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MARKETING COMMUNICATIONS OF TOURIST ENTERPRISES: SYSTEM AND MANAGEMENT ASPECTS

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МАРКЕТИНГОВІ КОМУНІКАЦІЇ ТУРИСТИЧНИХ ПІДПРИЄМСТВ: СИСТЕМНИЙ ТА УПРАВЛІНСЬКИЙ АСПЕКТИ

Formulation of the problem. In conditions of today's formation of the global economic system on post-industrial basis, the economic growth of tourism enterprises and their competitiveness are stipulated to a large extent by the introduction of an effective system of marketing communications. The valid influence of the tourism industry on different spheres of life leads to a strategic awareness of the importance of the phenomenon of tourism. Tourism is the carrier of both economic benefits, as it creates the largest share of added value, and social significance that is confirmed by the constant increase of employees in tourism sphere and labor costs. In this context, the actuality of study of the features of marketing communications at tourist enterprises is revealed.

Analysis of recent research and publications. In the domestic and foreign scientific researches, there is a number of works and publications that examines the theoretical positions of marketing. In particular, the most important works belong to such scientists as J. Burnet, B. Burkinsky, S. Butcher, Y. Vasin, A. Voichak, O. Golubkova, Ya. Gordon, I. Dzhumenko, R. Ivanova, A. Kovalev, T. Lukianets, N. Lysytsa, N. Moiseyev, S. Minet, S. Moriarti, N. Noritsina [1-13].

Modern theoretical achievements determine the essence of marketing communications, describe the effective methods and techniques of communication marketing, and examine in detail the impact of marketing technologies on profit and value of enterprises. But despite the great theoretical basis, the peculiarities of marketing communications at the enterprises of the tourist sphere have been investigated fragmentarily; there is no description of the components of advertising management on tourist enterprise. Modern methods of advertising of travel services in the Internet and, in particular, advertising in social networks are out of consideration.

Setting objectives. Taking into account the foregoing, the purpose of the article is to determine the marketing communications system at tourist enterprises, to define its complementary components and, in particular, to study the features and effectiveness of tourism services advertising.

The main material of research. Strong competitive struggle, intensive development of scientific and technological progress require the management of modern tourism enterprises to respond dynamically and adapt to environmental changes, thereby placing special requirements for the formation of a marketing system as the central element of any management system. In such context, the system of marketing communications of tourist enterprise acquires a special significance. It includes the organization and implementation of professional activity in marketing analysis, control over the successful implementation of advertising strategy, aimed at achieving the mission and the purposes of tourist enterprise functioning.

A modern travel company has a variety of communication tools: advertising in the media, sales promotion, mass events (exhibitions, conferences, presentations, etc.), personal sales, direct marketing and public relations.

According to the approach, proposed by F. Webster [8, p. 80], the process of marketing communications of tourist enterprise consists of the following stages:

1. Setting up communication tasks.
2. Detection of the target audience.
3. Determining the communication budget.
4. Development of the message.
5. Choice of communication channels.
6. Evaluating the effectiveness of a marketing campaign.

Stage 1. Considering the features of communication tasks, F. Webster notes that they are inextricably linked with the hierarchy of effects, which the consumer of travel services passes through in the decision-making process. He proposes that quantitative indicators should be defined for each task in order to determine the situation pre- and post-marketing campaign. The same emphasis is placed on conducting two types of analysis, which should precede the formation of marketing communications: analysis of the tourism company and its services; consumer and market analysis, which also involves determining the level of consumer satisfaction with the services of a tourist enterprise.

Stage 2. At the stage of identifying the target audience F. Webster studies the problem of tourist market segmentation in order to identify the range of clients and their differentiation according to feedback on marketing activities. The author proposes the target audience to be at the level of macro- and micro-segments. In macrosegmentation, consumers are divided into sectors of the tourism industry, such as travel services, etc. Microsegmentation takes into account consumer choice criteria, decision-making style for tourist services, etc.

