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THE IMPACT OF DIGITAL COMMUNICATIONS ON TOURISM MARKETING

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Abstract

The influence of digital communications on marketing in the field of tourism is investigated. The need to develop strategies for the formation of business communications in the field of tourism and indicators that allow to evaluate their effectiveness and risks is emphasized. Attention is paid to the feasibility in applying strategies of differentiated, differentiated and concentrated marketing. The relevant indicators were proposed to assess the economic effectiveness of business communication strategies: income multipliers, breakeviate level assessment formula, methodology for checking the stability of the performance indicator to change factors, and Hurwitz criterion. The considered formulas and strategies for the formation of business communications in tourism create the necessary basis for scientifically justified strategic planning of the travel company's relations with counterparties.

Keywords: tourism; tourism activities; travel companies; tourist product; digital communications; information technology; information support.

Problem statement and its relevance. The analysis of foreign and domestic literature on tourism issues indicates the lack of a comprehensive consideration of information support for tourism activities in the context of public administration hitectonics of information support

of tourist activity begins with local and regional levels of management, which are currently under-investigated. Therefore, further analysis and improvement of public administration mechanisms in the field of information support of tourism activities at these levels will allow to streamline and systematize empirical material and develop new theoretical approaches to regional management in the field of tourism, which are valuable for the further development of science.

Business communications in the field of tourism can be defined as the interaction of a travel company with contractors. The term "counterparties" (from latin. Contrahere – negotiate) means "parties to the agreement" and, therefore, we will use the names of the parties to business communications. Counterparties "target audience of buyers" are a set of consumers, in respect of which the company implements marketing measures in order to conclude a certain agreement [1, 4]. Allocation of target audiences of buyers in the market is called market segmentation.

To optimize the relationship associated with the interaction of the enterprise with the target audience of buyers in science and management practice, a number of marketing strategies have been developed. The most justified of these strategies should be considered and, if necessary, modified to form business communications in the field of tourism. The relevance of the completed study is due to the expediency of determining the latest approaches to information support of tourist activities that reflect the specifics of socio-economic transformations and processes of information society development in the country.

Analysis of recent researches and publications. Business communications, or business connections, play an important role in the development of entrepreneurship. Business communication is the interaction of informatization system entities in the process of solving the problems of entrepreneurship. In the last few years, only a few domestic works have been published (Shumlyanska N.V., 2014), (Biletska G.A., 2010), devoted to this topic. These works discuss: problems of development of tourist and hotel business in Ukraine, the issue of organization of rational planning of the development of tourist enterprise at the strategic level explores (Lutsk N.I., 2009) explores the strategy of innovative development of tourism at the regional level, recommendations for improving management tools in tourism organizationsc (Bogush L.G., 2008), theoretical and methodical aspects of business planning in hotel and restaurant business (Runts O.I., 2006), methodological foundations of strategic tourism management at the state level (Blacburn A.A., 2005), innovative strategies for the development of hotel business (Erchak O.V., 2007), application of dynamic programming for the formation of business communications in the field of tourism. However, the problem of

forming strategies for effective business communications in the field of tourism at the enterprise level in these works is not disclosed enough. In this regard, the study of strategies for the formation of business communications in the field of tourism and their effectiveness is very relevant.

The purpose of the article. The purpose of the research is to develop strategies for the formation of business communications in the field of tourism and indicators that allow to evaluate their effectiveness and risks.

Presentation of the main research material. The strategy of concentrated marketing in tourism is to limit the target audience of buyers on certain grounds, such as: preference for the type of tourism, accommodation facilities, transportation, the cost of tourist services, tourist season, travel duration. type (or relatively small number of types of travel services), with providers that mainly specialize in providing them. The goals of concentrated marketing in tourism are to take a competitive position in a certain segment of the travel services market and improve the quality of marketing of a travel company. These goals are achieved by concentrating the resources of the tourist enterprise on the implementation of the tourist product of one species.

The purpose of a competitive position in a certain segment of the tourist market suggests that the travel company limits its activities to the development of tourist routes of one type. In turn, the motive for such a restriction may be the limited size of the enterprise or the peculiarities of its mission and strategy. An example of this strategy is the creation of an image of an enterprise specializing in a certain type of tourism, which forms an idea of its advantages over non-specialized travel companies in the relevant buyers.

