

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

**FINAL QUALIFYING PAPER**

on the topic:

**«ADVERTISING MANAGEMENT OF THE TOUR OPERATOR»**

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

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**Kyiv 2021**

**Kyiv National University of Trade and Economics**  
Faculty of Restaurant, Hotel and Tourism Business  
Tourism and Recreation Department  
Educational Degree «Master»  
Specialty 073 «Management»  
Specialization «Tourism, Resort and Recreation Management»

**Approved by**  
Head of the Department  
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«27» November 2020

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**Task**  
**for a final qualifying paper**  
**Yuliia Lipatnykova**

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**1. Topic of a final qualifying paper:**

“Advertising management of tour operator”

Approved by the order of KNUTE of 12.11.2020 № 3396.

**2. Term of submitting by a student his/her terminated paper: 20.11.2021.**

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*Purpose of the paper* - study of theoretical and practical aspects of advertising management of tour operator and development of recommendations for its improvement.

*The object* – process of advertising management of tour operator.

*The subject* – methodological, theoretical and practical aspects of advertising management of tour operator “TUI”.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
1	Dupliak T. P.	27.11.2020	27.11.2020
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#### 5. Contents of a final qualifying paper (list of all the sections and subsections):

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR

1.1. Essence and types of advertising in tourism

1.2. Features of advertising management of tour operator

Conclusion to the part I

PART 2. ANALYSIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI”

2.1. Characteristics of tour operator “TUI”

2.2. Analysis of advertising activities of tour operator

2.3. Evaluation of effectiveness of advertising management of tour operator

Conclusion to the part II

PART 3. IMPROVEMENT OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI”

3.1. Actions to improve advertising management of tour operator

3.2. Effectiveness evaluation of proposed measures to improve advertising management of tour operator

Conclusion to the part III

CONCLUSIONS

REFERENCES

ANNEXES

## 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	13.11.2020-13.12.2020	27.11.2020
3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	14.12.2020 - 10.05.2021	05.05.2021
4.	Writing and preparation of scientific article	till 10.05.2021	
5.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	11.05.2021-17.09.2021	29.08.2021
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	18.09.2021-31.10.2021	08.10.2021
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	01.11.2021-12.11.2021	10.11.2021
8.	Additional processing, printing, preparation of material to final qualifying paper defense	13.11.2021-19.11.2021	18.11.2021
9.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	till 20.11.2021	
10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

7. Date of receiving the task «27» November 2020

8. Scientific adviser of the research \_\_\_\_\_ Dupliak T.P

9. Guarantor of educational program \_\_\_\_\_ Roskladka N.O.

10. The task received by the student \_\_\_\_\_ Lipatnykova Y.S.

## **11. Resume of a scientific adviser of a final qualifying paper**

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

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

In the first part defined theoretical and methodological basis of advertising management.

In the second part the advertising management of tour operator “TUI Ukraine” was analyzed.

In the third part defined the main actions of improvement for tour operator “TUI Ukraine”.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation. The research is an independent author's work. The work was successfully tested for plagiarism.

Scientific adviser of a final qualifying paper \_\_\_\_\_ Dupliak T.P.

## **12. Resume about a final qualifying paper**

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

Guarantor of educational program \_\_\_\_\_ Roskladka N.O.

Head of the Department \_\_\_\_\_ Tkachenko T.I.

\_\_\_\_\_, \_\_\_\_\_, 2021

## CONTENT

INTRODUCTION.....	7
PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR .....	10
1.1. Essence and types of advertising in tourism .....	10
1.2. Features of advertising management of tour operator.....	18
Conclusion to the part I.....	23
PART 2. ANALYSIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI”.....	25
2.1. Characteristics of tour operator “TUI”.....	25
2.2. Analysis of advertising activities of tour operator .....	34
2.3. Evaluation of effectiveness of advertising management of tour operator.....	41
Conclusion to the part II.....	47
PART 3. IMPROVEMENT OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI” .....	49
3.1. Actions to improve advertising management of tour operator.....	49
3.2. Effectiveness evaluation of proposed measures to improve advertising management of tour operator.....	56
Conclusion to the part III.....	63
CONCLUSIONS.....	65
REFERENCES.....	68
ANNEXES.....	74

## INTRODUCTION

**Actuality of final qualifying paper.** In the modern world, the tourism industry is becoming not so much a form of active recreation as a means of global communication between countries and states, peoples and travelers, introducing them to various historical, cultural, scientific, ethnic and national, religious and spiritual, linguistic and educational, sports and culinary traditions.

In this regard, it is impossible to imagine the tourism industry today without advertising - the most effective way to acquaint potential customers with relevant information, modify their behavior, draw attention to the services offered, not only create a positive image of a tourism enterprise, but also show its social significance.

There is no secret that the tourism industry is becoming one of the largest advertisers today. Analysis of foreign experience shows that the advertising costs of tourist trips make up, on average, 5-6% of the revenues received from all activities of travel companies. Thus, at the present stage of improving the tourism industry, it is advertising that is becoming a necessary tool for the constantly developing global tourism industry.

In turn, the growth and development of tourism is of no small importance for strengthening the infrastructure of the economy of any country, since tourism is an integral part of it.

Advertising plays a vital role and is a necessary tool in the development of tourism in countries. Since high-quality and professionally executed advertising plays a central role in the expansion of the tourism industry, it is precisely this that helps tourism enterprises to develop new sales markets. Thus, a double effect is ensured: on the one hand, sales volumes expand, economic growth in this area is ensured, direct and indirect jobs are created, and the own revenues of travel companies increase, due to which personnel are paid. On the other, and no less important, prerequisites are created for creative competition for innovations in the national and international tourism industry. It is important to note that to achieve a successful tourism industry, travel agencies and government agencies in a country must work hand in hand to

achieve these goals. This collaboration shows the influence of various media and advertising methods used in tourism, which helped to identify the right tool for expanding the country's tourism industry.

Thus, at the present stage of development of the tourism industry, the achievement of the goals of the marketing strategy in general and the communication strategy in particular directly depends on the effective organization of advertising activities.

The concept of advertising was mainly studied in the works of foreign scholars in the field of advertising A. Dayan, Beauvais Cortland, C. G. Sandage, W. Freiburger, K. Rotzoll. Problems of advertising were also studied by domestic scientists: L. Tereshchenko, I. Volkov, V. Musician, I. Rozhkov, R. Titov, K. Totiev, Y. Voldman. Some issues of legal regulation of advertising were considered in the works of A. Cheremnova, Z. Kuznetsova, N. Saniakhmetova, A. Strelnikova, L. Mamchur, O. Shyshka [1].

Today in the process of ensuring the competitiveness of tourism companies an important role is played by the quality and efficiency of modern technologies for managing the tourism activities of the company, which are created and used in practice a lot. Among the various types of advertising in tourism should pay attention to the latest methods of promoting products and services, the use of which today allows companies to obtain additional financial results, as well as increase market share.

**Purpose of the paper** - study of theoretical and practical aspects of advertising management of tour operator and development of recommendations for its improvement.

**The object** – process of advertising management of tour operator.

**The subject** – methodological, theoretical and practical aspects of advertising management of tour operator “TUI”.

**Methodological basis of the study.** To achieve this goal used general and special research methods, such as: the method of synthesis and analysis, methods of comparisons, generalizations and analogies, analysis of statistical data and scientific



publications, tabular and graphoanalytical methods. such as: periodicals, statistics of scientific articles, textbooks, monographs, directories, Internet servers.

**The practical significance** of the obtained results of the work lies in the possibility of applying in practice the results of research, implementation of methodological approaches to strategy formation and use in the management of a tourist enterprise proposals for its improvement.

**Practical approval of research results of final qualifying paper.** Research results of the advertising management, partially prefilled in the scientific article «Essence and features of advertising management » in the collection of scientific articles of KNUTE students (Appendix A).

**The structure of the work** consists of an introduction, three sections, conclusions, a list of sources and appendices. The total volume of work is 92 pages of computer text, including 11 tables, 20 figures, 11 annexes. The list of used sources contains 48 items.

## **PART 1**

### **THEORETICAL AND METHODOLOGICAL BASIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR**

#### **1.1. Essence and types of advertising in tourism**

At the present stage, along with the formation and development of the market, advertising is changing and improving, which provides consumers with information about alternatives of choice, and creates more favorable conditions for producers to compete [2]. With the development of the world market, competition, the question of the place and role of advertising in tourism is of particular importance. The economic role of advertising is growing steadily.

According to the research of advertising and marketing specialists of Red Crow Marketing, 5,000-11,000 different advertisements are waiting for us every day. Ron Marshall, a marketing specialist, decided to write down the number advertisements that he saw during the day. He counted 487 only during breakfast - shocked and surprised, decided not to continue. Popular YouTuber TheDanocracy conducted another experiment. He decided click on all online ads and buy everything that was offered to him. He spent \$ 1,000 in less than an hour [3].

Nowadays, tourism is a multinational business of global importance. Tourism is one of the most profitable and gainful industries, which generate a bastion of economical, private business, and human resources available to the economy of the country, not mention the universal popularity of the country involved in this advertising. An effective advertising campaign is very important for creating a positive image of the tourism enterprise. After all, the specifics of advertising in the field of tourism is associated with the desire of people to get maximum comfort with minimum costs. A travel company that inefficiently uses an advertising campaign in its activities, involuntarily creates the conditions for filling this niche with direct competitors or the emergence of a new company.

Advertising plays a vital role and is a necessary tool in the development of

tourism in countries. Since high-quality and professionally executed advertising plays a central role in the expansion of the tourism industry, it is precisely this that helps tourism enterprises to develop new sales markets.

In order to determine the role of advertising, it is first necessary to define its concepts and types. The term "advertising" in reference and encyclopedic works, legislation and at the household level seems clear and established, but if you turn to legal and economic dictionaries, encyclopedias, you can understand how ambiguous is the definition of the concept of advertising.

A common source of advertising is the Latin verb *reclamo*, which means "shout, call." Due to French influence (*fr.reclame*) this token came into the Ukrainian language and now we use the term "advertising", which means the dissemination of information about someone, about something in order to promote.

Advertising is a type of marketing activity, any paid form of impersonal offer and promotion of ideas, goods and services of an identified sponsor, which aims to create an image or attract attention and demand of potential consumers to the object of advertising by using the most effective techniques and methods taking into account the specific situation, as a result of which a certain idea of the consumer about the features of the product or service is formed and the promotion of ideas, products and services of a specific customer is ensured.

A characteristic feature of the new role of modern advertising is that it has become an integral and active part of a comprehensive marketing system, the level of development of which determines the quality and effectiveness of advertising and information activities of the manufacturer and its compliance with new world market requirements.

Currently, experts offer more than two thousand definitions of advertising. Most of them have some common position: in advertising there is a combination of several functions: message, method, recipient, influence and so on. As it turned out, there is no clarity and unity in the definition of "advertising": experts either offer their own definition, or clarify existing ones (table 1.1).

Table 1.1

**Defining the essence of the concept of "advertising"\***

Source	Definitions
Law of Ukraine "On Advertising" [4]	...information about a person or product, disseminated, in any form and in any way and intended to form or maintain the awareness of consumers of advertising and their interest in such a person or product.
The American Marketing Association, AMA [5, p. 10]	...any form of impersonal presentation and promotion of ideas, goods or services, paid for by a precisely established customer.
Sandage C., Freiburger W., Rottzoll K. [6, p. 54]	...a form of communication that seeks to translate the quality of goods and services, as well as ideas, into the language of consumer needs and requests.
Mironov Y., Kramar R. [7]	...any paid form of impersonal offer of goods and services on behalf of a particular sponsor, in order to influence the audience in some way. With the help of advertising, a certain idea of the buyer about the features of the product or service is formed.
Y. Shemshuchenko [8, p. 766]	...special information about persons or products that are distributed in any form and in any way for the purpose of direct or indirect profit. Aimed at an indefinite range of consumers, ensuring the formation or maintenance of interest in relevant persons or products, promotes the sale of goods, has an impact on potential consumers, forms in them a certain idea of specific individuals or legal entities and their products and more.
V. Konoplitsky [9, p. 573-577]	...commercial information about goods, services, etc. in order to inform consumers and create demand for these goods and services. Advertising is one of the components of marketing that promotes a product to market. Carried out by a special service of the manufacturer and independent advertising agencies.
V. Kolomoitsev [10, p. 265]	...purposeful influence on the consumer through the media to promote goods in the market. Advertising acquaints the consumer with the goods or services offered by the enterprise, organization, firm.
R.Ivanchenko [11, p. 144]	...any form of impersonal offering and promotion of commercial ideas, goods or services at the expense of a clearly defined customer. Secondly, it is an advertising business. Third is the publication of advertisements in the press.
E. Romat [12, p. 38-39]	...type of social mass commercial communication, formed and paid by the advertiser (seller) and aimed at potential buyers (consumers) of the object of advertising (goods, services, image, ideas, person, organization, state, territory, etc.), the purpose of communication is the formation certain targeted guidelines for recipients of advertising appeals regarding the object of advertising.
F. Kotler [13, p. 558]	... any form of impersonal presentation and promotion of ideas, goods or services paid for by a particular entity.

*\*own development based on [4 - 13]*

The difficulty of defining the term and variety of approaches, in our opinion,

lies directly in the very nature of the concept of "advertising", which synthesizes a variety of areas of human activity and scientific knowledge (figure 1.1).

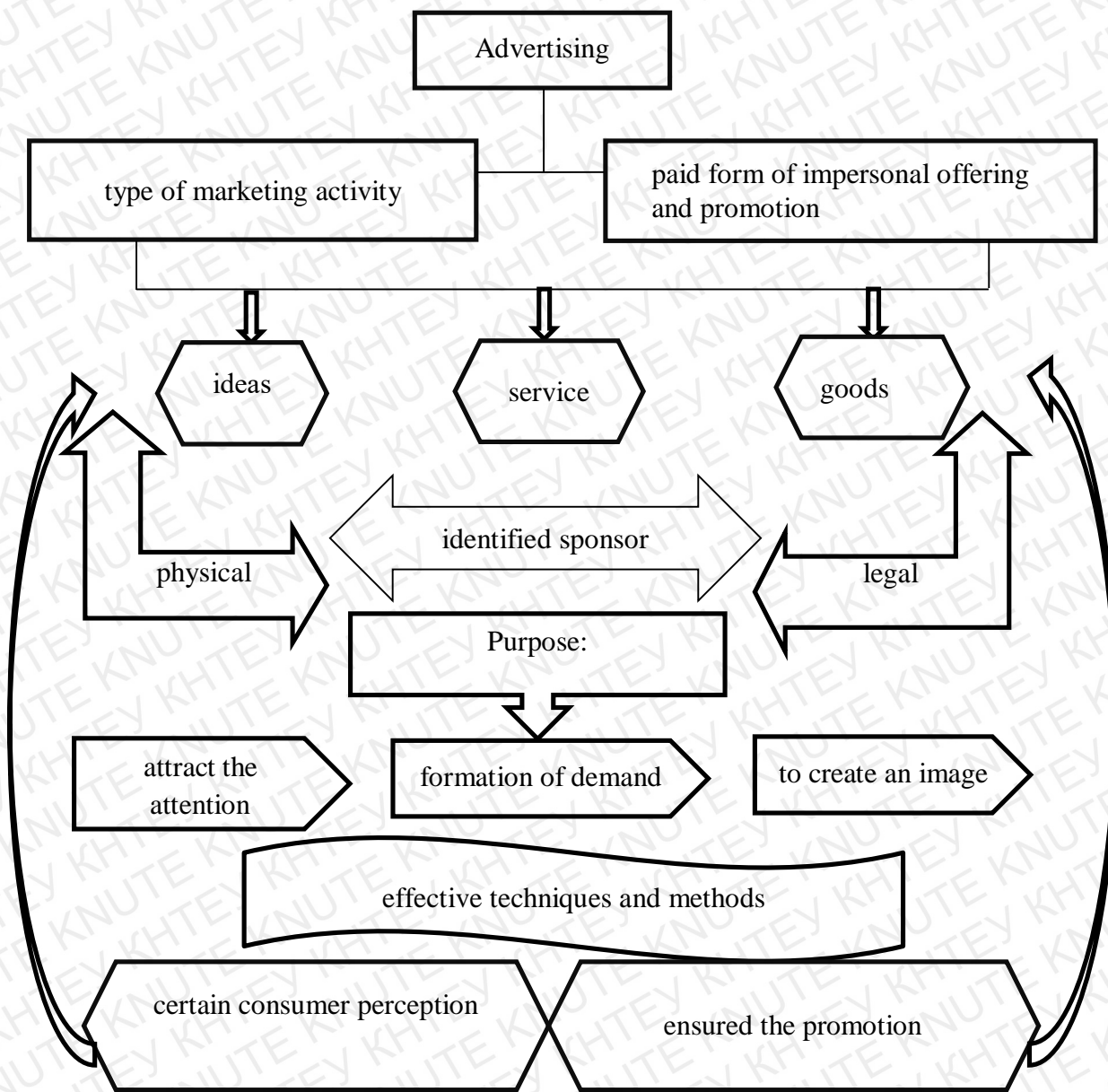


Figure 1.1. The concept of advertising\*

\*own development based on [1, 4 - 13]

«The variety of advertising functions, the universal and comprehensive nature of this form of marketing communications necessitate a deeper analysis of its individual varieties. Many criteria are used in the classification of advertising» [14].

Therefore, we based our classification of advertising on the principle of typology of its main criteria (figure 1.2), (annex B).

However, our proposed classification of advertising can not be considered exhaustive and final according to the principles of typology, as advertising responds flexibly to the development of social relations, changes in internal processes of the market economy, being one of its important elements and tools.

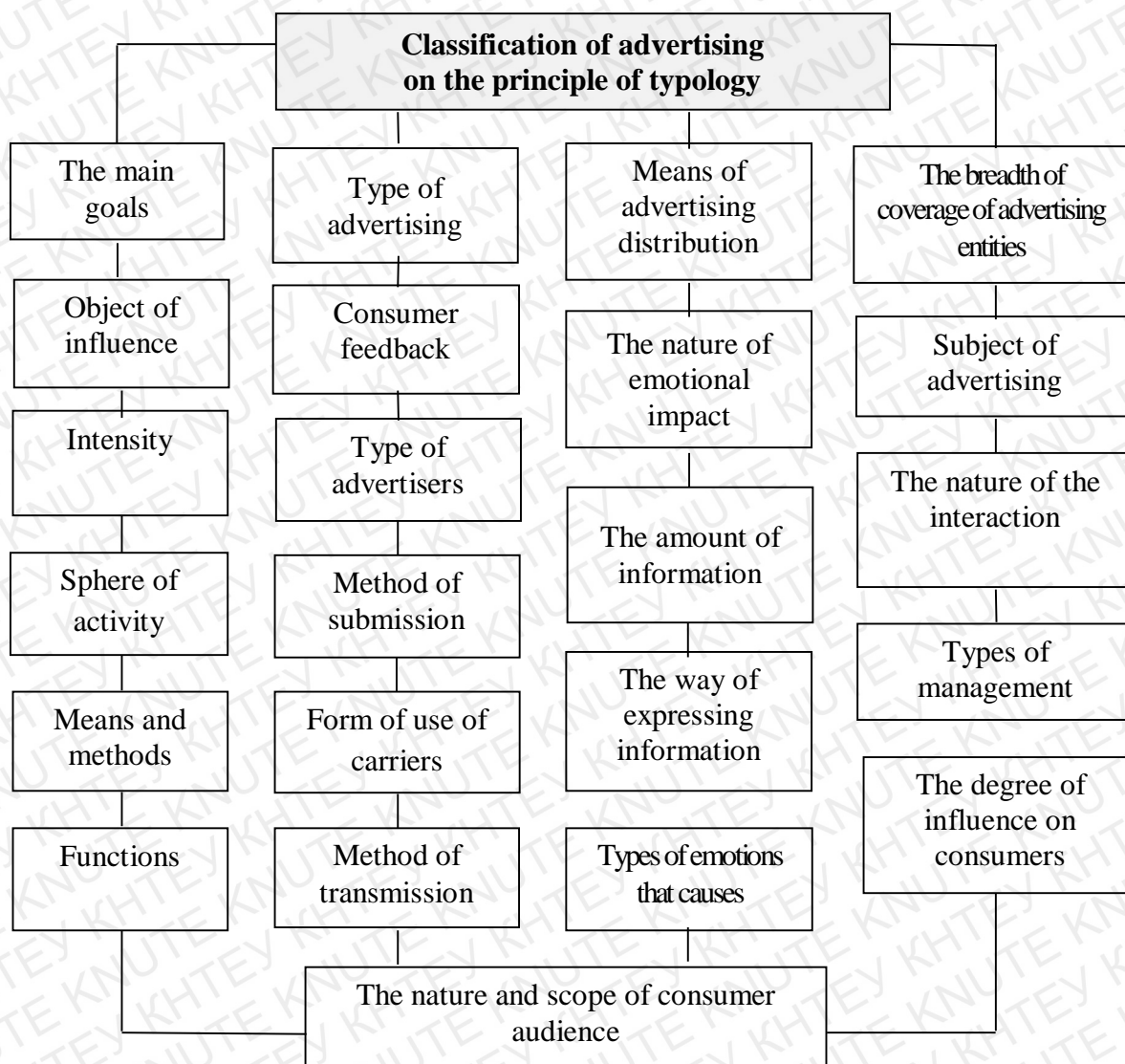


Figure 1.2. Classification of advertising\*

\*own development based on [14]

For example, in addition to traditional, some modern types of advertising are gaining popularity (figure 1.3).

