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Introduction

Marketing is the activity of researching, creating and satisfying the demand for goods, services, ideas through their development, pricing, distribution and promotion.

Analyzing consumer behaviour in the decision-making process is a crucial step in the developing a marketing and sales plan for any company, especially for the tourist one. There are a lot of psychologists and scientists who analyzed and created different works on this topic. For example, the theory of reasoned action created by Martin Fishbein and Icek Ajzen; motivation-need model by Abraham Maslow; theory of Impulse Buying by Hawkins Stern, model of consumer behaviour 'black box' by Philip Kotler.

The purpose of writing a paper is to study and analyze consumer behaviour in the tourism market. The main task of the first chapter of this paper is to identify types of tourists, models of tourist behaviour and main factors affecting their behaviour in the decision-making process. Second chapter consists of all practical part of working with different types of customers and its main task is to provide some basic recommendations how to deal with customers. Third chapter of this project is all about how to find and create a loyal customer for the travel agency.

To achieve these goals, there is a need to solve the following tasks:

- a) to become familiar with consumer behaviour models;
- b) to analyze how modern travel agents work with tourists;
- c) to consider the peculiarities of working with different types of tourists, depending on age, income level and destination;
- d) to develop the concept of creating tourist loyalty to the travel agency.

The object of research is the process of decision-making in the tourism sphere.

The subject of research is the behaviour of tourists in the decision-making process.

The theoretical and methodological basis of the research are scientific works of domestic and foreign scientists on consumer behaviour, scientific works of psychologists on this topic and materials of scientific conferences. In addition,

statistical analysis method (to study the state of the tourism industry in the world and Ukraine) and peer review method (to identify the key success factors and major obstacles to creating a loyal consumer) are used in the research.

It should be noted that consumer behaviour is a field of knowledge that goes beyond the purely marketing sphere of activity. It is relevant for anyone who seeks to firmly and successfully fit into the market element and succeed in it, using a wide range of professional methods of managing consumer behaviour.

When analysing consumer behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase, post-purchase analysis and the formation of customer loyalty to the brand of the product.

CHAPTER I

THEORETICAL ASPECTS OF CONSUMER BEHAVIOUR

1.1. Theory of consumer behaviour: types and characteristics

When analyzing consumer behaviour, one must be very careful in their assessments. As soon as you start to think that you understand the consumer, he surprises you with his irrationality. However, what seems like an irrational manager is reasonable for the consumer. Consumer behaviour is never simple, because it is influenced by many factors.

The concept of “consumer behaviour” is the behaviour that consumers show in searching, buying up, use, evaluation and disposition of certain products and services to which they await the needs to be met. Consumer behaviour is focused on how individuals make decisions to spend their available resources (time, financial and effort) for consumption of related objects.

There are five postulates of consumer behaviour:

Consumer behaviour is targeted. What seems irrational to the manager is absolutely reasonable for the consumer.

The consumer has freedom of choice. He absolutely does not have to notice your marketing tricks. The communication flow falling upon it is processed selectively. Most often, he isolates several goods from it, and it is between them that he makes his choice.

Consumer behaviour is a process. To conduct marketing operations, you need to understand this process.

Consumer behaviour can be influenced. By understanding how consumer decisions about buying are made, a marketing specialist can influence consumer behaviour.

The consumer must be educated. Often consumers act contrary to one’s own interests due to lack of knowledge. One of the main socially useful tasks of marketing is to educate the consumer [1].

The correct idea of consumer behaviour is based on the principles of sovereignty: the consumer is independent, the motivation and behaviour of the consumer is known through research, consumer behaviour can be influenced, and the influence on the consumer is socially legal.

In the past, market leaders have learned to understand their consumers through everyday communication with them. However, the growth in the size of firms and markets has deprived many marketing managers of direct contact with their customers. Now they spend more than ever before on consumer research, trying to figure out exactly who is buying and why it is buying.

The main question is: how exactly do consumers respond to different incentive marketing techniques that a firm can apply? A firm that really understands how consumers react to various product characteristics, prices, advertising arguments, etc., will have a huge advantage over competitors. The starting point of all these efforts is the simple model shown in Fig. 1.1. It shows that the driving factors of marketing and other irritants penetrate the “black box” of the buyer’s consciousness and cause certain responses.

There are psychological models of consumer behaviour, which include the «black box» of the buyer and his personal characteristics. It can be identified the main environmental factors that are defined by the «black box» of the buyer with one concept (Fig. 1.1).

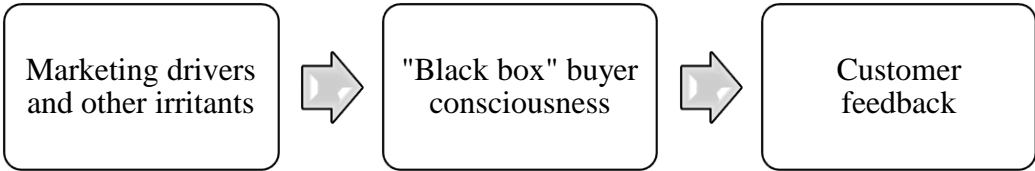


Fig. 1.1. The model of consumer behaviour.

Fig. 1.2. presents the same model of consumer behaviour but in expanded form. It is the theory of 'Black box' by Phillip Kotler from Marketing for Hospitality and Tourism.

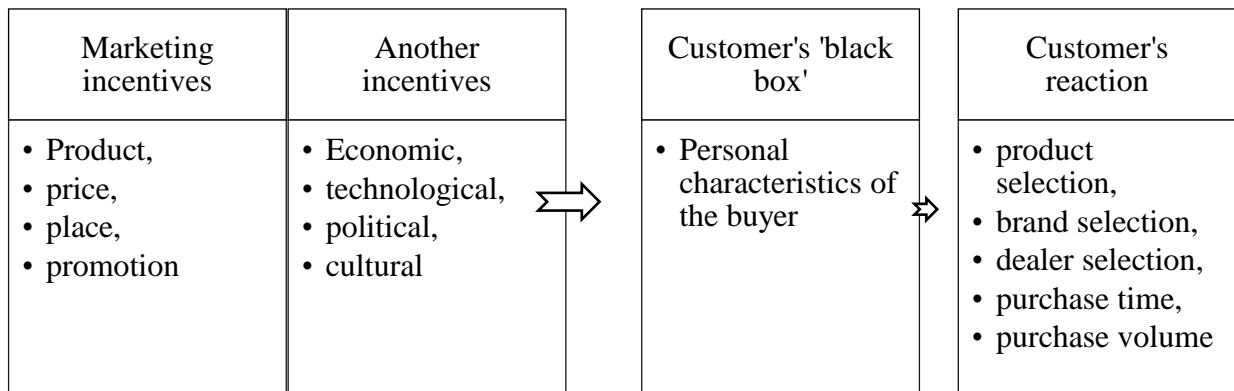


Fig. 1.2. The model of consumer behaviour «Black box»

The figure on the left shows the main marketing incentives – the so-called four «P» (product, price, place, promotion): product policy, pricing policy, policy of creating distribution channels and product distribution, promotion policy, that is, demand formation and sales promotion.

The group of other incentives includes the main factors of the buyer's environment: economic, technological, political and cultural. All these incentives fall into the «black box» of the buyer, where they are converted into certain decisions. The «black box» of the buyer consists of two departments: personal characteristics of the buyer himself, affecting how he perceives environmental factors affecting him, and the process of making a purchase decision [1].

That is, a person must coordinate dreams about where he would like to visit, not only with his budget, but also with the economic realities at the destination.

Consumer behaviour can be rational and familiar in nature, and can be determined by human emotions [1].

In accordance with this, there are several theories of consumer behaviour.

Theory of consumer behaviour: types and characteristics [2]

Theory of consumer behaviour	Characteristics of consumer behaviour
Rational behaviour	It is based on the stability of consumer habits, suggests that consumers are completely rational when making a purchase and try to get maximum satisfaction from the product at an affordable price
Emotional behaviour	It is based on the idea that consumer behaviour mainly depends on external influences. Emotions are the result of sensations and many products are designed to give the consumer pleasure, joy, a sense of confidence or relieve stress. Prestigious brands often cause personal associations that correspond to the ideal of the consumer or his opinion of himself, which can make him a supporter of this brand. The influence of emotions on the consumer is considered stronger than rational thinking
Complex consumer behaviour	It is observed in a situation where a high degree of consumer involvement is accompanied by significant differences between different brands of goods. This usually happens when the product is expensive, and its purchase is associated with risk, for example, a trip to an extreme tour.
Uncertain consumer behaviour	It is observed in situations with a high level of involvement, when the product is expensive, the purchase is risky and the difference between goods of different brands is small, for example, the same choice of hotel or tour operator.
Habitual consumer behaviour	It is manifested under the condition of low consumer involvement and a small difference between the goods. For example, the consumer almost does not care where to go on a traditional sun, sea and sand vacation: Egypt, Turkey or Bulgaria.
Search consumer behaviour	It manifests itself in a situation where a low degree of involvement is accompanied by crucial differences between different tours. In this case, consumers usually change brands easily and often.

Modeling consumer behaviour is one of the important part of running the business (Fig. 1.3).

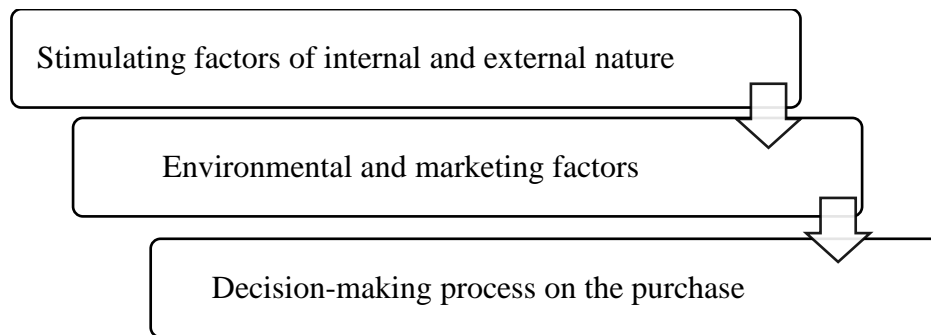


Fig. 1.3. Modelling Consumer Behaviour

Following this model, the study of consumer behaviour can be considered in the following aspects:

- ✓ the influence of environmental factors (economic, political, sociocultural, technological) and marketing (product, price, distribution, promotion) on the consumer;
- ✓ study of the characteristics and motives of the consumer;
- ✓ the process of making a purchasing decision.

In addition, a very important thing is the behaviour of the customer after the purchase. The intangible nature of tourism industry services makes it impossible to evaluate their quality before they are provided. Therefore, consumers, using the advice of friends in choosing a hotel or restaurant or travel agency, evaluate the work of these institutions based on the personal experience.

The new consumer seeks, as before, to consume more. He focuses more on impressions, cognition, pleasure, and self-expression and, to a lesser extent, on material values.

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. There are various factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes [1].

A Ukrainian consumer of travel services, for the most part already having traveled abroad and having an idea of quality service, sophisticated, more informed,

demanding, critical of the goods and services offered to him, spoiled by foreign abundance, longing for a variety of impressions and pleasures, active, independent is changing their behaviour in the tourism market. The aforementioned changes in the social psychology of consumption have influenced the stereotypes of consumer behaviour in the tourism services market.

There is a new type of consumer, who has formed on the Ukrainian market. It is distinguished by the following behavioral characteristics (Fig. 1.4).

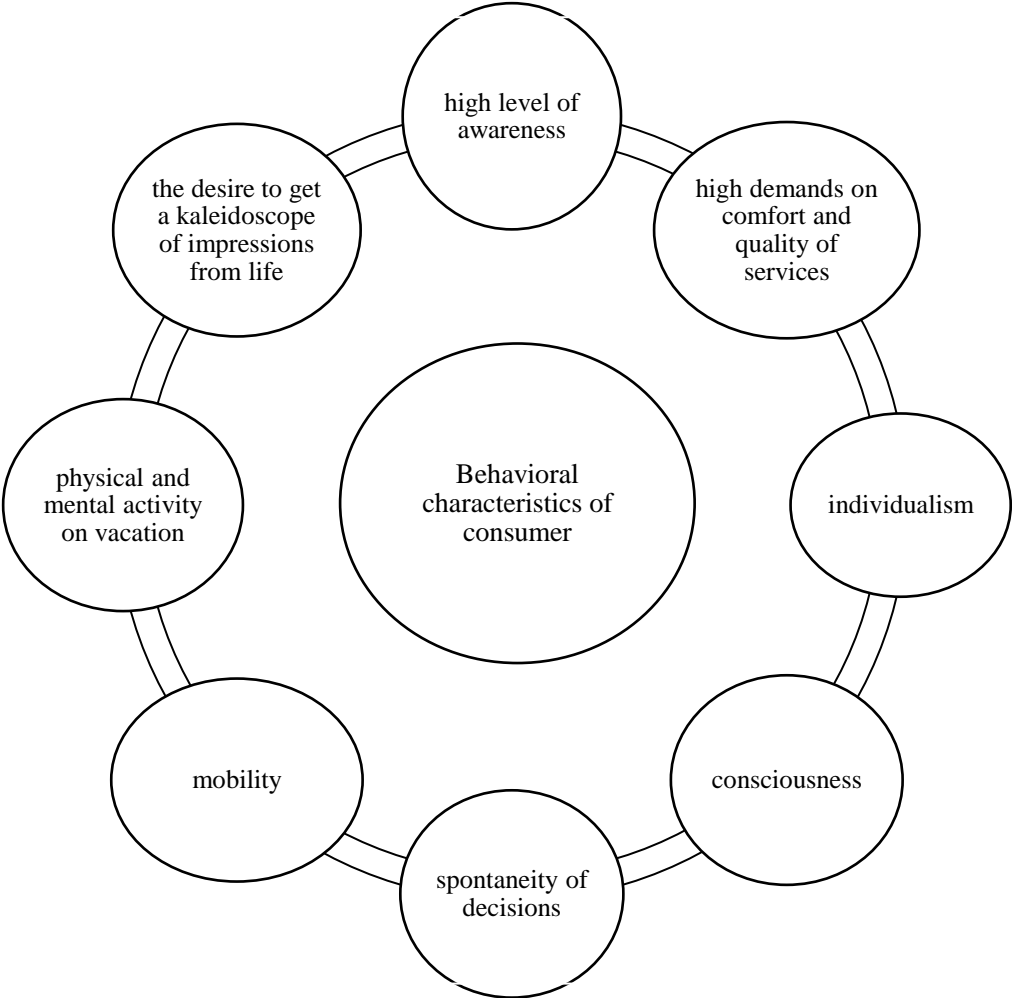


Fig. 1.4. Behavioral characteristics of consumer

The company sells goods to two groups of consumers: new customers and old customers. Attracting a new buyer is much more difficult than keeping an old one. A satisfied customer talks about a successful purchase to at least three acquaintances, and an unsatisfied customer tells about a failed experience to at least eleven acquaintances.

