeper mastery of advertising on social platforms, including the involvement of influencers [3]. Such decision in the course of marketing communication will open new markets for business, stimulate sales and awareness of others about the company itself and its products or services.

Consumers, their desires and behavior are constantly changing. According to the Institute of Digital Marketing, 70% of teenagers trust influencers on social networks. 86% of women use social platforms to seek advice and opinions on things that interest them [4]. Finally, consumers are increasingly relying on peer-to-peer communications [5], thus, influencer-marketing has rapidly reached the status of one of the central players in digital strategies [6]. It has happened psychologically that most people are not ready for risks, which can be explained by internal, personal barriers of a person, or a bad experience in the past.

Word of Mouth Marketing Association defines the word “influence” as “The ability to cause or contribute to a change of opinion or behavior” [1]. Due to the fact that the term influencer-marketing has recently entered the literature, there are currently few clear scientific definitions of this phenomenon. However, in 2008, researchers Duncan Brown and Nick Hayes identified influencer-marketing as a new approach to marketing, “A third-party who significantly shapes the customer’s purchasing decision, but may ever be accountable for it” [7]. Influencer-marketing can be also described as a process that involves identifying and activating individuals who have an impact on a specific group of people who are potential consumers [8]. Carter (2016) defines influencer-marketing as a fast-growing industry that seeks to raise consumer awareness of a brand and promote its products through content distributed by active social media users who are considered influential [9]. Some of the researchers, such as Lagrée, Cappé, Cautis and Maniu attribute influencer-marketing to a subtype of word-of-mouth marketing that has become widespread due to the growing number of influencers on the Internet [10]. According to the marketing agency TapInfluence, influencer-marketing is an idea based on interaction with people who create content, with those who have their own audiences in social boundaries, in order to meet the needs of consumers in thoughts and stories about the experience of using products that they buy [11]. Everyone will agree that influencer-marketing is necessarily an interaction between a socially influential person who has the trust and his supporters who listen to him, in order for company to promote their products and promote themselves in the markets.

Influencer-marketing does not stimulate sales directly; it mainly plays on

branding, so the main thing that businesses get from this marketing tool is increased awareness of the brand. The main resource for achieving this effect is human capital, its intelligence, creativity, talent and personal qualities [8]. All these grades are operated by successful influencers, with whom companies should strive to work for an efficient influencer-marketing campaign.

Companies believe that by showing people who are respected and interested in their target markets, consumers will be more willing to try the products or services they offer [12]. Consumers now tend to look for detailed information about what they buy and from whom they buy it. Consumers usually rely on the opinion of experts, opinion leaders, those who evoke in them a personal sense of trust, so companies by working with influencers create life-like stories and make people believe in them and in the company's product or service [8]. That is why the influencer-marketing has got new, extremely important meaning and has become a mainstream trend, which is already followed by many companies. It became an integral part of the Marketing mix [13]. Influencers have the ability to quickly convey and share the information that a company wants to broadcast to the masses about itself and its products or services.

Table 1.1

Views to the definition of “Influencers”

Business dictionary, 2017	People who, through their real or perceived authority, knowledge and position, have an influence on other people's decisions [9].
Keller and Fay, 2016	Daily consumers who prefer to voluntarily express their opinions about the goods and services they are passionate about, and who are substantially more likely to seek out information and to share ideas, information, and recommendations with other people [9].
Tuten & Solomon, 2013	People with significant knowledge of a particular category of goods or services have an influence on the thoughts, behavior of others, and whose advice is taken seriously [14].

Source: Created by author

Some individuals have reached a certain level of influence and have been recognized as social or digital influencers. They were able to build entire communities on social networks only because they share common interests and views, which earned the trust of their audience [15]. They are understood as the precursors of the still known

blogs, whose role has gradually changed from simple informants about the pros and cons of a product or service to "allies of the brand" that companies purposefully hire to perform specific tasks [16]. This is where influencer-marketing comes into play, as more companies and brands are persistently looking for new opportunities to present themselves, for which they seek the help of someone who can "tell" their story [17]. Actually with these stories that consumers draw parallels between their own lives and experiences, which in turn disposes them to the product or service being promoted.

Influencers are often perceived as thought leaders. However, there is a difference between these concepts. It is that opinion leaders tend to specialize in one particular topic. Influencers, for their part, cover one or two topics, but at the same time can work with brands, products or services that are not within their field of knowledge [2]. This, in turn, creates a certain effect of realism, because it forces the influencer to experience absolutely everything that he will later advertise in his profile. The audience always has a subtle sense of falsehood and insincerity, so they will immediately understand whether their influencer is honest with them.

The main role of influencers is to influence the behavior of their followers through the use of posts and other publications, mainly based on their own experience. They are designed to influence the behavior and decisions of potential consumers, because everyone who subscribes to a particular influencer, feel a certain emotional connection with him and are committed to him [18]. People are accustomed to follow those who set an example for them, whether personal qualities, or successes and achievements in the field that interests them personally. To some extent, they want to be like them, so this interaction plays well on people's emotions and forces them to make quick decisions and act. This is the effect companies need from influencers, because with the use of traditional methods of communication people have a stable and long-term hesitation about the products or services offered, they think long about the solution and may eventually refuse to buy at all.

Regularly, summarizing information on different industries, it can be said that there are 3 main levels of influencers: the Celebs, the Execs and the Everyday [9]. All these influencers differ in the number of followers, the level of audience engagement,

the type of content. They also have knowledge in various fields and specialize in specific topics. The Celebs usually have at least a million subscribers in their arsenal. Macro influencers operate with numbers from one hundred thousand to one million subscribers. The Everyday ones may have less than ten thousand followers, the upper limit of which is one hundred thousand [19]. Anyway, every influencer has a strong impact on his audience.

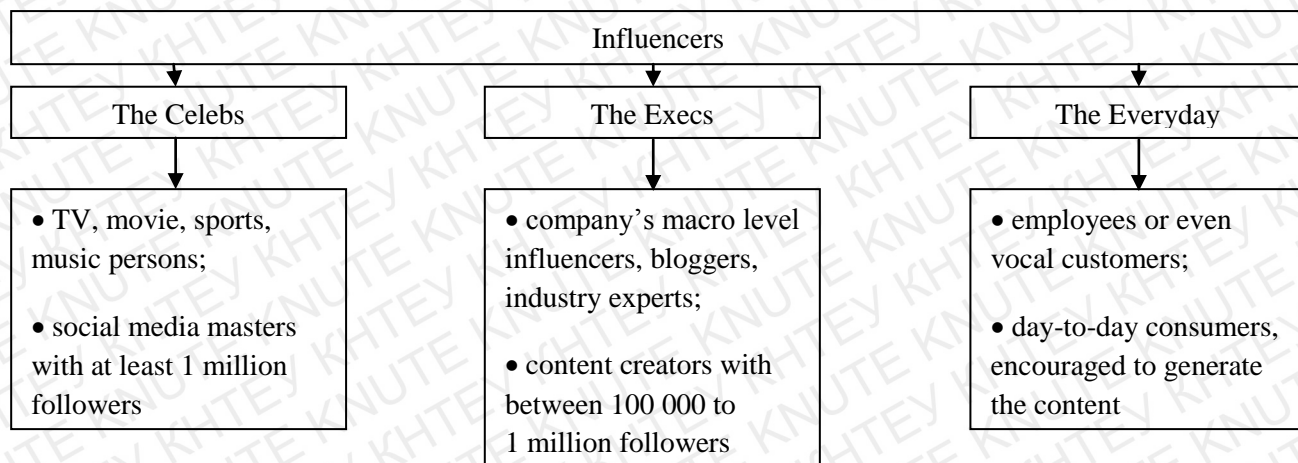


Fig.1.1 Levels of influencers

Source: Created by author

An influencer act literally as an ambassador of a brand [20]. Statistical studies confirm the importance of influencer-marketing. For example, 40% of respondents bought a product of their choice of a certain brand after seeing that it was used by their personal influencers on networks such as Instagram and YouTube [21]. The interaction of the influencer with his followers ensures that this audience will not only see the product or service offered by a particular company, but will also be inclined to use them [22]. The same study, based on data from Twitter, shows that intentions to make a purchase increase in 5.2 times due to the publications of influencers on brands, products and services [21].

It is important to note that for tourism companies, the recommendations and feedback of its customers' relatives, friends and acquaintances play a significant role in decision-making process and influence their consumer behavior in relation to the tourism product. However, players in the tourism market do not deny the fact that the

marketing of their offers is carried out mainly through various Internet resources. Therefore, it is appropriate to actively use social media resources, primarily to achieve direct contact with consumers, increase their loyalty and find possible ways to reach new target groups. This phenomenon has developed from hype to a highly requested and approved marketing tool [13]. For example, destinations no longer need huge budgets to enter new markets or build on existing ones. Clever use of content, involvement of influencers makes it more effective than traditional marketing messages. More than half of all travelers seek advice in the profiles of influencers, the pages of guides and websites is gradually a thing of the past [23]. Before the trip, it is important for the tourist to see live photos, to be convinced of the reality of what the tour operators and destination promoters promise in their programs and slogans, to feel the real emotions from the journey, which are shared by the influencer.

In order to study the prerequisites, feasibility of using influencer-marketing and opportunities for this tool in the tourism industry, Axon Marketing & Communications in 2019 conducted a survey among 100 users of travel services and 50 tourism companies, destination promotion agencies and hotels. The results of the study indicate a fairly high level of impact of influencers on the decision to purchase a tourist product. 80% of consumers base their decision on influencers while choosing the destination to travel, 75% of them turn to the opinion of influencers on the choice of hotels and airlines, 71% pay attention to recommendations for tourism companies, both operators and agencies [24]. A tourist product, like any other, is under the watchful eye of consumers, because few people are ready to buy a dubious, little-known, untested thing or service. The desire to make sure of the right choice starts the process of finding feedback, opinions and stories of influencers.

Markets are growing rapidly, types of influencers have expanded rapidly and filled all possible niches and sub-sectors, and each has different benefits and opportunities for businesses [25]. It should be noted that 85% of users are subscribed to at least 3 travel, fashion, and or lifestyle influencers. These data confirm the importance of using influencer-marketing in the strategy of a tourism company to accelerate the decision-making process among consumers [24].

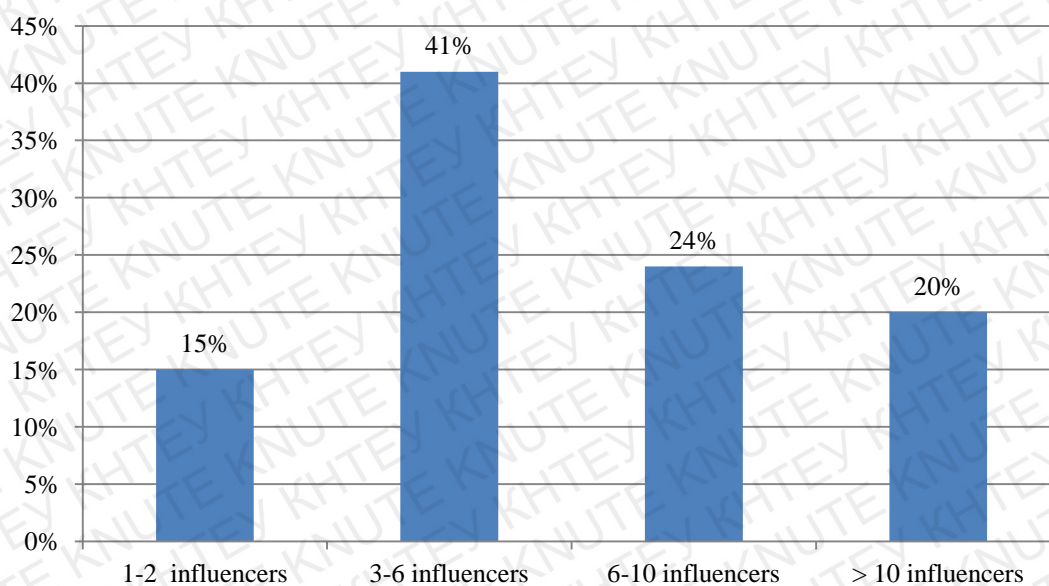


Fig. 1.2. Quantity of influencers which the users follow
Source:[24]

An influencer can be an effective partner in a situation where a company is launching a completely new product on the market, and it is necessary to raise awareness about this product. For example, a tour operator opens a new destination for existing and potential consumers of its own travel services [11]. The tour operator, having made a choice about the influencer, or several, in the course of cooperation sends it directly to the destination, which is positioned as new to the company or to the market as a whole, creates the necessary conditions for the influencer to create content from the scene. In this case, the tour operator bears the costs of organizing all aspects of the trip, including transport, hotel accommodation, nutrition. If we talk about the cooperation of the tour operator with the new hotel, the company accommodates the influencer in this hotel, where he tests all its advantages and disadvantages and shares all the information with his audience.

Given the importance of the presence of influencers in the daily lives of consumers, their significant direct impact on their decisions and motivation to act, for tourism companies, including tour operators, it is advisable to develop and implement influencer-marketing strategies to achieve their own marketing goals and desired

financial results. In 2015, the Augure platform conducted a survey of 600 marketers and communication professionals from France, Spain and the United Kingdom. As a result, 93% of respondents said that implemented influencer-marketing strategies have increased the visibility and fame of their companies, 76% have raised the loyalty of their customers and 27% have gained new business opportunities [15]. These data confirm the effectiveness of the existence of influencers in the marketing strategies of companies, because such indicators have an incredibly positive impact on the company as a whole, its activities and internal situation. Implementing influencer-marketing is a decisive step towards revitalizing the workflow and contributing to future business development.

There is no doubt that cooperation with influencers plays to the benefit of companies and has a positive effect on the dynamics of its activities. Influencer-marketing tactics can bring great benefits to a business, regardless of its size and the industry in which it is conducted.

A study by Schlesinger Associates, conducted in 2015, found that 84% of marketers surveyed worldwide had a strong intention to launch an influencer-marketing campaign within the next 12 months. In addition, the Augurs' study found that 61% of American marketers had plans to increase spending on campaigns of this kind [26]. Last year, 42% of marketers said they already have a year-round strategy around impact factors and that number is expected to double in 2020 [27]. However, each time planning changes in the cost of influencers, it is necessary to carefully analyze the results of each campaign, decide on the appropriateness of cooperation with the already selected influencer, consider finding new ones to replace, or expand the campaign and organize several at once.

In the same 2015, Duval Union organization conducted a research, the main purpose of which was to determine in which industry influencer-marketing campaigns brings the greatest value. The tourism industry showed one of the best results, taking second place in the final ranking with a figure of 18.98 dollars of earned media value for the each dollar spent for the campaign [28].

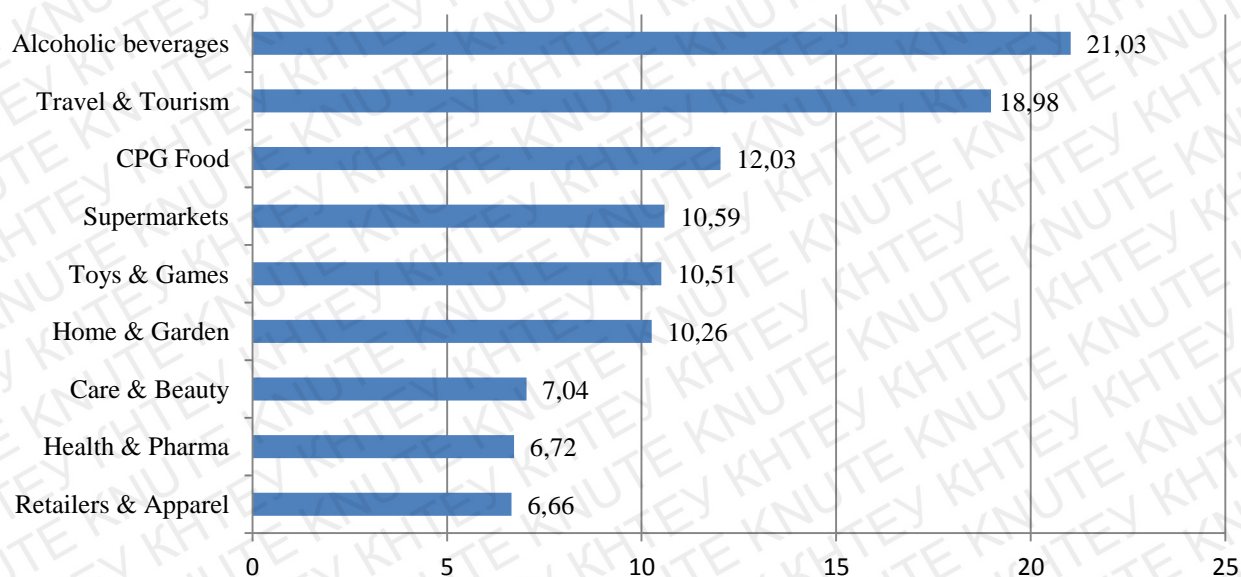


Fig. 1.3. Earned media value on influencer-marketing campaign

Source: [29]

According to The State of Influencer-Marketing 2020 Benchmark Report, the majority of people, namely 91% of respondents, believe that influencer-marketing is effective [30]. However, we must not forget that as in any field, the implementation of influencer-marketing has its risks, especially if it is a completely new thing for the company. Therefore, it is necessary to follow certain key steps, or principles, and follow the best examples of such strategies [31]. Influencer-marketing is a serious stage in the marketing activities of the enterprise, especially if this strategy is implemented by the company for the first time. Therefore, it is necessary to thoroughly study the features of this type of communication, its main aspects, following which will lead to success in the finals of the entire campaign.