1. Product placement - product advertising technique, which consists in the fact that the plot, props of a film, television program, computer game, music video or

book includes a product, brand, image that has an analogue of a real commercial product.

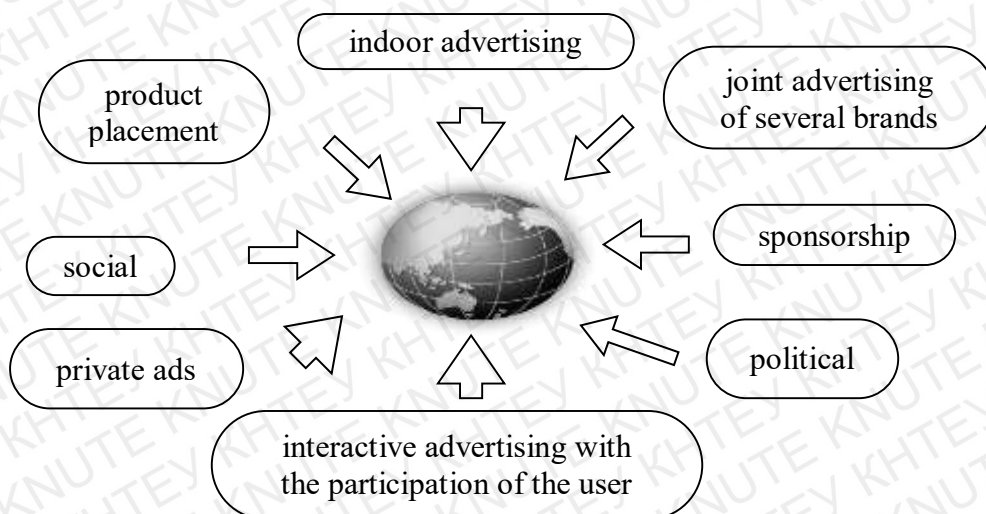


Figure 1.3. Modern types of advertising\*

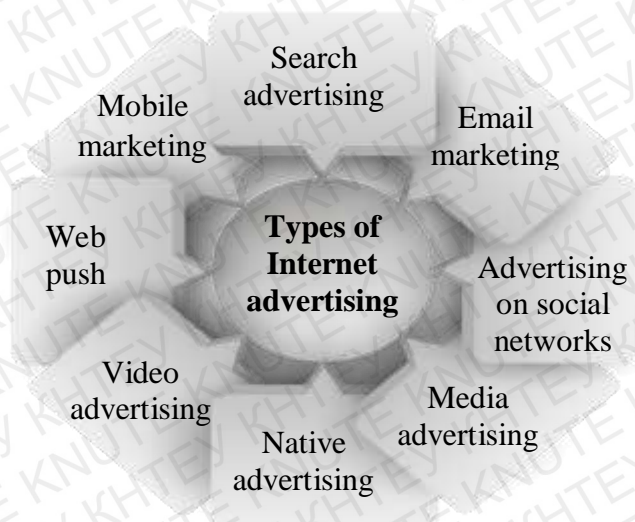
\*own development based on [15]

Such covert advertising demonstrates the advertised product itself, its logo, or mentions its purpose as a way of use. There are several types of product placement:

- a) visual product placement - viewers directly see the product or logo;
  - b) verbal product placement - the character of the film or the commentator speaks about the product;
  - c) game product placement - the product (brand) is played by the characters.
2. Sponsorship.
  3. Joint advertising of several brands.
  4. Social (which affects charity, and other non-profit activities of a commercial company).
  5. Political (which affects the interests of politicians in strengthening the company's position in society).
  6. Private ads (not related to business activities - as a type of social advertising).
  7. Interactive advertising with the participation of the user.
  8. Indoor advertising is one of the newest directions of the advertising market in our country - it is advertising which is located indoors, as a rule, is used in

shopping centers, shops, supermarkets. However, now Indoor advertising has found wider application, it is also used in cinemas, entertainment centers, airports, buses, business centers and others. Indoor advertising media are plasma panels, screens and LCD monitors [16].

Today the Internet offers great opportunities for interacting with potential customers. Let's take a look at some of the most influential types of advertising (figure 1.4).



*Figure 1.4. Types of Internet advertising\**

*\*own development based on [17]*

Email marketing, one of the oldest dynamically developing channels on the market, provides communication with the audience through letters. The latest innovation was the appearance of interactive AMP letters. This is the least intrusive advertising channel, as customers voluntarily subscribe to the newsletter to receive newsletters and promotional materials from which they can unsubscribe at any time.

Since the mid-1990s, banner advertising has gained a reputation for intrusive media, unless it contains highly relevant user content.

Video advertising is a fast-growing type of advertising on the Internet, which is created in video format and placed on services such as YouTube, Vimeo, DailyMotion and Vine. Videos are expensive, but their effectiveness can be very high, as the best ones quickly go viral.



Web push messaging technology allows you to attract the attention of users when they are online. Messages appear in the lower right corner of the screen and when you click on them, users are redirected to a specific page. Web push messages help users stay in touch with the brand to be the first to know about news and updates.

Mobile advertising is advertising on smartphones and tablets. Companies can advertise themselves via SMS after the user subscribes, or via display advertising in a browser optimized for mobile devices. Mobile advertising is especially good for attracting local audiences during short-term promotions [18, 19, 20].

The introduction of Internet technologies in the advertising activities of tourist organizations provides coverage of the target audience in any country. Today, more than 4.3 billion Internet users around the world search for information about products and services through search engines such as Google, Yandex, Yahoo and others. Therefore, online advertising is an effective way to tell the brand to a wide range of potential customers. Another positive point is that ads on the Internet can be targeted - a beneficial difference from traditional advertising, which can be seen by all without exception.

With the help of advertising banners that users see when browsing sites, companies remind of their brand - launch retargeting campaigns. The difficulty is to target the banners to the right audience interested in the proposed product. After all, users, opening the page, almost every time get to advertising. So they just ignore the banners without even noticing them. It's important that ads are interesting and give people a good reason to switch. After all, the purpose of advertising on the Internet - to attract the attention of users and bring them to your site. And the more visitors the company attracts, the more customers it will receive and the higher the level of sales. At the same time, the minimum cost of reaching 2,000 viewers is three times cheaper than traditional advertising methods (annex C). To showcase their products, company uses networks such as Instagram and Pinterest. And to spread the word and build long-term relationships with customers – email marketing. They also combine sundry types of digital advertising. So, online advertising allows companies to appear at the

right time in the right place.

## **1.2. Features of advertising management of tour operator**

Financial stability and further development of companies directly depend on the effectiveness of their advertising activities, because the increase in sales and additional profits is possible only with the positive results of marketing communications. The key to the success of any activity, and the advertising business is no exception, is quality professional management. With regard to advertising, this concept can be defined as advertising management. Effective management of advertising is one of the important components of enterprise competitiveness, because the development of market relations, increased competition requires adequate advertising campaigns, fuller use of marketing communications, improving the effectiveness of advertising, the use of non-standard advertising activities. Problems of solving issues related to the development of advertising management are considered in the scientific works of foreign and domestic scientists: J. Burnett, F. Jeffkins, F.G. Pankratova, N.S. Pushkareva, I.Ya. Rozhkova, O.A. Feofanova, C.C. Garkavenko and others. The following scientists proposed their own methods for evaluating the effectiveness of advertising, adapted to Ukrainian conditions: Romat, T.O. Primak, L.O. Popova, T.I. Lukyanets [21, p. 93]

The essence of advertising management is to manage advertising to achieve the following goals:

1. Creating a positive image of the company and the popularity of its products.
2. Informing about the consumer properties of the advertised product and its advantages over the products of competing firms.
3. Informing about the places of possible purchase of goods.
4. Creation of a system of information and service services.
5. Ensuring stable sales of goods and the influx of buyers.
6. Attracting wholesale buyers, dealers and corporate clients.

7. Ensuring long-term and effective operation of the firm in a particular market segment.

In general, advertising management serves to achieve its main goal: the rapid sale of goods [22, p. 9-10]. The practice of market activity proves that advertising is most effective only in the marketing complex. Advertising is becoming an organic part of the system of marketing communications, the role of which is constantly growing. The modern development of advertising involves the use of certain features that characterize the growing role of advertising in modern society. Such features include: globalization of advertising and communication market, which includes the emergence of advertising networks based on the market, increasing the level of social responsibility, as well as the growing role of advertisers in the development of regulation of advertising business processes. However, it should be noted that there is a fact of reducing the effectiveness of advertising, ie its integration with other elements of marketing. This is also accompanied by the fact that marketing is becoming a philosophy of the advertising business [22, p. 12-13, 34]. Advertising management is considered as the management of the advertising process from research, planning, development of advertising, practical implementation and control of the effectiveness of advertising activities aimed at achieving marketing goals, and ending with the consumer's reaction to advertising. Advertising Management though is a complex process of employing various media to sell a product or service.

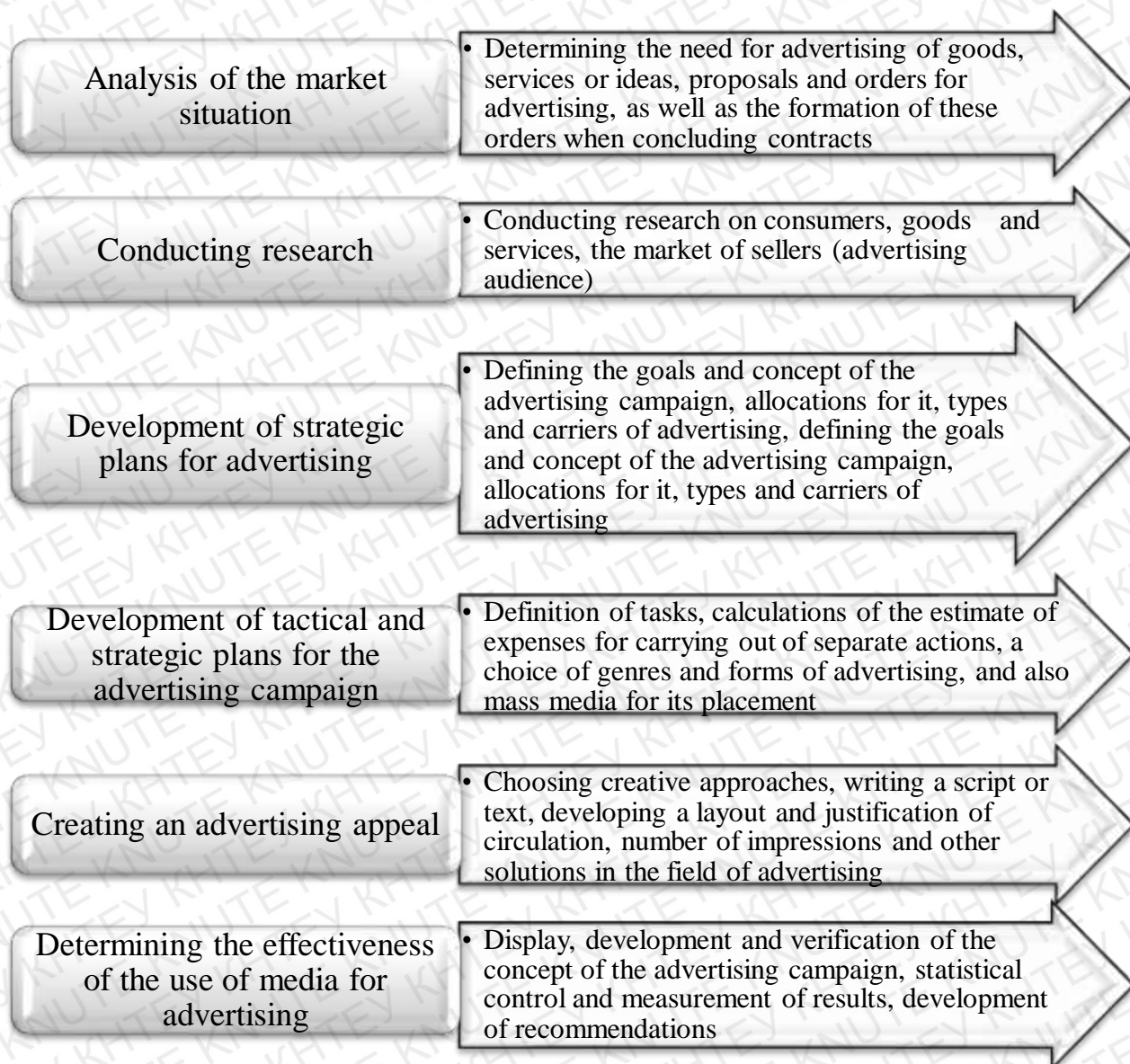
Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, companies that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services. Advertising management covers the entire process - from determining the need for advertising to assessing the effectiveness of the advertising campaign (figure 1.5). Advertising management process in fact helps in defining the outline of the media campaign and in deciding which type of advertising would be used before the launch of the product.

As was mentioned above, advertising management begins from the market research phase. At this point, the data produced by marketing research is used to

identify what types of advertising would be adequate for the specific product.

The main objectives of advertising should be:

- making a profit to continue the business;
- ensuring effective interaction of the advertiser with the consumer;
- creating a competitive advantage for the advertiser.



*Figure 1.5. The main stages of advertising management [22, p. 8-9]*

In order to make the advertising effective, it is important to include it from the market research time. Market research will help to identify the niche segment of the population to which the product or service has to be targeted from a large population.

It will also identify why the niche segment would opt for the product or

service. This information will serve as a guideline for the preparation of advertising campaigns. Once the niche segments are identified and the determination of what types of advertising will be used is done, then the advertising management focuses on creating the specifics for the overall advertising campaign.

The role of people designing the advertising campaign is crucial to its success. They have been trained by seasoned professionals who provide the training in the specific field. Designing an advertising campaign is no small a task and to understand the consumer behavior from the data collected from market research is a very important aspect of the campaign. A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate the desired revenue [23].

Different management approaches are used to manage advertising activities:

- a) management by results - based on the analysis of previous decisions;
- b) goal management - tries to model the future situation in accordance with predefined parameters;
- c) management, which is based on the intensification of activities. It is promising because the work is based on the creative potential of specialists, designers, copywriters, photographers, artists;
- d) management in special situations - is performed during advertising campaigns;
- e) management based on analysis of the market situation.

The most effective is a combination of different approaches, their variation depending on the situation in the advertising agency and the market. The main purpose of advertising management - the concentration of force on a small number of actions of advertising promotion, the ability to achieve marketing goals through the components of its effectiveness (economic and communicative) with a limited amount of dedicated advertising budget [24].

Achieving this goal is impossible without using the capabilities of innovative

technologies, modern software. Smartphone users spend 80% of their time in applications compared to 20% in the mobile Internet, which makes in-game advertising one of the most important and valuable marketing channels for modern brands. The largest mobile distribution platforms in terms of market share are Google Play and the App Store, but this layer also includes, among other things, Microsoft and Amazon application stores. For advertisers, the most important thing here is the time and attention that today's audience pays to working with applications available through these platforms. Analytics measurement tools, such as the App Annie, Localytics, or Tenjin platforms, are needed to understand how users interact with applications as well as with in-app advertising. Marketing automation tools Tapjoy, Leanplum, Soldered. These tools help marketers manage customer relationships on a scale. As users interact with the app, automated processes may run to periodically launch certain messages or features, such as ad impressions or purchase offers in the app. Developers can also use marketing automation tools to deliver push notifications that alert the audience to new promotions or call back users after a period of inactivity. The purpose of Tapjoy, Facebook, Chartboost, Unity Ads, AdColony advertising networks is to combine available advertising resources, sell them to advertisers and fulfill advertising requests, providing advertising materials for relevant audience segments [25].

The effectiveness of advertising management is determined by the effectiveness of the operation and use of each element of the management system, namely: the rationality of the structure using scientific, innovative, management methods, speed, completeness of information, skills, their ability to creatively address specific management problems [26]. Another criteria in determining the effectiveness of advertising management is satisfaction with the degree of realization of the interests of participants in the process. In the case of applying this approach to assessing the effectiveness of advertising management, it is necessary to identify groups (owners, business management, middle managers, consumers, society, etc.). Each of these groups has its own interests, on the basis of which the goals of the enterprise and the criteria of effective management of advertising can be formulated

[27]. It should be noted that the coordination of these interests and the formation on their basis of a set of advertising goals of the enterprise is the main task of management [28].

Thus, we can conclude that advertising is a very important factor in the development of the company. In modern conditions, advertising plays a key role because it affects the reputation and popularity of the enterprise.

### **Conclusion to the part I**

1. Advertising in international business is a tool designed to prepare a potential customer to buy or view a product. Advertising is the main tool in promoting goods on the market. To promote goods and services, videos, presentations, information broadcasts, etc. are created. International companies allocate large budgets for the development of advertising products, as they have to convey information about the product not within one country, but several countries at once.

2. The impact of globalization on advertising is primarily due to the fact that previously advertising campaigns were focused on local markets, ie stretched across the scale of one city, region, most - the country. Now, large companies that have entered the international market must adapt their advertising to a diverse group of potential consumers located around the world. Therefore, globalization puts before advertising the task of developing universal approaches that can be applied in all parts of the world. The Covid-19 pandemic has led to the global economic crisis, radical changes in the economic and social life of countries and their populations.

3. Financial stability and further development of companies directly depend on the effectiveness of their advertising activities, because the increase in sales and additional profits is possible only with the positive results of marketing communications.

4. The key to the success of any activity, and the advertising business is no exception, is quality professional management. With regard to advertising, this

concept can be defined as advertising management (advertising management).

5. Advertising management is considered as the management of the advertising process from research, planning, development of advertising, practical implementation and control of the effectiveness of advertising activities aimed at achieving marketing goals, and ending with the consumer's reaction to advertising. Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product.

6. The effectiveness of advertising management is determined by the effectiveness of the operation and use of each element of the management system, namely: the rationality of the structure using scientific, innovative, management methods, speed, completeness of information, skills, their ability to creatively address specific management problems.

7. Nowadays, advertising is a very important factor in the development of the company. In modern conditions, advertising plays a key role because it affects the reputation and popularity of the company, its brand and image.



## PART 2

### ANALYSIS OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI”

#### 2.1. Characteristics of tour operator “TUI”

The world's largest group of companies, the “TUI Group”, was founded in 2014 by merging two European holdings with 40 years of experience in the tourism industry - the German “TUI AG” and the British “TUI Travel PLC”. Today, the company covers more than 30 million customers a year and is able to organize holidays in 180 countries. The headquarters of the combined company “TUI Group” is located in Germany, its shares are listed on the London Stock Exchange and are included in the FTSE 100 index. The mission of the travel company is "We create a holiday that makes people happier."