1.2. Decision-making process models in the tourism industry market

When analysing consumers' behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase, post-purchase analysis and the formation of customer loyalty to the brand of the product.

When marketing, you need to have an idea of how purchasing decisions are usually made. Azoev G.L. identifies five steps in the purchasing decision process [3].

There are five main steps in a consumer decision-making process: a need or a want is recognized, search process, comparison, product or service selection, and evaluation of decision (Fig.1.5).

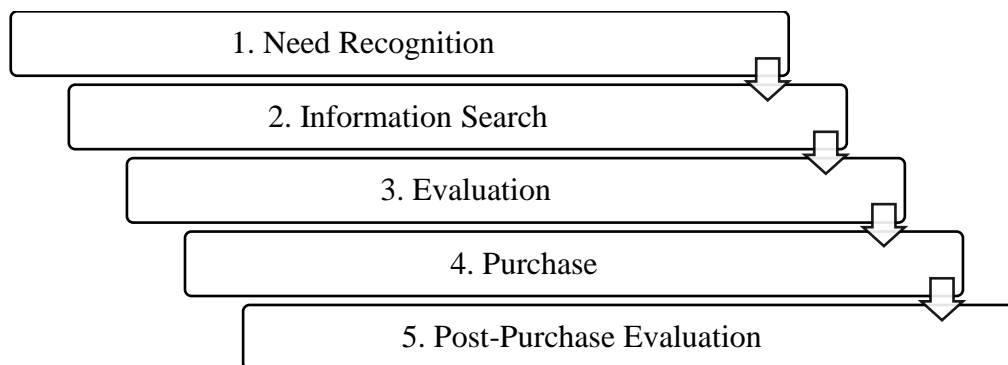


Fig. 1.5 Main steps in a consumer decision-making process

This is the classical model of decision-making process which includes the main stages. The prospective buyer feels the difference between his real and desired condition. The need can be excited by internal or external stimuli. A person knows how to cope with this impulse, and his motivation is oriented towards a class of objects that are able to satisfy the incitement.

It is necessary to identify the circumstances that push a person to realize the problem. It should be clarified: what tangible needs or problems arose, what caused their occurrence, how they brought a person to a specific product. It is possible to identify irritants that more often than others attract the individual's interest in the product, and use them.

An excited consumer may or may not search for additional information. If the motivation is strong, and the product that is able to satisfy it is easily accessible, the consumer is likely to make a purchase. If not, then the need may simply be deposited in his memory.

The consumer uses the information in order to compile for himself a set of brands of goods from which the final selection is made. Evaluation of options leads to the ranking of objects in the selection set. The consumer is formed the intention to make a purchase, and the most preferred object.

There are another three basic models: Rational decision-making process, Mixed decision-making process, Intuitive decision-making process [4]. These models are presented in the fig. 1.6, 1.7 and 1.8.

The first model is rational decision-making process. The model consists of the such stages:

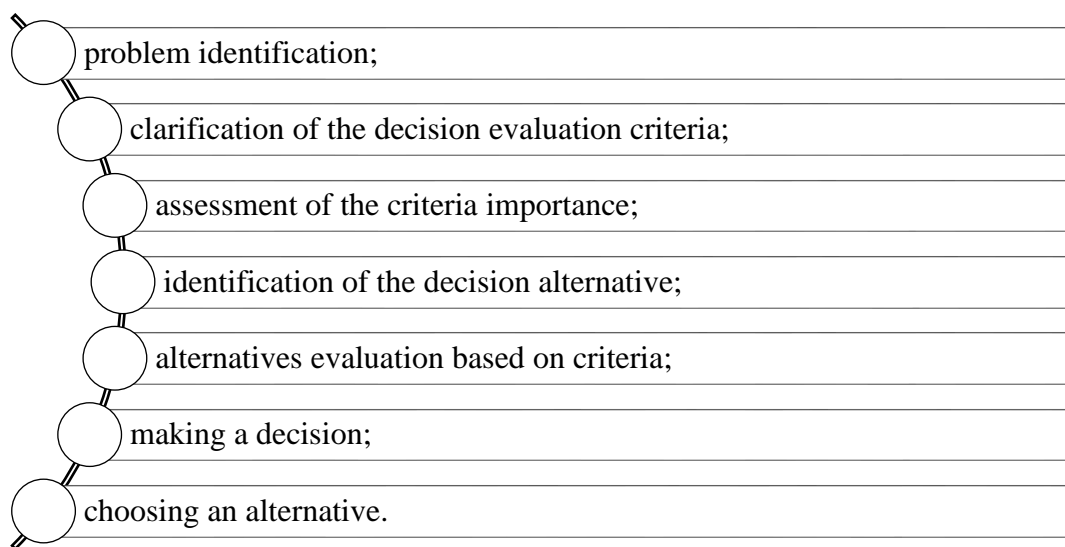


Fig. 1.6. Rational decision-making process [4]

The second model is named «mixed decision-making process» and there are already 7 steps:

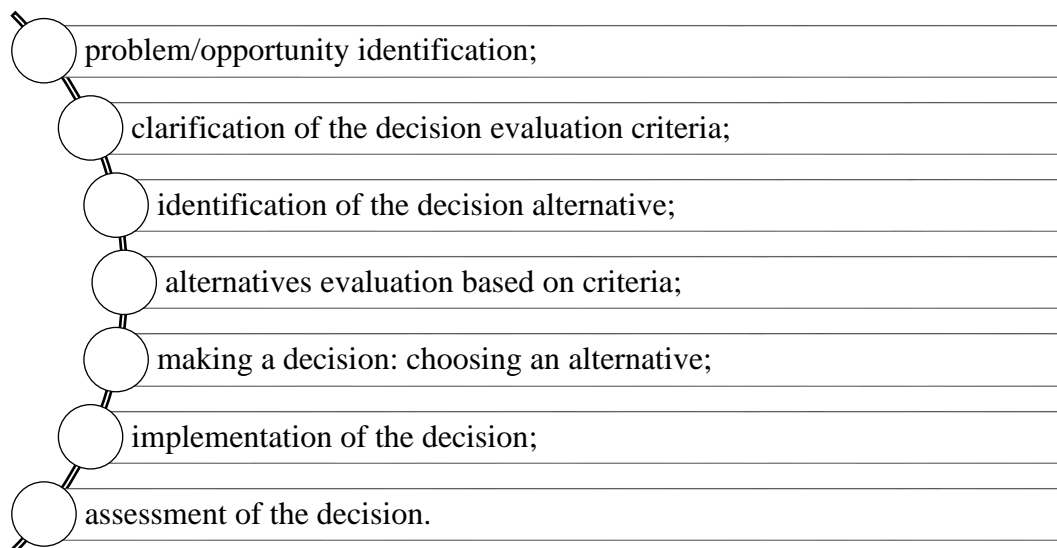


Fig. 1.7. Mixed decision-making process [4]

In addition, there is intuitive decision-making process and it represents four steps of decision-making process:

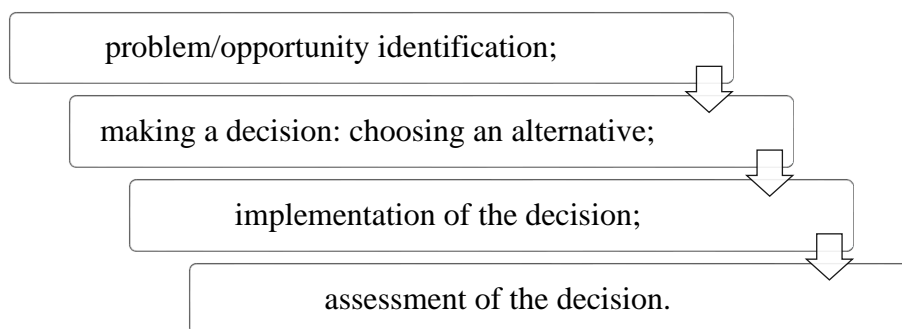


Fig. 1.8. Intuitive decision-making process [4]

The intuitive model is the simplest one, because customer is faced with some problem, he takes decision about purchase, then he implement this decision and the last stage is the assessment of the purchase. The rational and mixed decision-making models are more complex.

All three models that were described have some similarities and differences. The first similarity is the first stage – the problem identification or opportunity identification. So, the first stage is the main factor affecting the customer to take a

decision about purchase. It is the most important stage. Without opportunity or problem/need the customer won't buy something.

The next important stage is clarification of the decision evaluation criteria. This stage is presented in the mixed and rational decision-making process models.

In addition, the last, but not the least similarity in these models is the assessment of the decision that is presented on the last stages.

Other stages of these models are different, but it is necessary to know how customer can behave and how customer can make decision: intuitively or on another, not simple way.

It is also worth noting that in the process of decision-making, personal influence plays an important role, i.e. the effect that a statement about a product or service of one person produces on the relationship of another, on the likelihood of him making a purchase. With regard to the news, the most significant personal influence is at the evaluation stage.

In the science of behaviour, there are concepts that are directly related to consumer behaviour in decision-making process, such as innovation. The consumer's tendency to acquire new products (ideas, goods, services) can play a significant role in theories of consumer brand loyalty, decision making, customer preferences, and communications. If there were no innovations, the behaviour would be reduced to a certain set of consumer reactions to a static set of services or goods. The consumer's innate desire for innovation makes the market dynamic. On an individual basis, each person is to some extent an innovator - we all throughout life use some objects, ideas that we perceive as new.

1.3. Segmentation approaches of tourism market

Legal regulation of tourist activity in Ukraine has a complex and intersectional nature and is designed to provide a legal basis for the organization, security and implementation of tourist activity in Ukraine. Legal regulation of relations in the field

of tourism is carried out using sources of constitutional, civil, economic, tax, labor, land, environmental, administrative and criminal laws [5].

The main functions of legal regulation of tourism are regulatory and security functions. The regulatory function is carried out to regulate relations in the tourism sector, in particular in the field of licensing of economic activities of tour operators, conclusion and implementation of agreements on the provision of tourist services, security in the tourism sector, state support for tourism and more. And the protective function is performed by the norms of administrative and criminal law, which are applied in case of violation of the legislation on tourist activity [5].

The state declares tourism one of the priority areas of economic and cultural development and creates conditions for tourism.

The implementation of state policy in the field of tourism is carried out by:

- identification and implementation of the main directions of state policy in the field of tourism, priority areas of tourism development;
- directing budget funds to the development and implementation of tourism development programs;
- normative regulation of relations in the field of tourism (tourist, hotel, excursion and other types of citizen services);
- licensing in the field of tourism, standardization and certification tourist services, determination of qualification requirements for the positions of tourist support specialists, issuance of permits for the right to provide tourist support;
- establishment of a system of statistical accounting and reporting in the field of tourism and resort and recreational complex;
- organization and implementation of state control over compliance legislation in the field of tourism;
- participation in the development and implementation of international tourism development programs.

The main objectives of state regulation in the field of tourism are:

ensuring the rights of citizens enshrined in the Constitution of Ukraine to rest, freedom of movement, restoration and strengthening of health, to a safe environment for life and health, satisfaction of spiritual needs and other rights;

safety of tourism, protection of the rights and legitimate interests of tourists, other subjects of tourist activity and their associations, rights and legitimate interests of owners or users of land plots, buildings and structures;

preserving the integrity of tourist resources of Ukraine, their rational use, protection of cultural heritage and the environment, taking into account state and public interests in the planning and development of territories;

creating favorable conditions for the development of the tourism industry, support for priority areas of tourism [5].

Country tries to create favorable conditions for the tour operators, travel agencies and all subjects of tourism and economic activity. Each subject of tourism activity in turn should create attractive tourism product.

Companies realize that their products cannot be attractive to all customers, since there are many of them, they have different tastes, needs and habits, and they are geographically widely dispersed. The resources of a travel company are also unlimited, and in order to develop and produce goods that satisfy the tastes of all customers.

Therefore, it is best for a firm to focus on serving certain market segments. Each company must identify the most attractive market segments that it is able efficiently serve. However, firms do not always adhere to such tactics.

For effective and profitable activities, travel agencies adopt the concept of targeted marketing, which requires four main activities:

- market segmentation is determining the principles of segmentation, compiling profiles of segments obtained;
- selection of target market segments is assessing the degree of attractiveness of the obtained segments, selecting one or more segments;

- product positioning on the market is decisions on product positioning in each of the target segments;
- development of a marketing mix for each target segment.

The first step in tourism marketing is to divide the tourist market into segments based on some relevant criteria. Then it is necessary to concentrate efforts on creating a product, setting prices and stimulating demand for servicing those market segments that are characterized by the greatest demand for our goods and services, i.e., on target markets.

Market segmentation is the division of the market into parts (segments), which are characterized by common requirements of consumers. Any of these segments can be selected as the target market with the subsequent development of a single product and marketing mix for this segment.