The Smart Insights platform identifies three main principles of influencer-marketing, which, when properly followed, will help create the basis for a reliable and, most importantly, effective influencer-marketing strategy for the enterprise:

1) Associations. The priority for companies is to establish long-term cooperation and relationships with influencers. However, even for short-term marketing campaigns, it is important to choose the right influencer that would best meet the values of the company and the brand, because even after the completion of joint work, the company's

association with this person will continue.

2) Reaching out. One of the key advantages of influencers is their ability to reach an audience. They do this by creating content that each stands out in its own way and resonates among subscribers. Thanks to the information that influencers share with their followers, their authenticity, they can create a unique, engaged audience.

3) Affinity. Even if the company feels the future benefits of working with the chosen influencer and observes the positive dynamics of reaching and audience engagement, it is still necessary to be sure that the work is conducted with real authority, respected by the general public. There are a few simple rules for this: work with leading or promising talented people, avoid those who are excessively pursuing commercial gain and those who work with direct competitors [31].

Like any other strategy, influencer-marketing should begin with a detailed step-by-step planning of all processes. The start of the campaign itself in the networks is preceded by numerous stages of its preparation, which need to be paid or not the most attention, because the whole result also depends on their implementation.

The strategy of building cooperation with influencers is generally based on the following processes:

- defining of the goals: what exactly the company plans to get as a result;
- search and selection of suitable influencers: taking into account the characteristics of the industry, product and consumers;
- establishing relationships with potential influencers;
- determining the sequence of actions and content creation: this stage is done in close relations between both parties;
- strategy implementation and evaluation of results [32].

The tour operator must understand that the most important of the main stages is to choose the right influencer, because a mistake here can cost the company image and reputation losses. The company may choose more than one influencer to reinsure and avoid possible serious consequences.

The next step in the process of choosing an influencer is to develop a communication plan, which must clearly define the objectives of cooperation on

consumer behavior of customers of the tour operator. There are several options to get good results at this stage:

- interview with each of the selected influencers, which will help to create original content for the audience of the tour operator;
- participation of influencers in events - means the involvement of influencers in events in which the tour operator participates, such as travel exhibitions, and the presentation of influencers as ambassadors of the brand;
- content for a website or blog – means an agreement with influencers to create content not only for their social media pages, but also for the tour operator's website or blog [14].

All the details of the upcoming campaign need to be clearly spoken and discussed. Any discrepancies in the vision of future content and collaboration in general should be avoided, as inaccuracies in the course of the campaign at each stage can lead to annoying mistakes, which can negatively affect the company.

It is important to understand the motivation with which consumers as well as tourism companies choose their influencers. It turns out that consumers and companies are guided by different aspects in the selection process. By the way, 75% of users who follow the influencers of the tourism sphere do it because of the specialized content that they distribute. 60% of companies in the tourism sector choose influencers to represent the values and attributes of their brand. It seems logical, but the paradox is that 40% of companies in the tourism sector say that they cooperate with influencers only for the sake of interaction, likes and comments, 35% are guided by the number of followers of their chosen influencers [24]. At the heart of the success of an influencer-marketing strategy is quality content. The fact is that 75% of users say that the main reason they may stop following the influencer is the lack of quality content. Only 10% say that this will not cause the termination of contact with the influencer. The tour operator must take into account the quality of content and knowledge that the influencer provides on certain topics, because for users, the number of followers or interactions is irrelevant, while the content is essential [24]. It is necessary to analyze what the chosen influencer did, understand whether he understands what his audience likes, what format of

interaction they are most interested in, and do everything so that followers are as interested in the material and try to get as fast feedback as possible.

There are several principles to follow during the designing an effective content marketing campaign:

- avoid the same publications on different communication channels. Do not create one joint post for company's social networks, site and blog at the same time;
- create “moments” through photographs, stories and direct messages on Instagram. The consumer looks for good content and not advertising disguised as content;
- use modern multimedia formats such as gifs, infographics, videos, testimonials, presentations, webinars, and even surveys during creating the content [24].

A serious, detailed, balanced approach to building an influencer-marketing strategy is fundamental to the success of this campaign [26]. This process should be approached with maximum responsibility, because the introduction of influencer-marketing is an equally important component of other marketing activities carried out by the company, because it also has a significant impact on the results of all activities of the company.

1.2. World practice of influencer-marketing implementation

As people trust influencers more and more over time, as many companies and organizations as possible try to work with them. Social networks have provided a unique opportunity for businesses to draw public attention to their products and services [33]. Profiles of influencers have become a real bridgehead of communication, where each company has the opportunity to express itself and set up an additional channel of beneficial cooperation.

The range of industries that have already implemented influencer-marketing is impressive in its diversity. For example, LG, a well-known Korean company famous for its electronics around the world, once launched a campaign to release a new smartphone, which was targeted to the Australian market. The six-week campaign included collaborations with 30 well-known Australian influencers working in different

segments and creating content in various categories, including photography, fashion, food, etc. Every week, influencers received new tasks from charterer related to the company's new product. According to Brad Reed, Marketing Communications Manager at LG Australia, the company was satisfied with the result of the campaign, and the interest of the audience and the level of creativity of the content of influencers exceeded all expectations [34]. This example confirms the effectiveness of the influencer-marketing strategy as part of the company's efforts to introduce its new product. Thanks to their own audiences, influencers quickly spread the news about the release of the new gadget, told their own stories of experience in various spheres of life and shared its main advantages, which led to a rise in popularity and interest in the market.

Another example of the successful implementation of influencer-marketing is the collaboration of the famous French fashion brand Givenchy with the influential Chinese influencer in the world of fashion Tao Liang, also known as “Mr. Bags”. The purpose of the collaboration was to stimulate sales of the brand's limited collection of handbags in China. As a result of the campaign, the products of the French brand were sold out in 12 minutes, bringing in revenue of 173 652 dollars [34]. The authority of the influencer pushes his followers to immediate decisions and actions, sometimes not fully thought out, but for a company that aims to stimulate interest in the product and accelerate its sale, this is an unconditional plus from the influencer-marketing campaign.

The tourism industry is no exception and is one of those that actively work with influencer-marketing. Influencers provide travel content to encourage or inspire social media users to travel to the places they promote. Also they provide travel content to encourage or inspire social media users to travel to the places they promote. Similarly, travel companies, including tour operators, working with influencers can obtain information on how important and popular travel and tourism are among users, what destinations they are interested in and what is in demand.

As an example we can consider the company Hanging Tampere Co., Ltd. whose field of expertise is tourism, events and congresses in the region of Tampere, Finland. The company's mission is to increase the attractiveness of the region among visitors, strengthen the position of Tampere as an internationally attractive destination for

travelers, and increase awareness of the Tampere region among local and international tourists [35]. The choice of an influencer-marketing campaign in this case is absolutely logical, because it opens up opportunities for quick access to the desired audiences and markets.

The company formed a team for marketing and communications, whose main responsibility was the development of modern digital marketing tools to achieve goals and target audiences especially abroad. That is why Germany, the United Kingdom, Russia, Japan and China have been selected as the most potential markets for influence. The results of the study showed that these countries have the most interest in Finland, the Finnish lifestyle, culture and its nature [35]. These data are an important basis for further implementation of influencer-marketing, because it clearly shows what the audience is well aware of, what you can form the basic content, as well as indicate what needs to be worked on.

In 2016, the company began inviting influencers to Tampere on a regular basis. The first phase of cooperation took place in January with four influencers invited from Moscow, who together had at least 800,000 followers from Russia, the UK and the United States. The main message that was set to convey to the audience - to visit the Tampere region for winter vacation. The target audience was couples in love and young travelers up to 30 who are interested in unusual destinations [35]. Each of these groups has its own special qualities, patterns of behavior, habits and needs, understanding of which is the key to creating the right content for the influencer, which will certainly attract their attention and motivate them to action.

During the campaign, posts on the data of influencers gathered more than 100,000 likes and thousands of comments, which marked the beginning of a successful start of influencer-marketing as a systematic process for the company Visit Tampere [35]. In fact, since 2016, the Tampere region has seen a growth in arrivals at the local airport, as well as an increase in the number of nights spent in local hotels by both residents and non-residents [36]. The campaign began to bring results in the form of increased awareness of people about this destination, interest in this place and the actual decisions and actions in favor of visiting the region.

Another example is the cooperation of the New Zealand tourism organization with the famous Chinese micro-blogger Yao Chen, which contributed to the promotion of the New Zealand tourist product among Chinese citizens. As a result, according to the official New Zealand statistical agency Stats NZ, during 2016-2018, China ranked second in the list of international tourist arrivals in the country. In 2019, the country lost one position, taking 3rd place [37]. Also successful was the collaboration of the world-famous Marriott hotel chain with video blogger (vlogger) Jack Harries and comedian Taryn Southern, which became a good tool for promoting the Moxy Hotels brand [9].

Table 1.2

Influencer-marketing practices in tourism

Campaign/Country	Contents
Jordan	Travel arrangement for influencers, joint campaign with National Geographic on "99 things to do in Jordan".
"Secret Campaign", Iceland	To reveal and show the secret places of Iceland.
"Flanders is a Festival"	Attracting 100 bloggers who have traveled to Flanders for some time to visit various festivals.
"Inspired by Iceland"	Promotion of Iceland, using a platform where everyone could share their history and experience of the country.

Source: [38]

The practice of cooperation with influencers is also quite common among tour operators. For example, one of the largest Ukrainian tour operators, JoinUp, has interacted with a number of well-known Ukrainian influencers, including blogger and businesswoman Valeria Borodina (Appendix B.1) and TV presenter and stylist Leonid Martynchyk (Appendix B.2). The purpose of their cooperation was to inform consumers and potential customers about the launch by the tour operator of charter flights to the Maldives and the promotion of the company's services. As one of the tools, the company sent these people directly to the destination to create quality content in Instagram. Another example is the cooperation of the tour operator TUI with the Ukrainian TV presenter Lesia Nikitiuk, the purpose of which was to inform the audience about the new service of the company - the possibility of booking online

(Appendix B.3). She also worked with the travel company Resort Life Travel, which organizes trips to the Maldives. The purpose was to advertise various offers for accommodation and promotion of the company itself by sending the influencer on a study tour (Appendix B.4).

Thus, influencer-marketing is popular among a wide variety of companies around the world. A large number of organizations and competent platforms see influencer-marketing as one of the trends in the tourism sector in 2019-2020. Businesses are actively using this tool for various marketing purposes, making a lot of effort, volitional, strategic and financial. As can be seen from the above examples, the strategy of influencer-marketing is a very successful and effective direction of the company, both tourism and others.

Conclusions to the Part 1

The rapid development of new technologies, the relentless movements towards global digitalization have led to the emergence of new methods of communication, including social networks. The growing number of users of such platforms has given impetus to businesses to adapt to new realities and find new ways to interact with their customers. Influencer-marketing has become the tool through which companies in the modern world have been able to intensify their activities and stimulate interest, awareness of their products and services, as well as their sales.

The key players here are influencers, or rather people who have been able to gather around them audiences of interest due to their quality content that they create. They were also able to build confidence in themselves and their opinions among their community. This is exactly what companies are trying to use in their marketing influencer-marketing campaigns. By working with someone trusted by thousands of people, you can easily attract attention to your products or services and influence the decision-making process of a potential consumer. Statistics do confirm that a large number of consumers make purchasing decisions after reviewing the influencer's response.

The popularity of this marketing tool is growing, as evidenced by the fact that more and more marketers around the world are seeking to introduce influencer-marketing in their activities, companies are increasingly increasing budgets for such campaigns. And this is not surprising, because influencer-marketing brings a significant return on investment.

In the tourism industry, the use of influencer-marketing is also not the last place. Given that people actively follow popular travel bloggers, this can also be used in the activities of travel companies, including tour operators. Influencer-marketing will be useful both when launching new holiday offers, new destinations, as well as to stimulate sales of existing destinations. It is important to take into account that the profitability of this type of marketing communications in tourism is one of the highest, as evidenced by research.

However, the success and effectiveness of an influencer-marketing campaign depends on a serious approach to all stages of implementation, from planning to the process of its operation. One of the key points of preparation is the choice of the right influencer, because it will depend on the correctness of the chosen audience, and the quality of the content and the actual end result.

The range of industries that use influencer-marketing is extremely wide and covers literally all areas of consumer life: everyday life, health care, fashion, social networks, etc. In tourism, there are also many examples of influencer-marketing around the world, when different countries, in order to raise awareness of their tourism opportunities, promote the tourist offer of their individual regions, attract tourists from new markets, turned to well-known influencers. In fact, this interaction was extremely successful.

PART 2

ANALYSIS AND EVALUATION OF “STAR MICE” PRECONDITIONS FOR IMPLEMENTATION OF INFLUENCER-MARKETING ACTIVITIES

2.1. Characteristics of “STAR MICE” management system

“STAR MICE” is a Ukrainian business tour operator that has been operating in the market for 8 years, starting its activity on July 2, 2012. In organizational and legal form, the enterprise is a limited liability company.

The main purpose of the company is to make a profit by providing quality, highly professional services in the process of selling their tourism product, thereby meeting the diverse needs of its customers.

In the beginning the company worked with two types of clients: corporate and individual. However, later orders from corporate clients supplanted individuals, so we can say that the company is currently working more with a corporate ones.

Over the years of its existence in the market, “STAR MICE” has accumulated extensive experience in tourism and a certain range of services is offered by the company. The operator confidently states the following activities:

- organization of tours in Ukraine and abroad, including sea, mountain, ski vacations;
- organization of transport services and support;
- hotel reservation services;
- visa support services;
- organization of excursion services;
- organization of cruises;
- for corporate clients: organization of business meetings, conferences, various events and incentive tours [39].

The main tasks of the tour operator have identified the following:

- provision of quality services and their continuous improvement by raising the level of qualification and competence of employees;

- maintaining the quality of the existing tourist product and its diversification;
- qualified support and consultation of clients on organizational issues, moments of transport and visa service, security and insurance aspects;
- expansion of the client base;
- increasing customer loyalty and turn them into regular ones;
- increase in sales.

Integral parts of the successful operation of the company are its staff and managers. The process of managing the “STAR MICE” is carried out through the performance of interrelated functions of planning, organization, motivation, which are implemented in the performance of certain tasks. The organizational structure of “STAR MICE” consists of the following departments:

- administration - director and accountant
- sales department - travel service managers and marketer (Appendix C).

The company is managed by the director in the form of issuing decisions (orders, directives, etc.), which are mandatory for employees of the enterprise.

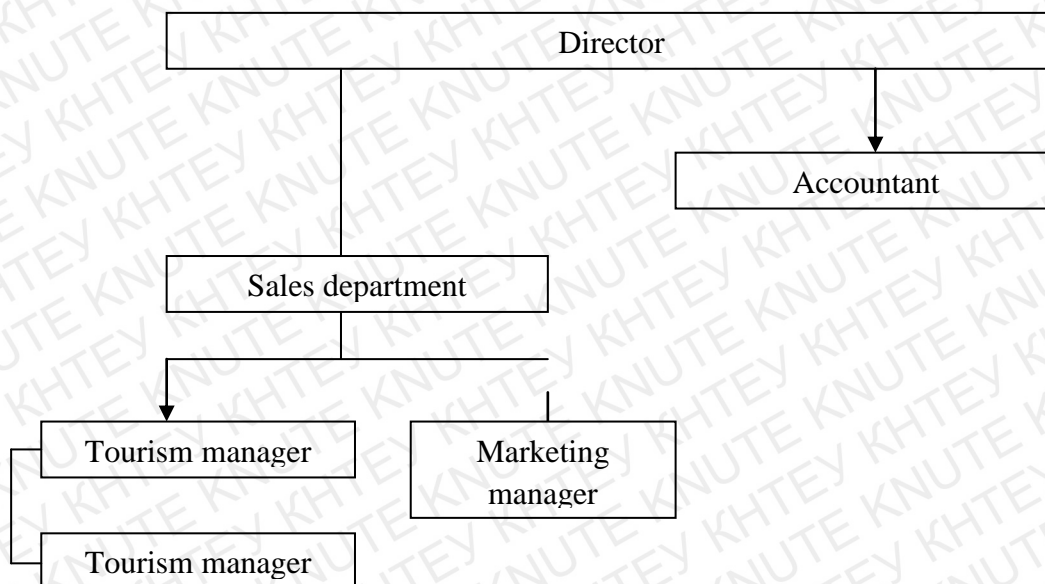


Fig. 2.1 Organizational structure of “STAR MICE”

Source: Created by author

In addition to the director, the company currently has four full-time employees and hires others on a temporary basis as needed. The tour operator employs

a professionally trained team capable of providing any type of travel services. Each employee, starting work, gets acquainted with their job descriptions. Each member of the company has his own clear responsibilities for specific processes.