“TUI AG” is “TUI Group’s” parent company headquartered in Hanover and Berlin. It holds direct or, via its affiliates, indirect interests in the principal Group companies conducting the Group’s operating business in individual countries. Overall, “TUI AG’s” group of consolidated companies comprised 277 direct and indirect subsidiaries.

“TUI Ukraine” was founded in 2009 on the basis of the Ukrainian company “Voyage Kyiv”. In 2013, one of the strongest tour operators in Ukraine, “Turtess Travel”, joined “TUI Ukraine”, which secured “TUI” a leading position in the Ukrainian market as the largest multidisciplinary tour operator. The legal name of “TUI Ukraine” is TTVK LLC. TUI Ukraine operates on the basis of a license for tour operator activities (series AE № 272718). General Director of “TUI Ukraine” is Nurhan Chaly. The company's central office is located at: 03057, Kyiv, st. Vadim Hetman, 1st floor, office 1027, 2nd floor. The company has offices in the following cities of Ukraine: Dnipro, Lviv, Odessa, Kharkiv [29].

“TUI Ukraine” serves more than 100 thousand tourists a year and includes 250 travel agencies (own and authorized). The company offers beach, sightseeing and

skiing holidays in mass tourist destinations, including Turkey, Egypt, Spain, Bulgaria, Czech Republic, Italy, Croatia, Montenegro, Greece and other countries.

“TUI” is one of the main travel companies in Ukraine, it includes a tour operator and a network of travel agencies. It invests in the development of new technologies and transfers technological experience to its divisions. The stability of “TUI” is guaranteed by the financial stability of its shareholders, a high level of professionalism and the qualifications of its employees, as well as only proven partners.

Management of tourism business “TUI” begins with determining the position of the company in the tourism market. Based on this, decisions are made focused on creating a product (service), the conditions of its promotion, the structure of personnel management.

From the point of view of the system approach to management of tourist business of “TUI”, the subject of management is administrative personnel, and object - tourists, and also the personnel of animation, technical and other divisions of the tourist enterprise.

Tourist enterprise “TUI Group” is characterized by a regional organizational system (structure) of management (figure. 2.1), because it is focused on broad markets and has separate divisions in different countries and cities.

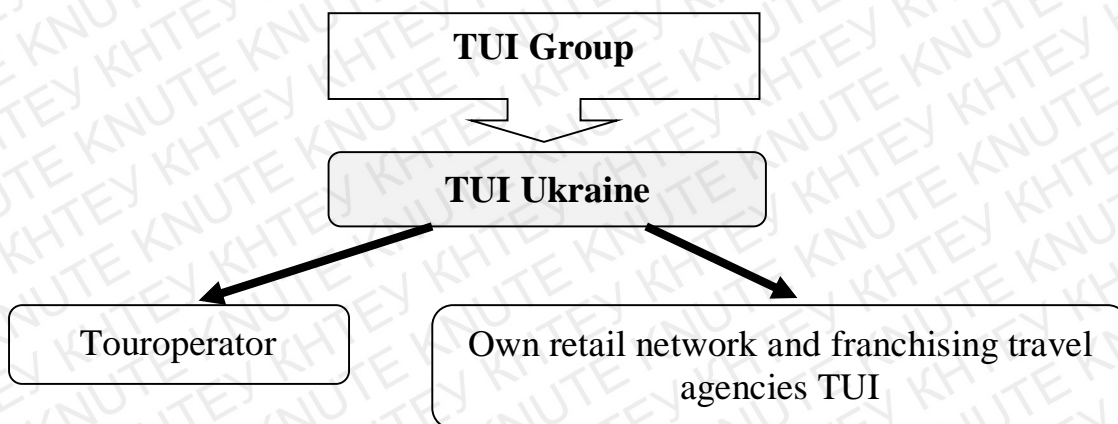


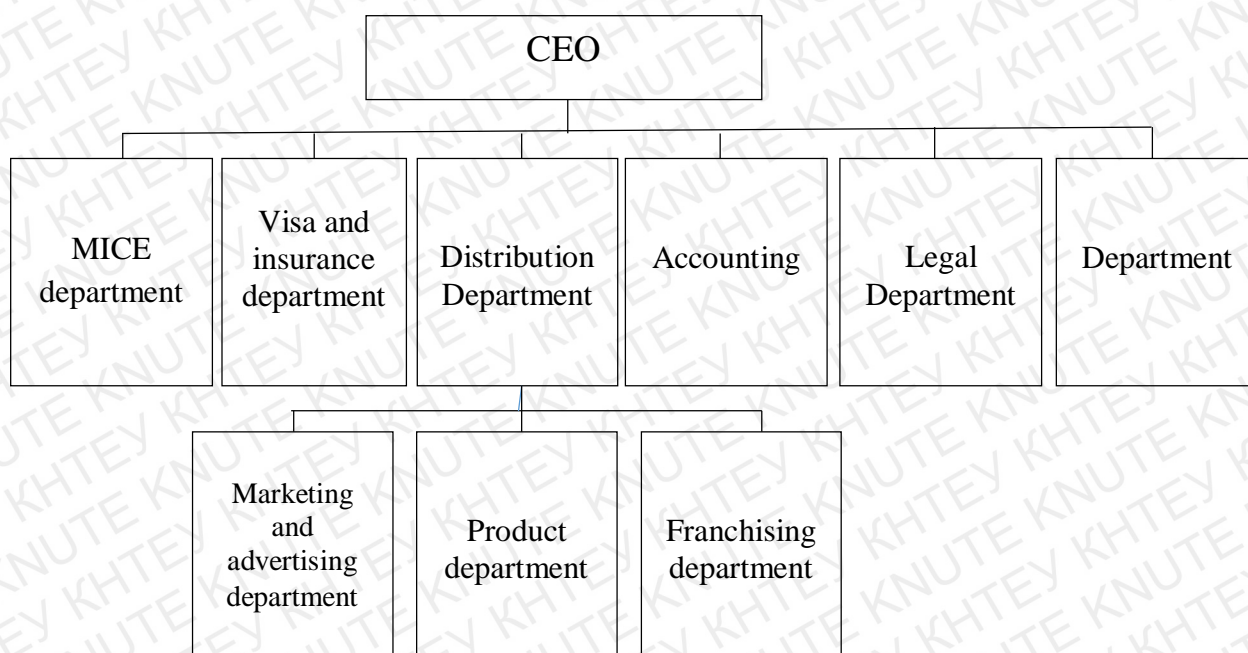
Figure 2.1. “TUI Group” structure\*

\*own development based on [29]

With a regional type of divisional organizational structure, the responsibility for all activities of the “TUI Group” in the domestic and foreign markets is divided between independent regional divisions. Depending on the content and nature of their activities, they can be production departments and profit centers or organized in the form of subsidiaries and be centers of profit and responsibility.

In both cases, the regional divisions coordinate the activities of subsidiaries in their region in all areas of tourism. The head of the “TUI Group's” regional division reports directly to the senior administration and works closely with all central services. In addition, coordinators of tourist destinations and various types of touring are appointed to ensure the interconnection of production activities between the regions.

Each employee performs the powers approved by the General Director of the enterprise. It is proposed to consider the organizational structure of the enterprise (figure 2.2).



*Figure 2.2. Organizational structure of the main office of the tour operator “TUI Ukraine”\**

*\*own development based on [29]*

The “TUI” tour operator uses a linear type of organizational structure in management. Linear type of organizational structure management is characterized by

linear forms of communication between management and, as a consequence, the concentration of the whole set of management functions and the development of management actions in one management.

“TUI's” strategy is to be a leading and profitable company on the market, to offer tourists various, including unique, options for recreation abroad. The company also aims to always have a flexible approach to business to meet the changing needs and preferences of customers [29].

To this end, the company's management has developed a so-called Integrity Passport, the provisions of which apply to all employees of the “TUI Group”, from trainee, board member, employee of the travel store and to the “TUI” representative at the destination (annex D) [30].

An element of the system of current strategic management of any company is its vision, for “TUI Ukraine” it is:

- customer choice № 1 for quality family vacation;
- a company with a flexible differentiated product;
- a stable and efficient company that uses advanced technologies;
- a company where everyone can realize themselves [29].

The “TUI Group” includes tour operators, more than 300 hotels in more than thirty countries, six airlines, fourteen cruise liners, etc. There are about 3,000 sales offices in European countries alone. The “TUI Group” has the largest charter fleet in Europe - more than 130 aircraft. The concern includes prestigious hotel chains RIU, Club Magic Life, Suntopia, Iberotel, Robinson Club, Coral Sea, Jaz Resort, etc.

“TUI Group” is one of the most profitable travel companies in the world, multiple winner of the prestigious international award World Travel Awards (2015, 2016, 2018, 2019) [31].

In the 2019/2020 financial year, the company's turnover amounted to 7943.7 million euros. The company employs more than 48,330 people in 130 countries [32]. For “TUI Group”, economic, environmental and social sustainability is a cornerstone of their strategy for continually enhancing the value of the company.

“TUI Group” is one of the leading travel companies, which includes a tour operator and a network of travel agencies. Among the main values that govern all processes occurring in the company, we can identify the following:

- constant improvement;
- teamwork;
- respect for people;
- customer orientation;
- efficiency and effectiveness [29].

The company is developing rapidly and thanks to the professionalism of employees, active marketing strategy, expanding the range, is constantly increasing its market share. The company pays special attention to improvement programs customer service. In its activities, it focuses on the interests of consumers, company employees, partners, founders and society.

The organizational structure of the tourism industry is characterized by a set of jobs, positions, management bodies and production units, forms of their relationships that ensure the achievement of strategic goals of the tourism enterprise “TUI”. It is formed on the basis of ensuring its competitiveness, economic efficiency, expediency and rational cooperation.

The travel company “TUI Ukraine” offers to its customers a great variety of services of European standards (figure 2.3). The company also offers a high level of service and unique differentiated products and services that other tour operators do not have in mass tourist destinations, including Turkey, UAE, China, Egypt, Spain, Bulgaria, Czech Republic, Italy, Croatia, Montenegro, Greece, Austria, Andorra, Hungary, Georgia, Israel, India, Cyprus, Cuba, Serbia, Slovakia, Thailand, Finland, France, Portugal, Dominican Republic, Switzerland, Jordan, Sri Lanka [29]. Cooperation of “TUI Ukraine” with world-famous hotel complexes guarantees a high level of service: Aldemar Iberotel, Barcelo iC Hotels, Barut Jaz, Best Kempinski, Concorde Limak, Cornelia Louis, Fiesta Magic Life, Gloria Pegasos, Grecotels, Radisson, Grupotel Riu, H10 Rixos, Hillside Sheraton, Hilton Sol Melia, Iberostar Sol Y Mar., selecting hotels.

“TUI Ukraine” travel company main services		
Tours in installments at 0%	Bank card payments	Online insurance
SIM roaming cards	Online booking	Visa Support
Car rental abroad	Business tourism services	Exclusive travel products
Round-the-clock customer support service	TUI Friends regular customers club	Gift certificates
Sale of air, railway and bus tickets		

Figure 2.3. Main services of the company "TUI Ukraine"\*

\*own development based on [29]

The quality and efficiency of service and the level of security provided by hotels, “TUI Ukraine” staff check personally. This approach has provided “TUI Ukraine” with one of the leading positions in the international outbound tourism market in the most popular destinations (Turkey, Egypt, UAE, Croatia, Bulgaria, Montenegro and other countries) (figure 2.4).

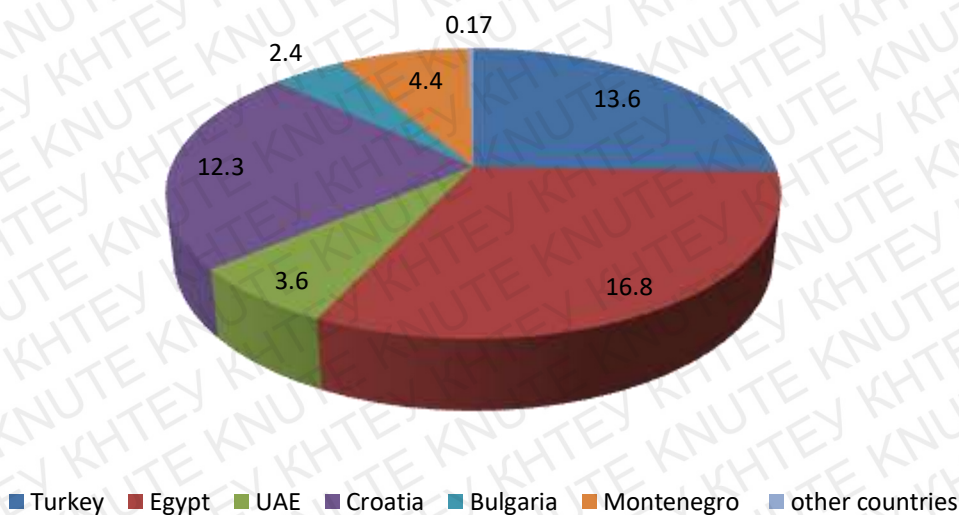


Figure 2.4. Share of the travel company "TUI Ukraine" in the total number of tours in the international outbound tourism market in 2020\*

\*own development based on [33, 34]

The process of selling a tourist product by the managers of the travel company “TUI Ukraine” includes: receiving the client and establishing contact with him;

establishing the motivation to choose a travel product; offering tours; registration of legal relations and settlement with the client; customer information support. “TUI Ukraine” is in the TOP-10 of the best tour operators in terms of the number of tourists served over the past three years (table 2.1).

*Table 2.1*

**TOP-10 best tour operators in terms of the number of tourists served in 2018-2020\***

№	Touroperator	2018	2019	2020
1	ANEX Tour	680000	821730	511910
2	JoinUP!	902000	1015475	449350
3	<b>TUI Ukraine</b>	<b>300000</b>	<b>450000</b>	<b>278538</b>
4	Coral Travel	257000	305000	265487
5	Pegas Touristik	160000	152000	151800
6	TEZ Tour	320000	305000	176490
7	Compass	150800	152200	94767
8	TPG	50000	420000	81630
9	Alf	75000	52000	33610
10	Orbit	183000	15000	9667

*\*own development based on [35]*

The company's policy is not to stop, to move forward, to improve its professional level, to expand the scope of cooperation in the field of tourism, and most importantly - to please its customers with good service and unforgettable vacation, sharing the joy of a job well done with them.

The activity of the travel company “TUI” is focused on the reception and service of tourists, providing tourist, business, resort and entertainment, sports and recreation, excursion and other services. Tour operator “TUI” makes a lot of efforts to ensure that the client's trip is high quality. Despite the competition, the travel company is trying to maintain the pricing policy.

Quantitative goals: profit maximization; increase in sales; increase market share. Qualitative goals: the creation of a recognizable image of the company and increase it's business reputation.

Tasks: attracting new partners; attracting new consumers and retaining existing ones; providing the highest level of customer service; expanding the range of

services; improving the quality of services provided; formation of consumer loyalty.

The main indicators of financial and economic activity of the tourist enterprise are given in table 2.2.

Table 2.2

**Dynamics of the main indicators of financial and economic activity of the tour operator "TUI Ukraine" in 2018 - 2020, thousand UAH\***

Indicator	Years			Deviation 2018/2019		Deviation 2019/2020	
	2018	2019	2020	+/-	%	+/-	%
Income (revenue) from the sale of services	7100	9437	4200	2337	32,9	-5237	-55,4
Indirect taxes and other deductions	1216	1608,1	813	392,1	32,2	-795,1	-49,4
Net income (revenue) from the sale of services	6978	7828,9	3920	850,5	12,2	-3908,9	-49,9
Other operating income	121,6	90,7	70,2	-30,9	-25,4	-20,5	-22,6
Total net income	7160	7919,6	4000	759,6	10,6	-3919,6	-49,4
Material costs	34,8	42,5	30,1	7,7	22,1	-12,4	-29,2
Salary expenses	230,9	302,3	200,7	71,4	30,9	-101,6	-33,6
Deductions for social events	85,6	105,2	73,4	19,6	22,9	-31,8	-30,2
Other operating expenses	6256	6423,7	5710	168,1	2,7	-713,7	-11,1
Income tax	156,7	196,3	122,4	39,6	25,3	-73,9	-37,6
Total costs	6473	7134,3	3573	661,1	10,2	-3561,3	-49,9
Net profit	626,8	785,3	427	158,5	25,3	-358,3	-45,6

\*own development based on [29]

Considering the period of 2018-2019, note that the net profit of the enterprise in 2019 compared to 2018 increased by 158.5 thousand UAH or by 25.3%, indicating an increase in the effectiveness of the tour operator. However, in 2020, net profit of the enterprise decreased by 358.3 thousand hryvnias or 45.6% through the situation with COVID-19. In the table, we also see that the largest share in costs occupy the cost of remuneration of personnel, the growth of which is larger than the growth of profits, which has led to a decrease in efficiency.

During the review of the marketing opportunities of the travel company "TUI", to identify strengths, weaknesses, opportunities and threats, SWOT-analysis was performed (figure 2.5).



<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>– High reputation of the company</li> <li>– Broad customer base</li> <li>– Product quality appreciated by customer</li> <li>– Constant product modification</li> <li>– Strong dealer community</li> <li>– Motivated sales force</li> <li>– Strong distribution network</li> <li>– Effective after sales service</li> <li>– Flexible pricing</li> <li>– Unique selling propositions</li> <li>– High profitability</li> <li>– Developed corporate culture</li> <li>– High branding potential</li> <li>– Strong competitive position</li> <li>– Availability of capital</li> <li>– Wide geographical coverage</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>– Deficiency of capital</li> <li>– Intense competition from other companies means limited brand loyalty</li> <li>– Low customer loyalty</li> <li>– Absence of programme of product modification</li> <li>– Low advertising budget</li> <li>– Low profitability</li> <li>– Low workforce technical skills</li> <li>– Investment in Research and Development (R&amp;D) is below the fastest growing players in the industry</li> <li>– Being a global tourism brand has to face cultural &amp; social issues in managing offices</li> <li>– Absence of internal feedback from the sales team</li> <li>– Ineffective advertising</li> <li>– The influence of seasonality on profits</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>– Loyal dealers</li> <li>– High availability of resources</li> <li>– Moderate environmental protection regulations</li> <li>– Big size of national markets</li> <li>– Free access to distribution channels</li> <li>– Apps for reservations and booking holidays</li> <li>– Start operations in emerging markets to tap the potential</li> <li>– Good development of transportation and telecommunication infrastructure</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>– Seasonal change of demand</li> <li>– Low internet usage rate</li> <li>– The risk of the further spread of military conflicts on the territory of the countries</li> <li>– High political risks</li> <li>– High threat of new entrants</li> <li>– Huge number of new products introduced on the market</li> <li>– High advertising intensity within industry</li> <li>– Shortage of skilled workforce in certain global market</li> <li>– Adverse changes in exchange rates</li> </ul>

*Figure 2.5. SWOT-analysis of “TUI Ukraine”\**

*\*own development*

Therefore, as can be seen, the greatest mutual influence have strengths and opportunities. The model of the recommended basic development strategy for company today, corresponds to the strategy of maintaining competitive advantages.

The conducted SWOT-analysis of indicators of internal and external environment gives grounds to offer owners and managers to look for directions that will cover losses, or to reorient business to the lower and middle price segment,

because tourist flows will not increase in the near future due to Covid-19 and its impact on tourism.

Despite this, based on the “TUI Group's” income statement for the period from 1 Oct 2020 to 30 Jun 2021, published on the official website of the company, we can make a conclusion that the dynamics of the company's profit growth, as well as the dynamics of reducing losses, despite the situation with Covid-19, is positive (table 2.3).