Any tourist attraction can be attractive to many segments of the tourist market. The marketing manager should consider each market segment and decide which one offers the greatest potential for a profitable business.

Segmentation of tourist markets are divided according to the following criteria (Fig 1.9).

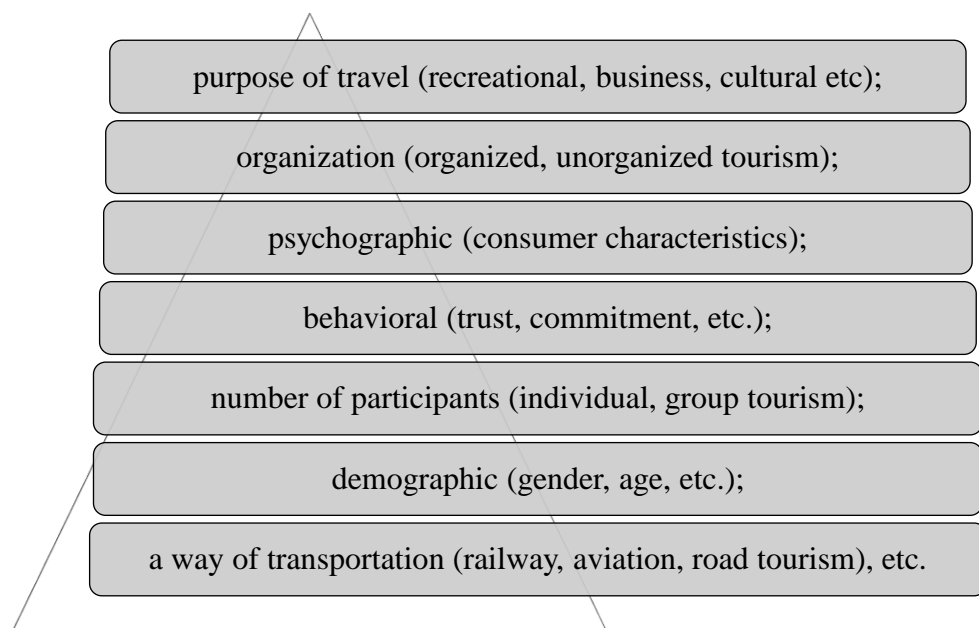


Fig. 1.9. Segmentation criteria of tourist market

The leading countries of the world also segment the market based on such major groups and subgroups (1.10.).

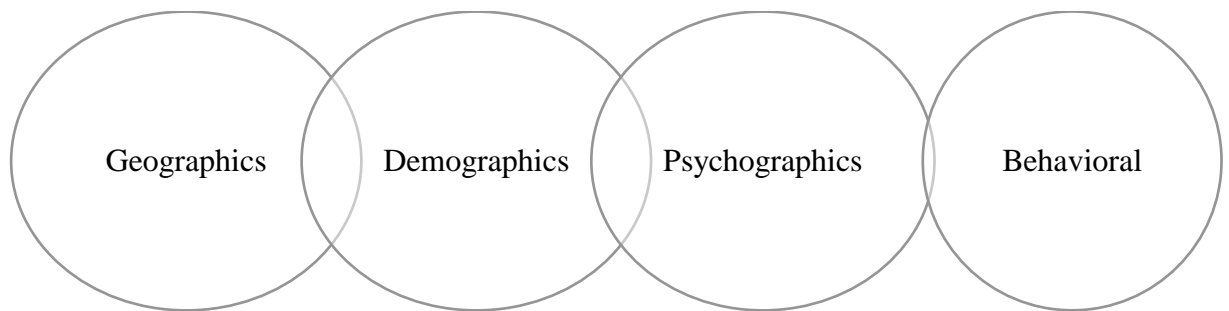


Fig. 1.10. Segmentation groups of tourism market

Geographic group contains such subgroups: country, city, density, language, climate, area and population. According this segmentation any company realizes main information according to the geography of its customers.

Demographic group consists of such subgroups: gender, age, education, income, social status and life stage. This group can help the company to create the portrait of the customer.

Psychographic group has such subgroups: values, attitudes, personality, interest, opinion, lifestyle and concerns. Therefore, such subgroups also create the portrait of the potential customer.

Behavioral group contains such subgroups: intent, usage, occasion, buyer stage, engagement, benefits and life cycle. Behavioral group is the most interesting for marketers of each company because if the company understands how its customer make decision and what stages he goes through, the company can create the best marketing strategy and create a loyal customer.

After the company identifies the most attractive segments for itself, it should ask itself, which one is most fully consistent with its strong business sides. The company should choose a segment that is not only attractive in itself, but also one for successful work in which it has the necessary business prerequisites.

Having decided on which segment to speak, the company must decide how to enter this segment. If the segment has already settled down, then there is competition

in it. Moreover, competitors have already taken their «positions» within the segment. Given the positions taken by competitors, choose one of two ways to position the product on the market:

- Position the product next to the competitor's product and start the struggle for market share, if a product is created that exceeds the competitor's product; the market is wide enough to accommodate several competitors; the enterprise has large resources.

- An enterprise may create goods that are not yet on the market. It will win over consumers, because competitors of this product do not offer. However, you need to make sure that there are enough buyers who prefer this product; are there any technical possibilities to create a product; are there economic opportunities for creating a new product within the planned price level.

The main criteria that guide consumers in acquiring tourism services are: high level of service, trust in travel agencies, acceptable price levels.

The main methods of study of consumers of travel services:

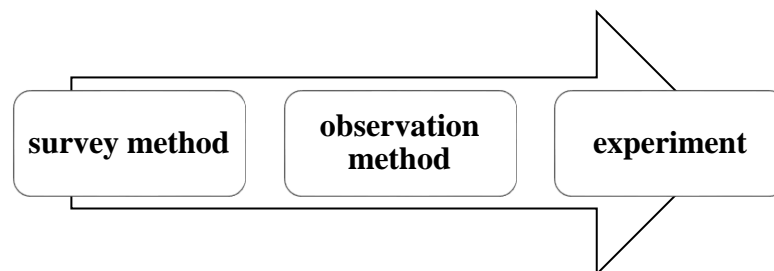


Fig. 1.11. Methods of study of consumers

Survey method is gathering information using asked questions; it happens: actual survey, opinion poll and explanatory survey. Observation method consists of direct observation of customers and the situation in the process of data collection; facilitates the collection of more accurate information and describes consumer behaviour. Experiment involves testing to identify a cause-effect relationship.

In practice, tourism is a widely used tool in the collection of primary information is a questionnaire. The questionnaire should consist of several questions that the respondent needs to answer.

Consumer understanding provides travel company features:

- forecast their needs;
- identify services that are in greatest demand;
- improve relationships with potential consumers;
- understand what the consumer is guided by when deciding on purchase of tourist services;
- find out the sources of information used when deciding on purchase;
- establish who and how influences the development and decision-making on the purchase of a tourism product;
- to develop an appropriate marketing strategy and specific elements of the most effective marketing mix;
- create a feedback system with consumers of tourism services;
- to establish effective work with clients [3].

A particular tourist product will never satisfy requests of the entire mass of consumers. It can correspond only to the desires of some of them - the target profile, consisting of one or more segments.

From the point of view of gaining a competitive advantage in the market of tourist services, the value of consumer loyalty is determined by the following: the higher the level of customer loyalty, the more competitive the company.

Thus, psychologists, marketers, scientists have repeatedly studied this topic, which is why there is such a variety of models of consumer behaviour, works on this topic and so far this topic remains open for many companies, not only in the tourism sector.

Relations with the consumer have become the most important activity of organizations in developed countries. Often, this particular line of business takes the most time and effort of trading companies. Good relationships with consumers allow you to sell products and services more successfully.

Marketing professionals are worried about consumer attitudes because a favorable attitude leads to a favorable exchange behaviour. But, in addition, they must take care of the intentions of consumers. If the consumer develops a favorable

attitude, he will have an intention to make a purchase, and this intention will lead to an actual purchase. In many cases, however, there are certain barriers between attitude and behaviour that can nullify the influence of the relationship.

Studying all the factors influencing consumer behaviour, buying motives, product perceptions help marketers to model the process of making a purchasing decision.

There are many models of consumer behaviour, several models of the decision-making process, however, companies should clearly choose for themselves one, but the most effective model for the development of their business.

In modern conditions, marketing should be treated as a global management function, on which all other activities depend. It is necessary to create at each enterprise such marketing services that would help stores influence consumer buying behaviour in order to carry out their activities efficiently, increase profit and create conditions for their further progressive development.

CHAPTER II. ANALYSIS OF THE CONSUMER TOURISM MARKET

2.1. Coral Travel: the description of the enterprise

Coral Travel is the travel agency that is registered on the physical person Emelianenko V. B. It has two affiliates in Kharkiv. The first affiliate has the juridical address Kharkiv, Nauki avenue, 13. The second affiliate is located on Academician Pavlova street, 44B in the shopping mall French Boulevard. The location of the affiliates is very favorable, because it is located on the most popular and crowded shopping center and popular street in the city center (however, in these places there are a lot of competitors of the Coral Travel).

Coral Travel has 25 years of professional experience in the field of outbound tourism.

In 2014 the group of companies OTI, which includes Coral Travel, finished with record-breaking results, sending over 3 million 100 thousand tourists and showing 24% growth over the previous year. Coral Travel offers the best resorts and hotels in 28 countries – Turkey, Spain, Greece, Egypt, Thailand, Tunisia, Morocco, Israel, UAE, Andorra, Austria, China, Cuba, India, Mauritius, Tanzania, Dominican Republic, Indonesia, Maldives, Vietnam, Seychelles, Sri Lanka, Singapore, Mexico, Cambodia, Jordan and Ukraine. The company is constantly working at opening new destinations. The tour operator also organizes group and individual FIT tours based on our own charter programs and regular flights, develops incentive-, congress-, sports and other types of tourism, and is actively engaged in online sale of tickets [6].

Serving the tourists with average or above average income level, Coral Travel is committed to 100% satisfaction of all its customers.

Coral Travel offices are functioning in Kiev, as well as in Lviv, Odessa, Zaporozhye and Kharkiv.

The company pays great attention to the quality management system and human resources. The brand Coral Travel is positioned in the Ukrainian market as a

mark of reliability and quality, which imposes a special responsibility on the company and is stimulus for further development and improvement [6].

The mission of Coral Travel is to help create the most civilized tourist market, where relationships in the chain customer-agent-operator are based on mutual trust and respect. The ultimate goal of the company - to make quality recreation accessible to all Ukrainians. The main objective of Coral Travel - further increase of the company's efficiency and competitiveness in the market, which suggests focusing efforts in four areas:

- management of market expectations by strengthening loyalty to the company's product and effective steps to further enhance awareness of Coral Travel brand;

- improving the company's performance due to higher sales volumes and tourist product differentiation, continuous monitoring of the current situation in the market and rapid adjustment plans;

- improvement the company management quality through effective planning and increasing the accuracy of predictions for performance;

- working in accordance with the highest international standards, introduction of innovative tourism technologies, without which it is impossible to make steady progress [6].

The aim of Coral Travel - consolidation of its leading position among Ukrainian tour operators and increase in the market share occupied by the company, improving at the same time the quality of tourist product, as well as further implementation of innovative technologies, which are essential for the dynamic development of modern tourist industry. [6].

Company performs a comprehensive quality control of all components of tourism products at every stage of its formation, promotion and implementation.

Coral Travel is engaged in introduction of ISO 9001 requirements. Relations with partners are based on the principles of openness and honesty, without which it is impossible to build a successful business.

That's why the product offered on the market under the brand name Coral Travel, is in the eyes of consumers and partners synonymous with reliability and quality.

The company intends to enhance the prestige of Ukrainian tourist industry, to establish fair competition and civilized relations between market participants.

Speaking for the creation of civilized tourist market in Ukraine, Coral Travel leaders understand that it is impossible without economic development [6].

The company is actively involved in economic and social life of the country.

Coral Travel is clearly aware of its responsibility to society as a whole. Numerous charitable events are aimed at supporting poor and needy. The company provides assistance to children's houses, working closely with various charities, paying particular attention to orphans and veterans [6].

Absolute transparency and respect for the customs and traditions of the country where the company's activities are performed.

Relationships with partners are built on long-term mutually beneficial basis. That's why all the partners of the company are its loyal friends [6].

Competition in the market is a natural stimulus for further development of Coral Travel.

The Company strives to ensure that every holiday branded by Coral Travel was a happy journey for every tourist.

Coral Travel fully contributes to further development of tourism consumer market, realizing that company's success is possible only with steady progress of the entire travel industry.

The success of Coral Travel brand is high professionalism and creative approach to business of all employees. This helps us to improve and move forward.

At the forefront of Coral Travel activities since the very first moment of its creation is meeting the needs of all categories of our customers. The ultimate goal of the company is 100% satisfaction of each tourist by product under the brand Coral Travel, regardless of how many tourists are served by the company [6].

Coral Travel has its website, Instagram and Facebook pages and also channel on Viber where each tourist can find necessary information about the tour and can find future cheap last-minute tours.

The website is very user friendly and logical. You can register as a tourist or as a travel agent. There is information about the company, contacts and relevant information. For example, at the moment, the site lists all the precautions from covid-19 and the ability to reschedule your tour without losing money. It is also possible to select your tour on the site using the "tour search" tool on the site.

On a channel in Viber, a travel agency exposes last-minute offers, various promotions and new information. In addition to the site, instagram and facebook page, there is new information about quarantine and how to be for tourists who were abroad during the epidemic. They also put in the channel instructions on how to deal with already paid leave, which was planned for the quarantine period.

A website, a viber channel, and pages on popular social networks such as Facebook and Instagram help the company communicate with their customers and establish contact with them. Also, maintaining such blogs in instant messengers and social networks can be used as a way to promote and create your own brand. This helps the recognition of a travel agency.

Also, reviews are a very important part of the site, instagram and facebook. Future customers of the company trust positive and neutral reviews about the company's work, and most likely they will get a ticket to the agency where there will be more positive reviews. Already existing customers increase their loyalty to the company when they read positive reviews.