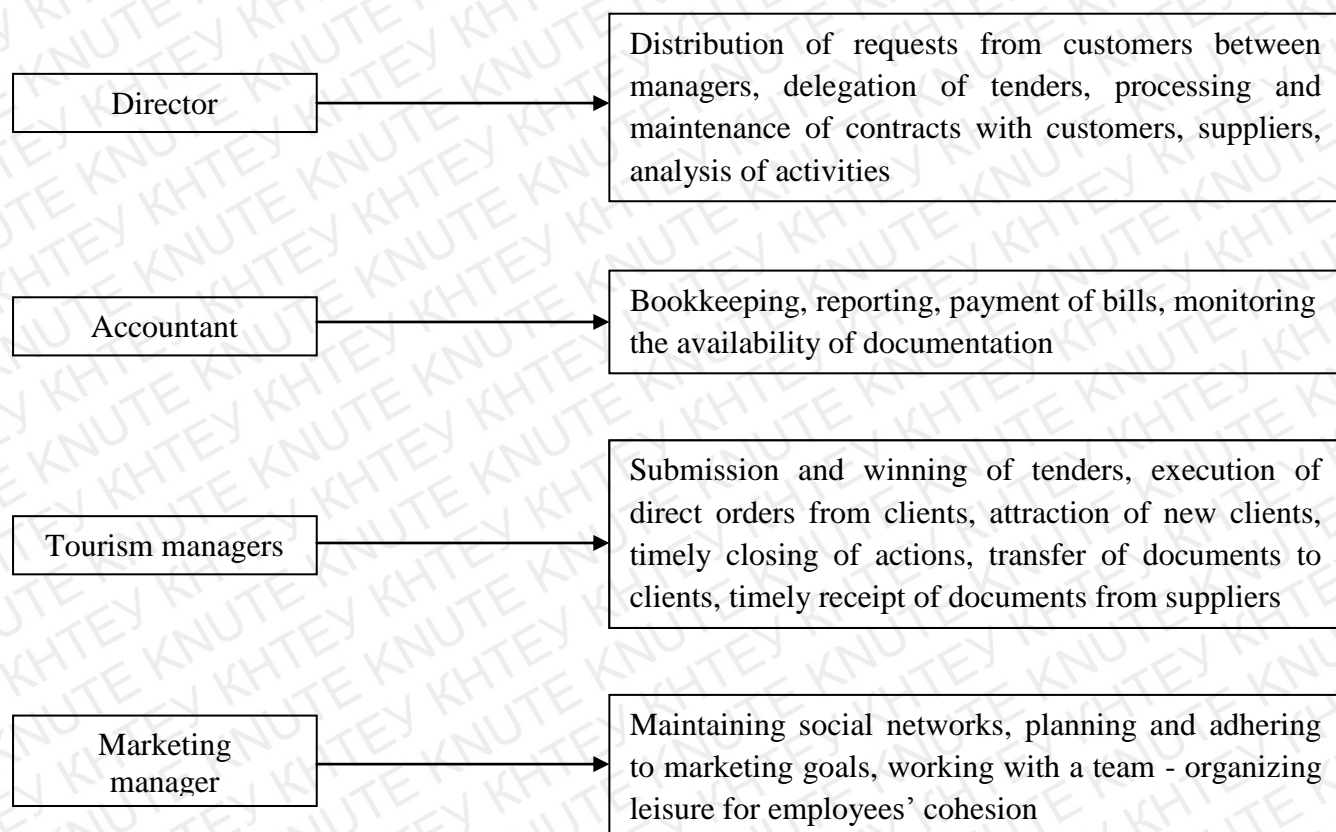


Fig. 2.2 Responsibilities of the "STAR MICE" staff

Source: Created by author

The relationship between management and employees of the company is based on absolute trust and mutual respect. Each manager acts as a separate unit and is responsible for the decisions made. In case of any questions, the situation is discussed, conclusions are made and, without stopping, the processes move forward.

The company has a well-developed corporate culture. First of all, the company has a principle of "Everyone is important!". Every opinion, position on improving work or working conditions is always heard by management and taken into account in the further work of the company. Each of the workers is a company's "creator" and has an important role, which in turn forms a "living, multifunctional and harmonious

organism." Among the main goals of the company is "Excellent event service". Each of the employees does everything to keep the customer satisfied and experience the highest level of service.

"STAR MICE" defines some values in terms of corporate culture:

- decency and honesty, on which the company's reputation directly depends;
- company's development and personal growth of each employee (the company always promotes and encourages employees to attend various trainings, conferences, lectures for professional growth);
- full commitment to the cause;
- teamwork.

In terms of events, the company offers customers a huge range of services. To ensure the effective organization of large-scale events, the company attracts freelancers. Based on previous experience, the company often has a clear plan for forming a team to implement orders:

- event manager, Event manager assistant, Event manager substitute;
- interpreters (freelance);
- technical staff (freelance);
- support staff;
- administrative: Director and Accountant.

The team consists of a manager and other non-managerial members, each of whom performs his specific work related to the event. These are groups of people who are professionals in their work, have all the necessary skills to successfully complete the task. The work is organized according to all the rules of project management and includes the passage of each mandatory stage on the path of implementation. At the initial stage of project initiation, the basics of the event itself are determined, and the desired expectations are set. This is followed by a number of stages, which can be called a full range of events, starting with planning, where a detailed plan, schedule, necessary resources and budget are determined. Then the implementation of the adopted plan begins. During the implementation there is a obligatory control of whether the current results meet expectations, after which work on achieving the project goal continues with

the necessary amendments, put in order the documentation and reports.

2.2. Evaluation of current conditions and potential opportunities for implementing influencer-marketing activities

Analysis of economic activity is a fundamental part of enterprise control. Comparing the current results with the adopted provisions and determining the degree of deviation between them is a clear indicator of the effectiveness of the company's activities. The lack of such an assessment calls into question the future results of the company and makes it impossible to effectively manage the company.

The basis for the analysis of the functioning of the tourist enterprise is primarily economic analysis, which means the study of all processes and phenomena occurring in the company. Understanding the course and results of these processes makes it possible to assess the correctness of decisions made in the past and plan further activities.

Evaluating the results of the tourist enterprise, it is necessary to pay attention to the specifics of the industry in general, in particular to the fact that:

- tourism companies operate with a tourism product, which consists of a number of tourist services. The tourist service, in turn, requires not so much material costs as high-quality staffing, communication, image projects, namely more intangible assets;
- high degree of various types of risks which arise in process of enterprise activity, for example, commercial, currency, inflation, etc., affect the solvency and financial stability, and, consequently, the final financial result, thereby investing in future development.

Systematic evaluation of the current state of the company allows to establish the directions of change, to predict their impact on key parameters of the enterprise, to identify the most important growth factors, to make appropriate management decisions on further activities of the enterprise.

The economic efficiency of the tour operator “STAR MICE” is characterized by indicators of operational and financial analysis and profitability of the enterprise. According to the Law of Ukraine "On Tourism" it is determined that the subjects of

tourist activity are obliged to keep accounting and other documentation specified by law, to provide accounting and statistical reporting in the prescribed manner [40]. For the analysis of the tour operator's activity the data of statistical reporting №1-TOUR “Report on the activity of the tourist organization”, forms of financial reporting № 1 “Balance of the enterprise” and № 2 “Report on financial results” are used.

“STAR MICE” carefully prepares reports and systematically evaluates the current state of the company. In general, the company placed its first order for the sale of a tourist voucher in August 2012. Since September 2012, namely in two months after registration, the company was a profitable and went to operating income.

Table 2.1

**Dynamics of financial indicators and economic activity within tour operator
“STAR MICE” for 2017-2019, thousand UAH**

Indexes	Year			Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018
Net income from sales of products (goods, works, services)	3929,3	4180,5	4496,1	6,4	7,5
Other operating income	63,2	136,6	145,8	116,1	6,7
Other income	-	-	6,3	-	100,0
Total income	3992,5	4317,1	4648,2	8,1	7,7
Other operating expenses	1066,0	1778,4	2646,2	66,8	48,8
Other expenses	42,2	65,7	-	55,7	-
Total expenses	1108,2	1844,1	2646,2	66,4	43,5
Financial result before tax	2884,3	2473,0	2002,0	-14,2	-19,0
Income tax	-	-	-	-	-
Net profit (loss)	2884,3	2473,0	2002,0	-14,2	-19,0

Source: [Appendix D]

Evaluating the data in the table, the negative dynamics of changes in the net profit of the enterprise in the period from 2017 to 2019 was observed. This figure in 2019 is lower by a third than in 2017. The company's total income showed stable growth for the three years studied. From 2017 to 2018, it increased by 8.1% and in 2019 - by 7.7%

compared to 2018. Despite of this growth, at the same time, cost indicators increased almost 2.5 times over the entire period, which actually led to negative changes in profits. Operating expenses showed the largest increase in the period from 2017 to 2018. In percentage terms, this figure increased by 66.8. In 2019, this figure increased compared to 2018 by 48.8%.

The most successful of the studied years of the “STAR MICE” was 2017 despite the lower level of income compared to subsequent years, but given the lower amount of costs, the final result was higher and the company was more profitable.

The operational activity of a tourist enterprise means the formation of a tourist product and the provision of tourist and related services. In order to assess in detail the current state of the company and the reasons for the decrease in profitability, its reporting in terms of tourism was analyzed.

Table 2.2

**Dynamics of economic indicators from the tourist activity of the tour operator
“STAR MICE”, thousand UAH**

Indexes	Year			Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018
Income from the provision of tourist services	2826,9	4180,5	4496,1	47,9	7,5
Operating expenses incurred by the subject of tourist activity for the provision of tourist services	1501,8	1 778,4	2800,0	18,4	57,4
Mandatory payments to the budget and extrabudgetary funds	201,9	284,1	634,9	40,7	123,5

Source: [Appendix E]

From the above data, we see an increase in income from the provision of tourist services by 47.9% in 2018 and 7.5% in 2019. At the same time, it should be noted the growth of operating expenses by 18.4% and 57.4%, respectively. Mandatory payments also showed growth throughout the period. The indicator grew at a particularly fast pace in 2019 - by 123.5% compared to 2018.

Table 2.3

The number of tourist vouchers sold by the tour operator “STAR MICE”

Indexes	Year			Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018
Realized tourist vouchers – total, unites	40,0	465,0	18,0	1062,5	-96,1
Including:	40,0	465,0	18,0	1062,5	-96,1
directly to the population, unites					
citizens of Ukraine for travel within Ukraine, unites	-	411,0	1,0	100,0	-99,7
citizens of Ukraine to travel abroad, unites	40,0	54,0	17,0	35,0	-68,5

Source: [Appendix E]

In 2018, the company has seen a rapid increase in the number of sold tourist vouchers, to be exact, by 1062.5%, or as much as 11.6 times compared to 2017. Of the 465 vouchers sold in 2018, 411 were purchased by Ukrainian citizens for travel in Ukraine, and a total of 54 - for travel abroad. It should be noted that in 2017, vouchers were sold exclusively for foreign travel.

In 2019, there is a decrease in the number of vouchers sold by 96.1%. The number of vouchers for travel within Ukraine decreased by as much as 99.7% compared to 2018. However, having analyzed, it is possible to notice that the share of vouchers for foreign travels of citizens of Ukraine has increased. If in 2018 it was 11.6%, in 2019 its figure increased to 94.4%.

Considering the data in the Table 2.4, we observe the unstable dynamics of the number of tourists. In 2018 this indicator became higher by 145.3% compared to 2017, but in 2019 it decreased by 84.7%. Considering the data of tourists in terms of the purpose of the trip, we see the same situation: rapid growth in 2018 and a sharp decline next year. In 2019, the number of tourists traveling to Ukraine was 98.3% compared to 2018. In the same period, the number of tourists traveling abroad decreased by 76.4%.

Table 2.4

The number of tourists served by the tour operator “STAR MICE”

Indexes	Year			Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018
Number of served tourists, total persons	128,0	314,0	48,0	145,3	-84,7
Including: travelers within Ukraine	45,0	119,0	2,0	164,4	-98,3
travelers abroad	83,0	195,0	46,0	134,9	-76,4

Source: [Appendix E]

The travel geography of clients of the tour operator “STAR MICE” is quite wide and diverse. Among the countries to which tourists traveled there are well-known areas of mass tourism, exotic destinations and countries that do not belong to the mass segment. As can be seen from Fig.2.3, the most popular among tourists are mass destinations, such as Turkey, Egypt, and Italy. Lots of the trips are occupied by Poland.

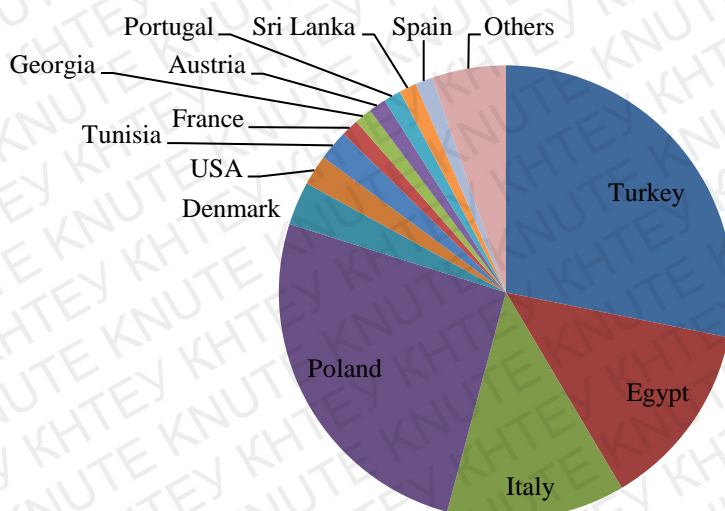


Fig. 2.3. Countries of departure according to the tourist vouchers sold

Source: [E]

Areas such as Denmark, the United States and Tunisia were also in high demand. During the years under study, there were requests for a number of other European countries, including Spain, France, Portugal, and Austria. Among Asian countries Georgia, the United Arab Emirates, Japan and China were also represented. Exotic destinations included trips to Sri Lanka and the Maldives.

From the analysis of operating activities and individual economic indicators, we can state that the tour operator “STAR MICE” is economically active - despite the negative trend in the amount of profit, the company still remains profitable. It is important to note that the operator's approach to the formation of costs may not be entirely correct, due to the tendency to their constant increase, because it is their annual growth that leads to monetary losses.

Other important indexes for financial analysis of tour operator “STAR MICE”, which influence on the activity of the company, are the assets, both current and non-current, and the equity. Data about the state of assets of tour operator “STAR MICE” for 2017-2019 is presented in the following table.

Table 2.5

**The dynamics of assets and equity within tour operator “STAR MICE”
for 2017-2019, thousand UAH**

Indexes	Year			Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018
Non-current assets	359,9	680,4	606,7	89,1	-10,8
Current assets	2451,9	4621,7	5464,9	88,5	18,2
Equity	2205,2	4632,4	5596,2	110,1	20,8

Source: [Appendix D]

The company’s equity each year had a different peculiarity of change. In 2017, its volume decreased by 110,1%. The following year, its growth was 20,8% and amounted to 5596,2 thousand UAH. Non-current assets showed unstable dynamics for three years. In 2018, their figure increased by 88.5%, but in 2019 decreased by 10.8%. Regarding current assets, their values increased throughout the period - by 88.5% in 2018 and by 18.2% in 2019, respectively.

The return on assets (ROA) indicator shows the amount of operating profit generated by all assets of the enterprise [41].

Table 2.6

ROA indexes within tour operator “STAR MICE” for 2017-2019

Index	Year			Absolute deviation		Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018	2018 to 2017	2019 to 2018
*ROA,%	117,6	53,5	36,6	-64,1	-16,9	-54,5	-31,6

Source: Created by author

*Formula for ROA index calculation [41]:

$$ROA = \frac{Net\ profit\ (loss)}{Average\ assets} * 100\% \quad (2.1)$$

During the research period, return on assets decreased. If in 2017 this figure was 117.6% per annum, in 2018 it was already 53.5%, down by as much as 54.5%. In 2019, ROA continued to fall and amounted to 36.6%, which is 31.6% less than in 2018.