Stage 3. Determination of marketing communications budget is a difficult task for a tourist enterprise, since there is no universal approach and in many ways it is determined on the basis of a specific situation, related both to the target audience and the financial condition of the enterprise itself. In addition, identifying the relationship between spending on marketing communications and the volume of sales complicates the process. A travel company can face a situation when it lacks necessary amount of money needed for the organization of marketing communications. In this case, a correct allocation of existing budget can be the most appropriate solution for the effective organization of marketing communications.

Stage 4. Studying the problem of a message developing, F. Webster supposes the creation of a content part. It should be mentioned, the message content is not just a text but an idea that must be delivered to the consumer. Considering the stages of determining the communications objectives and the choice of the target audience by the segmentation method, the author notes their great importance for the development of the message structure [8, p. 86].

It should be noted that there is a small financing of marketing activity on the majority of tourist enterprises. In this case, the use of a concentrated strategy of message formation will help to reduce the budget of marketing communications.

Stage 5. Identification of communication channels. At this stage, F. Webster defines the communication channels for the messages formed in the previous stage. F. Webster analyzes the effectiveness of various media channels in his study, based both on their own research and on research from other organizations. The results of the analysis are presented in the table. 1, where the index of perceived efficiency (in percent) is the criterion efficiency.

Table 1

**The effectiveness of various channels of communication
by the definition of F. Webster**

Denomination	Index of perceived efficiency (%)
Business Visits	100
Catalogs, handbooks, tables of product specification	46
Direct mailing	39
Advertising	38
Trade shows	35
Samples, trial use, demonstration	34
Publicity	31
Entertaining events	26
Advertising souvenirs (gifts)	24

Source: formed on the base of [8, c. 23]

In our opinion, communication channels must be examined within the promotion complex:

1. Advertising. In accordance with the Law of Ukraine "On Advertising", it includes information distributed in any way, in any form and using any means, addressed to an uncertain circle of persons. It is aimed at attracting attention to the advertising object, the formation or maintaining interest in it and promoting it on the market [4, p. 1133].

2. Public relations. Nowadays, there is many definitions of this term, that reflects the variety of concepts and aspects. In our opinion, definition of English scientist S. Black is the most precise. He defined public relations as a managerial activity aimed at establishing mutually beneficial, harmonious relations between the enterprise and the consumer, that influence on enterprise success [11, p. 25].

3. Direct marketing – personal presentation of goods during a conversation with one or more potential buyers for the purpose of selling [11, p. 170].

4. Sales promotion - short-term incentive measures in order to encourage purchasing or contracting [9, p. 36].

The distribution of possible channels of communication within the framework of basic means of promotion is presented in the table. 2.

Table 2

Distribution of communication channels concerning means of promotion

Means of promotion	Possible channels of communication
Advertising	Television, radio, press, outdoor advertising (billboards, supersites, firewalls, pillars, business cards, information pointers, etc.), advertising in the Internet, in transport, in cinemas, etc.
Public relations	Participation in public events, business trips, open doors, conferences, seminars, trade shows, exhibitions, stands, website
Direct marketing	Business visits, trade shows, samples, trial use, demonstration, telephone conversations, seminars, conferences, direct mailing
Sales promotion	Advertising souvenirs (gifts), entertaining events, preferential terms of purchase or supply of products

Source: formed on the base of [10; 11]

Advertising of tourist services has a number of features, which are determined by the specifics of their activities.

The main features of advertising for tourist services are:

- the services of tourist enterprises do not have a constant quality, taste, usefulness, therefore it is best to use such types (functions) of advertising as prestigious and informative for their advertisement;

- since travel services are quite expensive, advertising should be used indirectly, that is, to the one that does not foresee an immediate reaction of the addressee, but aimed at creating a certain "image" of the travel agency and encourages the consolidation of its name and services in the memory of the consumer. ;

- To advertise the services of tourist enterprises, it is best to use those forms of advertising that involve the use of images and video (television, external, Internet advertising, advertising in glossy editions with high quality polygraphy, etc.) that better reflect objects of tourist interest [1, p. 144].