In general, it can be summarized that the company has been operating for a long time in the tourism market and it has its own advantage in a competitive environment. The travel agent uses all kinds of means to increase customer loyalty to the company.

In general, the company uses all the popular ways to attract new and retain existing customers. The internship in this company is really great for the topics and problems of the graduation project on the topic of consumer behaviour in the

decision-making process and for the analysis of the consumer market using the Coral Travel travel agency as an example.

Coral Travel has two affiliates in Kharkov. Coral travel implements the standards of the following services: flight, organization of movement, which includes meeting guests at the airport, takes care of the quality of services of restaurants, hotels and shopping centers with which it cooperates.

Coral Travel provides the following list of services:

- sightseeing tours;
- beach holidays;
- relaxation tours to the islands;
- shop tours;
- ski tours both in Ukraine and abroad;
- tickets at the best rates;
- insurance from Etalon.

Coral Travel is creating and marketing a new tourism product. Creating an attractive tourist product is the most important means of implementing a marketing strategy. It is directly related to the production processes in the travel company. Commodity policy requires sound and coordinated decisions between production and sale in terms of assortment and mass of the tourist product.

The organizational structure of the travel agency "Coral travel" is a linear-functional system.

In Coral Travel, the duties of Tourism Manager are:

- maintaining and expanding the customer base;
- consulting clients by phone and in the office;
- selection of individual and group tours;
- booking tours, signing contracts, issuing documents.

Thus, the staff at Coral Travel is creating and promoting a quality tourism product. Setting goals and objectives is the starting point in planning the marketing of

a travel agency. The goals are the final results that the tourism company is going to achieve as a result of marketing activities.

It works with a large customer base and directs his marketing strategy to create a loyal customer who will return to the company again. The company also operates on the basis of the Law of Ukraine "On Tourism".

2.2 Tourist statistics according to the segmentation of tourist market Coral Travel

In previous parts of this paper work there was described the importance of analysis and development marketing strategies and analysis of consumer behaviour. In addition, the analysis of dynamics of the tourist flows is also crucial part in the researching the consumer buying behaviour in the tourism industry.

In order for tourism to become a mass phenomenon and involve significant segments of the population.

Table 2.1 shows the distribution of tourists by purpose of visiting. It has statistical data according to the number of tourists who traveled in 2019 according to the distribution by purpose of traveling. In addition, the table consists of such indicators as number of tourists including inbound, outbound and domestic tourists.

Total number of tourist vouchers was 448 and this indicator is including only outbound and domestic types of tourism.

Table 2.1

Distribution of tourists by purpose of visit, Coral Travel 2019

Indicators	Total, people	The purpose of travel					Total
		Business, education	Leisure	Health	Sport tourism	Specialized tourism	
Number of tourists, total	448	46	292	34	18		58

Including inbound (foreign) tourists							
Outbound tourists	393	46	254	24	18		51
Domestic tourists	55		38	10			7

Fig 2.1. is the diagram that is made with the statistical data from the table 2.1.

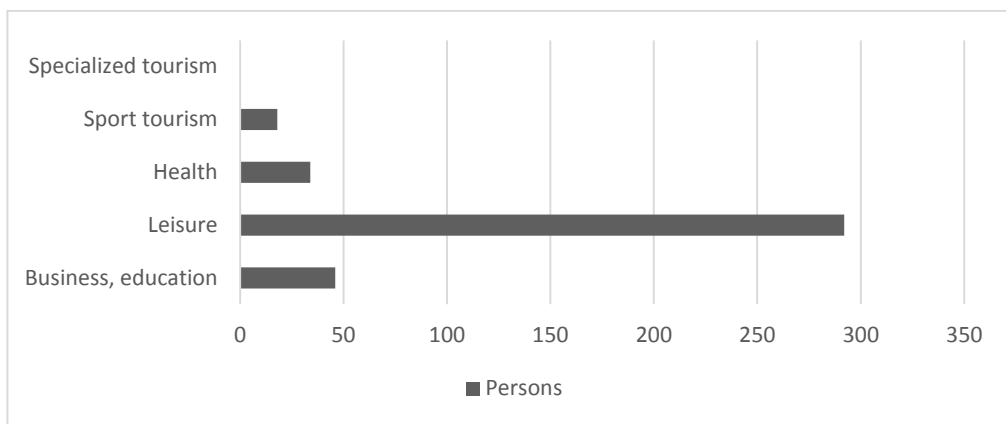


Fig. 2.1. **Distribution of tourists by purpose of visit, Coral Travel 2019**

That is, it can be concluded that the most popular destination is outbound tourism for recreation purposes, as well as business and sports tourism. Tourism and medical tourism also prevails in Ukraine.

Table 2.2 presents the data according to the distribution of tourists by type of accommodation facilities in Ukraine.

Table 2.2

Distribution of tourists by type of accommodation facilities in Ukraine

	Total tourists, persons	Including		Number of tour days	
		Ukrainian citizens	Foreign tourists	total	From them for foreign tourists
1	2	3	4	5	6

Total	64	64	-	448	-
Hotels	35	35	-	245	-
Sanatoriums, boarding houses with treatment, prophylactics	5	5	-	35	-
Motels	-	-	-	-	-
Camp sites, youth camps	-	-	-	-	-
Private accommodation	24	24	-	168	-

Fig. 2.2. is the diagram which shows the distribution of tourists by type of accommodation facilities in Ukraine that is created with the data from table 2.4.

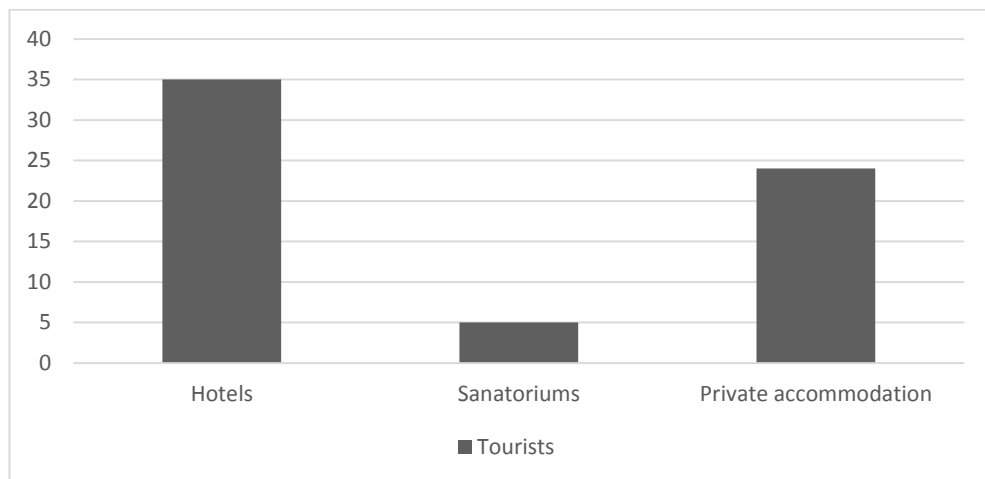


Fig. 2.2. Distribution of tourists by type of accommodation facilities in Ukraine

From fig. 2.2. It is evident that the most popular among tourists on holiday in Ukraine use hotels and private accommodation.

Next, consider the table 2.3, which shows data on tourists traveling abroad in the most popular destinations.

Table 2.3

Distribution of Ukrainian citizens by country of departure

Country	Citizens of Ukraine (disposals), persons	Citizens of other countries (arrivals), persons
1	3	4
Egypt	76	-
Turkey	65	-
Spain	11	-
Bulgaria	10	-
The Czech Republic	8	-
UAE	15	-
Cyprus	24	-
Greece	7	-
Germany	9	-
Sri Lanka	6	-
Dominican Republic	19	-
Thailand	37	-
Tunisia	23	-
Morocco	15	-
Israel	16	-
Maldives	15	-
Singapore	11	-
Seychelles	6	-
Austria	7	-
China	12	-
Cuba	21	-
India	16	-
Vietnam	19	-
Total	448	-

The diagram for the table 2.3 is presented in the Fig. 2.3. below.

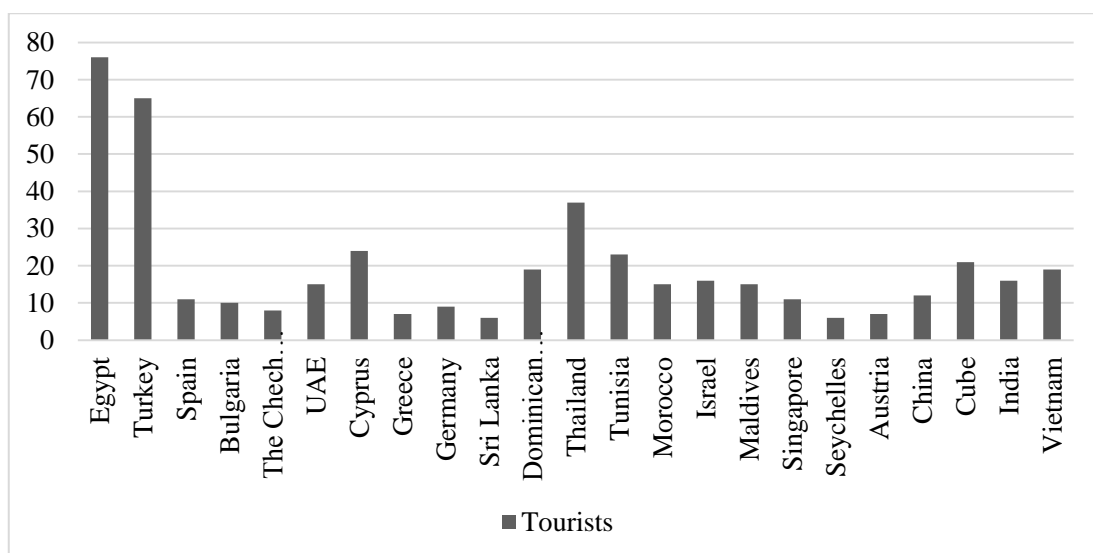


Fig. 2.3. Distribution of Ukrainian citizens by country of departure

Let's start to analyze financial indicators of the Travel Agency "Coral Travel". Table 2.4 shows the number of travel tours sold and the cost of all these tours sold.

According to this data, it can be concluded that Coral Travel sells tours only to Ukrainian citizens for outbound tourism and a very small part for domestic tourism.

The total cost of all tours sold in 2019 is amounted 13, 360 th. UAH.

Table 2.4

Number and value of tourist tickets sold in 2019

Indicators	Number of tourist tickets, units	The cost of tours, thousand UAH.	Number of tourists by realized tours
1	3	4	5
Total tours	448	13 360,0	950
including other organizations			
including other organizations	448	13 360,0	950
citizens of Ukraine to travel within Ukraine	55	1 640,7	64
citizens of Ukraine for traveling abroad	393	11 719,3	886
of them in the CIS countries	-	-	-

Indicators	Number of tourist tickets, units	The cost of tours, thousand UAH.	Number of tourists by realized tours
1	3	4	5
foreigners to travel within Ukraine	-	-	-
of these citizens of the CIS countries	-	-	-

Thus, the travel agency Coral Travel uses market segmentation, consumer analysis and financial indicators in order to improve the marketing strategy of the enterprise and attract new tourists.

The purpose of the undergraduate practice was to deepen and expand theoretical and practical knowledge in the field of tourism and economic production of tourism enterprises and institutions; formation of skills, practical preparation for independent activity. As the topic of the comprehensive course paper is about analysis of tourism consumers: their behaviour in the decision-making process, additional purpose of practice in Coral Travel is to study and analyze consumer behaviour in the tourism market.

All tasks that were set for practical training were completed. Professional skills were increased, main information about customers were received, tips and practice on how to work with various types of clients were also presented in Coral Travel. Skills of understanding the marketing strategy of the enterprise were mastered.

2.3 Statistical analysis of the tourism market in Ukraine and in the world

Today the market of tourism services is characterized by a high rate of development, because it is this industry that brings many countries a large income and a percentage of GDP. According to the International Tourism Organization, "the contribution of tourism to global GDP is 10% and 7% of world exports" [6], and "the

total number of jobs directly or indirectly related to tourism - 11%, so a balanced government policy in the field of tourism is an important part of sustainable economic development of Ukraine in the world "[8].

It is important to note that a developed country is considered to be a country whose exports are higher than imports, and which sells mainly not agricultural products or raw materials, but its recreational resources. First of all, this problem is relevant in Ukraine, because according to the State Statistics Committee of Ukraine, about 60.5% of total exports are agricultural products. From this we can conclude that the industry of Ukraine is focused on agricultural products.

Another statistics, on tourism in Ukraine should be provided. According to the State Statistics Committee of Ukraine for 2016, there are 24 million citizens of Ukraine who went abroad and 13 million foreign citizens who visited Ukraine. These data are a direct proof that the market of tourist services in our country has not developed in the last few years, because in 2013 the number of foreign citizens who visited Ukraine was 24 million, which is 11 million more than in 2016. Statistics show only that the costs of Ukrainians for their travels significantly exceed the costs of foreign tourists in our country.

This raises the problematic question of the market of tourist services in Ukraine and the prospects for its development. The objectives of this article: to assess the current state and identify the main steps that will be the basis for the development of tourist services. Speaking about the prospects for the development of tourism in Ukraine, I want to answer the following question: is it possible to turn agrarian Ukraine into a Ukraine that produces quality tourism services and sells them to foreign and domestic consumers?

As it was mentioned earlier, Ukraine is a country whose exports are focused on agricultural products and raw materials, and the tourist flow for four years has become even smaller than in previous years. This information was confirmed by statistics taken from the official website of the State Statistics Committee of Ukraine.

According to the table below, it can be identified the trend of development and decline of tourist flows.