In addition to a decrease in the level of profits, which we observe in the analyzed enterprise, the reasons for the decrease in the profitability of the company's assets may consist in insufficient efforts to earn more, ineffective expenditure policy, or irrational disposal of earned.

The next indicator after ROA is the return on equity (ROE) - a key indicator of return on business investment which characterizes the efficiency of use of own sources of financing of the enterprise and reflects the amount of net profit per 1 UAH of own invested equity [42]. Regularly calculating the ROE value is first of all necessary for the management of the organization in order to understand what return they get from their activity, how expedient it is to engage in current activities and what are the prospects for further business development in this market sector. If the organization manages to maintain a stable level of return on capital for a long time, then this state of affairs allows us to make a conclusion about its financial stability, which guarantees the safety and growth of the invested funds.

Table 2.7

ROE indexes within tour operator “STAR MICE” for 2017-2019

Index	Year			Absolute deviation		Growth rates, %	
	2017	2018	2019	2018 to 2017	2019 to 2018	2018 to 2017	2019 to 2018
*ROE,%	130,8	53,4	35,8	-77,4	-17,6	-59,2	-33,0

Source: Created by author

*Formula for ROE index calculation [42]:

$$ROE = \frac{\text{Net profit (loss)}}{\text{Average equity}} * 100\% \quad (2.2)$$

The company's return on equity is declining. If in 2017 each attracted ruble of own funds made it possible to receive 130.8 Kopyokos of net profit, then in 2018 - 53.4 kopecks, which is 59.2% lower. In 2019 - already 35.8 Kopyokos, which is 33% less than in 2018.

Such a decrease in the return on total capital may indicate a falling demand for the company's products and services and an overaccumulation of assets. This indicator is also influenced by the widening gap between income and expenses, which we observe in the analyzed enterprise during the research period, as well as the growth of accounts payable on various items, as can be seen from the balance sheet of the company (Appendix D).

Table 2.8

SWOT Analysis of tour operator “STAR MICE”

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Long period of work in the tourism market, experience 2. The quality of services, both tourist and event 3. Good reputation 4. Simultaneous use of the possibilities of both the tour operator and the travel agent 5. Reliable partners 6. Quality service providers 7. Good location 8. Skills and professionalism of employees 	<ol style="list-style-type: none"> 1. Lack of a clear marketing strategy. 2. Insufficiently active promotion of the tourism product on the market. 3. Insufficient use of marketing tools 4. Limited marketing budget 5. Instability in sales volumes 6. Low brand awareness 7. Constantly rising expenses

Continuation of the Table 2.8

Opportunities	Threats
1. Ability to adapt to changes in the external environment through diversification of activities 2. The image of a reliable partner 3. The presence of stable, effective connections in the external environment 4. A wide range of audiences	1. Large number of competitors in each of the segments of activity 2. Adverse economic situation 3. Decrease in real incomes of population 4. Unstable political situation in the world 5. Prolongation of restrictions caused by the pandemic in the world

Source: Created by author

Analyzing this research, we can say that the tour operator “STAR MICE” has more strengths than weaknesses. Thanks to its experience, reputation and developed partnerships, the company remains in the market. However, there are threats that need to be taken into account and do everything possible to successfully adapt to the created conditions.

The general situation at the enterprise should become an indicator for finding new effective ways to solve the company's pressing issues, including how to growth the demand for its tourism products, increase profitability. One of the tools to overcome such a crisis can be marketing and its possible various ways of communication. In particular, the company can use influencer-marketing, because it is an effective tool for promoting the company, its products, attracting new customers. Of course, like any component of a marketing campaign, influencer-marketing requires costs that are already increasing in the company, but contributing to the implementation of an influencer-marketing campaign, taking into account all its advantage, it can be a profitable investment in the future, improving the processes and situation in the company as a whole.

Marketing for any company is a management activity that involves the development of plans and implementation of decisions to promote products or services and present them on the market to meet the needs of the target audience [43]. Keeping in the tourist market among a large number of competitors is becoming an increasing challenge nowadays. Through marketing efforts, companies must show the maximum to retain customers, and even better - to attract more and more new ones. An effective

advertising campaign is one of the key aspects of the successful development of the tourism business, which should be based on clear, balanced planning and creativity [44].

In its marketing activities, the tour operator “STAR MICE” pays most attention to social networks. In particular, the company is represented in the following platforms:

- Facebook – page STARMICE (@ starmice.agency), where the company has 497 subscribers and regularly publishes posts about the events (Appendix F.1);
- Instagram – page @star.m.i.c.e with 314 followers and 110 available posts. The company also reports on the events, shares news, and has a section where you can get acquainted with the whole team (Appendix F.2);
- Tik Tok – the trendiest social network of the last two years. In this social network, the company is the least active of all the above, but periodically there are videos on the preparation and conduct of events (Appendix F.3);
- LinkedIn – a social network for finding and establishing business contacts. From time to time on the operator's page there are messages about finding people in certain positions, mostly temporary, necessary for the event (Appendix F.4).

The company's marketer has a certain policy for publishing posts on social networks and adheres to it. Traditionally, the strategy included:

- at least three posts a week;
- topics: events, the company's team, interesting industry news, tips and live hacks, posts on eco-topics;
- live-stories from the events.

However, during the quarantine period, the strategy underwent certain changes, namely:

- three or more posts a week;
- topics: industry news in a difficult period, live hacks on self-isolation, interesting information about events and more.

After quarantine, the strategy was as follows:

- one post per week;
- topics: events held by the company in 2020, online events.

The marketing activities operated by the tour operator “STAR MICE” include mailings, but the company rarely uses this tool. The last time this type of communication was used was at the beginning of the year, when a large-scale lockdown began. In the newsletter, the company distributed a questionnaire on the attitudes of customers and partners to changes in the industry during the pandemic.

The company participates in exhibitions. In particular, Event Industry Forum - Ukraine, from the very beginning of which, namely in 2018, the tour operator “STAR MICE” annually takes part with the whole team. Event Industry Forum takes place in Lviv in February. Therefore, going to Lviv as a team is a kind of tradition, a cycle meeting, reboot, filling with new knowledge, etc. Event Industry Forum is a three-day conference for joint construction of new plans, development of strategies for adaptation to new conditions, realization of potential and effective cooperation of creative specialists and service customers [45]. The company considers it appropriate for the company to take part in such events in order to create a culture of industry, exchange experiences and develop partnerships within the country.

“STAR MICE” also participates in the IMEX Frankfurt exhibition in order to develop partnerships abroad. The exhibition program always offers content for the most successful representatives of the industry, as well as for those who are just about to start their business, as well as for companies already working in this field, seeking to develop and learn the most actual insights [46].

For a detailed assessment of the prerequisites for the implementation of influencer-marketing by a tour operator “STARMICE”, we analyze its main components and indicators. First of all, this is the number of User-Generated posts. Working with an influencer, it would be useful to create their own unique hashtag, which they will use in the process of writing and publishing posts. Thus, the influencer will be able to encourage his audience to use this hashtag in their posts. This will promote content created exclusively for the company, make it recognizable among others and easier to mind. Also this way, the company will be able to monitor the effectiveness of conducted influencer-marketing campaign easily. At present, “STAR MICE” has created several of its own hashtags, which are actively used in publications.

Despite the existing hashtags, conducting an influencer-marketing campaign, it would be appropriate to create a separate hashtag, which will track the activity specifically from the campaign.

Table 2.9

Posts marked with branded hashtags of tour operator “STAR MICE”

Hashtag	Number
#starmice	86
#starmiceорганізовує	12
#заівентимо	7
#starmicерекомендує	11
#starmiceінформує	8
#starmiceекоформат	6
#starmice_team	15

Source: Created by author

Customers and partners mention the company in their posts. Among the partners, such interaction most often takes place with catering companies, event locations, hotels and technical support companies. This is a good way to mutually promote services with the potential to attract new customers.

The next important KPI for influencer-marketing is the engagement rate by reach (ERR), which shows how active the audience is in relation to the content created by the company and shows how many people interacted with a particular publication. It is the clearest indicator that shows real interest in the created content.

Table 2.10

Statistics of interaction of Instagram users with the publications of the tour operator “STAR MICE” for October 2020

Posts	Engagements				Reach
	Likes	Comments	Shares	Savings	
Post 1	22	2	1	1	135
Post 2	10	3	1	4	122
Post 3	20	2	1	1	130

Posts	Engagements				Reach
	Likes	Comments	Shares	Savings	
Post 4	9	1	0	1	88

Source: Created by author

To make the necessary calculations from the statistics, data were taken on all possible interactions with the publications, generated during the last month: likes, comments, shares, storage and savings. The indicator itself is the ratio of all interactions with the publication to the number of reach.

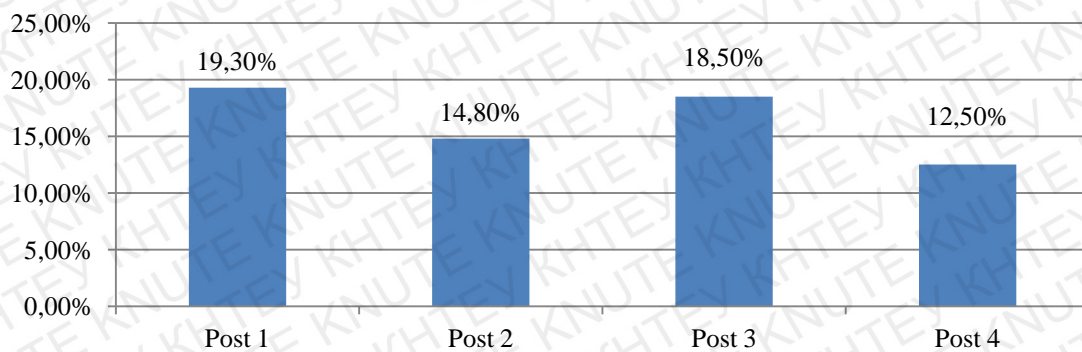


Fig. 2.4. ERR indexes within posts generated in October 2020

Source: Created by author

Formula for ERR index calculation [47]:

$$ERR = \frac{\text{Engagements}}{\text{Reach}} * 100\% \quad (2.3)$$

Analyzing the indicators of the level of engagement, we can note the instability in their values throughout the period. If we calculate the average value for the month, we get 16.3%, which is a fairly good result, given the level at which the account of the researched company.

The higher the ERR, the more interesting the posts is to the audience, and users express this in the form of likes and comments. And potentially interesting content increases the level of awareness of people about the company, increases loyalty and

increases the chances that these people will turn from simple followers into customers of the company, ideally regular ones.

The engagement rate (ER) relative to the number of subscribers can also be calculated. That is an indicator that reflects the level of your subscribers' interaction with your publications.

Table 2.11

ER indexes within posts generated in Instagram in October 2020

Index	Posts				Number of subscribers
	Post 1	Post 2	Post 3	Post 4	
*ER,%	8,2	5,7	7,6	3,5	314

Source: Created by author

*Formula for ER index calculation [48]:

$$ER = \frac{\text{Engagements}}{\text{Total subscribers}} * 100\% \quad (2.4)$$

In general, analyzing the calculations in the above table, we can determine the average level of engagement - at 6.2%. Given the fact that the company's audience on Instagram consists mainly of people aged 24-34 and older and their characteristics, namely the fact that members of this age group are reluctant to like publications, but are interested in what is written and its meaning, the norms of this indicator in this case are 2-5% [49]. Therefore, we can conclude that the engagement in relation to subscribers is within the norm.

High engagement rates indicate a potentially high level of reach which is also an integral indicator of the effectiveness of an influencer-marketing campaign, as it means the total number of people who have seen the company's advertising or regular content.

The following determinants important to influencer-marketing, such as conversions and web traffic, are not tracked by the tour operator. The company plans to rebrand the web site in the near future.

Instagram is one of the best platforms for influencer-marketing, because it has a large number of users and therefore potential customers for the company, it is easy to

share the content, to set up advertising without significant restrictions. For the researched enterprise, despite the relatively normal indicators of engagement (at this stage of account development), the problem of low awareness of the company, the problem of reducing profitability and demand for the company's services, especially tourism. Therefore, it will be expedient to implement an influencer-marketing campaign on the Instagram platform, which will expand the audience, promote the company and improve certain economic indicators.

2.3. Assessment of “STAR MICE” business communications in relation to the influencer-marketing

The results of all sorts of global research in the world show that people trust influencers more than direct messages that come directly from the company or brand. Therefore, building and establishing relationships with influencers is a key aspect of the so-called Customer Relationship Management, simply CRM, which is directly related to interaction with clients or consumers. Searching for influencers, communicating with them, establishing partnerships, developing possible formats of cooperation, planning and describing future campaigns are part of Influencer Relationship Management, which should be worked on by the marketing department of the company.

Cooperation with influencers is based on building a strategic partnership that can help the company establish control over marketing. This does not mean the control of marketing activities of the enterprise, but a little more globally, in the market itself, at least among the target audience of the company, because influencers through their stories and publications are able to change people's attitudes to certain opinions about goods or services and influence purchasing decisions, persuade people to do what company needs now.

Building close trusting relationships with the influencer should be a priority on the company's path to the full implementation of influencer-marketing. For the first successful results of the campaigns, long-term cooperation is possible, because influencers are actively gaining new subscribers, it is also a chance to increase trust in

the company in the eyes of those who are already interested in services as a result of advertising, or to convince those who still doubted.

Tour operator “STAR MICE” has some experience in communications and cooperation with influencers. During 2015-2017, the company collaborated with several Instagram bloggers. The candidates selected by the company develop their content in the fields of travel, live style and business development.

Table 2.12

“STAR MICE” experience in collaboration with influencers

Influencer	Period	Number of campaigns	Total cost of campaigns, UAH	Results, new subscribers
@kate_avtonomova	2015	-	-	-
@annushka_moroz	2015	-	-	-
@levchuk_sofia	2015	1	1000,0	21
@columbovna	2015-2016	2	4000,0	142
@yana_kostt	2016-2017	3	2000,0	78

Source: Created by author

It should be noted that at that time the company's priority was to promote the account, increase audience awareness, number of subscribers and levels of engagement. As can be seen from the table, each of the influencers brought new subscribers to the page of the tour operator, but for a more detailed understanding, it is necessary to analyze the bloggers themselves, with whom there was business communication. In particular, it is necessary to understand the audience, their size, content, after which we can judge the effectiveness of these cooperatives.

Instagram bloggers @kate_avtonomova and Anna Moroz (@annushka_moroz) were the first influencers to be chosen by tour operator “STAR MICE” to try to build cooperation in the field of influencer-marketing. Arrangements for possible collaboration were made almost simultaneously, but during the discussion of content and topics it was decided that the audience of these influencers will not be interested in the advertised company, so it was decided not to implement the campaign.

Sofia Levchuk (@levchuk_sofia), a travel blogger and photographer from Kyiv,

was also among influencers who tour operator “STAR MICE” collaborated with. Her account is characterized by the quality of photos (which is not surprising for a photographer) and good presentation of content, in particular for travel, where she shares her experience and gives advice on places to visit or prepare for a trip to a country. At the time of the campaign, Sofia's audience numbered 75.9 thousand subscribers. Cooperation with this influencer brought the company the result of 21 new followers and cost one thousand UAH.

@columbovna is a travel blogger with whom the company next collaborated on Instagram. This blogger is popular for her publications on tourism and travel (she also created a “WOW-map” of places in Ukraine), as well as in the field of live style. She has extensive experience in advertising with various companies of different activities. At the time of the first campaign in 2015, the blogger had 79.1 thousand subscribers. The campaign itself included a series of 3 Instagram Stories. It cost a thousand UAH and brought the company 28 new subscribers. In 2017, the tour operator “STAR MICE” conducted another collaboration with this blogger which cost 3000 UAH for the company. In return, the blogger posted 1 post and 4 Instagram Stories on her page, which brought the company 114 new followers.

Yana Kostyuk (@yana_kostt) is a motivator and influencer who shares her experience in business. In total, “STAR MICE” company conducted 3 influencer-marketing campaigns with Jana, as a result of which it was able to attract 58 new subscribers. Collaboration with this blogger was the first in terms of business tourism and organizing business events. Thanks to this cooperation, the company has significantly expanded the audience of people interested in business tourism, because Yana's audience largely coincides with the audience identified as key for the tour operator “STAR MICE”. The company spent 2000 UAH on three campaigns consisting in total of 11 Instagram Stories.

So, speaking about the business communications of the tour operator “STAR MICE”, we can say that the company has been quite active in this area, because it has worked with several influencers. In the development of relations with influencers during 2015-2017, the company focused its efforts both on business tourism and demonstrated

the possibilities of organizing traditional recreation, in particular in Ukraine. Speaking about the results of the campaigns, it is necessary to consider the goals set by the company before their implementation. In general, the company gained new subscribers and was able to bring the engagement rates closer to those currently available, which we calculated in paragraph 2.2, which was one of the tasks. However, given the statistics of the data profiles of influencers, we can assume that the results could be slightly greater. One of the reasons for the low results may be the lack of clear analysis of the audiences of selected influencers, as well as content that could not fully interest the audience.