Improving the quality of marketing of a travel company, focusing resources on the implementation of a tourist product of one type is associated with a decisive role in the quality of service, advertising and other measures to attract customers in the modern information and market economy of tourism. The implementation of a tourist product of one type allows a small travel agency to describe its features in more detail within this type, which allows to bring the buyer's expectations closer to the actual characteristics of the tourism product. When implementing many types of travel products, providing detailed information to each buyer and adjusting it over time requires the resources of large travel agencies. The details of the description, in turn, affect the buyer's assessment of the actual effectiveness of the implemented tourism product (utility). With a negative assessment of the client, there is a risk of his transition to competitive travel agencies.

In literature (Runts O.I., 2006), (Blacburn A.A., 2005), (Erchak O.V., 2007), devoted to marketing, one can find the opinion that concentrated marketing is associated with an increased level of risk for the reason that fashion for one type of product can suddenly change. However, this statement contains a sampling of a concentrated marketing strategy that involves the choice of a small or innovative segment of the tourism market, which does not provide a quick achievement of large sales volumes. Such segments, taking into account these properties, are characterized by high entrepreneurial risks. It should be noted that concentrated marketing does not limit its choice to such market segments. Thus, a travel company can specialize in cultural and educational tourism products and appropriately concentrate its resources, despite the fact that the purpose of this specialization is to improve the quality of marketing, and not the size of the enterprise.

Thus, the strategy of concentrated marketing ensures the formation of business communications in the field of tourism regarding the positioning of a travel company in a competitive market and improving the quality of marketing of a travel company in the context of specialization in one type of product tour This strategy forms business communication with suppliers of basic tourist services (transport, accommodation, catering), as well as with suppliers and buyers in the market segment of a particular type of tourism.

The strategy of irreferentiated marketing in tourism is to create business communications regardless of the segment of the tourist market. Communes of The Oman of The Oman region of Bourgeidae in the 19th century. Quality criteria when applying the strategy in question are common to all market segments. Thus, the strategy of undisported marketing forms business communications with buyers and suppliers of basic travel services.

The strategy of differentiated marketing in tourism consists in the specialization of a travel company on two or more types of tourism and functioning in the relevant segments of the tourist market. In this case, the counterparties of business communications for a travel company are various target audiences and enterprises specializing in various types of tourism (water, sanatorium-resort, cultural and educational, etc.). The choice of counterparties of business communications of a travel company is influenced by the following factors (Lutsk N.I., 2014):

1. size and resources: for small tourist enterprises, barriers to entering the market may vary depending on the competitive situation in its segments;

2. the stage of the life cycle of the tourist product;

3. market segment in which the travel company is planned to operate;

4. the number of groups of buyers belonging to different market segments. With a large number of different consumer groups presenting demand for various types of tourism products, the travel company rationally chooses those market segments in which it is able to function effectively. At the same time, it is advisable to analyze in detail the effectiveness for the travel company of tourist products that require time-consuming consideration of their specifics (sports, extreme, etc.). If the demand in the tourism market in the region where the travel company operates is not differentiated, then analytical work to determine its competitiveness in different segments of the tourist market is significantly reduced.

The strategy of business communication formation "differentiated marketing" has the following properties: functioning in different segments of the tourist market; increased advertising costs due to the need to serve different segments of the tourist market; for this reason, in the absence of the "effect of the scale of production", the price of packaging is higher than under alternative strategies. The effect of the scale of production is a decrease in long-term average costs for the sale of tourist products due to the immaence of fixed costs with an increase in sales. Profitable travel companies that have been operating in the market for a long time can use this effect. This strategy is different:

1. The highest advertising costs compared to strategies of didfered and concentrated marketing;

2. Higher quality marketing (advertising) compared to the strategy of ndidfered marketing and less high compared to the strategy of concentrated marketing.

The strategy of forming business communications "didventerated marketing" is characterized in comparison with alternative strategies with the lowest requirements for advertising costs and due to this – a possible advantage in price over competitors. The strategy of business communications formation "concentrated marketing" is characterized by:

1. Higher advertising costs, compared to the strategy of differentiated marketing, and less high compared to differentiated marketing strategy;

2. The highest quality marketing (advertising), compared to the strategy of ndifferentiated marketing and the strategy of differentiated marketing.

To form effective business communications, we propose to apply one of the following two strategies for the formation of business communications in tourism based on innovations:

1. Acquisition and implementation of the most new inventions related to the organization of business communications travel agency;

2. Acquisition and implementation of the most valuable inventions related to the organization of business communications travel agency. In this case, the value of the invention is determined by the relevant expert.