Table 2.5

Tourist flows in Ukraine: the number of foreign tourists, outbound and domestic [9]

	Number of Ukrainian citizens who went abroad - total ²	The number of foreign citizens who visited Ukraine - total ²	The number of tourists served by tourism entities of Ukraine - total ³	Including		
				Foreign tourists	tourists-citizens of Ukraine who went abroad	Domestic tourists
2000	13422320	6430940	2013998	377871	285353	1350774
2001	14849033	9174166	2175090	416186	271281	1487623
2002	14729444	10516665	2265317	417729	302632	1544956
2003	14794932	12513883	2856983	590641	344 332	1922010
2004	15487571	15629213	1890370	436311	441798	1012261
2005	16453704	17630760	1825649	326389	566942	932318
2006	16875256	18935775	2206498	299125	868228	1039145
2007	17334653	23122157	2863820	372455	336049	2155316
2008	15498567	25449078	3041655	372752	1282023	1386880
2009	15333949	20798342	2290097	282287	913640	1094170
2010	17180034	21203327	2280757	335835	1295623	649299
2011	19773143	21415296	2199977	234271	1250068	715638
2012	21432836	23012823	3000696	270064	1956662	773970
2013	23761287	24671227	3454316	232311	2519390	702615
2014 ¹	22437671	12711507	2425089	17070	2085273	322746
2015 ¹	23141646	12428286	2019576	15159	1647390	357027
2016 ¹	24668233	13333096	2549606	35071	2060974	453561
2017 ¹	26437413	14229642	2806426	39605	2289854	476967
2018	- ⁴	- ⁴	4557447	75945	4024703	456799

¹ Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone;

² Including one-day visitors (according to the State Border Guard Service of Ukraine Administration);

³ 2000-2010 according to the Ministry of Infrastructure of Ukraine, starting from 2011 according to the State Statistics Service.

⁴ There is no data for 2018 on the site.

According to the data from Ukrainian Statistics, the dynamics of tourist flow is seen. Each year the number of tourists served by tourism entities of Ukraine, foreign,

domestic tourists and tourists-citizens of Ukraine who went abroad is rising that is good situation for the tourism business.

Table 2.6

Departure of Ukrainian citizens abroad to the countries they traveled to in 2017 (according to the Administration of the State Border Guard Service of Ukraine) [9]

	The number of Ukrainian citizens who went abroad - total ¹	For the purpose of visiting		
		business trip	organized tourism	private trip
Total	26 437 413	97 271	120 887	26 219 255
Countries				
Austria	115 406	217	5 174	110 015
Azerbaijan	27 386	89	–	27 297
Albania	5 405	–	–	5 405
Algeria	19	–	–	19
Anguilla	19	–	–	19
Afghanistan	18	–	–	18
Belgium	20 891	–	–	20 891
Belarus	1 186 466	42 868	12 656	1 130 942
Bulgaria	58 597	7 925	12 255	38 417
The Great Britain	63 920	107	2	63 811
Armenia	15 432	28	442	14 962
Greece	104 774	585	5 210	98 979
Georgia	111 981	1 573	1 707	108 701
Denmark	6 351	–	–	6 351
Estonia	14 542	24	761	13 757
Egypt	733 597	375	14 810	718 412
Jordan	8 495	–	–	8 495
Israel	155 074	254	5 710	149 110
India	208	–	–	208
Irak	1	–	–	1
Iran	6 316	–	–	6 316
Ireland	11	–	–	11
Iceland	350	–	–	350
Spain	112 982	–	–	112 982
Italy	173 573	6	–	173 567
Kazakhstan	39 147	–	–	39 147
Canada	1	–	–	1

Qatar	14 263	–	–	14 263
Kenya	55	–	–	55
Kyrgyzstan	7	–	–	7
China	23 107	76	–	23 031
Cyprus	58 326	–	–	58 326
South Korea	1	–	–	1
Latvia	54 831	82	1 622	53 127
Lithuania	54 867	31	675	54 161
Lebanon	5 775	–	–	5 775
Luxembourg	28	–	–	28
Mali	7	–	–	7
Malta	736	–	–	736
Morokko	117	–	–	117
Moldova, Republic	1 680 353	1 554	138	1 678 661
Netherlands	114 374	–	–	114 374
Germany	344 150	195	4 827	339 128
Norway	7	–	–	7
UAE	166 586	214	8 135	158 237
Pitcairn	7	–	–	7
Poland	9 990 978	1 789	5 059	9 984 130
Portugal	821	–	–	821
Republic of Macedonia	29	–	–	29
Russian Federation	4 376 423	28 177	1 257	4 346 989
Romania	1 045 424	3 475	5 439	1 036 510
Serbia	319	48	36	235
Slovakia	854 657	–	–	854 657
Slovenia	4 887	–	–	4 887
USA	32 660	–	–	32 660
Tajikistan	10	–	–	10
Tailand	17 777	–	–	17 777
Tanzania, United Republic	406	–	–	406
Tunisia	19 793	–	752	19 041
Turkey	1 185 051	7 459	29 495	1 148 097
Turkmenistan	89	10	–	79
Hungary	3 118 758	–	–	3 118 758
Uzbekistan	61	–	–	61
Finland	14 146	–	–	14 146
France	106 697	–	–	106 697
Croatia	5 505	–	–	5 505
Czech Republic	73 536	110	3 990	69 436

Montenegro	40 317	–	735	39 582
Switzerland	36 589	–	–	36 589
Sweden	24 215	–	–	24 215
Sri-Lanka	9 706	–	–	9 706

¹ Without service personnel of vehicles and military personnel.

According to the data from Ukrainian statistics about the departure of Ukrainian citizens abroad to the countries, the most popular countries among Ukrainians are Belarus, Moldova Republic, Poland, Russian Federation, Romania, Turkey and Hungary.

It is also necessary to mention that the most popular type of visiting foreign countries is the private trip, then – organized travel and the last one purpose of visiting is the business trip.

The chart from the table 2.8 is presented below. Other countries are also received the big amount of Ukrainian tourists, but in comparison with these countries, it is a little bit different result.



Fig. 2.4. Departure of Ukrainian citizens abroad to the countries they traveled to in 2017 [9]

UNWTO presents the statistics according to the segmentation of tourist market, for example, the statistics according to the purpose of destination, according to the way of transportation, number of participants, gender, age, etc. The most popular purpose of traveling are leisure, recreation, holidays (fig. 2.5.) [9].

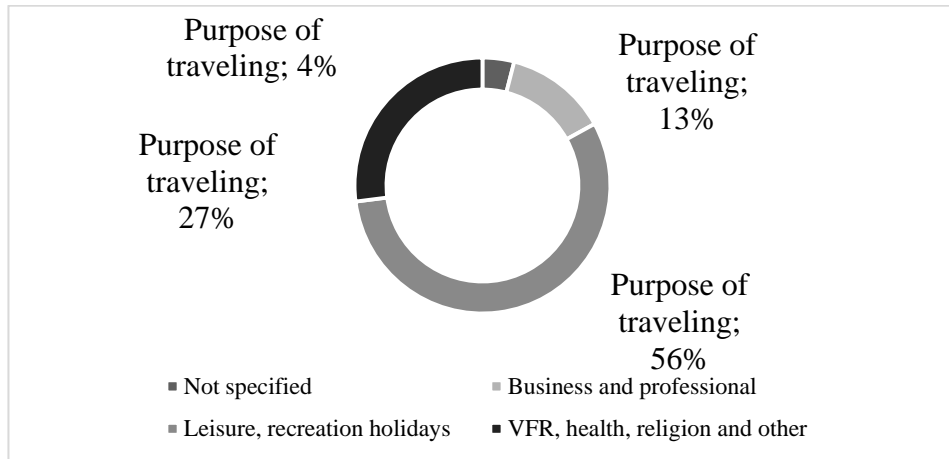


Fig. 2.5. UNWTO statistics: purpose of travel, 2018 [10]

According to the graphic, it can be concluded that the most popular purpose of destination is the leisure, recreation holidays. Next place in this list is taken with the health tourism, visiting friends and relatives, and religion/excursion tours. The last place in the list is taken by business tourism.

The next graph shows the popularity of different ways of transportation. It is also necessary to understand what kind of transport many people prefer or not prefer in order to suggest the appropriate type of tour.

The most popular way of transportation is the air transportation that is the most reliable, fast and convenient for tourists. The next place is taken by road transportation, because it is also convenient for people and there are a lot of bus tours. Water transportation takes only 4% and the train takes only 2%. These two means of transportation is not so popular. Water transport is popular like some cruises tours through different seas, countries, but not as the way of transportation. Fig. 2.6. shows the UNWTO statistics according to the mode of transportation.

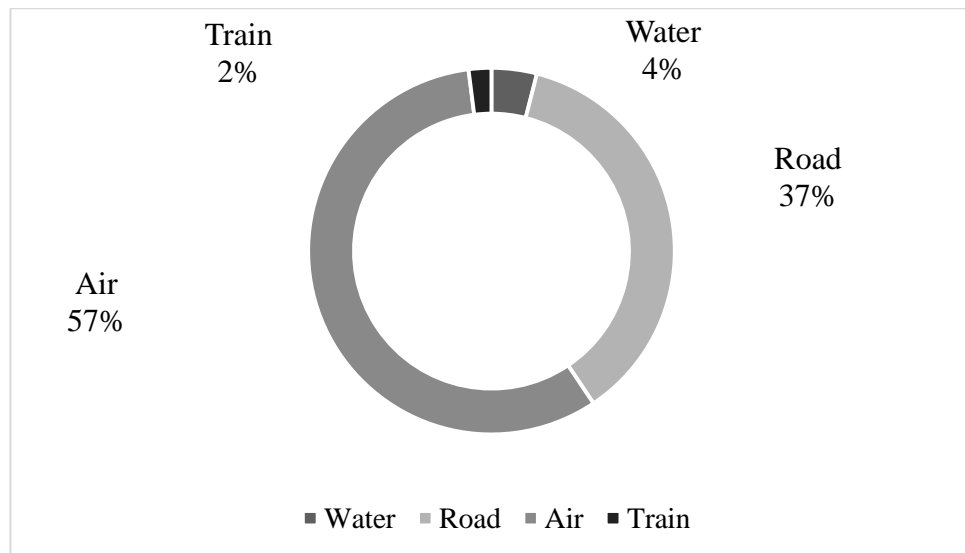


Fig. 2.6. UNWTO statistics: mode of transport, 2018 [10]

According to the International Tourism Highlights Report 2019 there is the classification of tourists by top destinations. The popular ones are presented in the Fig. 2.7.

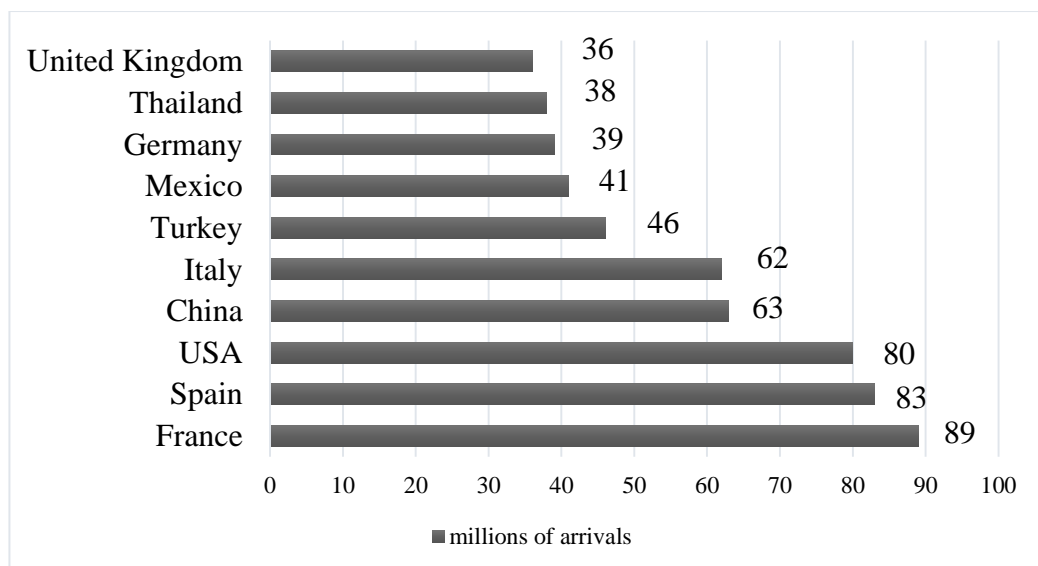


Fig. 2.7. Arrivals in top destinations [10]

The graphic shows not only the list of top-8 traveling destinations, but also the number of arrivals in these countries. According to the graph, it can be concluded that the most popular countries for tourism are one of the most developed countries.

The following graphic shows the list of countries that earn more than others with the help of tourism do. France is the most popular destination according to the

arrivals, but USA earns more, than France in several times. In addition, Spain is the second country in the list by the number of arrivals; however, this country earns also more than France.

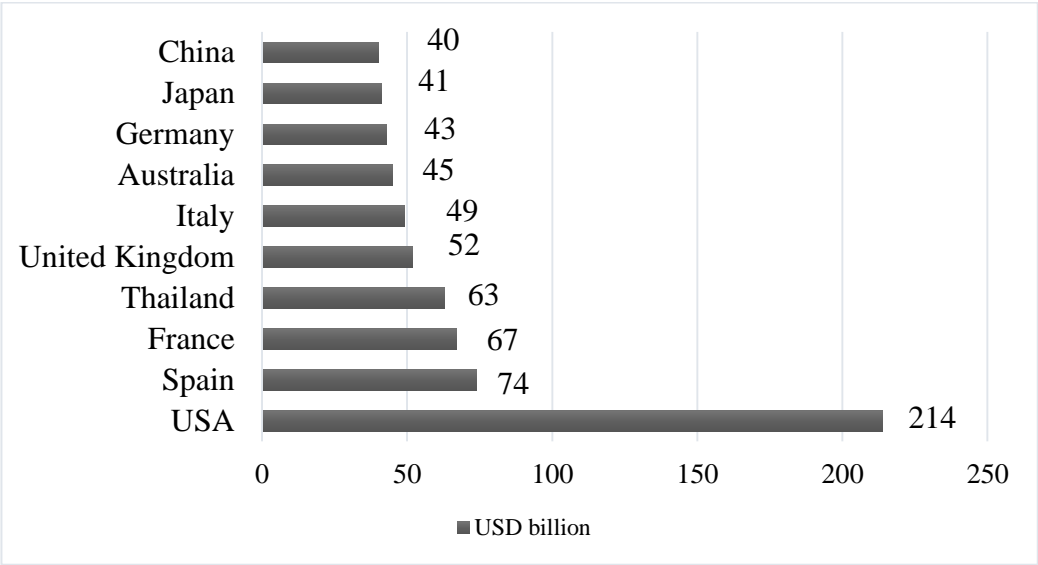


Fig. 2.8. Top tourism earners countries [10]

According to the parts and elements of the tourism, the segmentation of the market is appeared.