In 2018, the tour operator “STAR MICE” rebranded its social networks and currently plans to implement influencer-marketing measures. The company aims to promote its core business, namely business tourism, and thinks with whom reliable, effective cooperation is possible. In addition to awareness, new subscribers and increased engagement, the company plans to track conversions to the site and increase the number of customers through influencer-marketing.

Conclusions to the Part 2

Within the Part 2 of final qualifying paper the tour operator “STAR MICE” and preconditions for implementing of influencer-marketing were evaluated. The evaluated management system of the tour operator “STAR MICE” has demonstrated favorable conditions for conducting its direct activities, as it ensures the stability and continuity of all processes, allows providing a wide range of services and developing. Work at the enterprise takes place according to a clearly taxed system, because each employee knows his responsibilities to whom he is subordinated. The company has a developed corporate culture, which is aimed at motivation, maintaining team spirit, focus on results, customer satisfaction and development of everyone, both personal and professional.

Analysis of the company's operating, financial and marketing activities revealed some problems. In particular, the steadily rising costs, resulting in falling profitability. According to the tourist reporting, there is a simultaneous decrease in the number of

sold tourist vouchers and served tourists. The assessment of the company's balance sheet revealed a decline in return on assets and equity, which confirms the widening gap between costs and profits of the company, as well as a decline in demand for the company's services.

Tour operator “STAR MICE” does not sufficiently use the possibilities of marketing communications and operates a small number of them. The company maintains pages on social networks, in particular Instagram, Facebook, and conducts advertising events on these platforms. Despite the satisfactory values of indicators that determine the effectiveness of pages and advertising activities, it is necessary to take into account the current state of development of these pages, because they are still not popular enough and promoted to bring new customers.

The company has some experience in working with influencers. During the period 2015-2017, 6 campaigns were conducted. Currently, the company plans to resume this activity and is in the process of searching of possible candidates for cooperation and formats of their interactions.

PART 3

INFLUENCER-MARKETING IMPLEMENTATION TO “STAR MICE” ACTIVITY

3.1. Program of influencer-marketing measures to improve company's performance in the market

In the previous part, we concluded that tour operator “STAR MICE” does not fully use its marketing opportunities. In the study, we highlighted the problems faced by the company, including low brand awareness, falling demand for the company's services, lack of strategic vision for the development of social networks in terms of attracting new and potentially regular subscribers who may become customers in the future. We also determined that to solve these problems will not be enough traditional methods of marketing social networks and one-time advertising appeals in any form, because there is a need to better acquaint the consumer with the brand, maximize favor to the company and reach a larger share of customers in the market. To resolve these issues, a modern communication policy tool such as influencer-marketing has been proposed.

As mentioned earlier, the influencer-marketing strategy, like any other, requires careful planning and includes many stages, the implementation of which must be approached with great responsibility, because the quality of each depends on the effectiveness of the campaign and final result for the company.

The first step in implementing influencer-marketing for tour operator “STAR MICE” should be a clear definition of the goals of the entire campaign, which will further help to better understand each next stage, as well as identify indicators that will need to be monitored to understand the success of influencer-marketing activities.

Based on the problems facing the company, we can form the following goals of the influencer-marketing campaign:

- brand awareness - to increase the number of people who know, recognize, love the brand;

- attracting a new audience - increase the number of subscribers;
- engagement - to increase the activity of audience interactions with publications;
- facilitating lead generation - increase customer numbers and sales;
- loyalty - to make people interested and connected with the brand.

Before influencing your audience, it is necessary to clearly define who this audience is, and it is absolutely correct to create a detailed image, taking into account both demographic characteristics and psychological patterns.

According to the tourist reports of the company, among the tourists served by the tour operator “STAR MICE” (Appendix E), the vast majority of trips were made for business purposes. Therefore, we can identify a key segment of the target audience and understand how and with whom to further build cooperation in the field of influencer-marketing.

Table 3.1

Main segment of target audience of tour operator “STAR MICE”

Characteristic	Description
Gender	Male, female
Age	24-45 (the core – 26-40)
Marital status	Married and single
Income level	Above average
Occupation	Specialists, managers, managers of various levels, directors, owners of companies and organizations of different types, sizes and areas of activity
Life style	High level of occupation, high work orientation
Regularity of demand	1-2 times a year
Interests	Business, everything related to the scope of their activities
Personal qualities	Self-sufficient, successful, passionate about work, ambitious, often spend little time with family

Source: Created by author

As we see there are people of the business sphere who spend a lot of time in their work and often face the need to organize business events within their activities. In the first segment, we can also generalize these people with companies and organizations of

different levels and types of activities on whose behalf they often act and address requests, usually for large-scale business meetings, conferences, congresses, or incentives for the team of the company, in Kyiv, other regions of Ukraine and abroad.

The youngest members of this segment may not yet be financially ready for personal applications for the company's services, but they are active users of social networks, where they learn about the company, they can later offer or recommend its services, such as management or acquaintances related to areas which may be interested in this. They also need to be addressed, they need to be influenced, and for this it is necessary to choose those whom they trust. To get a loyal audience, you need to grow with it, because each brand must position itself primarily as a friend who knows a lot about the customer and is always ready to make his life a little better.

After defining the target audience, the stage of choosing an influencer or several, with which the influencer-marketing strategy will be built and the campaign will be implemented, follows.

During the research of the market of influencers on the Instagram (the platform most used by this segment of the target audience and which is best adapted to the intricacies of influencer-marketing), we analyzed and identified those who are suitable for this segment, as we consider, and with whom it would be appropriate to communicate and cooperate.

Based on the target audience, the first person with whom collaboration is possible is Valeria Borodina (@borodina) with an audience of 262 thousand subscribers. Valeria is a successful businesswoman, influencer and a real authority in our chosen social network. Its audience is young people who are developing in business and for whom it is an example to follow. Among her audience, there are also entrepreneurs of all ages who are already successful. The content on her page always has an interesting content, brightness and the ability to really attract attention. Also, having analyzed its previous advertising integrations, we can say with confidence that it clearly conveys the necessary messages to its audience, be sure to get acquainted with the goods or services closer.

The next person who can be invited to cooperate is Leonid Martynchyk

(@leonid.martynchyk) – a well-known Instagram influencer, TV presenter and speaker with an audience of 105 thousand subscribers. His audience is both young people and mature individuals who follow his account in search of motivation and personal development, because Leonid is a famous mentor in the field of building and maintaining a personal brand. In Leonid's experience, a number of collaborations with well-known brands, including travel companies (as we mentioned in paragraph 1.2, he collaborated with tour operator JoinUp, actually as well as Valeria Borodina).

Andriy Fedoriv (@andriyfedoriv) is an entrepreneur, marketer, speaker, business influencer. The Instagram audience consists of 120 thousand subscribers, including young and ambitious business novices, as well as experienced entrepreneurs. And all because Andriy in his blog he shares his professional experience gained on business trips, speaks brightly and bitingly about modern business realities and advanced innovations. Collaboration with Andriy is a high chance to attract a male audience, as it has long been proven that the vast majority of Instagram users are women, but he has a relatively higher percentage of men among subscribers than the aforementioned influencers. Having the necessary statistics of the accounts of influencers, you can calculate the indicators on the basis of which you can make further choices in favor of who will be more profitable to work with.

Table 3.2

Profile statistics and calculations on the effectiveness of collaboration

Indicators	Influencers		
	Valeria Borodina	Leonid Martynchyk	Andriy Fedoriv
Number of subscribers, persons	262 000	105 000	120 000
Average reach, persons	19 264	12 363	20 896
Average rate of transition to the advertising profile, persons	10 702	5 879	11 962
Average number of new subscribers (of those who switched to the profile), persons	3 213	2 062	3 583
Average rate of transition to the advertising site, persons	1 606	1 028	1 802

Continuation of the Table 3.2

Indicators	Influencers		
	Valeria Borodina	Leonid Martynchyk	Andriy Fedoriv
The cost of the advertising measures cycle, UAH	10 000	6 000	8 000
Cost of 1 potential subscriber (those who went to the profile), UAH	0,93	1,02	0,66
Conversion (according to average reach and profile transitions), %	55,5	47,6	57,2
Cost of 1 real subscriber (those who subscribed to the advertising profile by switching to it), UAH	3,1	2,9	2,2
Conversion (according to average reach and profile subscriptions), %	16,8	16,7	17,1
The cost of one visit to the site, UAH	6,2	5,8	4,4

Source: Created by author

Analyzing the obtained data, we can observe that Valeria Borodina, despite a larger audience of subscribers, has a lower reach rate compared to Andriy Fedoriv. Thus, she has fewer conversions to the advertised profile, and thus slightly reduces the number of potential subscribers to the account of the company that ordered the advertising campaign, and conversion rates to the site. It should be clarified that the average number of new subscribers is quite conditional, because the influencer's goal is to get interested in switching to an advertising profile, but whether a person stays on this profile and wants to subscribe depends on the content the company creates on its page. The blogger cannot guarantee these indicators in any way.

Andriy Fedoriv, due to a more active audience, provides potentially higher perceptions of these indicators, including conversions, and significantly lower costs per 1 subscriber, 1 transition to the site. Interaction with Leonid Martynchyk may seem more expensive compared to Andriy, if you look at the cost of a subscriber or a click on the site, but the conversion rates are slightly lower. Further cooperation with him can be considered inexpedient and potentially ineffective for the company.

Therefore, taking into account all the data, we can conclude that the company's

cooperation with Andriy Fedoriv will definitely be potentially profitable. The most objective calculated indicators are the cost of 1 potential subscriber - the one who, thanks to the influencer, simply switched to the company profile, and the cost of 1 transition to the site. As we have already determined, the figures of Valeria Borodina are slightly lower, but the values of conversions are quite high, especially with regard to the transition to the company's profile, but the cost of 1 potential subscriber is lower if compared to Leonid Martynchyk. One of the goals of the campaign is to engage the audience in the advertised company, and Valeria can potentially lead many to the company's page, who will potentially subscribe and possibly become customers in the future. For further work we make a choice in favor of Andriy Fedoriv and Valeria Borodina, collaboration with which is potentially more effective, both quantitatively and qualitatively.

The next step is direct contact with the chosen influencers, a proposal for collaboration and, if agreed, a discussion of these details of cooperation. After establishing contact and agreeing on further cooperation, possible types of influencer-marketing campaigns are being agreed upon. Among all the possible options, we can single out Sponsored Content, perhaps the most common of the types of interactions, when the influencer in his appeal (post or stories) tells, mentions and notes the profile of the company. Under this type, the company itself may not interfere in the creation of content, but it is desirable to agree on its approval before publication. The company can simply outline the topic and the main message that it would like to convey to the audience.

Another option may be the so-called Guest Content, in which the company itself will create the content that it wants to see in the advertising appeal and provide it to the influencer for broadcast. However, this option is usually complicated by the fact that in this case the process is delayed, because influencers dictate many conditions for the content that will potentially be placed on their pages. Therefore, the best option would be a quality study of profiles and content of influencers at the stage of their selection, where the company will clearly understand that such information is suitable for it and you can safely trust the influencer in creating an advertising appeal.

Therewith, it is necessary to determine the conditions under which the company will cooperate with influencers. This can be cooperation based on the financial payment of any advertising appeals, or barter. It is also possible to combine these two options.

Next is the implementation of the influencer-marketing campaign. It can last in different ways, depending on how many publications (posts or stories) have been agreed. And the last step is to evaluate the effectiveness of the campaign, the details of which we will discuss in the next section.

Table 3.3

**The plan of influencer-marketing implementation within
tour operator “STAR MICE”**

Stage	Time for implementation	Cost	Responsible Employees
I. Defining of main goals of the campaign	3 days	0 UAH	Marketing Manager
II. Indication the audience – the subject of influence	3 days	0 UAH	Marketing Manager
III. Searching for influencers and making the choice	1 week	0 UAH	Marketing Manager
IV. Contact with influencer, agreement for further cooperation	2 weeks	0 UAH	Marketing Manager
V. Coordinating campaign types, content details, terms of cooperation	3 weeks	0 UAH	Marketing manager, Director
VI. Campaign implementation	4 weeks	18 000 UAH	Marketing manager
VII. Evaluation of campaign results	1 week	0 UAH	Marketing manager, Accountant

Source: Created by author

As seen from the Table 3.3 for implementation of influencer-marketing strategy the total sum of costs in amount of 18 000 UAH is needed.

3.2. Evaluation of implementation efficiency of influencer-marketing measures in the tour operator management

Any strategic steps taken by the company have a result. At the end of various campaigns, a stage of evaluating the effectiveness of the measures taken is necessary. In the previous paragraph, by calculating in the Table 3.2, we determined the potential conversion rates for each of the influencers and the number of possible new subscribers that may appear after seeing the company's advertising on the blogger's page. Among the goals of the influencer-marketing strategy that we identified were, in particular, brand awareness, attracting new audiences, increasing the level of engagement. All these indicators are directly related to those that we defined earlier. Based on these data, we can calculate the potential values of key indicators that are influenced by influencer-marketing.

Table 3.4

The effectiveness of implementing the influencer-marketing campaign within tour operator "STAR MICE"

Index	Before	After (potentially)	Growth rates,%
Number of subscribers, persons	314	6796	2064,0
ER,%	6,2	9,99	61,1
ERR,%	16,3	22,2	36,2
Reach, persons	118	3058	2491,5
%	37,6	45	19,7

Source: Created by author

As we can see from the table, the number of subscribers to the tour operator's page could potentially reach 6796 people, or increase more than 20 times compared to the figure before the influencer-marketing campaign. This indicator is based solely on the total number of possible new subscribers who, seeing the advertising appeal of the influencer, went to the operator's page and signed. However, as we noted in paragraph

3.1, this figure is relative and due to a number of factors, including human, can vary significantly.

Indicators of engagement by subscribers (ER) and reach (ERR) were calculated on the same principle as in paragraph 2.2. It should be noted that in our forecast we use benchmarks and take into account the best option for the influencer-marketing campaign. To calculate the potentially possible values of ER and ERR indexes, the reference indicator of interactions with publications was taken, which is 10% of the total number of subscribers (data are given for likes, because the norms of the shares of comments, distributions and savings are difficult to calculate) [50]. So, given the potential number of subscribers at 6796, we set the normative number of interactions at 679. After making the necessary calculations, we obtained the following: the ER indicator has a chance to increase by 61.1% compared to the current indicator, the ERR value can potentially increase by 36,2%.

Taking into account the normative coverage indicator, which on average corresponds to 45% of the number of subscribers, we can say that its value after the influencer-marketing campaign may correspond to the mark of 3058 people [51]. Compared to the available figure, it is almost 25 times larger. In percentage terms, it has a chance to grow by 19.7%.

Influencer-marketing is undoubtedly an investment in the company's future. As a result, the company as an investor needs to understand whether the decision to invest was correct, how profitable it is and whether it should continue in this direction. An indicator that will help identify these issues is the return on investment (ROI).

According to the Influencer Intelligence platform report on influencer-marketing in 2020, 84% of marketers around the world point out that calculating the return on investment in this area is difficult and a real challenge [52]. The main obstacle to forecasting future profits from the company's interaction with influencers is the human factor. All because no one, not even the most famous, most experienced influencer, can guarantee and provide any clear indicators of the same conversions to the company's website, where you can place an order, especially the number of customers, and even more so about profits. Although we unite people into groups, audiences according to

their preferences and certain patterns of interest to us, we cannot predict how a person will react at the time of the meeting with the advertising appeal. Even the mood a person is in at the moment affects how they behave with the advertised profile: they can scroll through the message at all, can go to the advertised profile, can even subscribe to it, but it also depends on the individual preferences of each, to predict which one hundred percent no one can. The mood of the influencer himself on the day of the advertising appeal (even at only one of all stages of the campaign) with which he presents it will also affect the reaction of his subscribers to the advertised object. After all, given that the blogger's subscribers, especially those who follow his activities for a long time, or are loyal, are as empathetic as possible to their object of imitation and are able to take on his feelings. If these feelings are not positive enough, it definitely affects the result for the company, because in this way it easily loses potential subscribers and customers.

The InfluencerMarketingHub platform in its report on the global study notes that the average return on investment in influencer-marketing is \$ 5.78 per dollar invested [53]. Based on these data, we can predict the potential profit margin of each influencer involved in the influencer-marketing campaign of the tour operator “STAR MICE”.

Table 3.5

**Calculation of profits from the influencer-marketing campaign
within the tour operator “STAR MICE”**

	Valeria Borodina	Andriy Fedoriv	Total
Income, UAH	67 798,9	54 237,5	122 027,4
Costs, UAH	10 000,0	8 000,0	18 000,0
*Profit, UAH	57 798,9	46 237,5	104 027,4

Source: Created by author

First of all, it should be noted, that these calculations are based on the general formula of return on investment. Formula for ROI index calculation [54]:

$$ROI = \frac{\text{Income} - \text{Costs}}{\text{Costs}} * 100\% \quad (3.1)$$

Based on the data of the above-mentioned InfluencerMarketingHub study, the

ROI of \$ 5.78 (corresponding to 578%) was taken as the reference for the calculations. So, having a general formula, we mathematically defined the formula for calculating income.