There are different indicators of the tourist multiplier of income, characterized by different complexity of their calculation. Keynesian multiplier of tourism revenues (Lutsk N.I., 2014).

$$M_{ku} = \frac{1}{1 - MCR},$$ (1)

where MCR is the marginal predisposition of the population of the region, which receives tourists, to consumption, or:

$$M_{ku} = \frac{1}{MCS},$$ (2)

where MPS is the marginal propensity of the population of the region that receives tourists to save.

Comprehensive induction multiplier of tourism revenues:

$$M_{ku} = \frac{1}{MTR + MPS + [1 - MTR - MPS]MPM},$$ (3)

where MTR is the marginal tax rate in the host region; MPM is a marginal propensity to import in the host region.

Tourist multiplier of revenues from the implementation of business communication strategy

$$M_{bk} = \frac{D + K + (D + K)M_{ku}}{D},$$ (4)

where D is the income of the travel agency and its counterparties from the implementation of the business communication strategy in tourism;

D – equals the costs of travel agency clients;

K – profit of counterparties of counterparties of travel agencies (counterparties of travel agencies).

As a simplified multiplier of revenues from the implementation of the business communication strategy, which does not take into account the induced effects, we can offer the following:

$$M_{bk} = \frac{D + K}{D},$$ (5)

To take into account the risks in the development of a plan for the implementation of the business communication strategy in the field of tourism, it is advisable to apply the following formulas 6, 7. Breake-even score.

$$UB_{\text{m}} = \frac{Z_a}{P_a},\qquad(6)$$

where – the level of break-even plan for the implementation of the business communications strategy of the travel agency of the project of long-term development of tourism at step a; – travel agency costs for the formation of business communications that ensure break-even investments (net income = 1 or income index = 1); – travel agency's income in a step .

The breake-even ratios are as follows: the project is considered sustainable if the breake-even level does not exceed the value of 0.6 – 0.7. The closer the break-even level of the plan for the implementation of the business communication strategy to 1, the less stable and the higher the risks of financial losses for the travel agency and its counterparties.

Tourist multiplier of revenues from the implementation of the business communications strategy performance indicator (profitability, profit amount, comprehensive indicator of the effectiveness of business communications in tourism) which reaches the required level under the following conditions (CPR> 0): increase in capital expenditures of the travel agency by 20%; increase in travel agency current expenses by 20%; a decrease in income by 20% of the forecast value, while maintaining previous expenses; reduction of tourist demand by 20%; unsecured tourist demand placements by 10%. To assess the risks, the most simple tool of game theory is the Hurwitz criterion. Its algorithm consists of the following stages:

1) make pessimistic and optimistic forecasts of selected performance indicators;

2) choose regulatory risk (e.g. 30%);

3) calculate the efficiency indicator with an amendment to the Hurwitz coefficient:

$$E_{\varepsilon} = gx \quad \min \quad a_{\text{ij}} + (1-g) \times \max \quad a_{ij} \qquad , (7)$$

where is the effectiveness indicator, taking into account the risk, according to the Hurwitz criterion; *aij* – the value of the efficiency indicator corresponding *to the i-th* version of the plan for the implementation of the business communication *strategy in tourism with the j-th* version of the forecast (optimistic / pessimistic); *g* – Hurwitz *coefficient,* g is [0; 1]: *g = 1* – performance indicators at maximum *risk, g = 0* – performance indicators with minimal risk.

If the regulatory risk is accepted for 0.3, *then g* = 0.7. The performance indicator, taking into account the risk, according to Hurwitz criterion, shows the value of the efficiency indicator, taking into account the rate of risk and differences in pessimistic and optimistic forecasts.

4) compare the value of the efficiency indicator taking into account the risk, according to Hurwitz criterion, with the value that ensures the break-even plan for the implementation of the business communications strategy of the travel agency (in which the CPD> 0). If it exceeds this value, then the project is sustainable and the risks are acceptable.

Conclusions. Thus, in order to formulae business communication strategies, it is recommended to apply strategies of differentiated, edimentary and concentrated marketing.

To assess the economic efficiency (regional and state) of business communication strategies, appropriate indicators of income multipliers are proposed, for risk assessment – a formula for assessing the breakeviate level, a methodology for checking the stability of the performance indicator to change factors, it is influenced, as well as the Hurwitz criterion. The considered formulas and strategies for the formation of business communications in tourism create the necessary basis for scientifically based strategic planning of travel agency's relations with counterparties.

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