*Table 2.3*

**Income statement of “TUI Group” for the period from 1 Oct 2020 to 30 Jun 2021 [36]**

€ million	Q3 2021	Q3 2020	Var. %
Revenue	649.7	71.8	+ 804.9
Cost of sales	1,124.2	1,009.0	+ 11.4
Gross loss	- 474.5	- 937.3	+ 49.4
Administrative expenses	216.5	202.7	+ 6.8
Financial income	- 1.9	4.8	n/a
Financial expense	100.5	74.9	+ 34.2
Group loss	- 939.8	- 1,509.6	+ 37.7

As it can be seen from the table, the revenue of the company has increased and it has successfully reduced the gross loss. However, company’s financial income reduced while financial expenses keep increasing. “TUI” should also pay attention to the administrative expenses as their index is coming up. The report also notes that due to the current travel restrictions, “TUI” still cannot say with certainty when it will be able to fully resume activities, although with easing travel restrictions in April and May, “TUI” restarted operations quickly and the overall figure for travel bookings is gradually returning to pre-crisis levels (annex E).

## **2.2. Analysis of advertising activities of tour operator**

An integral part of promotion company’s services belongs to its Marketing and

Advertising Department. The main goals of the department are:

- increase the company's awareness of consumers and the services it offers among its target audience;
- create an image of the business entity "TUI" as reliable tour operator and bring it to the representatives of target audiences;
- develop creative concepts for promoting the "TUI" brand;
- develop and maintain corporate identity;
- to inform and remind about the advantages of cooperation with the company of representatives of travel agencies;
- increase the number of potential partners among travel agencies;
- increase the number of appeals to the company among end users.

"TUI" strives to create advertising so that the consumer, after viewing it, feels trusted and confident that he will receive exactly the same quality services during his vacation as he expected. The consumer must trust that "TUI" is a company with extensive experience in the travel services market, has a high level of professionalism of employees and high quality of services provided.

"TUI Ukraine" tourist enterprise tries to implement a product or service with the help of a developed unique marketing novelty, which is absent in other tourist operators.

The novelty includes exclusive hotels that were unavailable, as well as the only loyalty program "TUI Friends" and a variety of "TUI" recreation concepts (table 2.4). For example: "TUI Toucan's" concept is designed for a family holiday with children, if you take "Day & Night Connected", then this holiday for young people, that is, the format for entertainment, communication and fun, and "TUI Sensimar" is suitable for a romantic relaxation for two etc.

The products of the tourist enterprise are designed for a different age category, in particular people who pay attention to comfort and quality. The enterprise applies a strategy for differentiated marketing, thus allows you to present different ideas of rest.

Table 2.4

**Concepts of hotels and loyalty programs for customers of “TUI Ukraine”\***

Concept of hotels	Types of rest
FUN&SUN SMART	This is a concept for everyone: for families and for young people
FUN&SUN FAMILY	Family vacation, the concept of which also includes activities for children in Toucan Children's Clubs
FUN&SUN ACTIVE	Active Family Rest
DAY&NIGHT CONNECTED	Active rest
TOUCAN CHILDREN'S CLUBS	Family vacation with children from 4 to 12
TUI SENSIMAR	Romantic rest for two: Turkey, Greece, Croatia, Spain, Cyprus
SPLASHWORLD	Hotels with free screws and slides: Turkey, Egypt
TUI SENSATORI	Luxurious holiday for lovers for pleasures: Turkey
TUI BLUE	Modern recreation style: Turkey
TUI MAGIC LIFE	Club Format: Active and Various Animation: Turkey, Egypt, Greece

*\*own development based on [29]*

The tour operator uses all possible ways to attract the attention of potential consumers (media, advertising on social networks, billboards, flyers, etc.), while maintaining the high quality of products and the company's image. In addition, “TUI” not only researches the market, but also cooperates with various tour operators, thus expanding the range of tours and sales channels (annex F).

An important role in brand promotion to this day is played by a catchy short name and a memorable logo - a branded “TUI’s” smile (figure 2.6). As they say, all ingenious is simple. At the end of 2014, the “TUI” group of companies announced a new slogan 'Discover your Smile', developed by Aimaq von Lobenstein (AVL). After launching in the UK, the Netherlands and Belgium, the slogan has since been used around the world. Following the merger of “TUI AG” with “TUI Travel PLC”, Aimaq von Lobenstein created a new brand story for international brand positioning, as well as the slogan “Discover your Smile.”



*Figure 2.6. The logo of the travel company "TUI Ukraine"[29]*

The main character of the short film is shown in different roles: from the taxi driver to the airport, to the check-in agent “TUI”, the hotel manager at the resort and the children's entertainer at the holiday camp. The meaning of the logo is the positive influence of the smile, the reasons for which are so often lost in life day after day. The film ends with an epic image of the protagonist in the desert in Morocco, leading to the slogan "Discover smile yourself". The film aims to convey a new image of the company and 77,000 employees at “TUI”. André Aimaq, Creative Director of AVL, comments:" The strength of “TUI” here is its ability to help create unique and unforgettable experiences that bring a special smile to people [38]".

The heart of the tourist enterprise in the market economy is marketing - the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [38]. A “TUI” promotion policy is a set of activities aimed at promoting a product and/or company, which includes advertising, direct sales, sales promotion and public relations. The main goals of incentives are: increasing the number of customers; increase in the volume of purchases by one client; customer commitment

to the “TUI Group”. Let's consider the planned system of promotion of services of tour operator “TUI” in more detail (table 2.5).

Table 2.5

**Analysis of the marketing promotion complex of the “TUI Ukraine” tour operator\***

<b>Components</b>	<b>Means of influencing the complex of marketing communications</b>
Advertising	- advertising on the Internet and social networks - souvenir advertising - contextual advertising; - advertising companies
Sales promotion	- discounts for certain categories of clients (children, pensioners, etc.) - bonus discounts provided to regular customers - Discounts on the price of the tour for hot tours. - branded souvenirs for buyers of tours - special attention for regular customers: gifts, expensive souvenirs, mailing congratulations on the occasion of the holidays. -personal sales
Public Relations	- distribution of press releases to various portals and sites, the official site; -participation in advertising tours.
Direct marketing	sending letters with booklets, letters with advertising leaflets to the postal address, to e-mail.
Company-wide communication measures	participation in charitable actions and public funds, sponsorship

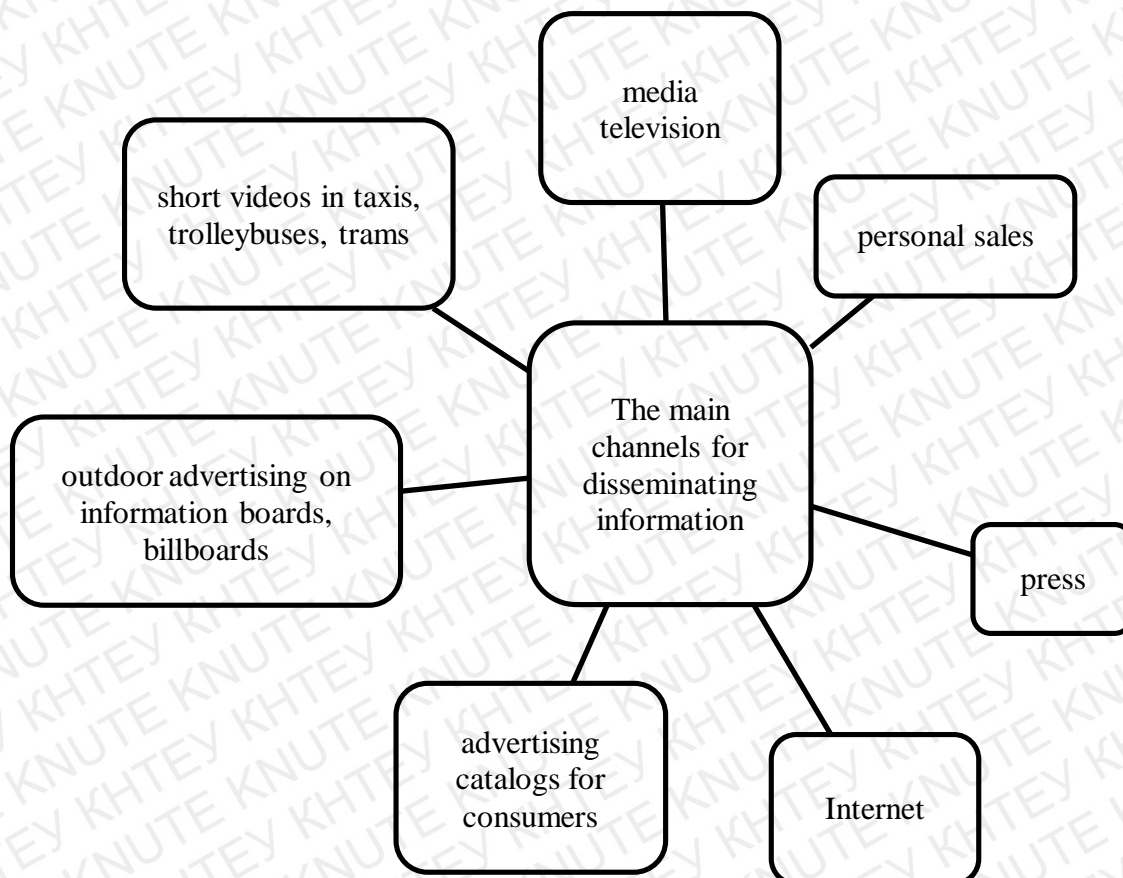
*\*own development based on [29]\**

In “TUI Group” advertising companies are held constantly, for each tourist season, and use different types of it. The main types of “TUI” promotion are advertising and personal sales.

Also, in the process of studying the market and gathering the necessary information on the work of the marketing department, the following channels for disseminating information about its activities were identified, namely (figure 2.7).

“TUI” actively uses contextual advertising as the main method of obtaining applications for tour selection. Much attention is paid to printed products - leaflets and brochures.

Printed advertising is provided to travel agents, who use it to attract customers.



*Figure 2.7. The main channels for disseminating information of “TUI Ukraine”\**

*\*own development based on [29]*

In addition to the distribution of leaflets and brochures by travel agents and tour operators, printed materials are provided for viewing to customers directly in the office, as well as on the streets of the city. The company's management pays great attention to the content and appearance of prospectuses. As a rule, they reflect, first of all, the originality of the area, cultural traditions and historical monuments.

The Internet as a means of marketing communication has the positive properties of such means of communication as telephone, fax, press, television, radio, mail, but also has a number of its own advantages, which do not have other means of communication. These advantages include information capacity, interactivity, hypertext nature, territorial infinity of market coverage, targeted nature of influence, targeting, the ability to collect information about each visitor to the Web-site of the travel company and high efficiency of analysis of the results of promotions.

Unlike other means of marketing communications, there are no restrictions on the amount of advertising space or airtime on the Internet, which allows the company to place detailed information about various travel agencies.

This means of communication is especially suitable for customers who want to avoid the influence of persuasive or emotional factors, which necessarily exists in personal communication with the company's staff.

A significant advantage of the Internet is the ability to significantly reduce the cost of advertising by shifting the emphasis from traditional means of dissemination of information (for example, from printed materials) to the information form of presentation in the network.

By connecting with potential customers via the Internet, a travel agency can receive additional information from them, which allows to constantly improve the quality of travel services and better meet the needs of service consumers. The use of the Internet for advertising provides not only the attraction of new customers, but also the retention of existing ones.

A positive aspect in developing a policy to promote the company's services is the presence of its own website. The site contains information about all types of travel services provided by the company, as well as news. With the help of the site, a large number of applications for a travel product are received every day. The site is quite convenient and clearly demonstrates all the necessary information to potential customers. The company pays great attention to such a method of promoting services as personal sales. The process of selling a tourist product includes: receiving the client and establishing contact with him; establishing the motivation to choose a travel product; offer of tours; information support of the buyer; registration of legal relations and settlement with the client.

Tour operator "TUI" in the course of its advertising activities wants to convey to the consumer that the guarantee of their activities does not depend on the specific circumstances and the cost of the tourist product, providing impeccable service from purchase to return from vacation. The tour operator gives a sense of confidence in any country. All this is realized by broadcasting advertising, which conveys the main



emotions such as: safety, reliability, peace, confidence, self-expression, because the basic conditions of rest are initially guaranteed.

Advertising on television realizes for the consumer the opportunity to relax with “TUI”. The female image is central. The attributes of family rest are shown, but the elements are connected compositionally, which means that “TUI” is the optimal choice for both family and individual recreation. Therefore, the visual range demonstrates all types of recreation: from active to recreation on the coast.

Advertising in the press creates a bright, memorable image. At the same time bright illustrations which get directly to sight of the potential consumer are used. The central image is the tourist, which makes the appeal more personal, emphasizing that for the “TUI” company the customer is always in the first place. Example of advertising on brochures can be seen on annex G. The central image of advertising is the image of the company logo, according to which the consumer of the tourist product will be able to remember and always be guided by this image. The concept has creative potential and assumes that the client will always feel safe together with “TUI Ukraine”.

The advertising company in the promotion of the tourist product creates a bright image that is memorable and emphasizes that in the first place is always the customer, his interests, impressions and his safety. Such an emotionally rich visual series forces the audience to associate themselves with the heroes of advertising. After all, in anticipation of a good rest, people think about the same thing.

In addition, tour operator “TUI Ukraine” carries out limited advertising campaigns. These are ads in newspapers that are distributed free of charge, leaflets designed for consumers, information letters sent by e-mail, appeals to intermediaries and partners.

### **2.3. Evaluation of effectiveness of advertising management of tour operator**

“TUI” as a large tour operator, of course, has its own marketing department,

which deals with advertising with dozens of employees. The functions of this department are the formation of the advertising budget, development of advertising strategy, preparation and approval of advertising appeals.

Tour operator “TUI” is constantly striving to improve existing programs, based on the experience of previous years, taking into account the wishes of agencies and taking into account the working conditions dictated by the market of tourist services. Expanding the range of programs and diversifying the offered tourist product, the Coral travel company is engaged in detailed and careful processing of a tourist product at all stages of its formation.

The decision to use certain methods or the whole complex of advertising is made on the basis of analysis of the market situation, internal and external capabilities of the firm to carry out its activities.

“TUI’s” marketing department, in order to achieve effective results, always starts with a detailed review of the market: determines the target audience, studies the functional needs of consumers when choosing a travel agency or tour operator, their expectations, defines its goals and ultimately determines the budget, builds strategy advertising. Consider in more detail each of the points.

The target audience of “TUI Ukraine” is consumers of travel services. Those who intend to go on vacation in the near future and study the specialized press, the Internet. Also, consumers who are not going in the near future, but intend to go on a trip in the future, are:

- men and women 20-55 years;
- with secondary and higher education;
- managers, specialists, employees;
- income average and above, secured;
- for families with and without children.

Advertising costs account almost for 5% of the total costs of the tour operator, we can conclude that this item of expenditure is not the last on the list, the company allocates enough funds to promote its travel product.

The tour operator pays great attention to advertising on the Internet, improving its own website, filling it with interesting information for potential consumers. The company's website is in the company's colors, simple and stylish. The main advantages of the Internet over other advertising media include:

- accurate coverage of the target audience, carried out by thematic sites, geography and time;
- tracking, the ability to analyze visitor behavior on the company's website and the improvement of its product and marketing in accordance with the results of such continuous monitoring;
- ability to operate 24 hours a day;
- efficiency, which allows you to start, adjust or interrupt the advertising campaign at any time;
- interactivity, which allows the consumer to communicate with company managers online;
- volume, because the Internet can store a large amount of information, including graphics, sound, video.

Online advertising is the most effective and least expensive way to attract customers. Most Internet resources are thematic and they are visited by people who are interested in a particular product.

Advertising, like any other useful information for a potential customer that interests him on a page on the Internet, is available to him at any time and regardless of its location. Properly organized service allows the client to use or order services that interest him at the same time.

The interactivity of the Internet in general is extremely high. Compared to the usual types of advertising, the Internet allows you to combine the dynamics of the TV and the duration of contact with the printing press. And with all these advantages, Internet advertising is still the most affordable from a financial point of view, which is an important argument in terms of determining the advertising budget of “TUI”.

With the help of the Internet-based intelligent computer technology, the company can automatically track invaluable information about visitors to the Web-

site and on their basis to draw conclusions about what advertising can be offered to each visitor. And if to this information to add also the questionnaires filled in by users, opportunities of advertising can be strengthened many times. Companies need to know how effective their advertising is.

By performing a research via the Google Trends, it can be seen that the main search queries for “TUI Ukraine” are coming from our native country, also from the United Kingdom and Germany (figure 2.8).



*Figure 2.8. The main search queries for “TUI Ukraine” by regions [40]*

The tour operator “TUI” accepts inquiries from potential consumers on its website, as well as on Facebook and sends contacts to the nearest consumer office. The agents then contact the prospect and provide all the information they need. However, it should be noted that in itself, even a professionally made page cannot guarantee the attention of consumers. In order to attract their attention, first of all, it is necessary to indicate the address of the page on the Internet in all advertising and information materials of the enterprise and to update the information on it more often.

The company's marketing department is working fruitfully to promote the company. The brand is well recognizable.

According to data from site Serstat, the most popular page from the main website of the company visited by the users is "Countries". According to statistics,

people are looking for a holiday in countries such as: Egypt, Turkey, Italy, Maldives, Greece, Sri Lanka (figure 2.9).

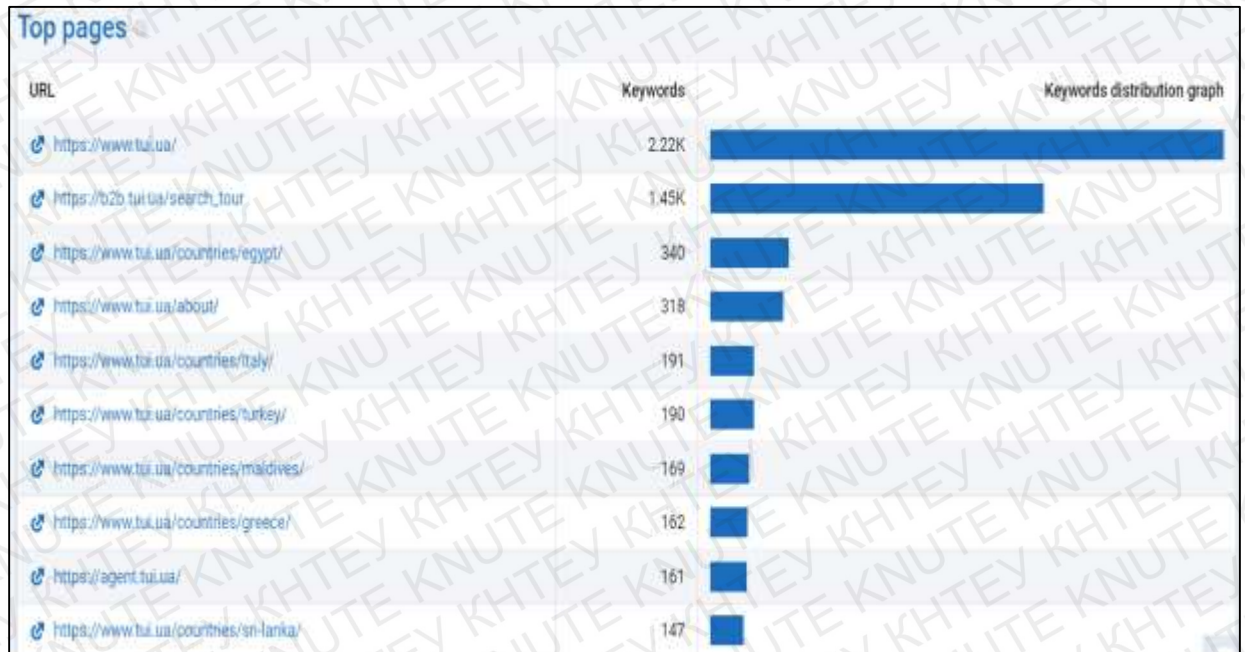


Figure 2.9. TOP visited pages of the “TUI Ukraine” website [41]

In our research, we noticed that by searching for a well-known Google site, you can see the majority of positive reviews about a company on many sites. However, as there were negative feedbacks as well, the company should pay attention on handling customers’ queries as soon as possible to keep them satisfied.