A new, yet underdeveloped, but promising way of promoting travel services is Internet advertising. Its main advantages are: coverage of a huge target audience, interactivity, accessibility at any time of day and relatively low cost of accommodation, high informative. A travel company can choose one or more of the following advertising methods on the Internet:

- creation of own WEB-representation of the enterprise (a page in social networks, an online store, a corporate site, etc.);

- banner advertising;

- participation in online conferences (forums);

- posting on online billboards;

- others.

Each of these methods has its own advantages and disadvantages. Therefore, we will consider in more detail the features of advertising in social networks.

Social network – the Internet community of users, united on any basis on the basis of one site, which is called in this case, the social network [7]. It provides the opportunity to provide personal information about the user, through which his account will be able to find other members of the network. Promotion in social networks is an advertising and information activity aimed at disseminating information about an object in social networks and the blogosphere through the creation and management of a community of target consumers.

One of these social networks is the Instagram network, the feature of which is that it aims to work primarily with visual information.

In Ukraine, the audience Instagram has grown by 400 thousand for two months and currently has 6 million users. This is evidenced by the data of the internal statistics of Facebook for advertisers (see fig. 1).

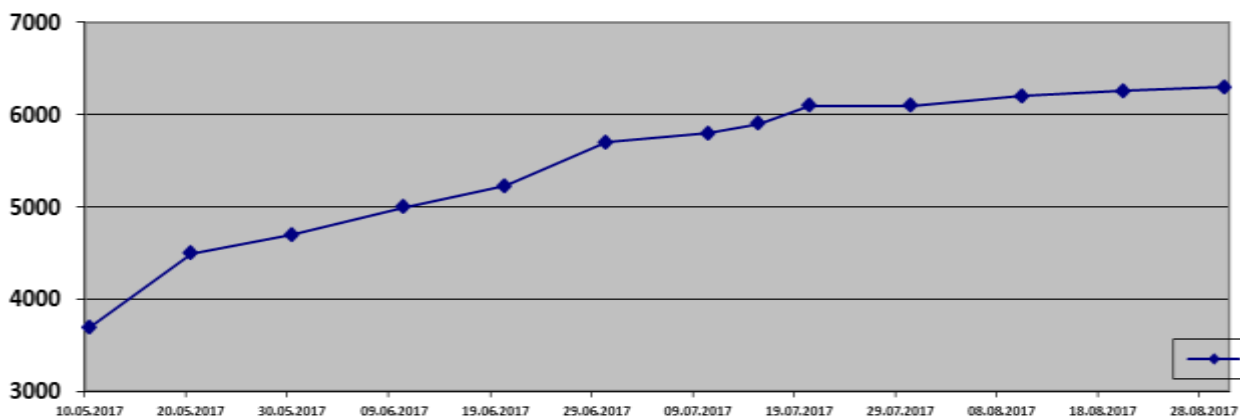


Fig. 1. Growth of the Ukrainian audience of the Instagram network in 2017, ths.

Source: formed on the base of [1]

Tourist services have certain characteristics that make this social network one of the best means of advertising for their promotion.

First of all, for tourist services you can create many qualitative visual materials. These are photos of the places of rest, and the interior of the hotel rooms, and video of various entertainment, which offers a travel agency, etc.

As the Instagram network is focused on photo and video content, it is best placed to advertise travel services as an advertising tool. Also, for the activities of travel companies is characterized by high event (many activities that it organizes). Various tourist destinations, routes, trips, animation - causes and supports the constant interest of the audience, makes them track the updating of the travel company's account.

To get the maximum effect from advertising on the Instagram network, you must adhere to several rules. Since the image is the basis of advertising, here it is necessary to publish only high-quality photos, to avoid too blurry, general, uninteresting photos. It is worth using a variety of filters (one of the Instagram functions) to get the best possible image. Photos should create the effect of presence and cause the user desire to visit the place shown. With this feature, you can create a sense of presence in a given location or show the "before and after" option. Also, to create a sense of presence, you can use the function of "live broadcast" from the place of a certain event or event. For example, periodic inclusions with live broadcasts during a tourist trip.