*Formula for Income index calculation:

$$\text{Income} = \frac{\text{ROI} * \text{Costs}}{100\%} + \text{Costs} \quad (3.2)$$

We should note that calculations were carried out in dollar equivalent and after were converted into the Ukrainian hryvnia according to the official exchange rate of the National Bank of Ukraine which on the date of research made 28,13 UAH for US dollar.

Analyzing the obtained results, we can note that the cooperation of the tour operator “STAR MICE” with Valeria Borodina can potentially bring 67798.9 UAH of income, given the costs, the company may receive 57798.9 UAH of profit. In turn, the company's collaboration with Andriy Fedoriv can bring 54237,5 UAH of income and 46237.5 UAH of profit. The total amount of profit from the conducted influencer-marketing campaign with both influencers will potentially amount to 104027.4 UAH.

However, it should be clarified that this method of calculation is based only on the company's costs for the campaign, but does not take into account all factors that may affect the final result, for example, the same coverage, number of potential subscribers and conversions, because these figures are somewhat higher than Valeria, so potentially Andriy can bring more customers to the company. But this is only from a mathematical point of view, based on the figures obtained in Table 3.2.

Let's repeat that the behavior of subscribers of any influencer is difficult to predict, we cannot be sure that everyone who even went to the site, in the end made an order. Similarly, it is difficult to predict what specific orders, for what amount each of the customers will make.

Therefore, these calculations are also made with the expectation of the best course of events. Using our data, we can try to predict the possible financial results of the tour operator “STAR MICE”.

Table 3.6

**Forecast of financial effectiveness of influencer-marketing campaign in 2020
within the tour operator “STAR MICE”**

Indexes, thousand UAH	Year				Growth rates, %		
	2017	2018	2019	2020	2018 to 2017	2019 to 2018	2020 to 2019
Total income	3992,5	4317,1	4648,2	4770,2	8,1	7,7	2,6
Total expenses	1108,2	1844,1	2646,2	2664,2	66,4	43,5	0,7
Financial result before tax	2884,3	2473,0	2002,0	2106,0	-14,2	-19,0	5,2
Income tax	-	-	-	-	-	-	-
Net profit (loss)	2884,3	2473,0	2002,0	2106,0	-14,2	-19,0	5,2

Source: Created by author

Suppose that in 2020, one, trial campaign of influencer-marketing was conducted within the tour operator “STAR MICE”. If we assume that for the current year, under normal conditions, without influencer-marketing measures, the company received income at the level of 2019 - 4648.2 thousand UAH, then adding to this value we calculated the potential income from the campaign, we get 4770.2 thousand UAH. That is, only the influencer-marketing campaign was able to increase the income of the tour operator by 2.6%.

Considering the costs in the same way, we will add to the costs of the 2019 level the costs for the services of influencers and we will receive 2664.2 thousand UAH. Thus, such an influencer-marketing campaign will increase costs by 0.7%.

Calculating the profit, we get its figure at 2106 thousand UAH. Thus, with one campaign we will be able to achieve revenue growth for the year by 5.2%, changing the negative dynamics of this indicator to positive.

Understanding the effectiveness of influencers as a tool of marketing communications, we can predict that the company would be profitable to conduct

several campaigns of influencer-marketing per year.

Suppose that the tour operator “STAR MICE” will continue to work with our previously chosen influencers. We can consider the strategy of their cooperation in the long run, for example, for 3 years.

Table 3.7

Influencer-marketing strategy for the tour operator “STAR MICE” for 2021-2023

	J	F	M	A	M	Jn	Jl	A	S	O	N	D	Total
2021		4 weeks		4 weeks				4 weeks		4 weeks			4
2022		4 weeks	4 weeks				4 weeks	4 weeks		4 weeks	4 weeks		6
2023	4 weeks	4 weeks		4 weeks	4 weeks		4 weeks	4 weeks		4 weeks	4 weeks		8

Source: Created by author

To make the necessary calculations, we can present a three-year strategy of cooperation of the tour operator “STAR MICE” with Valeria Borodina and Andriy Fedoriv in the way presented in the above table. Based on the successful experience of implementing one marketing campaign in 2020, the company has set a schedule for the following, for example: in 2021 - 4 campaigns, each lasting a month, one per season. 2022 - 6 campaigns, the same duration per month each, one in winter and spring, two - in summer and autumn. 2023 - 8 campaigns, lasting one month each, 2 per season. The construction of this hypothetical strategy is based on the effectiveness of the implementation of the influencer-marketing campaign in the activities of the enterprise, which was proved by global research within industries, as well as our calculations on the example of the proposed campaign for the researched enterprise. Based on the calculated data from the profits of one campaign, the cost of one such campaign, we can calculate the cost-effectiveness of conducting an influencer-marketing campaign for each of the three planned years.

Table 3.8

**Forecast of financial effectiveness of influencer-marketing campaign
for 2021-2023 within the tour operator “STAR MICE”**

Indexes, thousand UAH	Year				Growth rates, %		
	2020	2021	2022	2023	2021 to 2020	2022 to 2021	2023 to 2022
Total income	4770,2	5258,3	5990,4	6966,6	10,2	13,9	16,3
Total expenses	2664,2	2736,2	2844,2	2988,2	2,7	3,9	5,1
Financial result before tax	2106,0	2522,1	3146,2	3978,4	19,8	24,7	26,5
Income tax	-	-	-	-	-	-	-
Net profit (loss)	2106,0	2522,1	3146,2	3978,4	19,8	24,7	26,5

Source: Created by author

So, if we take into account the situation in which the tour operator “STAR MICE” under constant other conditions, excluding influencer-marketing measures received in 2021 a profit at the level of 2020, or 4770.2 thousand UAH, then adding to it the income from the four campaigns influencer-marketing, planned for 2021, we will receive a total revenue of 5258.3 thousand UAH, which is 10.2% higher than in 2020.

Using a similar mechanism, we can calculate the costs, taking into account the costs of 4 campaigns, which totaled 2736.2 thousand UAH, which is higher than in 2020 by 2.7%. Despite the increase in costs, we received a profit of 2522.1 thousand UAH, which is 19.8% higher than in 2020.

According to the same principle, we calculated the company's income for 2022, taking into account the contribution of the six proposed influencer-marketing campaigns, and determined them to be potentially higher than in 2021 by 13.9%, which in monetary terms is 5990.4 thousand UAH. Income compared to 2021 will potentially increase by 3.9%, amounting to a total of 2844.2 thousand UAH. Profit for 2021 will potentially amount to 3,146.2 thousand UAH, which is 24.7% more than in 2021.

Similarly, in 2023, according to the results of the implementation of eight influencer-marketing campaigns, the tour operator “STAR MICE” can potentially receive income higher than the previous one by 16.3% and amounts to 6966.6 thousand UAH, costs - higher by 5.1% at the level of 2988.2 thousand UAH, and profit increased by 26.5% compared to 2022, which in monetary terms may amount to 3978.4 thousand UAH. Thus, the overall dynamics of indicators is positive and, despite the growth of costs, we see a potential increase in the company's profit, which before the implementation of influencer-marketing measures in the last three years was in a stable state of annual decline.

Conclusions to the Part 3

With the aim to improve the situation in which the tour operator “STAR MICE” is at this stage, we proposed the introduction of influencer-marketing measures in the marketing activities of the enterprise. The procedure of implementation of this marketing tool consists of several stages, clear and correct implementation of each of which is extremely important, because the results of each depends on the result of each subsequent and final success in general.

At the first stage, based on the study of the current state and prerequisites for the implementation of influencer-marketing, for the researched company were identified key goals that can be achieved by using this communication tool, including brand awareness, attracting new audiences and subscribers, increasing audience engagement, that is, the activity of its interactions with the content created by the company, increasing the number of customers and, consequently, sales levels, raising user loyalty to the brand.

Having identified the key audience of the company to which the campaign with influencers will be directed, we have proposed three possible options for Instagram bloggers and, in combination, influencers with whom the company can build interaction. After calculating the effectiveness of their accounts based on available statistical information, we finally selected two influencers with whom the tour operator

“STAR MICE” will be able to create collaboration, namely Valeria Borodina and Andrei Fedoriv, who are suitable for influencing the audience of people interested in “STAR MICE” content, as well as its services. A plan for the implementation of an influencer-marketing campaign was also proposed for the researched enterprise.

Calculations of the effectiveness of the cooperation of the tour operator “STAR MICE” with the selected influencers were made on the basis of available statistical data of accounts, as well as additional indicators calculated by us. It should be noted that the calculation of the effectiveness of the implementation of the influencer-marketing campaign at the enterprise is quite problematic, because the result is influenced by many factors, the central place among which is the human factor, which is extremely difficult to predict. As a result of such a campaign, we can see the growth of certain indicators of influencer-marketing, the so-called KPI's, including the number of subscribers, the engagement rate in the calculation of both subscribers and reach, and the actual growth of the reach level. We also calculated the value of income and profit from the proposed interaction with selected influencers on the basis of the rate of return on investment, which for the sphere of influencer-marketing is 5.78 USD per dollar invested.

As a result of one influencer-marketing campaign in 2020, the tour operator “STAR MICE” could potentially increase its profit by 5.2%. In order to predict the potentially possible level of profit from the implementation of influencer-marketing campaigns, a campaign plan for the period from 2021 to 2023 was proposed for the studied enterprise. Calculations showed a steady positive growth trend in both revenues and profits. Therefore, introduction of influencer-marketing in the company's activities is effective, because as a result it brings many benefits and positive changes to the company. However, in order to achieve successful results, it is necessary to be extremely responsible in all stages of the campaign.

CONCLUSIONS

In result of the written qualifying work, the essence of influencer-marketing was defined. As a communication tool, influencer-marketing is a progressive tool in the interaction of business and consumers. Broadcasting the necessary messages for the company through a third party - influencers - in today's technology is a common practice among enterprises of various activities.

Travel companies use this tool to achieve various marketing goals related to the audience, or more globally – to the sales. The success of this means of communication is due to the psychological characteristics of consumers, because research shows that consumers more and more before buying seek the experience and advice of influencers - famous people or individuals in networks whom they trust and listen to. Traditional marketing appeals and media are gradually losing their relevance.

Researches of various media platforms are constantly confirming the effectiveness of influencer-marketing activities and predict that in the future companies will increase budgets for this method of communication against the background of positive results of the campaigns. However, it is important to remember that influencer-marketing has its risks, which must be minimized during the preparation of the campaign during analyzing the audience, choosing an influencer to collaborate and creating the content. In fact, a properly chosen influencer is the core of the success of the whole campaign. For maximum accuracy of choice, the basic principles of influencer-marketing have been identified. In particular, it should be a person who shares the same views and values with the company and broadcasts them to his audience. This is an important point, because when cooperating with an influencer, it is necessary to understand that he will be associated with the company. We also included in the principles the ability of the influencer to convey what is necessary to the audience through its unique content, as well as the real authority of the influencer himself. It was also determined that the most important role for the tourism industry is played by the content created by the influencer, both visually and meaningfully.

The existing experience of implementation of influencer-marketing was considered. We learned that this technique of communication with consumers is used in a variety of industries, in particular, we found examples in the field of electronics and fashion, as well as tourism. Foreign experience in the use of influencer-marketing has shown us the work of different countries on the half-life of tourism in their various parts, the presentation of new products, attracting new audiences. For example, New Zealand has worked with a Chinese blogger to increase tourist flows from China, Finland has promoted tourism in one of its regions, and Iceland has raised awareness of the country and its tourism opportunities, and more. Ukrainian travel companies, as it turned out, also sought the help of influencer-marketing, in particular to present new flight programs (JoinUp) and new hotel offers (TUI Ukraine).

After that, an analysis of the management system, the current state and prerequisites for the implementation of influencer-marketing measures on the basis of the tour operator “STAR MICE” was conducted. The evaluation of the last three years of the company's activity revealed a steady increase in costs and a decrease in net profit. The widening gap between these indicators was reflected in the decline in return on assets and capital.

Analysis of marketing activities showed that the tour operator “STAR MICE” currently does not use enough marketing opportunities in their activities. A study of the company's Instagram page showed that the indicators of engagement, namely audience activity, are within the norm, but for a company of this level, the values of some statistical indicators could be higher. Against the background of the obtained data, the experience of the tour operator in the field of influencer-marketing was studied, as a result of which it was found that the company has some experience in this field, because it previously cooperated with the representatives of Instagram blogging during 2015-2017. The results of the collaborations generally coincided with the goals of the campaigns, which were mainly aimed at increasing the audience (subscribers), but the cost-effectiveness of these activities remains questionable.

To improve the situation of the tour operator, we have identified an action plan for the implementation of influencer-marketing campaign, selected options for possible

collaborations. Among the goals of the campaign were the following: raising awareness about the company, attracting new subscribers, increasing levels of engagement, increasing the number of new customers and loyalty. After identifying the key audience to which the campaign will be targeted, we have identified influencers with whom the company can potentially build business relationships in the field of influencer-marketing. Of the three proposed influencers, after analyzing the available data on their Instagram pages, as well as our calculations, two were selected for further cooperation - Valeria Borodina and Andriy Fedoriv.

The effectiveness of the proposed measures was considered and potentially possible performance indicators of the studied enterprise were predicted. It should be noted that it is extremely difficult to calculate the effectiveness of influencer-marketing, because the human factor works here, and we can never predict exactly how many people will be interested in the advertised company, how many people will follow the company's page, how many of them will become customers. Therefore, the projected indicators were calculated taking into account the best scenarios for the development of the proposed campaign and future long-term cooperation. In general, the calculations showed that one campaign under other constant conditions will be able to increase the company's revenues, and given the small amount of costs for it, to increase net profit. By conducting such campaigns regularly, building a strategy can bring the company out of the situation of negative profit dynamics, adding to this an expanded audience, new customers and increased sales.

Therefore, influencer-marketing as an additional marketing tool is beneficial for campaigns. In today's world, this is perhaps the easiest way to get the attention of your existing audience, or even more - to attract a new one. Businesses are increasingly integrating this marketing tool into their activities, recognizing it as effective and reliable, which has a positive impact on the final performance of the enterprise.

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APPENDIXES

Appendix B

Collaboration of Ukrainian tour operators with Instagram influencers

B.1 – Valeria Borodina



B.2 – Leonid Martynchuk



B.3 – Lesia Nikitiuk. Collaboration with TUI Ukraine



lesia_nikituk • Подписаться
Vogue Hotel Lounge Bar

lesia_nikituk • 3.1млн
Редагує пост!!! Є срочна інфа! Спеціально для вас, моя інста-сім'я! Компанія Tui підготувала сюрприз – можливість отримати знижку при бронюванні тура онлайн на любі дати з 1 вересня – 1000грн. Після оформлення покупки на сайті, потрібно зателефонувати за номером 044 299 77 88, назвати номер бронювання і сказати кодове слово "Le Маршрутка" Тоді менеджер зробить перерахунок, турист отримає знижку!!! Памятайте В TUI Ukraine заключаються договори тільки з надійними авіакомпаніями і рейси завжди прилітають вчасно❤️❤️ #tui_кайфую

119 929 отметок "Нравится"
28 АВГУСТА 2019 Г.

Войдите, чтобы поставить «Нравится» или прокомментировать.

B.4 – Lesia Nikitiuk. Collaboration with Resort Life Travel



lesia_nikituk • Подписаться
Fushifaru Maldives

lesia_nikituk • Breakfast at Maldives
#лесяМальдива @fushifaru, #fushifarumaldives @resortlife_travel, #resortlifetrave
95 нед.

eva_kulik_123 Приятного аппетита)))
92 нед. Ответить

nadezhdaturik Орёл и решка классная программа
92 нед. Ответить

148 685 отметок "Нравится"
25 ЯНВАРЯ 2019 Г.

Войдите, чтобы поставить «Нравится» или прокомментировать.

Staff list of tour operator "STAR MICE"



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Додаток до

Наказу №ШР2606-2020 від 26.06.2020 р.

«Затверджую»

Штат у кількості 5-ти одиниць.

***** (***** грн. ** коп.)

Директор _____ Ковалок Н.Р.