Investigating social networking companies (Facebook, Instagram), we can conclude that more attention is paid to the Facebook page, permanent and potential customers are more convenient to follow shares and news there (figure 2.10). There are almost 155 thousand people signed on the Facebook page when the company has only 52.6 thousand subscribers in the Instagram.

It is in these Internet resources today there are most potential users, including the new model of communications in the tourism market, it includes communication between consumers, which is one of the important factors of the model. When it comes to creating, tracking and reporting paid social campaigns, Facebook and Instagram have the company covered. Tracking its ROI is easy with Facebook and

Instagram for business, and the synergy between the two platforms gives the touroperator everything it needs to monitor success for paid ads.



Figure 2.10. “TUI Ukraine” company pages on social networks (Instagram, Facebook) [42; 43]

“TUI” cares about the success and high profitability of each office of the network of agencies operating on a franchise basis. The company's branches are located in Austria, Bulgaria, Andorra, Georgia, Greece, Hungary, Egypt, Israel, Dominican Republic, India, Spain, Jordan, China, Cyprus, Cuba, UAE, Serbia, Portugal, Slovakia, Thailand, Turkey, Turkey , Croatia, France, Montenegro, Sri Lanka, Switzerland, the Czech Republic. The main advantages of “TUI” franchising are:

- worldwide recognition: international retail office sales concept;
- stability and reliability: “TUI Group” is a multiple winner of the prestigious international award World Travel Awards. The company has more than 76,000 employees in 130 countries. The “TUI Group” includes more than 240 brands;
- uniform corporate standards of work;
- control and quality at all stages of service;
- exclusive product;
- trainings and work support.

Company offers to its’ franchisees the following conditions:

1. Annual budget for advertising tours for each agency of the “TUI” network, according to the cooperation model.
2. Financial compensation for opening an office in a new style (TUI New Style).
3. Advertising in the media and PR support of the brand in the media.
4. Advertising activities in social networks (Facebook, Instagram, Telegram, e-mail + other communication channels in the future).
5. Cross-promo projects - participation in joint advertising and marketing projects with other companies.

Consequently, tour operator “TUI” gives the opportunity to realize their potential to agencies operating on the basis of franchising on an independent basis. Thus, increasing the awareness of the brand “TUI” at the regional and international levels.

### **Conclusions to the part II**

1. As a result of the evaluation of advertising and marketing activities in the promotion of the tourist product of the tour operator “TUI” it was found that the company is successfully developing advertising and marketing strategy that allows you to effectively implement the tasks of the medium and short term.

2. The development of an advertising and marketing campaign is necessary to ensure the effectiveness of the company's activities. The development and implementation of marketing strategy in consumer markets requires from any company flexibility, the ability to understand, adapt and, in some cases, to influence the actions of market mechanisms through special marketing methods.

3. Most of the strategic decisions made by the tour operator “TUI” relate to advertising and marketing. Creating a new business, mergers and acquisitions, developing a new market niche, dealer policy, improving the tourism product, choosing suppliers and partners - all these and many other decisions are made within

the marketing strategy. The success of the business depends on the adequacy of the company's marketing strategy.

4. Effectively developed advertising and marketing strategies allow the tour operator “TUI”:

- significantly expand the customer base and increase sales;
- increase the competitiveness of the tourist product / service;
- establish a regular mechanism for modifying existing and
- development of new products;
- create a tool for mass customer engagement;
- develop an effective pricing and product policy;
- create a mechanism for controlling marketing activities;
- improve the quality of customer service.

5. The company practices a comprehensive approach to quality in its work. This means quality in everything from the proposed product to the work of employees of all departments of “TUI”. Due to this, the business card of “TUI” is the consistently high quality of services provided.

6. The company's corporate ethics is based on a combination of a team approach to the tasks with the professionalism and creative initiative of each individual employee, as well as on the mandatory decency and responsibility towards all business participants and customers.

7. A quality advertising company reveals the “TUI” brand comprehensively. Every year, the company's marketing department does a lot of work to improve existing projects, concepts and create new ones. Conducts fruitful work with partners who work on a franchise basis. According to the study, it can be argued that financial stability, order within the company, professionals working in it, create and develop the brand “TUI”.



### **PART 3**

## **IMPROVEMENT OF ADVERTISING MANAGEMENT OF TOUR OPERATOR “TUI”**

### **3.1. Actions to improve advertising management of tour operator**

Advertising in demand in the field of tourism, in particular in “TUI Ukraine”, in the most traditional forms, stimulates only 4-5% of potential consumers. First, it is due to the oversaturation of the outbound tourism market and the uniformity of existing proposals. Second, medium and small firms try to save on advertising by using proven techniques. As a result, there are problems with improving the advertising management.

The first problem is related to the difficulty of understanding the essence of advertising, the target audience, the completeness and accuracy of the advertising message.

The second problem of improving the advertising management in tourism covers issues of a general management nature: the completeness of the management functions, the creation and implementation of advertising strategies, improving the structure of the relationship between the advertiser and the advertising agency.

The third problem of improving the advertising management is related to the difficulty of understanding advertising as a communication process and as a marketing tool. Since advertising should be considered as part of the communication subsystem in the overall marketing system, it must acquire a systematic focus, inextricably linked with the processes of planning and creating a tourism product, studying the demand for it.

The fourth problem of improving the management of the company's advertising activities includes issues related to the peculiarities of the tourism market. The interests of participants in the advertising business may not coincide and even contradict each other.

Finally, there is a problem in promoting products / services through social networks (meaning the underdevelopment of pages in the company's social networks, the lack of content that attracts the attention of regular and potential customers).

In this regard, the task of management is to strengthen cooperation, balancing the interests of participants in the advertising business.

Therefore, it should be emphasized that there is a connection between the problems of improving the management of advertising activities of the company and the need for their comprehensive solution. We offer directions for improving the advertising management of “TUI Ukraine” (table 3.1).

*Table 3.1*

**Directions for improving the management of advertising activities “TUI Ukraine”\***

№	Direction	Description
1	Development of promotions and special offers specifically for existing target audiences.	This will help to increase the flow of applications from a specific segment of the company's target audience. At the same time, knowing the average margin of purchased tours in each of the segments of the target audience, this flow can be adjusted depending on the needs of the company in the current period of activity.
2	Introduction to the staff of a marketer for offline promotion.	Due to the rapid development of the travel company and the constant opening of its own and franchise offices in new cities, this measure is necessary to reduce the number of tasks for current employees of the marketing department, thereby improving the quality of their performance. This is especially true for opening offices in new cities, as at the time of launch of the new office it is necessary to carry out an active strategy of entering the market of the new city.
3	Improving the main website of “TUI Ukraine”	Currently, the site of the travel company is functional and brings a constant flow of applications for tours. To improve it, you only need to change the concept of tour representation on the site: to provide information on a wider choice of departure dates and destinations, to emphasize that each tourist can choose a tour according to the necessary parameters and wishes. Also, for the convenience of using the site in the segments of the target audience who prefer to buy hot tours, it is necessary to add to the site the ability to directly purchase the tour without the need to communicate with the manager.
4	Creating a comprehensive system for promoting the agency on social	This will help to close several tasks of the company: reducing the cost of the application, as well as the representation of the company's image on social media. To implement this task,

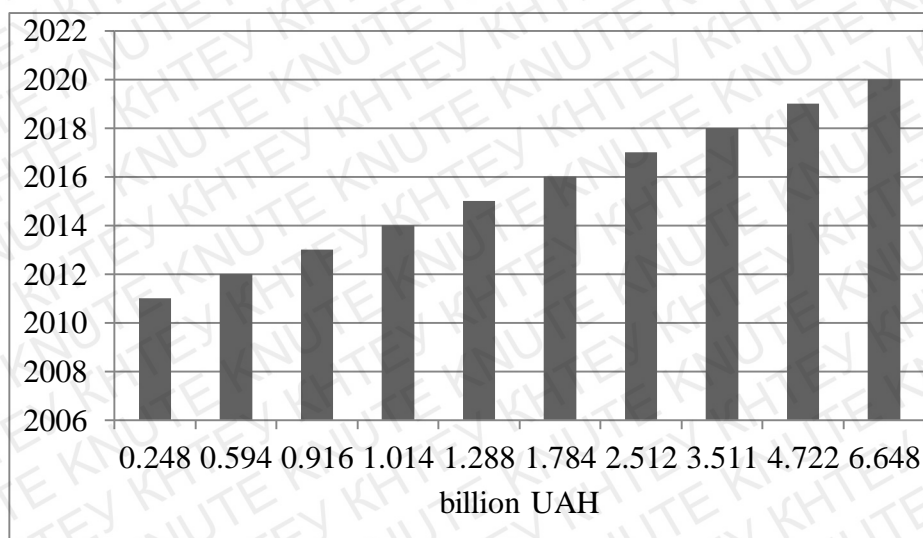
№	Direction	Description
	networks, which includes targeted advertising and increasing	several options are possible: hiring an SMM specialist in the company's staff or for remote work, or training one of the
5	Activity in social networks.	company's managers in the necessary skills to promote the company on social networks.
6	Build a more effective email-marketing system to increase openness and conversions from one email to the company's website.	To implement this measure, you need to perform several tasks. First, find and purchase a more efficient email service in order to increase openness through this simple step. It is also necessary to train the employee responsible for e-mailing hot offers in the company. The training should relate to the correct formulation of the subject of the letter, as this is the first thing a potential customer sees in his mail. In the long run, sending e-mails on the basis of a travel company must be automated by connecting IT specialists.
7	Introduction of a loyalty system for regular customers, which includes additional bonuses and discounts for regular customers, as well as customers who have brought new people to the agency.	This event will help strengthen strong relationships with regular customers, as well as attract new customers through the recommendations of regular tourists.
8	Introduction of cross-marketing with partners whose services may be of interest to clients of the travel agency	This event will be able to perform 3 functions: to attract new customers, increase the company's visibility, as well as serve as an additional reason to buy a tour in this agency, and not from competitors. To implement this event, it is necessary to analyze and identify which companies coincide with the target audience of the travel company and offer cooperation in the format of exchanging flyers with special offers for customers of the partner company.

*\*own development*

It goes without saying that the media advertising plays a significant role in promoting the company's products. The study of the volume of media advertising has traditionally been based on cross-analysis of survey data of the largest advertising agencies and advertising holdings, sites and sales houses in Ukraine. Based on the studied data, the touroperator "TUI Ukraine" can not only determine the size of the Internet advertising market and the dynamics of its growth, but also compare the results with other types of advertising (annex H). As the purpose of the tourism enterprise - to make a profit, and for this it is necessary to use the available material resources to attract as many consumers as possible – the company should perform the

analysis of the market, competitors, identify the target audience and use the appropriate tools for the product promotion.

This step of improving the media advertising of the company is very important for “TUI Ukraine”, especially taking into consideration the fact that the total volume of online advertising in Ukraine in 2020 amounted to UAH 13.5 billion - an increase of 7% compared to 2019. Such data were obtained by the Committee on Internet Advertising at the Internet Association of Ukraine (InAU) based on the results of a study of search and media advertising. Compared to 2019, the volume of online media advertising in 2020 increased by 41% and reached a record 6.6 billion UAH (figure 3.1)



*Figure 3.1. The volume of the Internet advertising media market [44]*

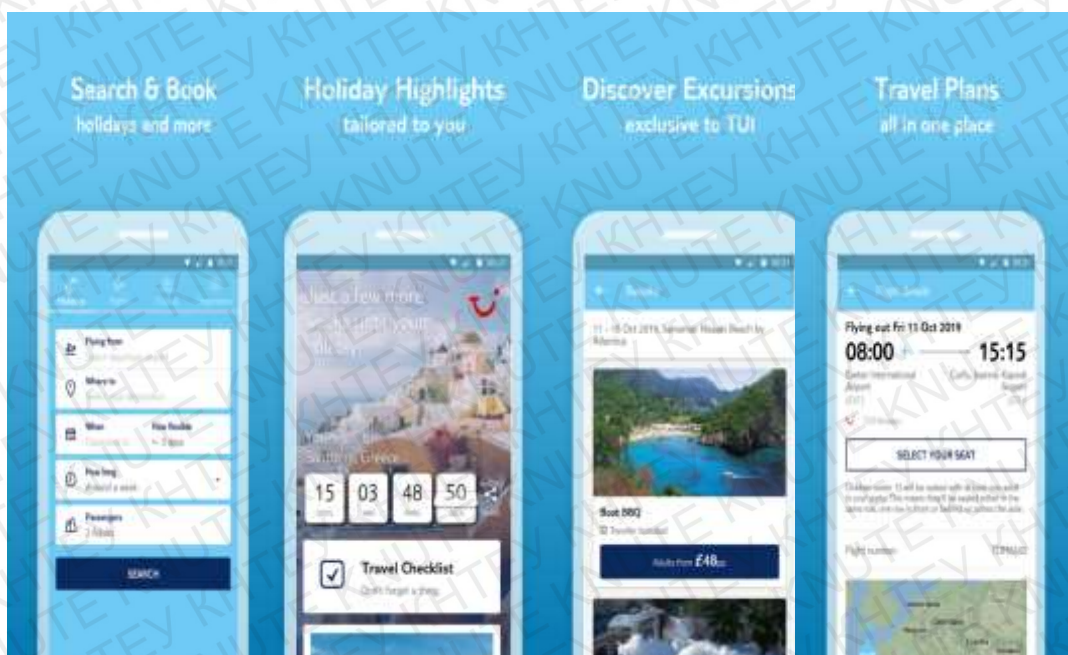
It is also important to point out that the share of media and search Internet advertising in 2020 was 49% and 51%, with significant fluctuations compared to 2019 with rates of 37% and 63% (annex I). In 2020, the largest costs of advertisers, as in the previous 2019, again fell on banner advertising and digital in-stream video (35% and 39% respectively) (annex J).

To make advertising more targeted and effective, the company needs to have analysts on staff and use a third-party platform, such as Google Analytics, to correctly interpret the results of their campaign performance analysis. On the other hand, with the same web analytics platform Google Analytics, online advertising will

allow the tourism enterprise “TUI Ukraine” to accurately track results, in contrast to offline marketing, where effectiveness is quite difficult to measure. However, their attention will have to fight, especially if the company does not offer a fundamentally new product. Therefore, there is a need to regularly improve the product, taking into account the needs of the target audience to make it competitive.

“TUI Ukraine” is trying to keep up with advanced technologies and wants to be closer to consumers. Now it is possible to receive up-to-date information on tours and promotions of the tourist enterprise in your smartphone. The company offers two mobile apps: “TUI Holidays & Travel App: Hotels, Flights, Cruise” and “TUI Travel Money”.

The application “TUI Holidays & Travel App: Hotels, Flights, Cruise” is a quick and easy way to book a travel package using a smartphone. The application includes air tickets, hotel services, interesting tours, attractive offers, so there is an opportunity to plan your vacation (figure 3.2).



*Figure 3.2. The mobile app “TUI Holidays & Travel App: Hotels, Flights, Cruise”*

[45]

Currently, this application is used by more than 1 million people. Users have the opportunity to use the convenient features of the application, namely:

- have easy access to flight and hotel information;
- choose the date and point of travel;
- sort offers by price;
- have a boarding pass in electronic form;
- choose an excursion;
- weather forecast;
- choice of additional services.

Using the application “TUI Holidays & Travel App: Hotels, Flights, Cruise”, the customer will also be able to choose a cruise and accommodation “all inclusive”. With this application, the company “TUI” tries to make the trip more comfortable.

“TUI Travel Money” is a convenient application for monitoring and checking your balance on the card when you are on vacation. The application allows you to replenish and check the balance, as well as transfer funds (figure 3.3). Currently, this application is used by more than 100 thousand people. “TUI Travel Money” provides access to Multi-Currency on the card to check balance, debit and transfer funds between currencies. With the help of the application you can view transaction histories, because the program has an ATM finder and a converter.



Figure 3.3. The mobile app “TUI Travel Money” [46]

In our opinion, the company does not use these mobile applications effectively,

so it would be good if the travel company will focus on promoting the mobile application on Google Play or Apple Store, especially taking into consideration the fact that, the share of mobile in online media advertising has grown significantly and reached 63.6% in 2020 (annex K). Due to fierce competition, it is quite difficult to bring the mobile application to the TOP category of the store, and then monetize it. But it is the promotion of applications that will help solve the main tasks: to attract, retain and return interested users. The above applications do not require additional financial investment, because they are well known among users.

We suggest using the following application promotion tools to help attract attention and attract more users:

1. Marketing influence. Blogger reviews are very effective. They test the application for free with the help of a promo code, and then, after agreeing their review with the portal's editorial staff, tell about it.

2. Building a community. Create a group on a social network and answer questions, respond to ratings and feedback. With this, it is possible to involve consumers in product improvement and conduct surveys.

3. "Call a friend." When attracting a new user of the application, the consumer receives an additional discount or bonus.

4. Retargeting. With this tool, all online advertising will be aimed at returning to the application of those users who have visited the site or viewed the product, but do not enter the application for several days. The user will be shown advertisements containing discounts or special offers on products, as well as a call to return to the application.

6. Instagram. Promoting Instagram apps through advertisements. You can create an ad from a business account. The format of such ads can be various: slide shows, photo ads, ring gallery, video ads, photos and videos of Instagram Storie. In addition, advertising posts from opinion leaders can be considered popular and effective.

7. Promo codes. A limited number of users have free access to the application. In turn, promo codes are published on the program's pages on social networks. This

opportunity allows you to get acquainted with the application and increase its loyalty.

Thus, using these tools, the travel company "TUI Ukraine" will be able to promote the mobile application. In particular, thanks to these marketing activities, the company will add value to its brand.

### **3.2. Effectiveness evaluation of proposed measures to improve advertising management of tour operator**

It would be advisable to develop an advertising campaign for 2022 aimed at promoting new travel services from the travel company "TUI Ukraine" in the Ukrainian market, taking into account the digitalization of the world economy and the coronavirus pandemic. Objectives of the advertising campaign of the travel company "TUI Ukraine":

1. Acquaintance with novelties of rounds for rest in Ukraine and abroad.
2. Increase in sales.
3. Preservation of market share.
4. Attracting a new target audience.

Period of the advertising campaign of the travel company TUI Ukraine: 2022 - All-Ukrainian advertising campaign; Coverage area: Ukraine.

The following advertising means should be used for the advertising campaign: outdoor advertising; Internet; press; holding a marathon.

Advertising campaign slogan: "A WORLD WITHOUT LIMITS TOGETHER WITH "TUI Ukraine"!"

The media plan of the travel company "TUI Ukraine" is given in table 3.2. Media planning helps the touroperator in selecting the most appropriate media, media mix, and in deciding time and space in various media so that available resources can be utilized in an optimum manner, the basic goal of media planning is to find out that combination of media which enables the advertiser ("TUI Ukraine") to communicate the ad-message to the potential customers in the most effective manner at lowest cost. It also assists in controlling wasteful advertising.



Table 3.2

**Media plan for advertising campaign of the travel company “TUI Ukraine”\***

MEDIA CARRIER	Notes	Format	Quarters				Price	Priority
			1	2	3	4		
<b>Internet</b>								
Advertising on social networks	Facebook	Targeted advertising	x	x	x	x	Initial cost = \$ 5 per day = 365*5\$ = 1825\$ = UAH 47520	1
	Instagram	Information posts, videos on the page	x	x	x	x	0	1
	YouTube	Bumper ads - videos		x		x	213 UAH / day = 213*182 = 38766 UAH	2
Website promotion in search networks	Google	SEO promotion					1200 dollars = 32 426 UAH	3
Free advertising on the Google search engine (Google Maps)			x	x	x	x	-	1
<b>Outdoor advertising</b>								
Bigboards		(rent, poster printing, layout design by designers)	x			x	from 10,000 - 27,000 UAH (depending on the proximity of the location to the city center)	2
<b>Printing industry</b>								
Own printing		Information booklets about the tour operator		x		x	1000 pcs - 1658 UAH	3
Business cards							2000 pcs - 512 UAH	3
<b>Innovative advertising campaign</b>								
Running a marathon						x	40000 UAH	2

\*own development

After analyzing the offer of newspapers, the company should choose the following newspapers:

1. Business catalog - once a month, circulation 8,000 copies, 1/8 strip, in color;

the period from 01.01.2022 to 31.12.2022;

2. Tourism, magazine, circulation of 5,000 copies, magazine - once a month, 1/8 strip, in color; the period from 01.01.2022 to 31.12.2022;

3. Business capital - Ukrainian business weekly - once a week, circulation 8,000 copies, 1/8 strip, in color; period from 01.01.2022 to 31.12.2022.