Another important rule that makes advertising effective in Instagram is the correct timing and regularity of publishing new materials. As for the time, it's worth seeing when the largest number of subscribers reacts to the message and try to post new material currently. It should be noted that the main audience of the network is young people under the age of 35, who mostly inspects Instagram in the morning at breakfast or in the evening before bed. Regarding the regularity of posting, it's important to make new releases regularly, but not too often so that the audience does not lose interest in content due to the too high frequency of publications. The optimal option is 1-3 posts per day. It is better to add one photo per day than one moment to make many posts, and then pause for two weeks.

Another rule for using Instagram to promote travel services is well-chosen hashtags. Hashtag is a keyword or phrase preceded by the # character and used in publications on social networks [7]. Hashtags are displayed as links, by which you can get to the publication containing this hashtag. The use of hashtags will make publications accessible to anyone who is interested in what is written. In this way, the audience is not limited to existing users and the content can be found by other visitors who are interested in posts in the posts. Correctly picking up hashtags, you can attract thousands of potential users, "fans" and clients. The optimal number is 8-10 hashtags and it's best to use unique ones for your own brand (for example, the name of a travel company, its slogans, etc.).

In addition to well-chosen hashtags, one needs to thoroughly think over the text, which will be accompanied by each photo. Since Instagram provides the ability to capture images, and its audience prefers photos, not text, signatures should be as short as possible (one or two sentences), but they are useful.

An interesting and useful property of the Instagram network is the ability to add geolocation. By placing a geotag on a photo of an object that is offered to visit a travel company, you can attract the attention of a potential client interested in it.

For advertising on the Instagram network to be effective, it is necessary to establish a quality feedback from visitors to the travel company's page. Since readers are also the owners of Instagram accounts, it's likely that their web page contains similar content.

Content teaching in Instagram involves interactive communication between the author of the material and the readers. Such communication is possible in the form of displaying "likes", commentary on posts, answers to questions of potential clients, etc. Need to respond to feedback (whether it is important or not). Answering a question about a travel company and its services, you can call the interest of a potential client.

It's important that your travel company's account is open since people with closed profiles are mistrustful and less likely to sign up. In addition, closed profile publications are not available on hashtags.

For the largest possible number of users to pay attention to the Instagram account of a travel company, and thus become its potential client, this account should be promoted on the network. There are two ways to promote your company account in Instagram - paid and free (natural).

Paid mode – this is primarily paid publications in Instagram. A representative of the travel company responsible for advertising, contacts with the owners of popular thematic accounts, and after paying the required amount of funds, the tourist company account is noted in the image (in the description) of this popular profile. This way the new account gets subscribers. The other paid way of promotion is advertising on the Internet as a whole. Promotion in blogs, with the help of PR-articles, mentioning of the account on specialized sites, etc.

Much cheaper, however, with poorly predicted performance, there are natural ways to promote your account. These methods include:

1. Using popular hashtags. When placing any content in accordance with the chosen strategy it is necessary to choose hashtags from the list of popular ones. This method allows you to significantly increase the coverage of the publication, get new likes and subscribers.

2. Subscription and "Likes". One of the effective methods of attracting subscribers, recommended by marketers, is the active work with accounts of users potentially interested in the subject of the travel company's page. This method involves visiting other users' pages, subscribing to them, "likes", and material comments.

3. Competitions, discounts and bonuses. This traditional method of attracting and promoting sales is also effective for promoting an account in Instagram. The main methods of conducting competitions are:

- Use a special hashtag. The main condition of the competition is to put any (given by rules) photo in a personal account with the placement of a certain hashtag. One of the necessary conditions for participation may be subscription to the promoted account. In such competitions important motivation (valuable prize, a tangible bonus) and the simplicity of the task are important.

- Use of a program for re-posting (that is, the use of someone else's text in a blog or social network, with reference to the author, often done automatically with the built-in social networking function [7]). Today, contests like "Make a repository of this record and get a prize" are popular. This way you can reach the reach of a large audience. To do this, the user must have a specific application for repositioning.

Creating and maintaining a travel company's page in the social network Instagram is a promising kind of innovative advertising with a still low level of competition. Creating and maintaining an account requires the possession of certain skills in the network and photo equipment, the beginning of the process of advertising requires cost of organization, but over time, these costs pay off due to the increase in the number of clients and the development of a tourism organization [1, p. 147].