ШТАТНИЙ РОЗПИС

Товариства з обмеженою відповідальністю «Стармайс»

Вводиться з «26» червня 2020 року

Код підрозділу	Найменування структурного підрозділу	Найменування посади (професії)	Код за Класифікатором професій	Кількість штатних одиниць	Посадовий оклад (місячна тарифна ставка), грн	Доплати, грн		Місячний фонд заробітної плати, грн
						За ненорм. роб. день	За роз'їзний характер праці	
1	2	3	4	5	6	7	8	9
1	Адміністрація	Директор	1210.1	1	****	-	-	****
		Бухгалтер	3433	1	****	-	-	****
2	Відділ продажів	Менеджер з туристичного обслуговування	3414	1	****	-	-	****
		Менеджер з туристичного обслуговування	3414	1	****	-	-	****
		Маркетолог	2419.2	1	****	-	-	****
Разом		x	x	5	****			****

Директор _____

_____ Ковалок Н.Р.

Financial reporting № 1 “Balance of the enterprise” and № 2 “Report on financial results” of tour operator “STAR MICE” for 2017-2019

D.1 - Balance sheet and financial results for 2017

Додаток 1
до положення (стандарту) бухгалтерського обліку 25
“Фінансовий звіт суб'єкта малого підприємництва”

ФІНАНСОВИЙ ЗВІТ суб'єкта малого підприємництва

Підприємство ТОВ “СТАРМАЙС”	Дата(рік,місяць,число) за ЄДРПОУ	Коди
Територія м. Київ	за КОАТУУ	2018 01 01
Організаційно-правова форма господарювання Товариство з обмеженою відповідальністю	за КОПФГ	38282738
Вид економічної діяльності Діяльність туристичних операторів	за КВЕД	8038900000
Середня кількість працівників, осіб 6		240
Одиниця виміру: тис. грн. з одним десятковим знаком		79.12
Адреса, телефон ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049		0442484648

1.Баланс на 31 грудня 2017 р.

Актив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	2,4	717,3
первісна вартість	1011	13,9	749,2
знос	1012	(11,5)	(31,9)
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції	1030	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	2,4	717,3
II. Оборотні активи			
Запаси	1100	-	-
у тому числі готова продукція	1103	-	-
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	43,4	1 471,1
Дебіторська заборгованість за розрахунками з бюджетом	1135	-	-
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	448,8	641,4
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	517,0	1 782,0
Витрати майбутніх періодів	1170	-	-
Інші оборотні активи	1190	-	-
Усього за розділом II	1195	1 009,2	3 894,5
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	1 011,6	4 611,8



Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	5,0	5,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	841,8	3 558,5
Неоплачений капітал	1425	(-)	(-)
Усього за розділом I	1495	846,8	3 563,5
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	107,2
товари, роботи, послуги	1615	-	-
розрахунками з бюджетом	1620	34,5	53,0
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	-	0,4
розрахунками з оплати праці	1630	3,4	4,9
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	126,9	699,0
Усього за розділом III	1695	164,8	864,5
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
Баланс	1900	1 011,6	4 611,8

2. Звіт про фінансові результати
за Рік 2017

Стаття	Код рядка	Форма № 2-м Код за ДКУД 1801007	
		За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	3 929,3	1 182,4
Інші операційні доходи	2120	63,2	18,1
Інші доходи	2240	-	-
Разом доходи (2000 + 2120 + 2240)	2280	3 992,5	1 200,5
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(-)	(-)
Інші операційні витрати	2180	(1 066,0)	(508,4)
Інші витрати	2270	(42,2)	(-)
Разом витрати (2050 + 2180 + 2270)	2285	(1 108,2)	(508,4)
Фінансовий результат до оподаткування (2280 – 2285)	2290	2 884,3	692,1
Податок на прибуток	2300	(-)	(-)
Чистий прибуток (збиток) (2290 – 2300)	2350	2 884,3	692,1

Керівник

Головний бухгалтер



(підпис)

(підпис)

ЕЦП КОВАЛОК
Н.Р.

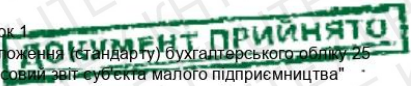
КОВАЛОК НАТАЛІЯ РОМАНІВНА

(ініціали, прізвище)

(ініціали, прізвище)

D.2 - Balance sheet and financial results for 2018

Додаток 1
до положення (стандарту) бухгалтерського обліку 26
"Фінансовий звіт суб'єкта малого підприємництва"



ФІНАНСОВИЙ ЗВІТ суб'єкта малого підприємництва

Підприємство ТОВ "СТАРМАЙС"	Дата(рік,місяць,число) за ЄДРПОУ	Коди 2019 01 01 38282738
Територія Київ	за КОАТУУ	803890000
Організаційно-правова форма господарювання Товариство з обмеженою відповідальністю	за КОПФГ	240
Вид економічної діяльності Діяльність туристичних операторів	за КВЕД	79.12
Середня кількість працівників, осіб 7		
Одиниця виміру: тис. грн. з одним десятковим знаком		
Адреса, телефон ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИІВ, 03049		0442484648

1.Баланс на 31 грудня 2018 р.

Актив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Незавершені капітальні інвестиції	1005	-	-
Основні засоби	1010	717,3	643,4
первісна вартість	1011	749,2	749,2
знос	1012	(31,9)	(105,8)
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції	1030	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	717,3	643,4
II. Оборотні активи			
Запаси	1100	-	-
у тому числі готова продукція	1103	-	-
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	1 471,1	913,2
Дебіторська заборгованість за розрахунками з бюджетом	1135	-	-
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	641,4	2 286,5
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 782,0	2 149,2
Витрати майбутніх періодів	1170	-	-
Інші оборотні активи	1190	-	-
Усього за розділом II	1195	3 894,5	5 348,9
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	4 611,8	5 992,3



Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	5,0	5,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	3 558,5	5 696,3
Неоплачений капітал	1425	(-)	(-)
Усього за розділом I	1495	3 563,5	5 701,3
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	-	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	107,2	107,2
товари, роботи, послуги	1615	-	3,3
розрахунками з бюджетом	1620	53,0	77,5
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	0,4	1,8
розрахунками з оплати праці	1630	4,9	15,3
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	699,0	85,9
Усього за розділом III	1695	864,5	291,0
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття			
Баланс	1900	4 611,8	5 992,3

2. Звіт про фінансові результати
за Рік 2018

Форма № 2-м Код за ДКУД 1801007

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	4 180,5	3 929,3
Інші операційні доходи	2120	136,6	63,2
Інші доходи	2240	-	-
Разом доходи (2000 + 2120 + 2240)	2280	4 317,1	3 992,5
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(-)	(-)
Інші операційні витрати	2180	(1 778,4)	(1 066,0)
Інші витрати	2270	(65,7)	(42,2)
Разом витрати (2050 + 2180 + 2270)	2285	(1 844,1)	(1 108,2)
Фінансовий результат до оподаткування (2280 – 2285)	2290	2 473,0	2 884,3
Податок на прибуток	2300	(-)	(-)
Чистий прибуток (збиток) (2290 – 2300)	2350	2 473,0	2 884,3

Керівник

Головний бухгалтер



(підпис)

(підпис)

ЕП КОВАЛОК
Н.Р.

КОВАЛОК НАТАЛІЯ РОМАНІВНА

(ініціали, прізвище)

(ініціали, прізвище)

D.3 - Balance sheet and financial results for 2019

Додаток 1
до Національного положення (стандарту)
бухгалтерського обліку 25 "Спрощена фінансова
звітність"
(пункт 5 розділу I)

Фінансова звітність малого підприємства

Підприємство	ТОВ "СТАРМАЙС"	Дата(рік,місяць,число)	Коди		
Територія	Київ	за ЄДРПОУ	2020	01	01
Організаційно-правова форма господарювання	Товариство з обмеженою відповідальністю	за КОАТУУ	38282738		
Вид економічної діяльності	Діяльність туристичних агентств	за КОПФГ	8038900000		
Середня кількість працівників, осіб	6	за КВЕД	240		
Одиниця виміру:	тис. грн з одним десятковим знаком		79.11		
Адреса, телефон	ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049				

1.Баланс на 31 грудня 2019 р.

Актив	Код рядка	Форма № 1-м Код за ДКУД 1801006	
		На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Необоротні активи			
Нематеріальні активи	1000	-	-
первісна вартість	1001	-	-
накопичена амортизація	1002	(-)	(-)
Незавершені капітальні інвестиції	1005	-	-
Основні засоби :	1010	643,4	569,9
первісна вартість	1011	749,2	772,7
знос	1012	(105,8)	(202,8)
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції	1030	-	-
Інші необоротні активи	1090	-	-
Усього за розділом I	1095	643,4	569,9
II. Оборотні активи			
Запаси :	1100	-	2,2
у тому числі готова продукція	1103	-	-
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	913,2	1 088,5
Дебіторська заборгованість за розрахунками з бюджетом	1135	-	-
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	2 286,5	2 250,1
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	2 149,2	2 240,0
Витрати майбутніх періодів	1170	-	-
Інші оборотні активи	1190	-	-
Усього за розділом II	1195	5 348,9	5 580,8
III. Необоротні активи, утримувані для продажу, та групи вибуття	1200	-	-
Баланс	1300	5 992,3	6 150,7

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Зареєстрований (пайовий) капітал	1400	5,0	5,0
Додатковий капітал	1410	-	-
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	5 696,3	5 486,0
Неоплачений капітал	1425	(-)	(-)
Усього за розділом I	1495	5 701,3	5 491,0
II. Довгострокові зобов'язання, цільове фінансування та забезпечення			
III. Поточні зобов'язання			
Короткострокові кредити банків	1600	107,2	-
Поточна кредиторська заборгованість за:			
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	3,3	11,0
розрахунками з бюджетом	1620	77,5	65,4
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	1,8	3,9
розрахунками з оплати праці	1630	15,3	18,4
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	85,9	561,0
Усього за розділом III	1695	291,0	659,7
IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття	1700	-	-
Баланс	1900	5 992,3	6 150,7

2. Звіт про фінансові результати
за Рік 2019 р.

Стаття	Код рядка	Форма № 2-м	Код за ДКУД
		1801007	
1	2	За звітний період	За аналогічний період попереднього року
3	4		
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	4 496,1	4 180,5
Інші операційні доходи	2120	145,8	136,6
Інші доходи	2240	6,3	-
Разом доходи (2000 + 2120 + 2240)	2280	4 648,2	4 317,1
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	(-)	(-)
Інші операційні витрати	2180	(2 646,2)	(1 778,4)
Інші витрати	2270	(-)	(65,7)
Разом витрати (2050 + 2180 + 2270)	2285	(2 646,2)	(1 844,1)
Фінансовий результат до оподаткування (2280 – 2285)	2290	2 002,0	2 473,0
Податок на прибуток	2300	(-)	(-)
Чистий прибуток (збиток) (2290 – 2300)	2350	2 002,0	2 473,0

Керівник

Головний бухгалтер



(підпис)

(підпис)

ЕП КОВАЛОК
НАТАЛІЯ
РОМАНІВНА

КОВАЛОК НАТАЛІЯ РОМАНІВНА

(ініціали, прізвище)

(ініціали, прізвище)

Statistical reporting №1-TOUR "Report on the activity of the tourist organization" of tour operator "STAR MICE" for 2017-2019

E.1 – "Report on the activity of the tourist organization" for 2017

Ідентифікаційний код ЄДРПОУ 3 8 2 8 2 7 3 8

Державне статистичне спостереження

Конфідентційність статистичної інформації забезпечується статтею 21 Закону України "Про державну статистику"

Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення

ЗВІТ ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ ЗА 2017 РІК

Подають:	Термін подання
юридичні особи - суб'єкти туристичної діяльності	
- територіальному органу Держстату	не пізніше 28 лютого

№ 1- туризм
(річна)
ЗАТВЕРДЖЕНО
Наказ Держстату України
30.11.2012р. № 498 (зі змінами)

Респондент:

Найменування: **ТОВ "СТАРМАЙС"**

Місцезнаходження (юридична адреса): **ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто Київ, 03049**

(поштовий індекс, область/АР Крим, район, населений пункт, вулиця/провулок, площа тощо,

№ будинку/корпусу, № квартири/об'єкту)

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):

ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто Київ, 03049

(поштовий індекс, область/АР Крим, район, населений пункт, вулиця/провулок, площа тощо,

№ будинку/корпусу, № квартири/об'єкту)

Розділ А. Вид туристичної діяльності суб'єкта (обведіть колом номер відповіді)

01	X	02	03
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)		посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)	тільки екокурсійна діяльність

Розділ І. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру*	За звітний період
1	2	3	4
Середньооблікова кількість штатних працівників	04	осіб	6
З рядка 04 мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	3
Жінки	06	осіб	5
особи до 30 років	07	осіб	5
Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	08	тис. грн	2 826,9
у тому числі від екскурсійної діяльності	09	тис. грн	-
Сума комісійних, агентських і інших винагород	10	тис. грн	-
Операційні витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг (сума рядків з 12 по 16) - усього	11	тис. грн	1 501,8
у тому числі:			
матеріальні витрати	12	тис. грн	1 046,5
витрати на оплату праці	13	тис. грн	323,3
відрахування на соціальні заходи	14	тис. грн	67,4
суми нарахованої амортизації	15	тис. грн	20,4
інші операційні витрати	16	тис. грн	44,2
Витрати на утримання власних турагентів (з рядка 11)	17	тис. грн	-
Обов'язкові платежі в бюджет і позабюджетні фонди	18	тис. грн	201,9

* Рядки 08-18 заповнюються з одним десятковим знаком

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків 20, 23, 30-35), тис. грн.	19	19 732,0	19 732,0	-
у тому числі				
на розміщення і проживання	20	4 400,0	4 400,0	-
готелі та аналогічні засоби розміщення	21	4 400,0	4 400,0	-
приватний сектор	22	-	-	-
на транспортне обслуговування	23	1 598,8	1 598,8	-
залізничний транспорт	24	278,4	278,4	-
повітряний транспорт	25	1 320,4	1 320,4	-
водний транспорт	26	-	-	-
міський транспорт	27	-	-	-
екскурсійні автобуси	28	-	-	-
оренда автомобілів	29	-	-	-
на харчування	30	2 286,0	2 286,0	-
на медичне обслуговування	31	7,0	7,0	-
на екскурсійне обслуговування (без транспортних послуг)	32	29,4	29,4	-
на зовнішнє обслуговування (включаючи витрати на оформлення поїздки)	33	2,9	2,9	-
на послуги культурно-освітнього, культурно-дозвільного характеру, організаціям культури	34	-	-	-
на інші послуги, що використовуються при виробництві туристичного продукту	35	11 407,9	11 407,9	-

* Рядки 19-35 по всіх графах заповнюються з одним десятковим знаком.

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис. грн.	Кількість гуроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	40	1 117,0	245
у тому числі				
іншим організаціям	37	-	-	-
безпосередньо населенню	38	40	1 117,0	245
з них				
громадянам України для подорожі в межах України	39	-	-	-
громадянам України для подорожі за кордон	40	40	1 117,0	245
з них по країнах СНД	41	-	-	-
іноземцям для подорожі в межах України	42	-	-	-
з них громадянам країн СНД	43	-	-	-

* Графа 4 по рядках 36-43 заповнюється з одним десятковим знаком.

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі	
		громадяни України (вибуття)	громадяни інших країн (прибуття)
1	2	3	4
Кількість обслугованих туристів, усього осіб	44	128	-
у тому числі			
подорожуючих у межах території України	45	45	X
подорожуючих за кордоном	46	83	X

Додаток до розділу IV

З рядка 46 - розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з Класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб	Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4	1	2	3	4
ТУРЕЧЧИНА	792	32	-	-	-	-	-
ОБ'ЄДИНАНІ АРАБСЬКІ ЕМІРАТИ	784	3	-	-	-	-	-
ШРИ-ЛАНКА	144	4	-	-	-	-	-
ЕГІПЕТ	818	17	-	-	-	-	-
ЕСТОНІЯ	233	2	-	-	-	-	-
ІСПАНІЯ	724	2	-	-	-	-	-
ІТАЛІЯ	380	1	-	-	-	-	-
ВЕЛИКА БРИТАНІЯ	826	1	-	-	-	-	-
США	840	6	-	-	-	-	-
ПОЛЬЩА	616	15	-	-	-	-	-

* Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) _____ осіб
з них іноземні громадяни (48) _____ осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3 - діти віком 0-17 років
			службова, ділова, навчання	дозвілля, відпочинок	лікування	спортивний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	128	60	68	-	-	-	-	-
у тому числі візних (іноземних) туристів	50	-	-	-	-	-	-	-	-
візних туристів	51	83	15	68	-	-	-	-	-
внутрішніх туристів	52	45	45	-	-	-	-	-	-

ЕЦП КВАЛОК Н.Р.