While working on the advertising in the Internet to promote any product, the company should remember that it has both advantages and disadvantages (figure 3.4).

To achieve the set goals, a large-scale advertising campaign was planned in order to acquaint consumers with the new tours from the travel company “TUI Ukraine” and their prices.

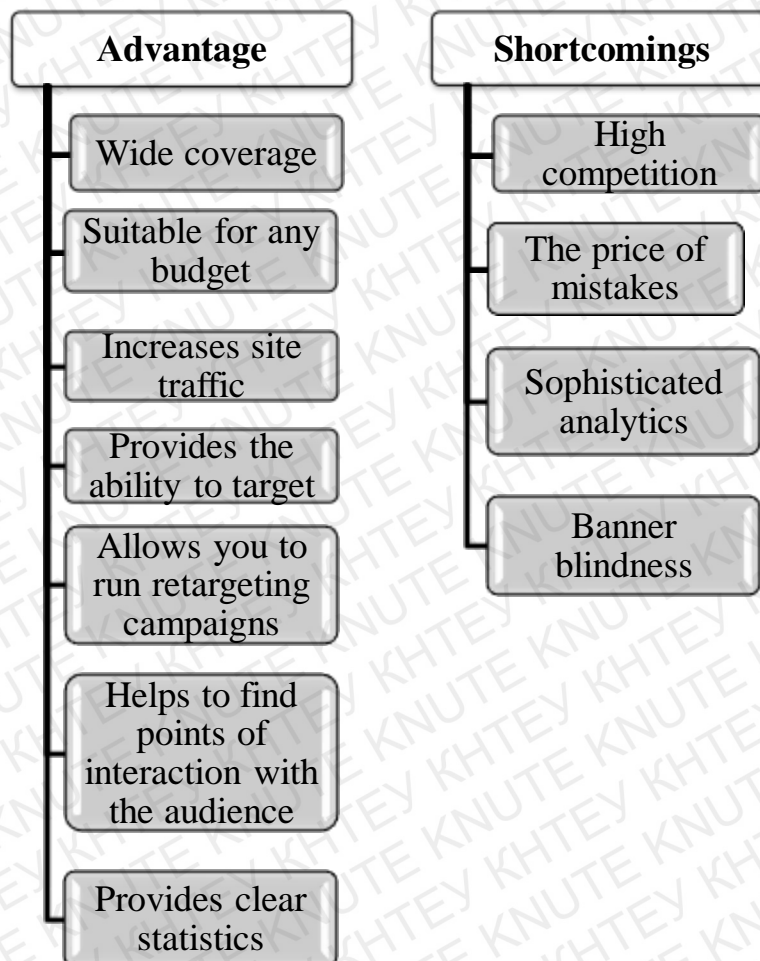


Figure 3.4. Advantage and shortcomings advertising on the Internet [17]

The stages of the advertising campaign of the travel company are as follows:

1. Determining the purpose of the advertising campaign, taking into account the overall goals and strategy of the enterprise.

The strategy of the company of the travel company “TUI Ukraine” is to support the interest of the audience with new proposals for new tours. Given the current situation in the tourism market, the following goals of the advertising campaign of the travel company can be identified:

- support and increase the loyalty of current regular customers;
- improving the brand image.

2. Creating a portrait of the target audience.

The target audience of the advertising campaign due to the specifics of advertising activities that will be implemented during the advertising campaign:

Categories: consumers of tourist services

Geography: all Ukraine.

3. The next point of development - analysis of the marketing situation, budgeting. The company actively uses various marketing tools, a separate marketing department operates on the basis of the company, and a sufficient amount of money is allocated for advertising and events. At the moment, the situation is such that, despite the economic instability in the country, the company does not aim to save on marketing, especially if this activity can lead to radical improvements. Costs for the implementation of the media plan of the travel company “TUI Ukraine” are presented in the table 3.3.

*Table 3.3*

**Expenses of the travel company TUI Ukraine for the implementation of the media plan for 2022\***

Advertising tools	Expenses by quarters of the year, thousand UAH				Expenses for the year, thousand UAH
	1	2	3	4	
Advertising on the Internet and in the social media	29,68	29,68	29,68	29,68	118,72
Outdoor advertising	15,0		15,0		30,0
Other means of advertising: printing products, purchase of balloons with the TUI Ukraine		2,17		42,17	44,34

End of table 3.3

Advertising tools	Expenses by quarters of the year, thousand UAH				Expenses for the year, thousand UAH
	1	2	3	4	
logo, souvenir products for the marathon					
<b>Total</b>	44,68	31,85	44,68	71,85	193,06

\*own development

4. Next, you should proceed to the development of a general concept of advertising (Big Idea), scenarios for the campaign. Big Idea (or "super-idea") is a strategy to promote a product or project in advertising, which is to promote a brand or product, which changes or complements the idea of the brand that has already developed in consumer. The purpose of developing an advertising campaign for the travel company "TUI Ukraine" is to hold several large-scale events that have not been held at this level before.

5. The next stage - the choice of advertising tools and channels. In order for the campaign to work as effectively as possible, it is necessary to approach in detail the choice of channels for the distribution of advertising messages. Table 3.4 presents the choice of channels for each element of the advertising campaign program for the travel company "TUI Ukraine".

Table 3.4

#### **Advertising distribution channels for the advertising campaign of travel company "TUI Ukraine"**

Program element	Advertising channel	Term
Marketing researches	Social networks and site, advertising posts in communities on social networks	Duration of the action - 1 year, emphasis on social networks: weekly program announcements
Game activities	Social networks and site, Print advertising, e-mail distribution on the client base, innovative advertising campaign: marathon	Duration of the action - 1 year, weekly program announcements Marathon - December 2022
In general, an advertising campaign	city format, social networks and site, publications on the site	All publications on this item are made a month before the start, preliminary - in fact or in a week

\*own development

As can be seen from table 3.4, to promote travel services, the travel company “TUI Ukraine” must use different channels, so this advertising campaign is comprehensive in the use of tools.

6. The next stage - the formation of the budget for the advertising campaign, estimating the cost of advertising activities. Based on tables 3.2 and 3.3, the total budget of the advertising company is 193,06 thousand UAH. From this we can conclude that the advertising campaign is experimental in nature, because although it is significantly larger and longer than the standard advertising campaign conducted by the company, its budget can be called small, because it does not include such large-scale costs as publications in expensive media and a lot of outdoor advertising.

7 – 8 stages. After the formation of the budget and until the final stage of evaluating the effectiveness, there are two more stages - the creation of advertising products, approval, testing, purchase of advertising space and advertising.

These elements are very practical and for work it is worth noting all the partners, contractors and special resources (programs) that should be used in the process of advertising campaign.

Example of an innovative advertising campaign: Running a marathon.

The marathon is a long distance foot race with a distance of 42.195 kilometres, usually run as a road race, but the distance can be covered on trail routes. The marathon can be completed by running or with a run/walk strategy. There are also wheelchair divisions [47].

The main task of the marathon is to arouse interest, to draw people's attention to people with disabilities, to call for support and respect. The Fundamental characteristics of the event are described in the table 3.5.

*Table 3.5*

**The fundamental characteristics and description of the marathon\***

	<b>Description</b>
Name	“A world without limits together with “TUI Ukraine”!”
Region and city	Kyiv
Marathon length	42 km, starting and ending point - Sofia Square
Date	December 3, 2022. from 10.00 in Kiev it is proposed to hold a marathon called: “A World Without Limits Together With TUI!”, which is timed

	<b>Description</b>
	to the World Day of People with Disabilities
Participants	all comers, of all ages and genders, people with disabilities can also participate in it, they will be allocated a separate track
Goal	to create an event that will draw attention to the company as an enterprise that enables people with disabilities to live a full life
Mandatory components	<ul style="list-style-type: none"> <li>• starting number of the participant with the name (for those who register before November 17, 2022);</li> <li>• accident insurance, which covers participation in sports competitions on the day of the start;</li> <li>• official bracelet of the event;</li> <li>• electronic chip for registration of the result;</li> <li>• possibility to use locker rooms and lockers;</li> <li>• hydration points: on the 5th, 10th, 15th, 21st, 25th, 27.5 km, 30th, 32.5 km, 35th, 37.5 km, 40th kilometer and at the finish;</li> <li>• food points: on the 15th, 21st, 25th, 30th, 35th, 40th kilometer and at the finish;</li> <li>• route map;</li> <li>• medical support on the route;</li> <li>• musical support on the track;</li> <li>• finisher's medal (issued if the entire distance is covered within the time limit);</li> <li>• finisher package: apple, banana, water;</li> <li>• photos after the race;</li> <li>• electronic diploma finisher.</li> </ul>

*\*own development*

The example of map of the marathon can be seen in the figure 3.5. After the finish of all participants, balloons of different colors with the company logo are released into the sky.



Figure 3.5. The map of the marathon “A world without limits together with “TUI Ukraine”!” [48]

So, advertising helps the travel company "TUI Ukraine": to attract the attention of a potential buyer; provide the buyer with benefits for him from the purchase of the service and opportunities for additional study of the service; to form in the consumer a certain level of knowledge about the services themselves; create a favorable image (image) of the company and a positive attitude towards the company; stimulate sales of services; make this consumer a regular customer of the company and remind the consumer about the company and its services.

Summing up, the travel company "TUI Ukraine" will increase revenue from the sale of travel services and attract additional buyers through the use of Internet communications, namely its pages on social networks Facebook and Instagram. By implementing the advertising campaign described above, the company would be able to pay attention of people not only to itself but rather, she will raise an important social problem which will raise the value of its brand on the market. Therefore, the draft measures can be considered effective.

### **Conclusions to part III**

1. Based on the problems that the company has in the management of its advertising activities, which were previously discussed in the part 2, we have provided a number of recommendations for improving the management of advertising, including:

1.1. Marketing influence – cooperating with bloggers as influencers of nowadays.

1.2. Building a community.

1.3. "Call a friend", as an additional option for mobile apps.

1.4. Retargeting.

1.5. Developing and improving the profile of the company in the social networks, such as Instagram and Facebook.

2. The media plan of the advertising campaign for 2022 was developed, the estimated expenses amounting to 193,06 thousand UAH.

3. It was proposed to implement an innovative advertising campaign – running marathon under slogan “A World Without Limits Together With “TUI Ukraine”!”, which is timed to the World Day of People with Disabilities.

4. The purpose of developing an advertising campaign for the travel company “TUI Ukraine” or, in other words, its “Big Idea” is to hold several large-scale events that have not been held at this level before.

5. Finally, we can say that advertising helps the travel company “TUI Ukraine”:

- to attract the attention of a potential buyer; provide the buyer with benefits for him from the purchase of the service and opportunities for additional study of the service;
- to form in the consumer a certain level of knowledge about the services themselves;
- to create a favorable image of the company and a positive attitude towards the company;
- to stimulate sales of services; make its consumer a regular customer of the company and remind the consumer about the company and its services.



## CONCLUSIONS

1. In the qualification work we considered the theoretical provisions and practice of formation and use of advertising of a tourist enterprise. In particular, in the first section we analyzed the theoretical approaches to the definition of «advertising», «advertising management» and proposed our own interpretation of this definition. Thus, we believe that advertising management is considered as the management of the advertising process from research, planning, development of advertising, practical implementation and control of the effectiveness of advertising activities aimed at achieving marketing goals, and ending with the consumer's reaction to advertising. Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product. Additionally, we have classified advertising on the principle of typology of its main criteria and analyzed all of the modern types of the advertising. We also determined that effective management of advertising is one of the important components of enterprise competitiveness, because the development of market relations, increased competition requires adequate advertising campaigns, fuller use of marketing communications, improving the effectiveness of advertising, the use of non-standard advertising activities.

2. In the second section of the qualification work, we gave a general description of the company “TUI Ukraine”, analyzed its organizational structure and advertising activities. It was found that to promote its product, the travel company prefers advertising on the Internet and has its own website. This allows the consumer to quickly and accurately find the product of the enterprise. Thus, we can conclude that by improving the site of the travel company, giving users the opportunity to learn both negative and positive stories of using the company's services, facilitating feedback to the company directly through a chatbot, they can significantly improve the company's image and get more high credit of trust among consumers. It should be added that we analyzed the branding of the travel company “TUI”, which made it

clear that the company has a strong brand with a stable position in the market of travel services and high customer loyalty, which in turn allows the tour operator significant benefits. The site of the tourist enterprise and the company's pages on social networks were analyzed. A SWOT analysis was also performed and problems were identified in advertising management of touroperator.

3. The third section of the qualification work provided recommendations for improving the management of advertising activities of the enterprise. The analysis of mobile applications "TUI Holidays & Travel App: Hotels, Flights, Cruise", and "TUI Travel Money" on the Ukrainian market was also performed. The mentioned applications "TUI Holidays & Travel App: Hotels, Flights, Cruise" and "TUI Travel Money" do not require additional financial investments, as they are well known among users. Unfortunately, the company does not use these mobile applications effectively, so it the travel company should focus on promoting the mobile application on Google Play or Apple Store, especially taking into consideration the fact that, the share of mobile in online media advertising if growing significantly.

4. Based on the problems that the company has in the management of its advertising activities, which were previously discussed in the part 2, we have provided a number of recommendations for improving the management of advertising, including:

1. Marketing influence – cooperating with bloggers as inflencers of nowadays.
2. Building a community.
3. "Call a friend", as an additional option for mobile apps.
4. Retargeting.
5. Developing and improving the profile of the company in the social networks, such as Instagram and Facebook.

The media plan of the advertising campaign for 2022 was developed, the estimated expenses amounting to 193,06 thousand UAH. It was proposed to implement an innovative advertising campaign – running marathon under slogan "A World Without Limits Together With "TUI Ukraine"!'", which is timed to the World

Day of People with Disabilities. The purpose of developing an advertising campaign for the travel company “TUI Ukraine” or, in other words, its “Big Idea” is to hold several large-scale events that have not been held at this level before.

5. Summing up the above mentioned, we can argue that nowadays, advertising is a very important factor in the development of the company. In modern conditions, advertising plays a key role because it affects the reputation and popularity of the company, its brand and image. The correct approach to advertising management helps the travel company “TUI Ukraine” to attract the attention of a potential buyer; provide the buyer with benefits for him from the purchase of the service and opportunities for additional study of the service; create a favorable image of the company and a positive attitude towards the company; stimulate sales of services; make its consumer a regular customer of the company and remind the consumer about the company and its services, increases the competitive advantages of the enterprise.

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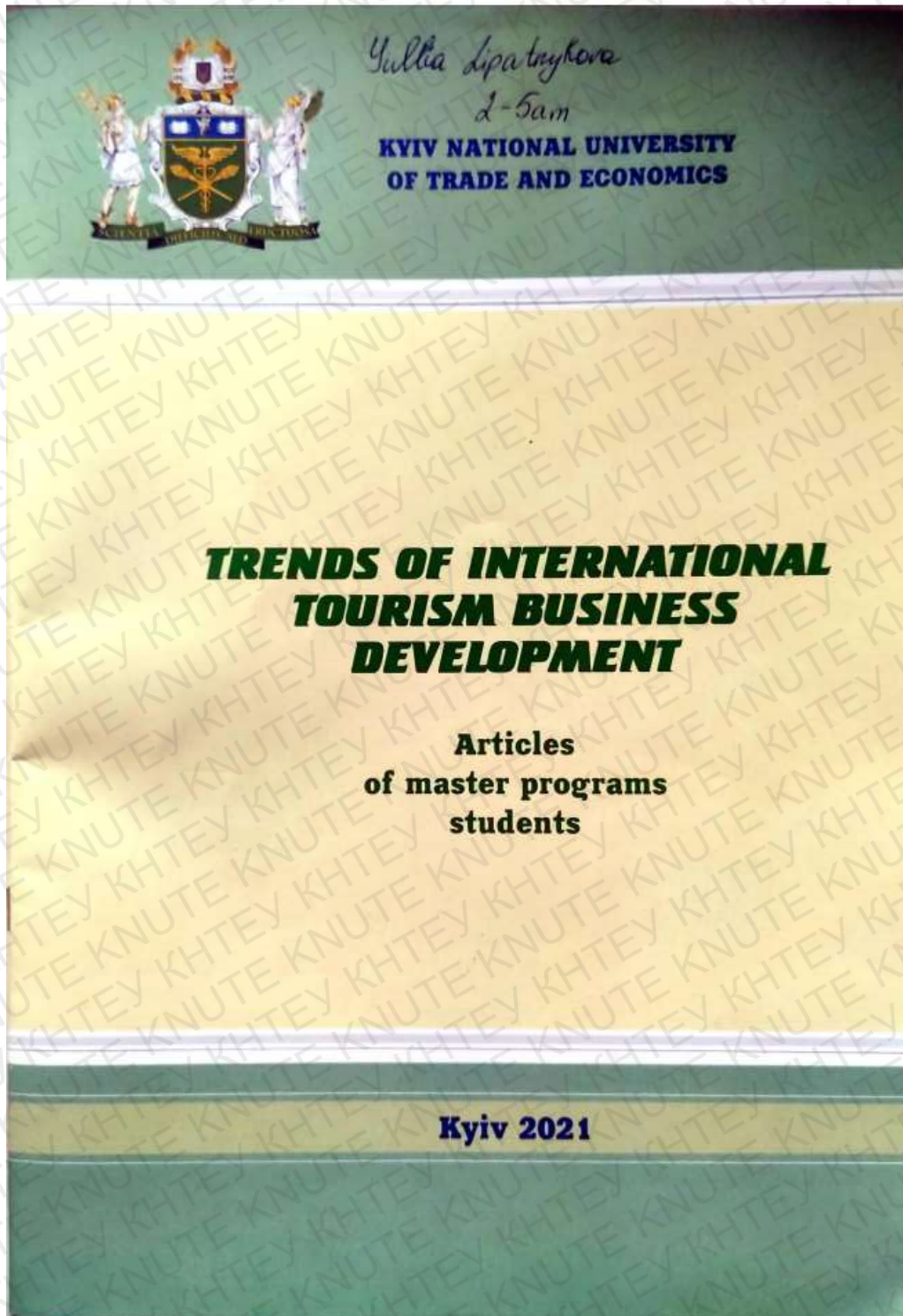
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**The scientific article «Essence and features of advertising management »  
in the collection of scientific articles of KNUTE students**



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

***TRENDS OF INTERNATIONAL TOURISM  
BUSINESS DEVELOPMENT***

**Articles of master programs students  
Specialty 073 «Management»  
(specialization «Tourism, Resort and Recreation Management»),  
242 «Tourism» (specialization  
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Т 33

**Т 33 Trends of international tourism business development :** articles's collection of master programs students / executive editor A. A. Mazaraki. – Kyiv : Kyiv National University Trade of and Economics, 2021. – 68 p.

Collection consists of articles devoted to problems of tourism, resort and recreational management, international tourism business. The main scientific investigation in fields of luxury tourism, digital tourism technologies, event tourisms, advertising management in tourism, health tourism as well as rural and ecotourism are proposed.