Market segmentation is a breakdown of the market into distinct groups of customers, each of which may require separate products and/or marketing complexes. Most often, socio-economic criteria are used for market segmentation, such as: age, gender, income level, education, profession, family size and others.

Coral Travel determines the target segment according to the following characteristics:

Table 2.7

Characteristics for determining the target segment

Indicator	Answer
Age	25-55 years
Income	Low, medium or high
Geography	Consumers living in Kharkiv city, Kharkiv area
Life style	an energetic, active person engaged in commercial or managerial activities, often working on weekends and holidays, watching his image, feeling a lack of time to relax and his family, receptive to new things

Travel motive	desire to relax with family, the desire to relax abroad, the desire to receive treatment abroad, desire to visit an exotic country (entertainment + novelty).
---------------	--

This describes the main segment on which Coral Travel operates. Of course, this does not mean that absolutely all clients of the company are of precisely this age or status, but most of them fit this definition, and it is this group of consumers that allows you to quickly recoup the costs of manufacturing and promoting a tourism product. On the other hand, almost all travel companies are focused on the same segment, as previously mentioned. This means that the company should strive to gain consumer favor and trust.

All marketing efforts should be aimed at creating strong and lasting preferences for current and potential customers. The task is to distract a large number of customers from the existing market, attracting new categories of customers.

In addition to the described segment, there are other consumer groups that can bring real income. In the previous paragraph, students (youth) were considered as potential consumers. You can also offer work with such a category of clients as children, adolescents, people of pre-retirement age, with low income and enough free time. However, new customers need a new tourism product, the development of which will take time, effort and money.

CHAPTER III. RESEARCH OF BEHAVIORAL CHARACTERISTICS OF CONSUMERS OF TOURIST PRODUCT

3.1 Behavioral characteristics of tourism product consumers of different age categories

Analyzing consumer behaviour it is necessary to know not only stages in the decision-making process, but also types of the customer. The purpose of this section is to analyze the consumers of the tourism market, analyze their behaviour patterns, classify them into several groups and recommend agencies how to influence consumer behaviour in different conditions.

Market segmentation is defined as the process of dividing a market into more homogeneous groups of people who have needs, desires and similar applications. There are a lot of different classifications criteria about consumers of tourist product and the main one is presented below:

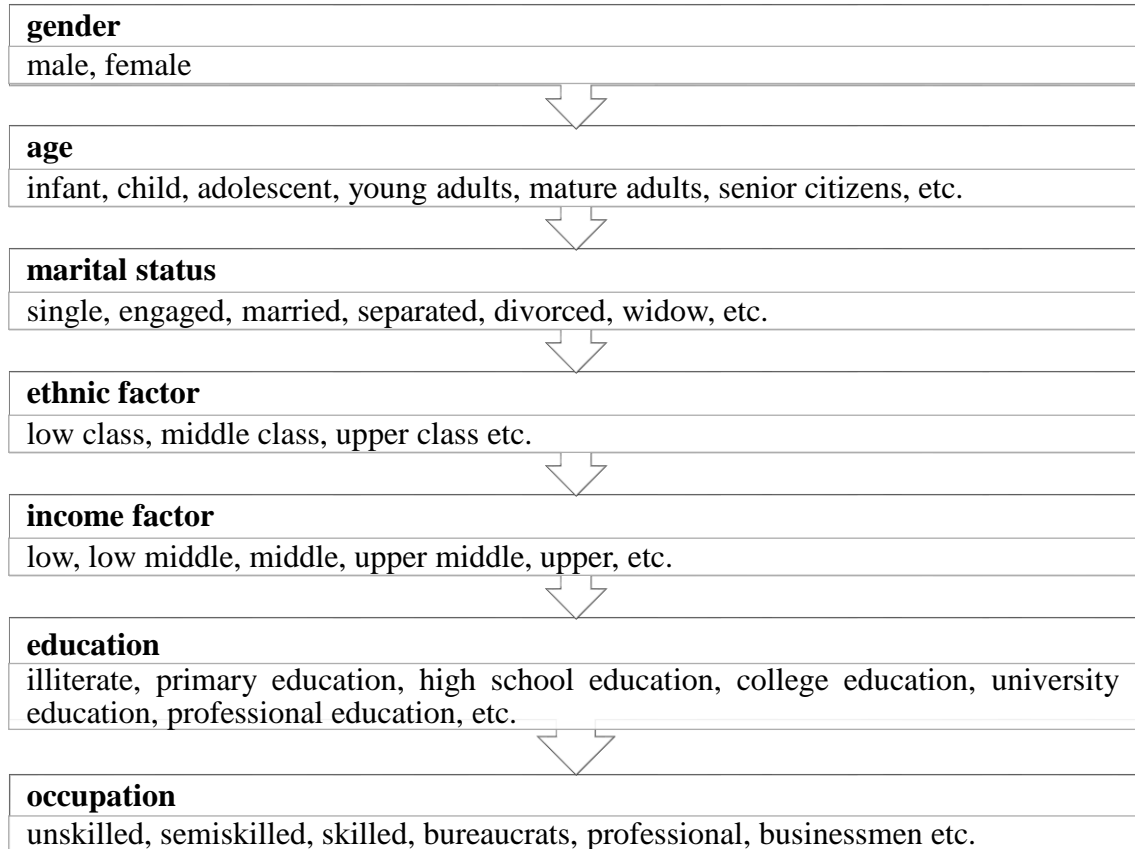


Fig 3.1. Classification criteria of tourists according to different groups

The whole variety of factors affecting consumers of tourism services can be divided into two groups: external stimuli and personality factors.

External drivers include:

- marketing factors;
- environmental factors.

A tourism company has a direct impact on the client through marketing factors.

These include:

- tourism product;
- price;
- sales;
- communications;
- staff;
- process of consuming services;
- environment.

The task is to use these factors as efficiently as possible to achieve the goals of the tourism enterprise.

Analyzing consumer behaviour it is necessary to know not only stages in the decision-making process, but also factors affecting on the customer.

Environmental factors are not directly controlled by tourism enterprise. However, they have a very significant impact on customer behaviour. Therefore, they should be constantly taken into account not only when making any serious marketing decision, but also in everyday activities.

Among environmental factors, such as:

- Economic;
- Social;
- Cultural;
- Political.

Economic and political factors have a greater impact on all other factors (social, cultural) than on the behaviour of a particular person. Nevertheless, at the same time, one cannot ignore the fact that the general situation with the development

of productive forces and production relations in society affects consumer behaviour in the market.

Among the most significant economic factors, there are such factors as: the dynamics of inflationary processes, the state of the market for goods and services, emerging exchange rates, interest rates, etc. For example, inflation has a direct impact on consumer behaviour.

This is expressed in the fact that they constantly measure and evaluate their actions in terms of the rational use of their money. Moreover, the degree of such a comparison is directly dependent on the pace and nature of inflationary processes.

Therefore, the knowledge of the enterprise of the mechanism of the influence of economic factors on consumer behaviour allows it not only.

It is worth to predict the likely actions of customers, but also use this influence.

Among the factors of a political nature, perhaps, the open door policy carried out in recent years has the greatest impact on consumers of tourism services, which contributes to an increase in the number of trips of our citizens abroad.

Significantly, affect the behaviour of customers is also the laws and regulations adopted by the state.

Cultural factors have a direct impact on the clientele. This is largely due to the fact all clients live and act in a society that makes certain amendments to their behaviour.

The cultural environment in which we exist significantly affects the basic values that are emerging in society, such as attitudes towards risk, personal freedom, the pursuit of success, individualism, etc.

The processes taking place in the cultural sphere are the deepest cause of human desires and behaviour. Human behaviour is more acquired, that is, brought up by culture. The child grows in society, he acquires the basic values, desires and behavioral skills in the family, school and other public institutions. Each of us has been taught social values from early childhood. Moreover, we tend to accept these values and norms rather than run the risk of being rejected or punished by society.

It is necessary to take into account the smallest shifts in the development of culture, offering new tourism services. Therefore, for example, the tendency observed in most countries for people to pay more attention to sports and recreation opens up good prospects for the development of the tourism sector.

Consumer behaviour is always influenced by social factors, the main of which are:

- social status;
- reference groups;
- family;
- social roles and statuses.

The social status of a person is his belonging to a particular social class. Modern societies are divided into classes and social groups, taking into account the material, political, social and cultural viability of the individual.

A reference group is any collection of people that affects a person's position and behaviour.

There are a great many such groups, formal and informal.

Status accompanies every role of a person and determines the degree of his respect from the community.

How personal factors affect customers?

Knowledge of personality factors is of paramount importance for tourism activities. This is due to the fact that they affect:

- type of services offered;
- selection of places for their acquisition;
- the possible price that the consumer is willing to pay for the services provided;
- ways in which you can influence the client and persuade him to his side.

Among the most significant personality factors, the following are usually distinguished:

- age and stage of the life cycle;
- occupation;
- education;

economic situation
personality type and conceit;
lifestyle.

When preparing this or that marketing program, it is necessary to find the relationship between the proposed tourism products and consumer groups that are characterized by a particular lifestyle. Typically, these studies are accompanied by the collection of a huge amount of information about hobbies, interests, opinions of people, demographic situation. Then this information is processed in order to search for specific groups in a given locality, region, republic. In particular, such an analysis allows the company to build advertising messages, focusing on groups with a specific lifestyle.

In addition, you can more clearly determine the size of various market segments and thereby optimize your marketing efforts.

Thus, the study of the nature and mechanism of the influence of various factors on the behaviour of consumers of tourism services makes it possible to determine the likely reaction of customers to certain offers of a tourism enterprise.

It was analyzed the activity of Coral Travel. Travel agency made survey about frequency and types of travels. In addition, fig. 3.2. helped travel agencies to make the questions to the survey: questions are almost the same with this classification. However, it is necessary to understand how much one or another groups of tourists the travel agency has. Therefore, this information is crucial in the consumer research in the tourism industry.

Questions of the survey are presented in Addition A. There are respondents – the clients of the travel agency and the results of the survey are following:

The 55,2% of the interviewees are women and the next 44,8% are men. The next results are presented below.

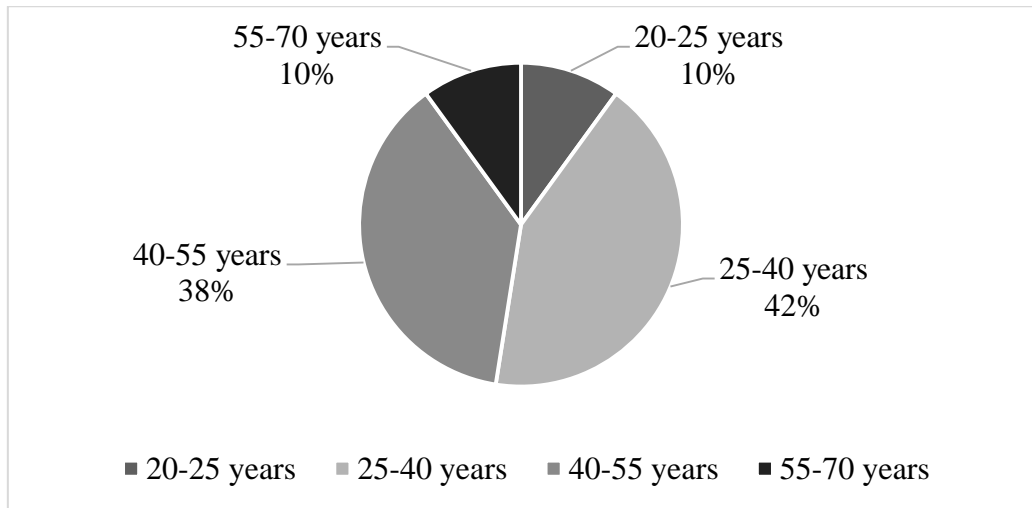


Fig 3.2. Age of the respondents

Fig. 3.2. shows the percentage, the respondents answered how old they are. Based on the main answers, travel agencies classified customers by age categories: from 20 to 25 years; from 25 to 40 years; from 40 to 55 years and from 55 to 70 years.

The next Fig 3.3. shows the data about the job-experience of the respondents and according to the results of this question of the survey, it can be approximately concluded the income of your customers.