Місце підпису керівника (адресанта) та/або особи, відповідальної за достовірність наданої інформації

(ПБ)

(ПБ)

телефон: -

факс: -

електронна пошта: -



E.2 – “Report on the activity of the tourist organization” for 2018

Ідентифікаційний код ЄДРПОУ: 81812723

Державне статистичне спостереження

Конфідентційність статистичної інформації забезпечується статтею 21 Закону України “Про державну статистику”

Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення

ЗВІТ ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ ЗА 2018 РІК

Подають:	Термін подання
юридичні особи - суб'єкти туристичної діяльності	
- територіальному органу Держстату	не пізніше 28 лютого

№ 1- туризм
(річна)
ЗАТВЕРДЖЕНО
Наказ Держстату України
30.11.2012р. № 498 (зі змінами)

Респондент:

Найменування: **ТОВ "СТАРМАЙС"**

Місцезнаходження (юридична адреса): **ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049**

(поштовий індекс, область /АР Крим, район, населений пункт, вулиця /провулок, площа тощо,

№ будинку /корпусу, № квартири /офісу)

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):

ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049

(поштовий індекс, область /АР Крим, район, населений пункт, вулиця /провулок, площа тощо,

№ будинку /корпусу, № квартири /офісу)

Розділ А. Вид туристичної діяльності суб'єкта (обведіть колом номер відповіді)

01	X	02	-	03	-
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)		посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)		тільки екскурсійна діяльність	

Розділ І. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру*	За звітний період
1	2	3	4
Середньооблікова кількість штатних працівників	04	осіб	7
З рядка 04 мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	3
Жінки	06	осіб	7
особи до 30 років	07	осіб	6
Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	08	тис. грн	4 180,5
у тому числі від екскурсійної діяльності	09	тис. грн	-
Сума комісійних, агентських і інших винагород	10	тис. грн	-
Операційні витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг (сума рядків з 12 по 16) - усього	11	тис. грн	1 778,4
у тому числі:			
матеріальні витрати	12	тис. грн	748,0
витрати на оплату праці	13	тис. грн	573,3
відрахування на соціальні заходи	14	тис. грн	134,8
суми нарахованої амортизації	15	тис. грн	73,9
інші операційні витрати	16	тис. грн	248,4
Витрати на утримання власних турагентів (з рядка 11)	17	тис. грн	-
Обов'язкові платежі в бюджет і позабюджетні фонди	18	тис. грн	284,1

* Рядки 08-18 заповнюються з одним десятковим знаком

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків 20, 23, 30-35), тис. грн.	19	22 180,0	22 180,0	-
у тому числі:				
на розміщення і проживання	20	10 847,2	10 847,2	-
готелі та аналогічні засоби розміщення	21	-	-	-
приватний сектор	22	-	-	-
на транспортне обслуговування	23	1 409,5	1 409,5	-
залізничний транспорт	24	340,5	340,5	-
повітряний транспорт	25	1 069,0	1 069,0	-
водний транспорт	26	-	-	-
міський транспорт	27	-	-	-
екскурсійні автобуси	28	-	-	-
оренда автомобілів	29	-	-	-
на харчування	30	2 440,3	2 440,3	-
на медичне обслуговування	31	16,8	16,8	-
на екскурсійне обслуговування (без транспортних послуг)	32	-	-	-
на візове обслуговування (включаючи витрати на оформлення поїздки)	33	-	-	-
на послуги культурно-освітнього, культурно-дозвільного характеру, організацій культури	34	-	-	-
на інші послуги, що використовуються при виробництві туристичного продукту	35	7 466,2	7 466,2	-

* Рядки 19-35 по всіх графах заповнюються з одним десятковим знаком.

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис. грн.	Кількість туроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	465	6 398,1	3040
у тому числі:				
іншим організаціям	37	-	-	-
безпосередньо населенню	38	465	6 398,1	3040
з них:				
громадянам України для подорожі в межах України	39	411	1 852,7	1616
громадянам України для подорожі за кордон	40	54	4 545,4	1424
з них по країнах СНД	41	4	83,0	78
іноземцям для подорожі в межах України	42	-	-	-
з них громадянам країн СНД	43	-	-	-

* Графа 4 по рядках 36-43 заповнюється з одним десятковим знаком.

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі	
		громадяни України (вибуття)	громадяни інших країн (прибуття)
1	2	3	4
Кількість обслугованих туристів, усього осіб	44	314	-
у тому числі:			
подорожуючих у межах території України	45	119	X
подорожуючих за кордоном	46	195	X

Додаток до розділу IV
3 рядка 46 - розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб	Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4	1	2	3	4
ЄГИПЕТ	818	18	-	-	-	-	-
НОРВЕГІЯ	578	1	-	-	-	-	-
ТУРЕЧЧИНА	782	39	-	-	-	-	-
ФРАНЦІЯ	250	4	-	-	-	-	-
США	840	1	-	-	-	-	-
ПОРТУГАЛІЯ	620	2	-	-	-	-	-
ДАНІЯ	208	10	-	-	-	-	-
БОЛГАРІЯ	100	1	-	-	-	-	-
ПОЛЬЩА	616	68	-	-	-	-	-
ЛИТВА	440	1	-	-	-	-	-
ІСПАНІЯ	724	2	-	-	-	-	-
ІТАЛІЯ	380	36	-	-	-	-	-
РОСИЙСЬКА ФЕДЕРАЦІЯ	643	3	-	-	-	-	-
ГРУЗІЯ	268	4	-	-	-	-	-
ЯПОНІЯ	392	1	-	-	-	-	-
АВСТРІЯ	040	4	-	-	-	-	-

* Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) - - осіб
з них іноземні громадяни (48) - - осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3 - діти віком 0-17 років
			службова, ділова, навчання	дозвілля, відпочинок	лікування	спортивний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	314	281	33	-	-	-	-	-
у тому числі візних (іноземних) туристів	50	-	-	-	-	-	-	-	-
візних туристів	51	195	164	31	-	-	-	-	-
внутрішніх туристів	52	119	117	2	-	-	-	-	-

Місце підпису керівника (адміністрації) та/або особи, відповідальної за достовірність наданої інформації

ЕП КОВАЛОК Н.Р. (ПІБ)

телефон: _____ факс: _____ електронна пошта: _____ (ПІБ)



E.3 – “Report on the activity of the tourist organization” for 2019

Ідентифікаційний код ЄДРПОУ 38282738

Державне статистичне спостереження

Конфідентційність статистичної інформації забезпечується
статтею 21 Закону України "Про державну статистику"

Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою
відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення

ЗВІТ ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ ЗА 2019 РІК

Подать: юридичні особи - суб'єкти туристичної діяльності - територіальному органу Держстату	Термін подання не пізніше 28 лютого
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№ 1- туризм
(річна)
ЗАТВЕРДЖЕНО
Наказ Держстату України
30.11.2012р. № 498 (зі змінами)

Респондент:

Найменування: **ТОВ "СТАРМАЙС"**

Місцезнаходження (юридична адреса): **ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049**
*(поштовий індекс, область /АР Крим, район, населений пункт, вулиця /провулок, площа тощо,
№ будинку /корпусу, № квартири /офісу)*

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):
ВУЛИЦЯ Фурманова, буд. 1/7, Солом'янський р-н, місто КИЇВ, 03049
*(поштовий індекс, область /АР Крим, район, населений пункт, вулиця /провулок, площа тощо,
№ будинку /корпусу, № квартири /офісу)*

Розділ А. Вид туристичної діяльності суб'єкта (обведіть колом номер відповіді)

01	X	02	-	03	-
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)		посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)		тільки екскурсійна діяльність	

Розділ І. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру*	За звітний період
1	2	3	4
Середньооблікова кількість штатних працівників 3 рядка 04	04	осіб	6
Жінки мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	4
Жінки особи до 30 років	06	осіб	6
Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	07	осіб	5
у тому числі від екскурсійної діяльності	08	тис. грн	4 496,1
Сума комісійних, агентських і інших винагород	09	тис. грн	-
Операційні витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг (сума рядків з 12 по 16) - усього	10	тис. грн	4 496,1
у тому числі:	11	тис. грн	2 800,0
матеріальні витрати	12	тис. грн	994,3
витрати на оплату праці	13	тис. грн	799,1
відрахування на соціальні заходи	14	тис. грн	167,9
суми нарахованої амортизації	15	тис. грн	97,1
інші операційні витрати	16	тис. грн	741,6
Витрати на утримання власних турагентів (з рядка 11)	17	тис. грн	-
Обов'язкові платежі в бюджет і позабюджетні фонди	18	тис. грн	634,9

* Рядки 08-18 заповнюються з одним десятковим знаком

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків 20, 23, 30-35), тис. грн.	19	26 101,7	23 966,4	2 133,3
у тому числі				
на розміщення і проживання	20	14 095,5	12 557,1	1 538,4
готелі та аналогічні засоби розміщення	21	14 095,5	12 557,1	1 538,4
приватний сектор	22	-	-	-
на транспортне обслуговування	23	2 717,1	2 607,8	109,3
залізничний транспорт	24	339,9	339,9	-
повітряний транспорт	25	1 635,1	1 635,1	-
водний транспорт	26	-	-	-
міський транспорт	27	-	-	-
екскурсійні автобуси	28	742,1	632,8	109,3
оренда автомобілів	29	-	-	-
на харчування	30	2 490,1	2 259,1	231,0
на медичне обслуговування	31	17,3	17,3	-
на екскурсійне обслуговування (без транспортних послуг)	32	-	-	-
на в'їздове обслуговування (включачи витрати на оформлення поїздки)	33	-	-	-
на послуги культурно-освітнього, культурно-дозвільного характеру, організацій культури	34	-	-	-
на інші послуги, що використовуються при виробництві туристичного продукту	35	6 781,7	6 527,1	254,6

* Рядки 19-35 по всіх графах заповнюються з одним десятковим знаком.

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис. грн.	Кількість туроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	18	893,8	464
у тому числі				
іншими організаціями	37	-	-	-
безпосередньо населенню	38	18	893,8	464
з них				
громадянам України для подорожі в межах України	39	1	19,7	16
громадянам України для подорожі за кордон	40	17	874,1	448
з них по країнах СНД	41	-	-	-
іноземцям для подорожі в межах України	42	-	-	-
з них громадянам країн СНД	43	-	-	-

* Графа 4 по рядках 38-43 заповнюється з одним десятковим знаком.

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі	
		громадяни України (вибуття)	громадяни інших країн (прибуття)
1	2	3	4
Кількість обслугованих туристів, усього осіб	44	314	-
у тому числі			
подорожуючих у межах території України	45	119	X
подорожуючих за кордоном	46	195	X

Додаток до розділу IV

З рядка 46 - розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з Класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб	Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4	1	2	3	4
ЕГІПЕТ	818	18	-	-	-	-	-
НОРВЕГІЯ	578	1	-	-	-	-	-
ТУРЕЧЧИНА	792	39	-	-	-	-	-
ФРАНЦІЯ	250	4	-	-	-	-	-
США	840	1	-	-	-	-	-
ПОРТУГАЛІЯ	620	2	-	-	-	-	-
ДАНІЯ	208	10	-	-	-	-	-
БОЛГАРІЯ	100	1	-	-	-	-	-
ПОЛЬЩА	616	68	-	-	-	-	-
ЛИТВА	440	1	-	-	-	-	-
ІСПАНІЯ	724	2	-	-	-	-	-
ІТАЛІЯ	380	36	-	-	-	-	-
РОСИЙСЬКА ФЕДЕРАЦІЯ	643	3	-	-	-	-	-
ГРУЗІЯ	268	4	-	-	-	-	-
ЯПОНІЯ	392	1	-	-	-	-	-
АВСТРІЯ	040	4	-	-	-	-	-

*Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) - - осіб
з них іноземні громадяни (48) - - осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3- для віком 0-17 років
			службова, ділова, навчання	дозвілля, відпочинок	лікування	спортивний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	48	-	48	-	-	-	-	9
у тому числі в'їзних (іноземних) туристів	50	-	-	-	-	-	-	-	-
візних туристів	51	46	-	46	-	-	-	-	9
внутрішніх туристів	52	2	-	2	-	-	-	-	-

ЕП
КОВАЛОК
НАТАЛІЯ
РОМАНІВНА

Місце підпису керівника (або іншої уповноваженої за достовірність наданої інформації)

(ПІБ)

(ПІБ)

телефон: -

факс: -

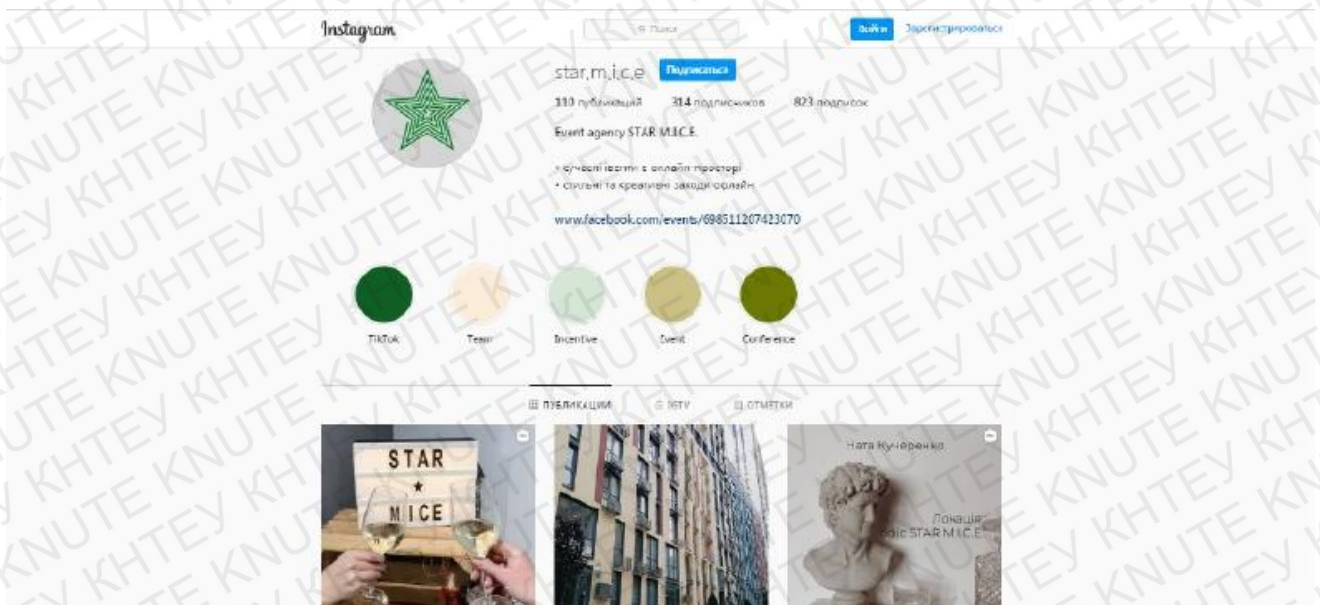
електронна пошта: natali.kovalok@starmice.com.ua

“STAR MICE” profiles on social networks

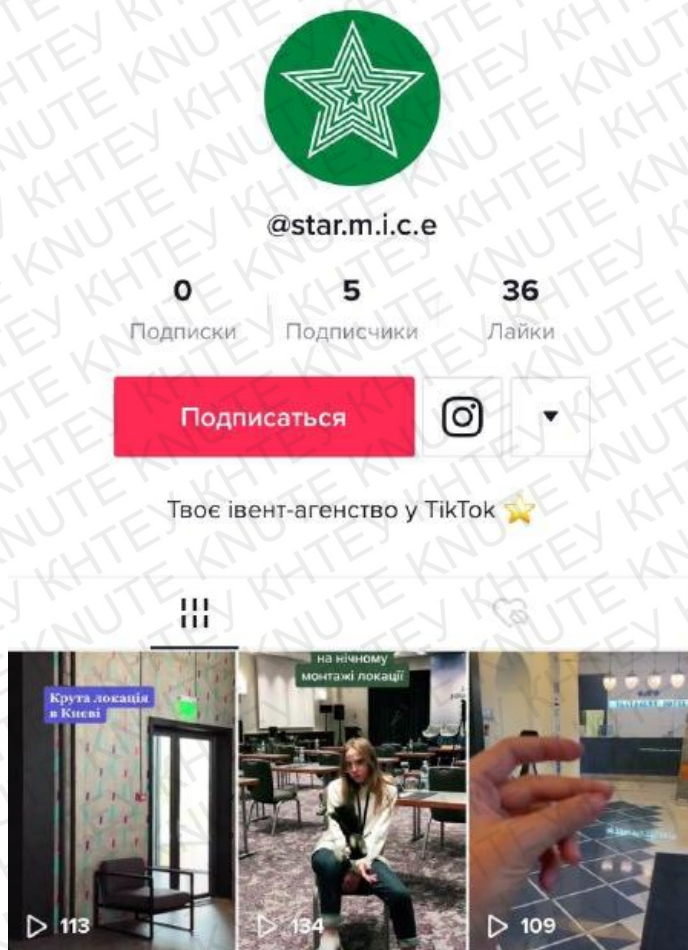
F.1 – “STAR MICE” Facebook page



F.2 – “STAR MICE” Instagram page



F.3 – “STAR MICE” Tik Tok page



F.4 – “STAR MICE” LinkedIn page