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## CONTENT

<b>INTRODUCTION</b> .....	4
<b>PART 1. INTERNATIONAL TOURISM BUSINESS</b>	
<b>RUDENKO A.</b> LUXURY TOURISM IS A TREND IN THE NEAR FUTURE.....	5
<b>POLOSIN A.</b> DIGITAL TECHNOLOGIES OF INTERNATIONAL TOURISM MARKET OPERATORS.....	10
<b>VIVCHAR I.</b> ESSENCE AND TYPES OF EVENTS IN TOURISM.....	15
<b>BIELIENKOVA A.</b> CONCEPTUAL BASES OF RURAL AND ECOTOURISM PRODUCT.....	19
<b>SKALOZUB I.</b> THEORETICAL AND METHODOLOGICAL BASIS OF HEALTH TOURISM .....	27
<b>DIADIUK D.</b> FORESIGHT PROJECT OF BUSINESS DEVELOPMENT OF AN INTERNATIONAL TOURISM CORPORATION.....	32
<b>PART 2. TOURISM, RESORT AND RECREATION MANAGEMENT</b>	
<b>LIPATNYKOVA Y.</b> ESSENCE AND FEATURES OF ADVERTISING MANAGEMENT.....	37
<b>AGBAJE T.</b> TOUR OPERATOR TALENT MANAGEMENT SYSTEM .....	41
<b>LYSIANA V.</b> TOURISM PRINCIPLES BASED ON THE CONCEPT OF TOUCHLESS ECONOMY; GENESIS OF THE IDEA, PRINCIPLES OF IMPLEMENTATION AND THE WORLD PRACTICE .....	46
<b>KONONKO D.</b> THE STRATEGY OF MIND MANAGEMENT IN TOURIST COMPANY .....	55
<b>MELNIK Y.</b> DIGITAL INTEGRATED MARKETING COMMUNICATIONS OF THE TOURISM COMPANY.....	61

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Associate Professor KRAVTSOV S. S.

## PART 2. TOURISM, RESORT AND RECREATION MANAGEMENT

### ESSENCE AND FEATURES OF ADVERTISING MANAGEMENT

LIPATNYKOVA Y., 2 course of master FRHTB KNUTE,  
specialty «Management», specialization «Tourism, Resort and Recreational Management»

*The article covers the significance of advertising management. There were analyzed the theoretical aspects of advertising management, and there has been characterized main types of advertising. Features of advertising management in tourism were determined.*

**Key words:** advertising, competitiveness, advertising management, tourism.

*У статті висвітлено значення управління рекламною діяльністю. Проаналізовано теоретичні аспекти управління рекламною діяльністю та охарактеризовано основні види реклами. Визначено особливості управління рекламною діяльністю в туризмі.*

**Ключові слова:** реклама, конкурентоспроможність, управління рекламною діяльністю, туризм.

*Actuality of the article.* Today in the process of ensuring the competitiveness of tourism companies an important role is played by the quality and efficiency of modern technologies for managing the tourism activities of the company, which are created and used in practice a lot. Among the various types of advertising in tourism should pay attention to the latest methods of promoting products and services, the use of which today allows companies to obtain additional financial results, as well as increase market share.

*The purpose of the article* is to analyse essence and features of advertising management in tourism.

There is no secret that the tourism industry is becoming one of the largest advertisers today. Analysis of foreign experience shows that the advertising costs of tourist trips make up, on average, 5-6% of the revenues received from all activities of travel companies. Thus, at the present stage of improving the tourism industry, it is advertising that is becoming a necessary tool for the constantly developing global tourism industry. In turn, the growth and development of tourism is of no small importance for strengthening the infrastructure of the economy of any country, since tourism is an integral part of it.

Advertising plays a vital role and is a necessary tool in the development of tourism in countries. Since high-quality and professionally executed advertising plays a central role in the expansion of the tourism industry, it is precisely this that helps tourism enterprises to develop new sales markets. Thus, a double effect is ensured: on the one hand, sales volumes expand, economic growth in this area is ensured, direct and indirect jobs are created, and the own revenues of travel companies increase, due to which personnel are paid. On the other, and no less important,

prerequisites are created for creative competition for innovations in the national and international tourism industry. It is important to note that to achieve a successful tourism industry, travel agencies and government agencies in a country must work hand in hand to achieve these goals. This collaboration shows the influence of various media and advertising methods used in tourism, which helped to identify the right tool for expanding the country's tourism industry.

At the present stage, along with the formation and development of the market, advertising is changing and improving, which provides consumers with information about alternatives of choice, and creates more favorable conditions for producers to compete [1]. With the development of the world market, competition, the question of the place and role of advertising in tourism is of particular importance. The economic role of advertising is growing steadily. Consumers accelerate the process of buying and selling, capital turnover, giving preference to any product is due to advertising.

The term «advertising» in reference and encyclopedic works, legislation and at the household level seems clear and established, but if you turn to legal and economic dictionaries, encyclopedias, you can understand how ambiguous is the definition of the concept of advertising. A common source of advertising is the Latin verb *reclamo*, which means shout, call. Due to French influence (fr. *reclame*) this token came into the Ukrainian language and now we use the term «advertising», which means the dissemination of information about someone, about something in order to promote [2, p. 579].

A characteristic feature of the new role of modern advertising is that it has become an integral and active part of a comprehensive marketing system, the level of development of which determines the quality and effectiveness of advertising and information activities of the manufacturer and its compliance with new world market requirements. Currently, experts offer more than two thousand definitions of advertising. Most of them have some common position: in advertising there is a combination of several functions: message, method, recipient, influence and so on (table 1).

Definitions of «advertising»

Table 1

Source	Definitions
Law of Ukraine «On Advertising» [3]	Information about a person or product, disseminated, in any form and in any way and intended to form or maintain the awareness of consumers of advertising and their interest in such a person or product
American Marketing Association [4]	Any form of impersonal presentation and promotion of ideas, goods or services, paid for by a precisely established customer
C. Sandage, W. Freiburger. [5]	A form of communication that seeks to translate the quality of goods and services, as well as ideas, into the language of consumer needs and requests
Y. Mironov, R. Kramar [6]	Any paid form of impersonal offer of goods and services on behalf of a particular sponsor, in order to influence the audience in some way. With the help of advertising, a certain idea of the buyer about the features of the product or service is formed
Y. Shernshuchenko [7]	Special information about persons or products that are distributed in any form and in any way for the purpose of direct or indirect profit. Aimed at an indefinite range of consumers, the sale of goods, has an impact on potential consumers or products, promotes specific individuals or legal entities and their products and more
V. Konoplitsky [8]	Commercial information about goods, services, etc. in order to inform consumers and create demand for these goods and services. Advertising is one of the components of marketing independent advertising agencies
V. Kolomoitsev [9]	Purposelful influence on the consumer through the media to promote goods in the market. Advertising acquaints the consumer with the goods or services offered by the enterprise, organization, firm
R. Ivanchenko [10]	Any form of impersonal offering and promotion of commercial ideas, goods or services at the expense of a clearly defined customer. Secondly, it is an advertising business. Third is the publication of advertisements in the press

Source	Definitions
J. Romat [11]	Type of social mass commercial communication, formed and paid by the advertiser (seller) and aimed at potential buyers (consumers) of the object of advertising (goods, services, image, ideas, person, organization, state, territory, etc.), the purpose of communication is the formation certain targeted guidelines for recipients of advertising appeals regarding the object of advertising
J. Kotler [12]	Any form of impersonal presentation and promotion of ideas, goods or services paid for by a particular entity

Source: prepared by author

As it turned out, there is no clarity and unity in the definition of «advertising»: experts either offer their own definition, or clarify existing ones. However, we can make a general definition that advertising is a type of marketing activity, any paid form of impersonal offer and promotion of ideas, goods and services of an identified sponsor, which aims to create an image or attract attention and demand of potential consumers to the object of advertising by using the most effective techniques and methods taking into account the specific situation, as a result of which a certain idea of the consumer about the features of the product or service is formed and the promotion of ideas, products and services of a specific customer is ensured.

The optimal organization of advertising and information activities in a market economy provides an impact on the economic system of the country as a whole and on the tourism industry and individual consumers. Nowadays, tourism is a multinational business of global importance. Tourism is one of the most profitable and gainful industries, which generate a bastion of economical, private business, and human resources available to the economy of the country, not mention the universal popularity of the country involved in this advertising.

An effective advertising campaign is very important for creating a positive image and a tourism enterprise. After all, the specifics of advertising in the field of tourism is associated with the desire of people to get maximum comfort with minimum costs. A travel company that inefficiently uses an advertising campaign in its activities, involuntarily creates the conditions for filling this niche with direct competitors or the emergence of a new company.

The essence of advertising management is to manage advertising to achieve the following goals:

1. Creating a positive image of the company and the popularity of its products.
2. Informing about the consumer properties of the advertised product and its advantages over the products of competing firms.
3. Informing about the places of possible purchase of goods.
4. Creation of a system of information and service services.
5. Ensuring stable sales of goods and the influx of buyers.
6. Attracting wholesale buyers, dealers and corporate clients.
7. Ensuring long-term and effective operation of the firm in a particular market segment.

Advertising management is considered as the management of the advertising process from research, planning, development of advertising, practical implementation and control of the effectiveness of advertising activities aimed at achieving marketing goals, and ending with the consumer's reaction to advertising. The organization of advertising in the tourism industry differs from similar activities in other industries. This is due to the specifics of the tourism product and marketing in the tourism industry. Scientists identify several of its most characteristic features (fig. 1).

The organization of advertising in the tourism industry differs from similar activities in other industries. This is due to the specifics of the tourism product and marketing in the tourism industry. Scientists identify several of its most characteristic features.

1. Reliability. Advertising in tourism has a special responsibility for the accuracy, truthfulness and accuracy of the information transmitted through it.
2. Information saturation. Unlike traditional goods, travel services do not have a material form and constant quality, so they require priority development of such advertising functions as awareness and advocacy.
3. Visibility and persuasiveness. The specifics of travel services implies the need to use visual (visual) tools that increase their sensitivity (photographs, paintings, etc.).



4. Uncertainty in terms of effect. The appeal to the client's tourist organization for Advertising is probabilistic and depends on a large number of factors, often unrelated to advertising (subjective factors, political, economic, etc.) [13, p. 237].

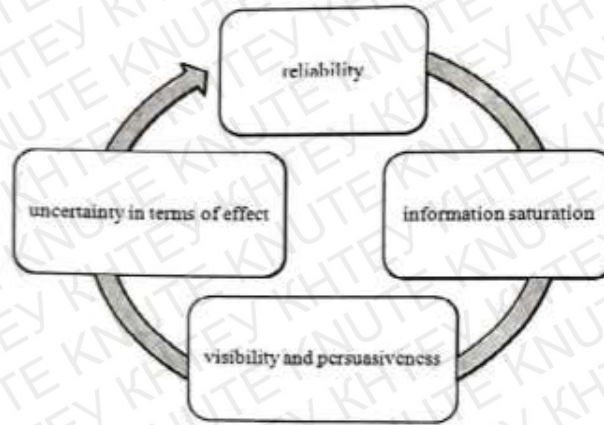


Fig. 1. Characteristic features of advertising in the tourism industry

Source: [13]

The main purpose of advertising management – the concentration of force on a small number of actions of advertising promotion, the ability to achieve marketing goals through the components of its effectiveness (economic and communicative) with a limited amount of dedicated advertising budget. The effectiveness of advertising management is determined by the effectiveness of the operation and use of each element of the management system, namely: the rationality of the structure using scientific, innovative, management methods, speed, completeness of information, skills, their ability to creatively address specific management problems.

Another criterion in determining the effectiveness of advertising management is satisfaction with the degree of realization of the interests of participants in the process. In the case of applying this approach to assessing the effectiveness of advertising management, it is necessary to identify groups (owners, business management, middle managers, consumers, society, etc.). Each of these groups has its own interests, on the basis of which the goals of the enterprise and the criteria of effective management of advertising can be formulated [14].

Since the interests of stakeholders in the advertising activities of the company are different, the criterion for effective management is the ability to maintain a balance between such different goals as sales, profits, revenue, compliance with the interests of staff and customers, environmental protection and more. It should be noted that the coordination of these interests and the formation on their basis of a set of advertising goals of the enterprise is the main task of management [15, p. 127–132].

Thus, we can conclude that advertising is a very important factor in the development of the company. In modern conditions, advertising plays a key role because it affects the reputation and popularity of the enterprise.

**Conclusion.** Advertising management is a purposeful position of the advertiser together with the manufacturer and distributor of advertising to regulate the market stability of enterprises through advertising campaigns involving the effects of patterns and trends of advertising and consumer markets, which includes organization and management of planning, development and production of advertising presentation of advertising messages to the audience and performance monitoring.

A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate the desired revenue.

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Work is executed under scientific guidance of the Candidate of Economics Sciences,  
Associate Professor, DUPLIAK T. P.

## TOUR OPERATOR TALENT MANAGEMENT SYSTEM

AGBAJE T., 2 course of master FRHTB KNUTE,  
specialty «Management», specialization «Tourism, Resort and Recreation Managements»

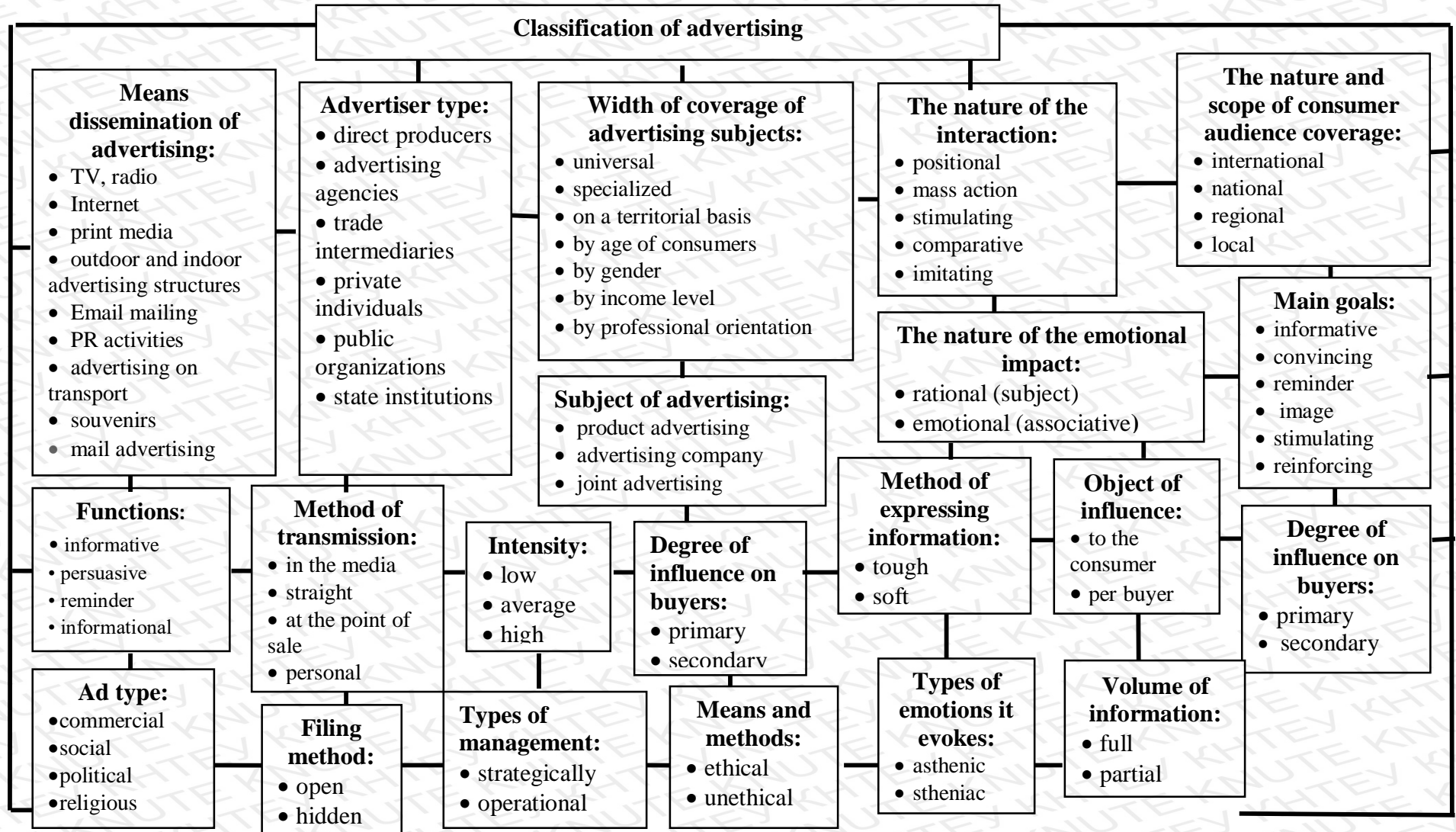
*The article deals with the definitions of talent management system, review of existing talent management systems, its practices and strategies in tourism and hospitality industry.*

**Keywords:** Talent, Talent Management, Hospitality and Tourism, Practices.

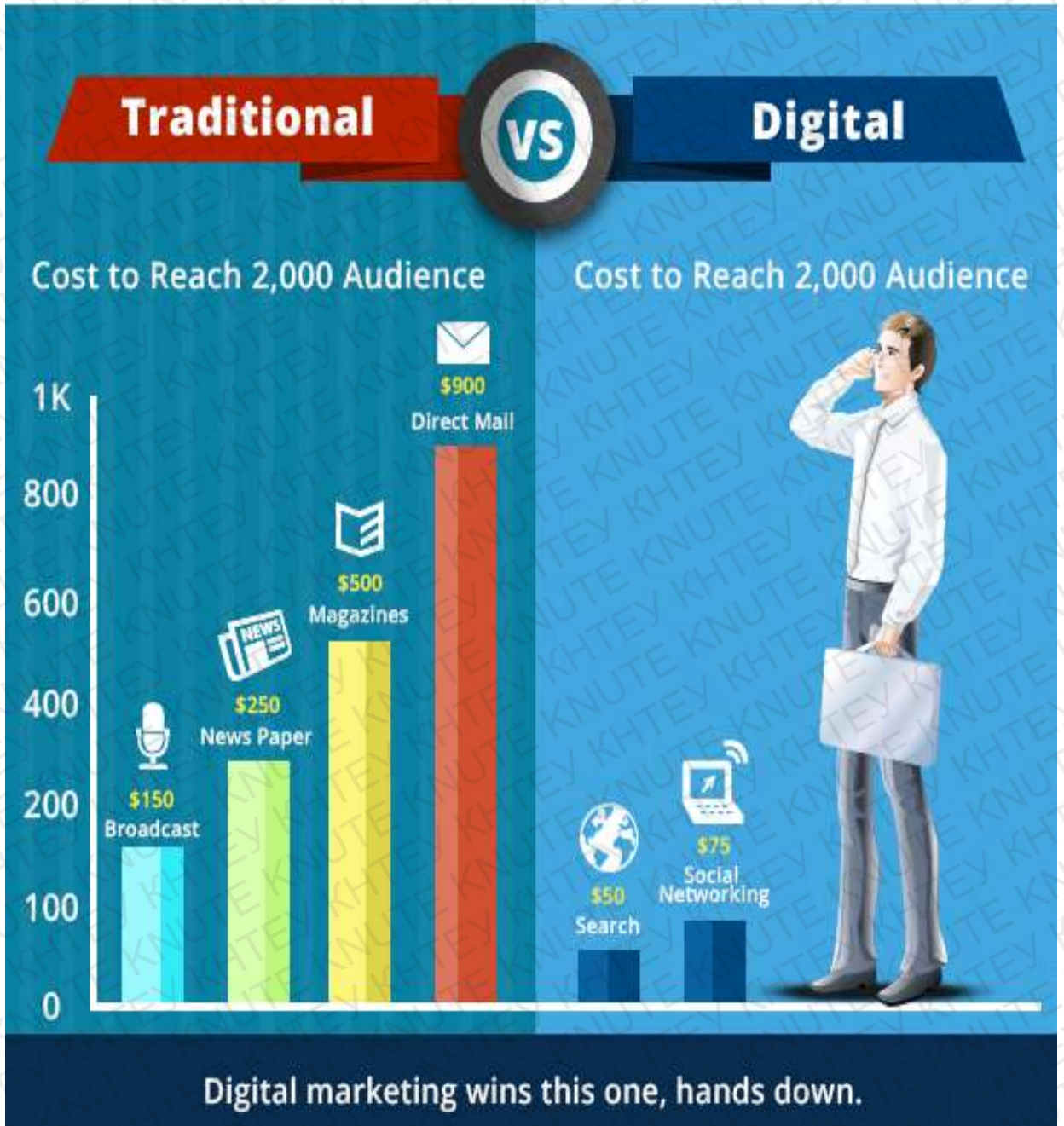
*У статті розглядаються визначення системи управління талантами, огляд існуючих систем управління талантами, її практики та стратегії в галузі туризму та гостинності.*