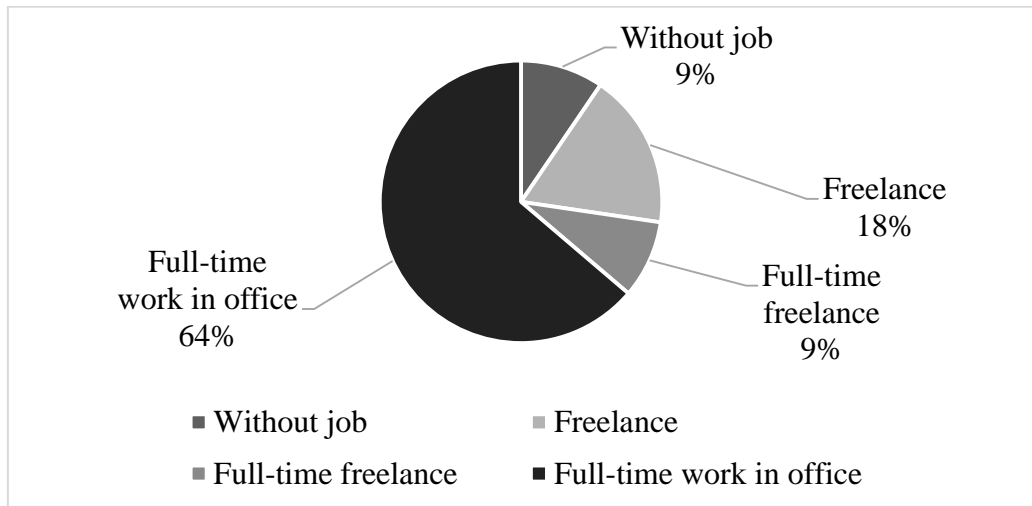


Fig. 3.3. Employment of respondents

According to the getting results, one can see that most of the interviewees have full-time work in office. The following figure shows the number of interviewees who travels zero, one or more times a year.

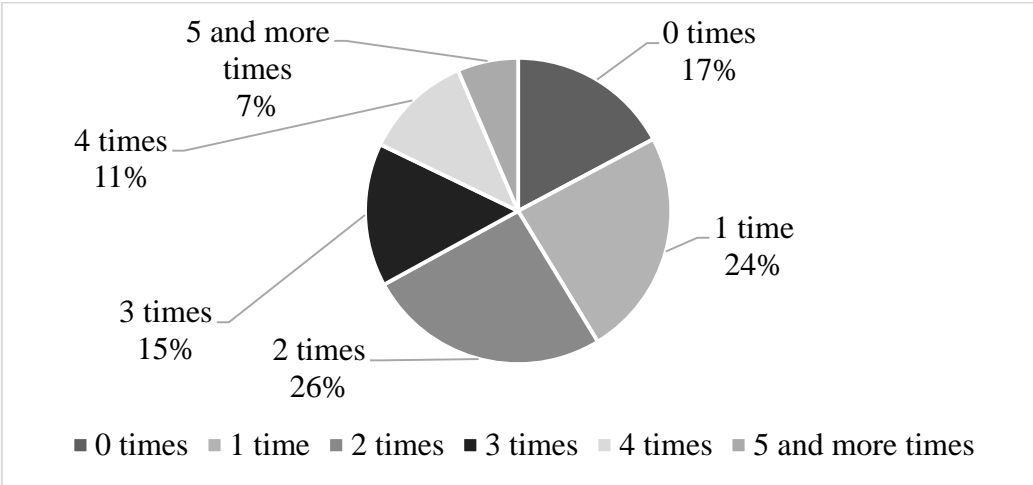


Fig. 3.4. Respondents' frequency of traveling

The darkest color shows people who travel 5 or more times a year and this indicator equals to 7%.

Fig. 3.5. represents the results according to the types of the travels. Most respondents prefer to independently move around the world, walk, watch and explore new places. Most often, independent tourism is combined with other types of travel. For example, independent and beach or independent and active. In addition to the proposed options, people also travel to visit relatives or friends, for sports and hitchhiking.

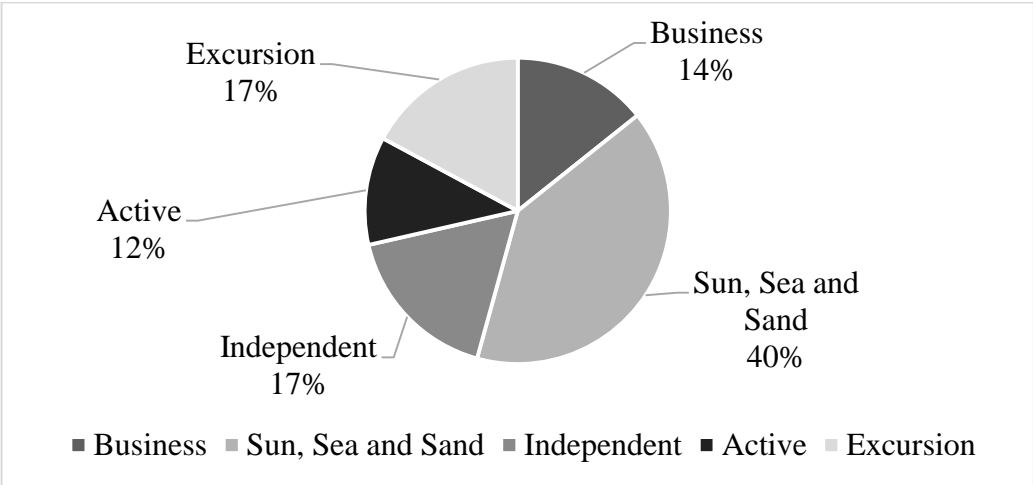


Fig. 3.5. Respondents' preferred types of tours

According to the survey that is presented in Addition A. It can be highlighted income level, age and direction indicators as the main ones. According to the survey, Coral Travel gives the next characteristics of tourist groups by age.

There are such groups: tourists from 20 to 25 years old, from 25 to 39 years old with children and without them, from 40 to 55 years old and the last category is from 55 to 70 years old. The full classification and characteristics of these groups of tourists by age is presented in table 3.1.

Table 3.1

Classification and characteristics of groups of tourists by age

Groups of tourists	Characteristics
20-25 years	It is the first group in the classification. Tourists of this age are knowledgeable. They value the manufacturability of the services provided such as payment by card, possibly the smart home system at the hotel, various tablets on the plane / bus, virtual guide. 20-25 years is the age when tourists are still subject to fashionable travel trends. If today it is fashionable to go on sightseeing tours to Europe, then they will go there, if on extreme trips, then accordingly tourists will choose this direction.
25-39 years (with/without children)	These tourists can be with children or without them. According to the analyzed travel agencies, 40% of this group of tourists are with children and 60% travel without them. Tourists with children usually choose comfortable and convenient package tours, so that then they don't bother about anything during the trip. They constantly ask the travel agent questions about the tour, hotel, travel entertainment, etc. Tourists without children try to travel with companies, choose group tours, just like tourists with children ask questions about the upcoming trip.
40-55 years	Typically, these consumers are attributed to the middle class

	and above, that is, to people who have a fairly good income. Tourists of this age appreciate the quality of service provided at the agency, hotel, airplane and in the country. Often they want to be offered a ready-made solution. Among this category, regular customers are most often found.
55-70 years	Tourists in this category often require attention, they need to repeat everything, tell in detail, for example, you can give them a check list for the trip. These customers are the most dedicated and loyal. However, they are also subject to panic attacks, they will teach and give advice to the manager. They need to be listened carefully and reassured in time.

Men and women can make decision in some different ways, and our wants, needs, desires and aspirations all change with our age. Married people and unmarried, with children or without choose different types of tours when they plan their holidays, they behave and think in different ways. Thus, it is important to consider the marital status of a consumer before studying their buying behaviour. An individual's income determines to a very great extent the type and quality of products he buys.

Geographic factors may in the choosing destination of holiday can be very crucial. For example, average Ukrainian (if it is sea, sand and sun holiday) more travels to Turkey, Egypt, Bulgaria, because it is quite near to Ukraine. If it is educational or excursion trip, Ukrainian will go to the countries of Europe.

The availability of such geographic information can help the marketer target mailings, advertisement, or personal sales pitches that will be most effective and efficient.

Psychological Factors also influence buyer behaviour, ranging from the teachings of Freud to Herberg's discussion of dissatisfiers and satisfiers. In the context of marketing, perhaps the most widely quoted psychological approach is that of Abraham Maslow. So, if you a marketer or works in the sphere of sales and work with customers, you should know something about this approaches in psychology.

According to these factors we can classify types of tourists. There are different classifications, but the classification by age, marital status, income level is popular in the sphere of tourism. For example, there is the typology by age: infant, child, adolescent, young adults, mature adults, senior citizens, etc.

Infants, children and adolescent always travel with their parents and they don't take decision about the purchase of some tourist product.

Young adults choose tourist product and take decision about the purchase according to the such factors like the destination which they want to visit, price policy of the tourist product, type of tour (extreme, traditional sea, sun, sand or educational). They are also susceptible with popular places, which they can see on instagram-blog or facebook/youtube.

Mature adults can be with children or without and according to this they choose the tourist product. Their preferences can be traditional travel with comfort or if you are mature adult without children you sometimes choose some interesting trips. As a rule, such people can be with low middle, middle, upper middle income and according to this they will take decision about the purchase.

In addition, people with children will choose the most comfortable package tour. Senior citizens will make decision about the purchase if the proposed tour will match to every needs and wants of tourist. On practice, such people have enough money to pay for different types of tours that tourist choose and also such people can choose trips that they have never had before.

Classification according to marital status is also important. You as a travel agent should know what kind of tour you can propose for such people, because it can be a one person, husband and wife or family with children. The last group of people plan joint rest with children or without them. Clients with children and without were described earlier in the article. They ask a lot of questions about the trip, comfort is the important thing in their travel. One person can travel to every destination, almost all kinds of trip can suit him and everything here depends on his needs and wants about the travel. In addition, tourists are classified into several groups, such as visitors who travel local, regional, national and international.

Tourists can be also divided according to their income, and it is easy to understand what kind of tours and destinations they will choose. Someone is ready to pay for tour and if the proposed tour will match to the requirements of tourists, they will quickly make decision about the purchase.

Income of tourists can be low, low middle, middle, upper middle, upper, etc. and this classification can be interconnected with the age of tourists.

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. However, this classification helps travel agent to understand and to know his customer and to affect consumer behaviour. As the change comes in some factors, consumer behaviour also changes.

If we divide tourists according to their income, it will be easy to understand that kind of tours and destinations they will choose according to the budget that they will ready to pay for it and if the proposed tour will match to the requirements of tourists, they will quickly make decision about the purchase.

It is necessary to mention that if the customer has upper middle and high income, he will buy some interesting tour and for him it does not matter how much the tour costs. This type of customer will choose the tour according to the quality of services.

3.2 Practical approaches of marketing influence on tourism product consumers of different age categories: customer acquisition and retention

In order to influence the buying behaviour in the decision-making process, it is necessary to not only know and understand the consumer behaviour patterns or the main steps in the purchasing decision-making process, but it is also important to be careful, listen to what the consumer tells you and use all the information received to attract consumer.

The main goal of influencing tourists is to gain customer loyalty. Before the consumer reaches the required level of loyalty, he must climb the ladder of buying

behaviour, go from the complete lack of loyalty to the highest degree of its manifestation (Fig. 3.10) [13].

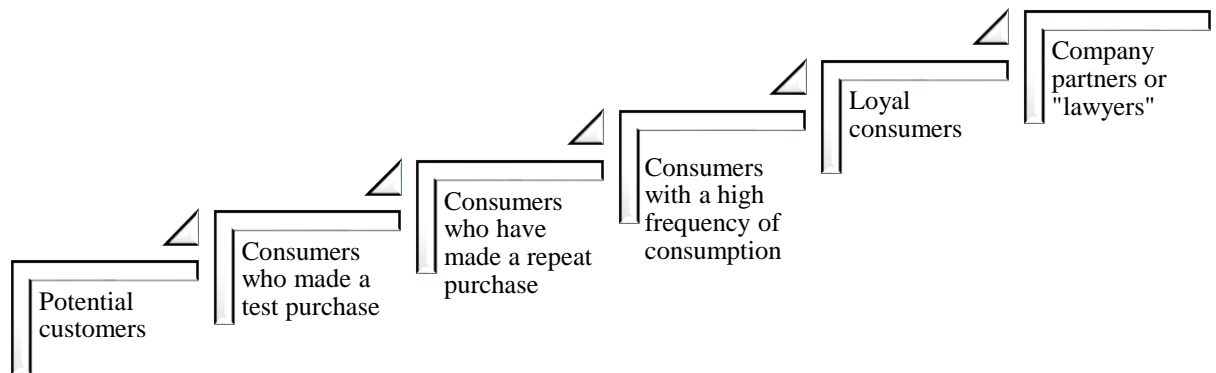


Fig. 3.6. The stages of consumer behaviour

In addition, there are whole varieties of factors affecting consumers of tourism services can be divided into two groups: external drivers and personality factors.

External drivers include marketing factors (product, price, sales, communications, and staff, process of consuming services) and environmental factors (economic, social, cultural, and political).

Among the most significant personality factors, the following are usually distinguished: age and stage of the life cycle, occupation, education, economic situation, personality type and conceit, lifestyle.

The buying process begins with the buyer realizing the problem or need, when he feels the difference between the present and the desired state. His need may be caused by an external or internal stimulus that were already mentioned.

The ability to determine the type of consumer and correctly respond to his request will allow you to:

- choose the most advantageous position in the relationship;
- correctly show your advantages over competitors;
- learn how to work out customer objections;
- build strong and long-term relationships with customers.

The analysed travel agency identified three main classifications of tourists: by direction, income and age.

If your consumer is interested in any one direction in tourism, then it is not a problem to influence the client's decision to purchase the appropriate tour.

In the classification of tourists by income, it is very important to understand the basic need for a trip. For example, a consumer wants to go somewhere, because he has, some reason for it, and the manager's task is to find out the reason for the trip and use it in the future when working with a client. The manager can ask leading questions and focus on this in order to speed up the decision-making process itself.

Also, when you want to influence the behaviour of the buyer, you must take into account the needs of consumers. Below are the types of customers based on their needs and recommendations on how to influence the decision of the buyer when he thinks about the purchase.

Identification of customer needs is a very important stage on the path not only to a successful sale, but also to the formation of loyalty. The path to the sale of a product or service certainly goes through a very careful clarification and study of the needs of the client. It is important to remember that the basis for the sale is not the product itself or even its characteristics, but the benefit that the buyer receives from his purchase.