Stage 6. F. Webster also marks the sixth stage in his approach to the formation of marketing communications, called "Estimation of the effectiveness of advertising campaign".

To assess the efficiency of marketing communications system of tourist enterprise, the following criteria are analyzed:

1) it is determined whether the chosen communication system has led to the achievement of the enterprise goals;

2) the conformity of the selected system with the requirements of the environment is determined (the connection of the system with the requirements of the environment; the role of factors of the dynamics of tourist market and the life cycle; if the implementation of the system has led to new competitive advantages of tourist enterprise);

3) the correspondence of the chosen communication system to the potential and capabilities of the enterprise is defined (the connection of this system with others; whether it corresponds to personnel capabilities; whether the existing structure allows to implement it successfully; if marketing communications are realized in time);

4) risk acceptability is identified (if preconditions are realistic; if the result justifies the risk of loss from failure).

Thus, it should be noted that marketing communications of tourist enterprise is a complex of actions, aimed at achieving the goals of enterprise development by organizing the exchange of comprehensive information between the external and internal environment. It uses communication channels that create a positive image between the target audiences.

Development of an effective communication strategy is one of the key elements of a communication system formation on tourist enterprises.

The development of a communication strategy involves a set of activities [6, p. 112]:

- definition of communication tasks;
- analysis of dynamics of tourist product consumption along with its main market characteristics, the stage of product life cycle, competitive environment in order to determine the most adequate communication actions;
- analysis of competitor's communication activity to determine the required amount of investments;
- analysis of target groups communication benefits to identify the most effective communications for these target groups;
- choice of communication channels, media mix development (definition of the ratio of different types of communications within the framework of strategy) and the calculation of predictive media indicators;
- definition and argumentation of communication budget;
- creation a common timing of communication activities.

No doubts, the use of the marketing communications system will improve enterprise communication activity and communication potential. They directly affect the modernization of tourist enterprise communication activities and provide new opportunities for communication development.

Conclusions and further researches. Summarizing the foregoing, it must be concluded that marketing communications system of tourist enterprise is a dynamic set of interconnected processes based on an integrated target approach to the activity of tourist enterprise in order to establish the development priorities, taking into account the resource, human and marketing potential of the enterprise. Last years, marketing orientation is one of the determining requirements of tourist enterprise long-term success. That is why finding a communication idea, defining mission, values and vision have become the defining conditions for the successful operation of tourist industry enterprises.

Numerous types of marketing communications are examined in the literature. Analytical enterprise subdivisions, marketing and quality departments implement different marketing instruments and methods. But implementation of modern marketing communication tools and their adaptation to management processes of tourist enterprises are actual and urgent tasks of development and improvement.

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ФОРМУВАННЯ ІНФОРМАЦІЙНО-ІНСТИТУЦІЙНОГО СЕРЕДОВИЩА ДІЯЛЬНОСТІ КОРПОРАЦІЙ

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FORMATION OF INFORMATION AND INSTITUTIONAL ENVIRONMENT OF CORPORATE ACTIVITIES

Постановка проблеми. Інформаційні системи нерозривно пов'язані з усіма аспектами економічних відносин. Не виняток діяльність корпорацій, які в новітній час є домінуючою формою підприємницької діяльності. Це, в цілому детерміновано впливом потужних глобальних економічних інститутів, які вплинули на хід і характер глобальної економічної політики. Так звані «Бреттон-Вудські» установи – Всесвітній банк, Міжнародний валютний фонд (МВФ) – і Генеральна угода по тарифам і торгівлі (ГАТТ) (яка в кінцевому підсумку стала Світовою організацією торгівлі (СОТ), з точки зору класичної економічної науки є центральними частинами міжнародного економічного порядку, що носить багатосторонній характер. Однак, діяльність зазначених інститутів нівелюється, так як їх можливість впливати на діяльність новітніх корпорацій значно знижується. Доказом цього твердження може стати підвищення частоти виникнення економічних криз. При всіх їх очевидних недоліках, потреба в таких інститутах навряд чи зменшиться в епоху, що характеризується більш високими