**Ключові слова:** талант, управління талантами, гостинність та туризм, практики.

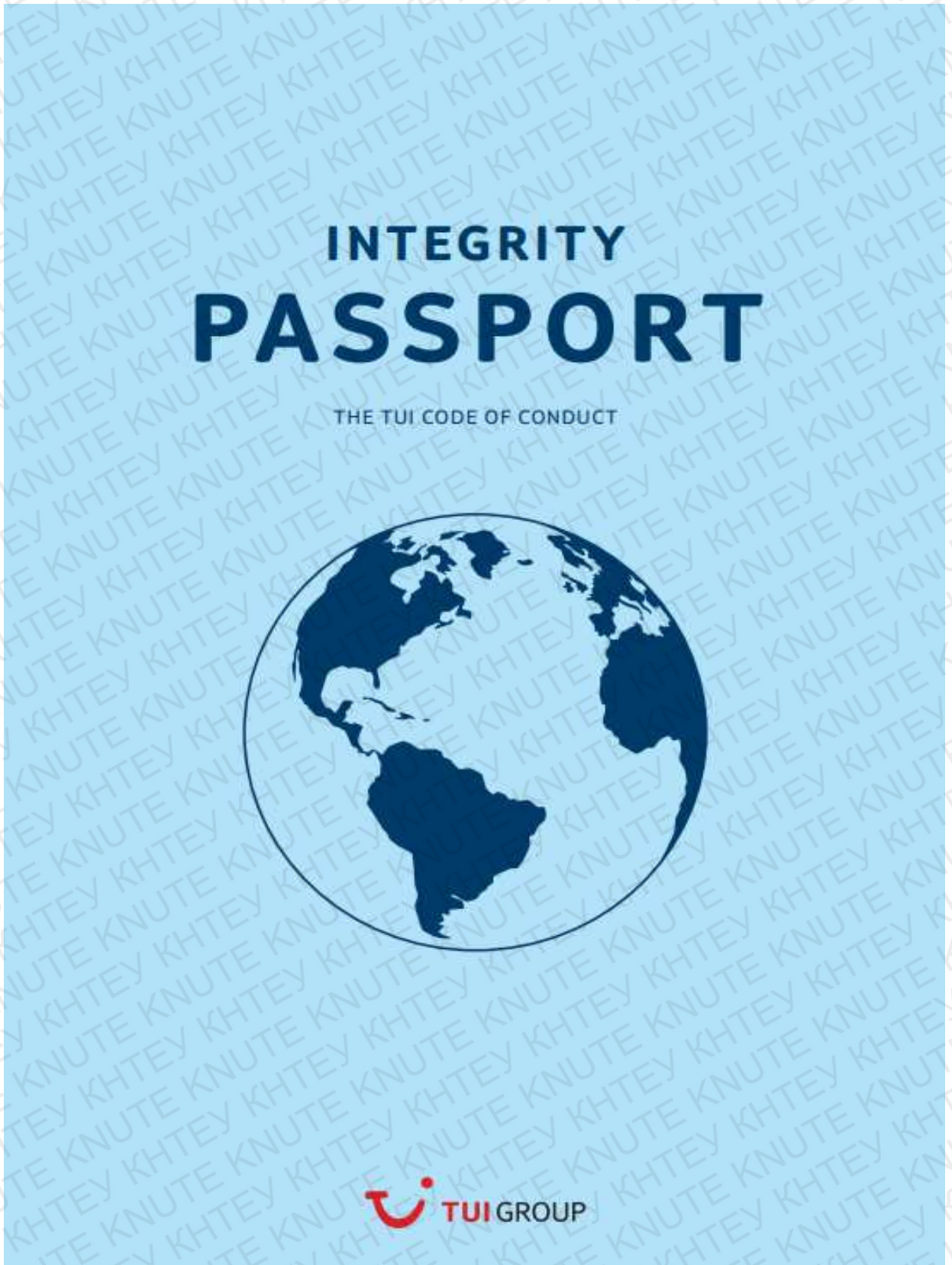
### Classification of advertising [4]



### The Minimum Cost Of Reaching 2,000 Viewers with using traditional and digital advertising [18]



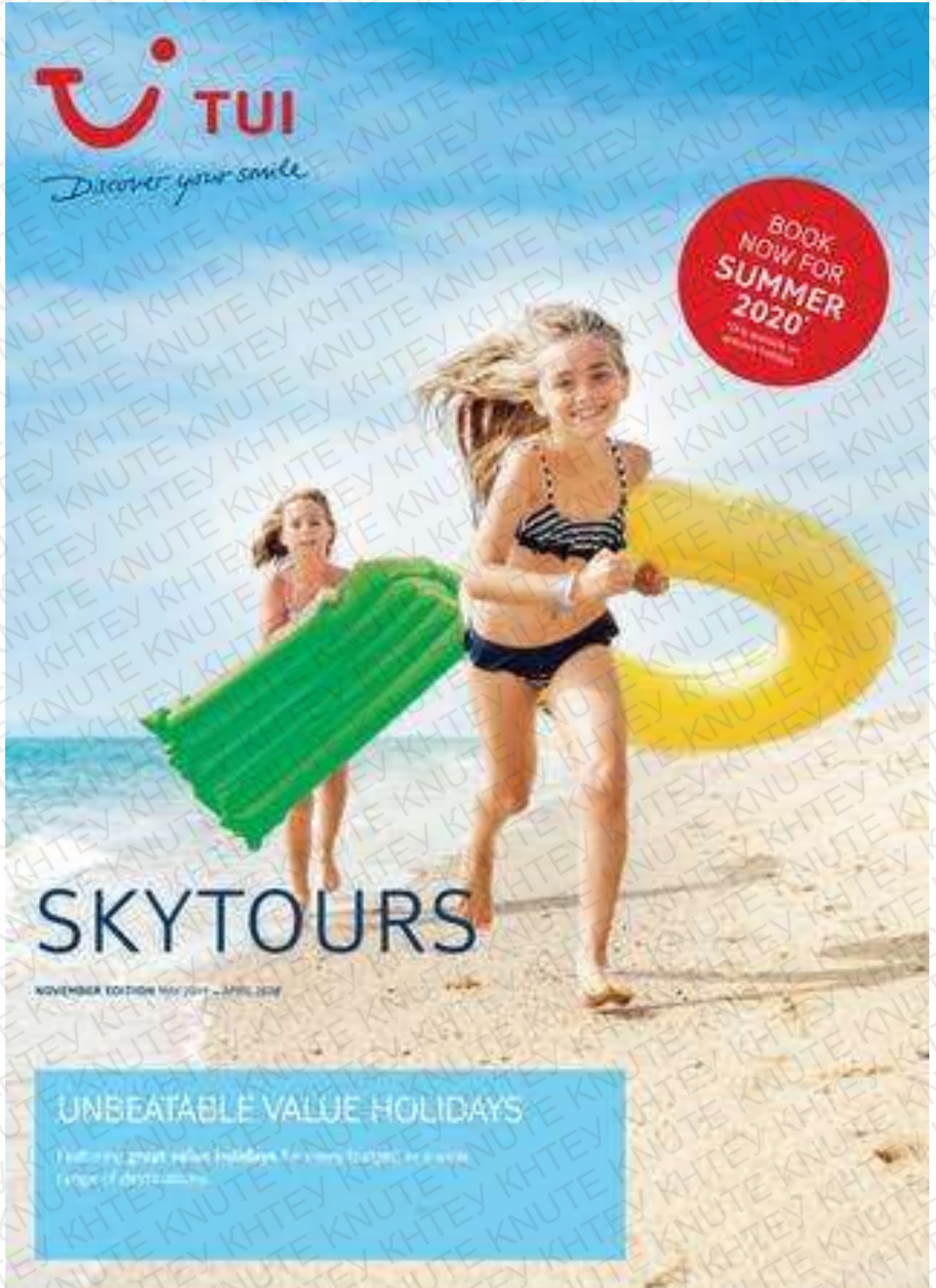
**Integrity Passport of “TUI Group” [30]**



The overall figure for travel bookings of “TUI Group” for the second and third quarters of 2020 [36]



A flyer of “TUI Ukraine” as one of the possible ways to attract the attention of potential consumers [37]

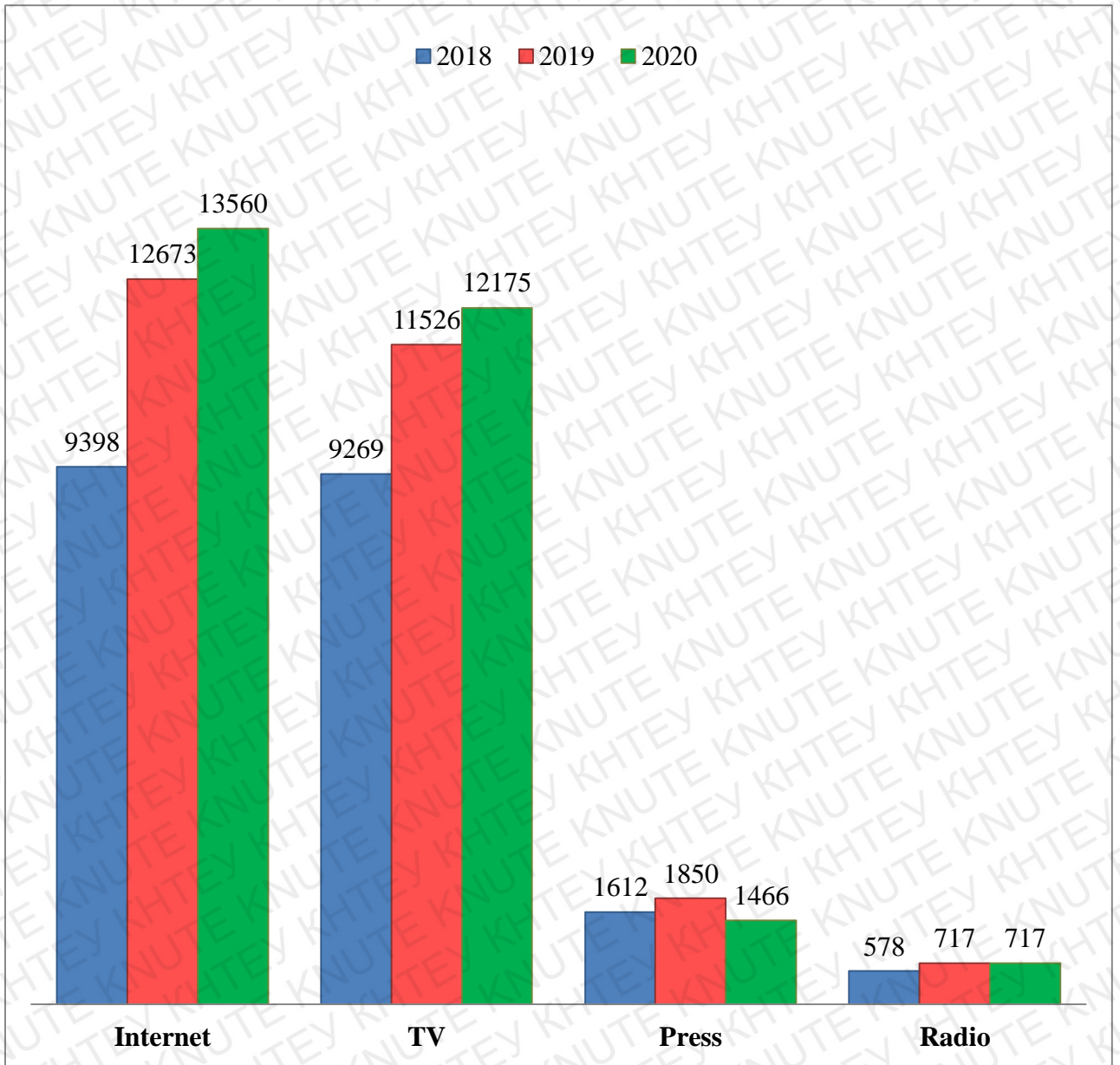


Example of advertising of “TUI” on brochures [39]

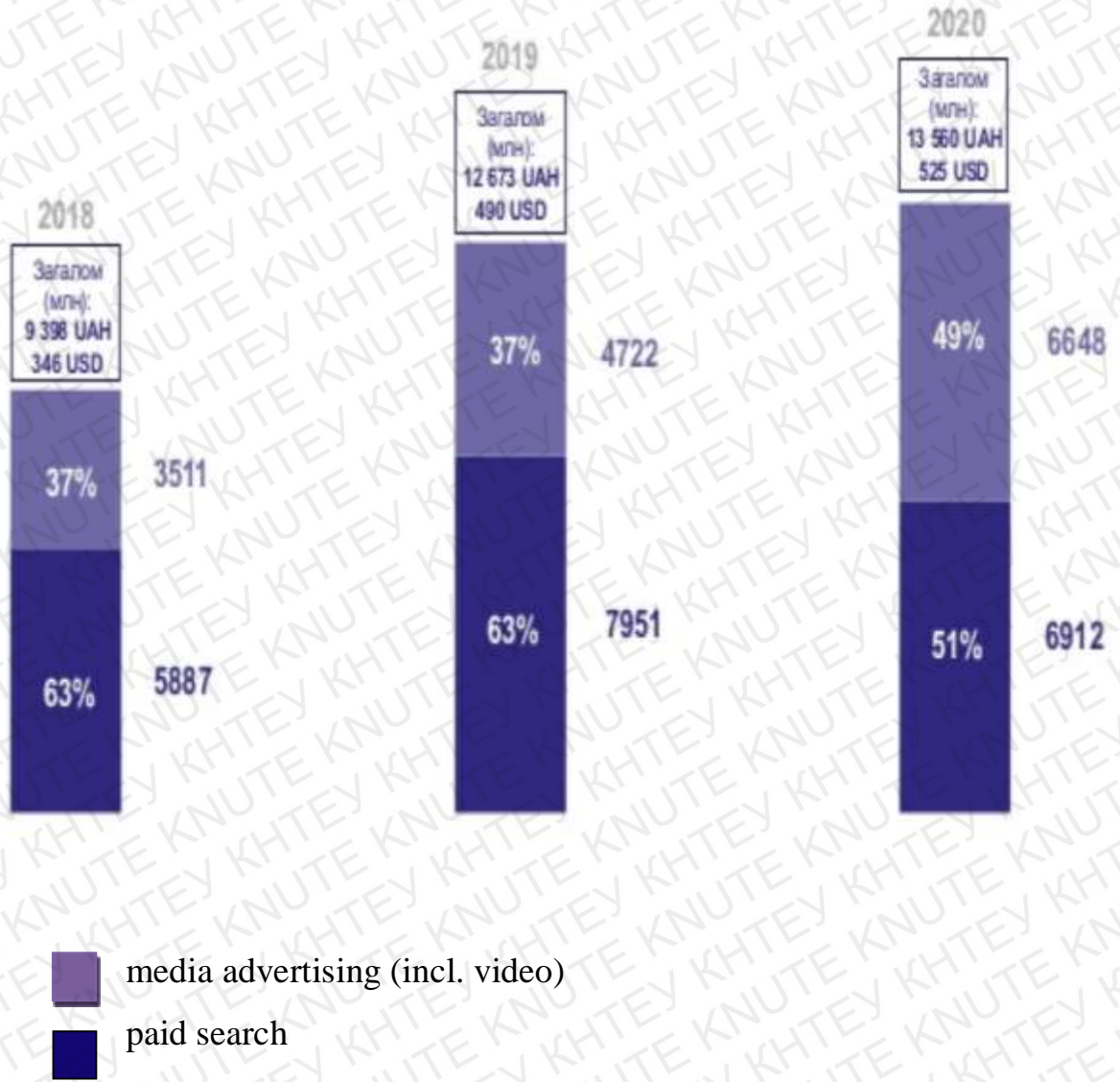




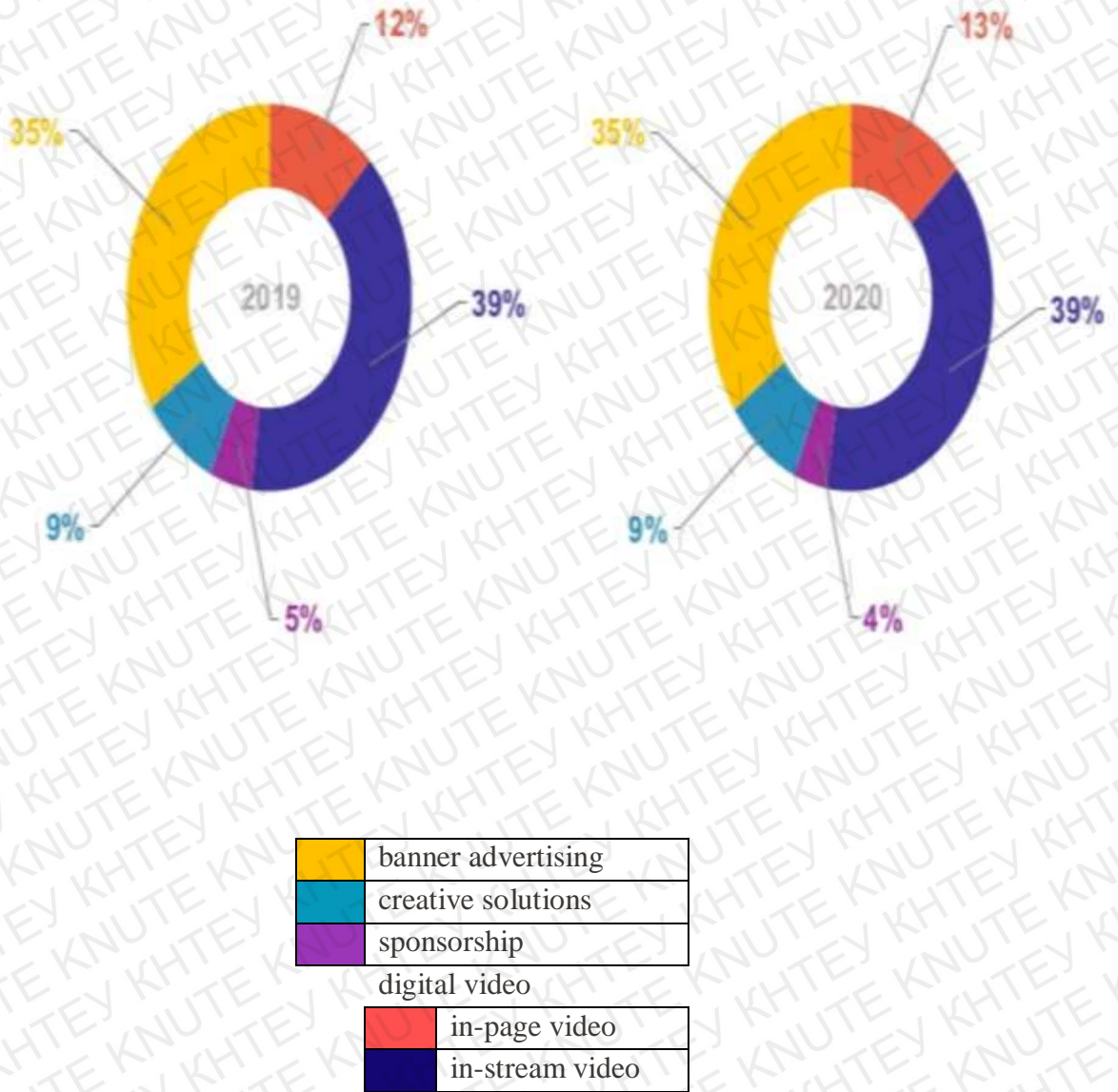
### The volume of the Internet advertising market [44]



### The volume of Internet advertising in Ukraine [44]



### Types of online Internet advertising [44]



The share of mobile in online media advertising [44]