Therefore, the identification of the need of customer is one of the main motives for customer to go to the shop or to the website in order to buy what he/she need. In addition, it is the first step in the decision-making process. It is also the crucial element of communication between customer and seller, because how it was written earlier you could not sell your goods/services before you do not understand what to sell to your client.

In addition, I want to remember some motives of customers, which influence on their behaviour in the decision-making process.

The first one motive that influence on customers' behaviour is anxiety. A person who is anxious wants, first of all, safety. The motivation of this type of customer in sales is nothing more than the need for security. He needs guarantees, the reputation of your company, documentation confirming the quality, as well as good reviews about the product. If a potential buyer is worried, it is important to focus on

the reliability and safety of a product or service when selling. The product that you offer him must necessarily contribute to the creation of psychological comfort, bring a person a sense of security and tranquillity - the consumer must be 100% sure that he made the right choice.

In this case, your customer will doubt for a very long time and the process of making a purchasing decision will take him quite a long amount of time. In the decision-making process, evaluation of all the options will take him a long period.

The next motive is greed. If the main need of customer is to take benefit from the purchase, your customer can behave in two ways:

he/she will directly say that he is interested in a discount or products on a certain budget, can also ask questions about various promotions and discounts;

he will hide his need for profit before the seller, and say that he needs to think and at the same time the customer will chose the most profitable place where to buy.

In the process of the decision-making, the evaluation of the products and the search of information will take a lot of time for such customers.

For some buyers is necessary the new popular goods/services. There is a separate category of consumers for whom the main motive for buying is the fact that the product has just appeared on the market. Even without a clear need for it, they choose a product just because they want to try something new. This means that a person has a high need for change, he longs for fresh impressions, and you can safely focus your proposal on this.

Such customers do not spend a lot of time on the decision-making process; they can skip some stages in the process. They take decision quickly.

For some customers comfort is the most important thing. This refers to those forms of convenience that the buyer receives with the purchase of the product. Comfort motivation usually works in people with rational thinking. A customer of this type needs to sell a product or service in such a way that the product is simple, convenient to use and has a number of purely practical advantages, for example, a long service life, suitable size, delivery, additional service, etc.

Such customers can behave in different spheres of sales different. If they find the need good or service, they can take decision quickly and skip some stages in the decision-making process. On the other hand, they can think about purchasing during a long period.

Pride is the next motive for customers. Customers who are motivated by this motive are greedy for a prestigious brand, unique products, a way to attract attention - this type of customer in sales wants to be admired by others. Therefore, the products act as a kind of pass to the VIP-zone, and they are evaluated, first of all, precisely from the point of view of their influence on raising the social status of the consumer. Accordingly, in order to motivate the customer to buy through a sense of pride, focus his attention on these characteristics of the product.

Such customers behave liberated. They can skip such stages in the process of decision-making like searching for information to solve the problem; evaluation of existing options. Such buyers right away go to purchasing decision and react to the purchase.

Attachment is last but not the least motive of customers in their behaviour in the decision-making process. The buyer, whose behaviour is based on affection, will perceive only those of your arguments that are related to his habits. Such conservatism is expressed in the commitment of this type of client in sales to a very specific style defined by the company, manufacturer. The product that you offer should cause pleasant associative emotions.

On practice in Coral Travel, we highlighted another classification of customers behaviour.

Purposeful client, well knowing what exactly he needs. Most often, such buyers demonstrate confidence in their behaviour, often express their opinions, usually demonstrate perseverance and distrust. This type of customer in sales is carried out using just a method that allows you to achieve the effect of its special popularity.

An all-knowing customer who thinks he is more knowledgeable about the application than the seller. This type of buyer will do his best to argue with the

manager. He tries to demonstrate exceptional knowledge, applies inappropriate objections, tries his best to divide the seller into money in order to accuse him of the necessary competencies.

Loving to talk. This type of client in sales loves to talk and joke, he has a well-developed sense of humour. Such a person is quite friendly he is in contact. He can convince and compelling arguments.

An indecisive client who cannot make a choice. This shy type of customer is full of doubt and concern. He is suspicious, and it is very difficult for him to make decisions. Such a consumer often seeks for product flaws and shortcomings, and even when the offer to complete the transaction has already been accepted, he continues to suffer from doubts.

Uncommunicative client will only answer your questions. You may have the difficult impression that he is overly concerned about the choice, uncommunicative, critical. In addition, this customer is constantly asking questions.

Disputing customer, always disagreeing with the supplier. Incredulous and suspicious, a person is sure that he is being deceived or are going to do it. He does not like to take risks. This type of consumer has a negative attitude.

Impulsive client, prone to expressing negative often argues a lot, is easily annoyed, and can be aggressive and angry. It will be considered the only valuable.

Buyer who wants to receive your product or service is characterized by a positive attitude towards sellers, a company and product. Structurally, he is interested in buying. Interacting with the seller, he asks about the company.

It is worth noting that the typology of customers should always be considered when working with them. However, the most basic typology, with which many travel agencies work is a typology of customers by age.

The impact on the decision-making process by the consumer, which is classified based on age, is also very important. Travel agency identified four main age groups and determined their overall consumer behaviour, which were described in the previous part. Table 3.2 shows the main recommendations how to work with different age groups of people.

Table 3.2

Short characteristics of the group and recommendations to the influencing the consumer

Group of tourists	Recommendations, how to influence the tourists
20-25 years	<p>Most often, such buyers demonstrate confidence in behaviour, often argue with the seller, argued defend their opinion. He knows the product of a competitor and the product market as a whole.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • gently argue their own position, which should be based on undeniable facts; • focus on the advantages of your travel product and give live examples of satisfied guests (bloggers, acquaintances); • it is important to fully control your emotional state; • listen to such a client in the most thorough manner.
25-40 years With children	<p>Tourists with children. This shy type of consumer is full of doubt and concern. He is suspicious, and it is very difficult for him to make decisions. Such a consumer often seeks product tricks and shortcomings.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • show the benefits that the client will have when he makes a positive purchase decision; • you must be patient and firm, not deviate from your position; • pay attention to the consumer of those losses that occur if he will delay the decision; • it is important to work out all the buyer's objections.
25-40 years Without children	<p>Tourists without children behave almost the same with tourists with children, but this group doesn't ask a lot of questions to travel agent.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • show goodwill; • ask different types of questions, open and closed; • make a detailed presentation of the product, demonstrate all the benefits, emphasize the positive characteristics of other consumers; • consider the speed of thinking of the buyer (give time to think it all over).
40-55 years	<p>This group of consumers behaves very confidently, waiting for a turnkey solution and often become loyal customers.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • understand what exactly the client needs; • listen to such a client in the most thorough manner; • be friendly and be interested; • argue your words, even if the client agrees with you in advance and demonstrates his trust; • offer a ready-made version of the tour.

55-70 years	<p>Such consumers often require attention from the manager, they can teach "life", and they are also prone to panic attacks. However, among them there is fairly large percentage of regular customers.</p> <p>How to act as a manager:</p> <ul style="list-style-type: none"> • be friendly and be interested; • argue your words, even if the client agrees with you in advance and demonstrates his trust; • listen carefully to such a client; • pay attention to common interests, to those moments where you can come to a single agreement; • control your inner emotional state, be friendly and positive; • adhere to service standards; • keep a positive mood, be friendly.
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Addition B contains the portraits of the customers according to the age category and their behaviour.

Thus, it is necessary to take into account all possible aspects when analyzing consumer behaviour: age group, income level, desired direction. It is important to remember that in order to influence the consumer, it is necessary to use all possible knowledge about the typology of the client, all the steps in the process of making a purchasing decision, consumer behaviour models in aggregate, and not separately.

Individually, often this information affects the consumer not by 100%, but by 60% or 70%.

The final stage is very important for the company, i.e. post-purchase assessment, which is a comparison of pre- and post-purchase expectations. It is at this stage that it becomes clear whether the consumer is satisfied with the product. It directly depends on what information will be transmitted to them by other consumers and whether he will contact your company again.

It is also worth noting that a company can measure customer loyalty. The most popular method of determining customer loyalty is the Net Promoter Score (NPS), or consumer loyalty index. In order to move to the formulas and measure the consumer loyalty index, the company needs to ask one question to its customers: "With what probability would you recommend our company/product/service to a friend or colleague?", and the respondents should answer on a ten-point scale.

The assessment is carried out on a ten-point scale, which allows us to divide respondents into groups:

10 or 9 points - promoters, customers who are satisfied with the cooperation and are ready to promote you.

8 or 7 points are neutral. It is necessary to work with these clients in order to improve their impression and increase loyalty.

6 or less points - critics. These people were unhappy with the collaboration with you. Their criticism is most important, as it allows you to identify weaknesses in the company and conduct timely work to address them [52].

According to this method there is a survey for the customers of Coral Travel. There is only one question for the measurement of loyalty of the consumers.

There are 20 respondents and the table 3.3 shows the results of the survey.

Table 3.3

Results of the survey of the customers of Coral Travel

With what probability would you recommend our company/product/service to a friend or colleague?			
Respondent	Point	Respondent	Point
Respondent 1	9	Respondent 11	9
Respondent 2	10	Respondent 12	10
Respondent 3	8	Respondent 13	9
Respondent 4	6	Respondent 14	9
Respondent 5	5	Respondent 15	9
Respondent 6	4	Respondent 16	10
Respondent 7	7	Respondent 17	8
Respondent 8	8	Respondent 18	8
Respondent 9	9	Respondent 19	7
Respondent 10	10	Respondent 20	6

After the company got the results, it can calculate the percentages.

10 answers are in the range from 9 to 10 points ($\frac{10 \text{ promoters}}{20 \text{ respondents}} \times 100\% = 50\%$).

6 answers are in the range from 7 to 8 points ($\frac{6 \text{ neutrals}}{20 \text{ respondents}} \times 100\% = 30\%$).

4 answers are in the range of from 0 to 6 points ($\frac{4 \text{ critics}}{20 \text{ respondents}} \times 100\% = 20\%$).

Now, the company can calculate the index of loyal customers according to the formula:

$$NPS \text{ index} = \frac{(\text{the number of promoters} - \text{the number of critics})}{(\text{the number of respondents})} \times 100\%$$

In addition, according to the formula, Coral Travel has such result:

$$NPS \text{ index} = \frac{(10-4)}{20} = 0,3 \times 100\% = 30\%$$

The value of this index lies in the range from minus 100% to 100%, however, both extreme options are unlikely. According to the author of the methodology, the average value of NPS is 16%, but for large well-known brands it can exceed 75%.

So, after such calculations it can be concluded that the tourists who use Coral Travel services are loyal to the company.

Summing up, it is necessary to note that the customers are different and the approach to them is also different. This section is useful in that it consists of a customer behaviour model for several groups. There is a distribution by age, by psychological behaviour and also by motives. It is nevertheless necessary to take into account all these aspects in order to understand your consumers and work to improve their attitude to services and the company as a whole.

3.3 Marketing strategy of buyers influencing

Each company tries to be competitive in the market, for this it is necessary to analyze consumer behaviour in the decision-making process and create consumer loyalty to the company.

To achieve all these goals, it is necessary to draw up a competent marketing strategy for the enterprise.

Strategic Planning Process:

the definition of the mission of the organization;

setting strategic goals and objectives, the solution of which contributes to the achievement of goals;

development of the organization's strategy (strategic plan);

implementation of the strategic plan;

assessment of the results of the organization.

Strategies can be different and there is the list of types of strategies below:

the country's transition to regulated market relations;

the strategy of the company, covering all aspects of its activities, the strategy of social development of the team of the company;

achieving competitive advantages, a strategy to improve the quality of goods;

pricing.

To create a competent marketing plan, it is necessary to set specific goals.

Objectives should be described in a specific sequence.

There are 4 levels of marketing goals that need to be described strictly in order:

general business goals: describe the target position of the product in the segment, the desired level of sales and profits

marketing goals: describe how you need to change the consumer base of a company, what needs to be changed in consumer behaviour in order to achieve business goals

communication goals: describe what action your consumer should take after contacting a product's advertising message

media goals: describe key media metrics for company product communication.

The scheme of this strategy is presented in Fig. 3.7.

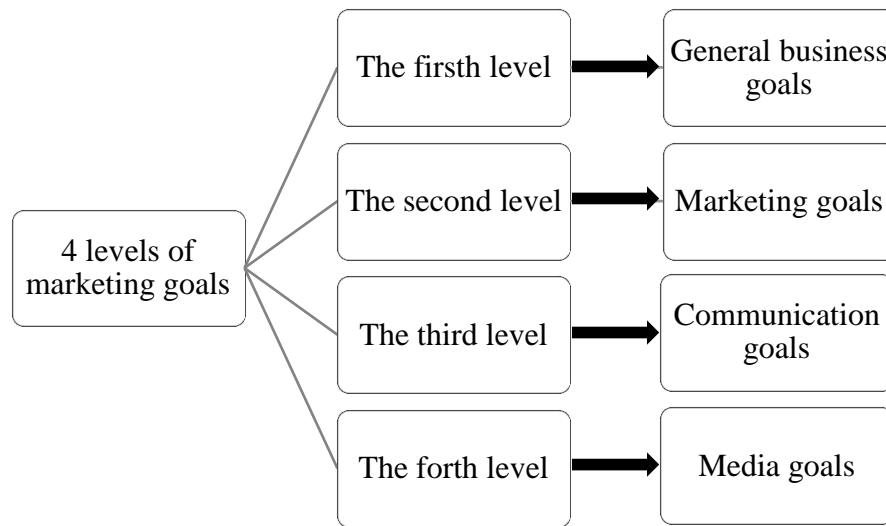


Fig. 3.7. 4 levels of marketing goals

Fig. 3.8., 3.9., 3.10. and 3.11. show the presentation of the setting of marketing goals and the creation of a positive attitude towards the travel company. It shows the developed strategy for different types of clients.

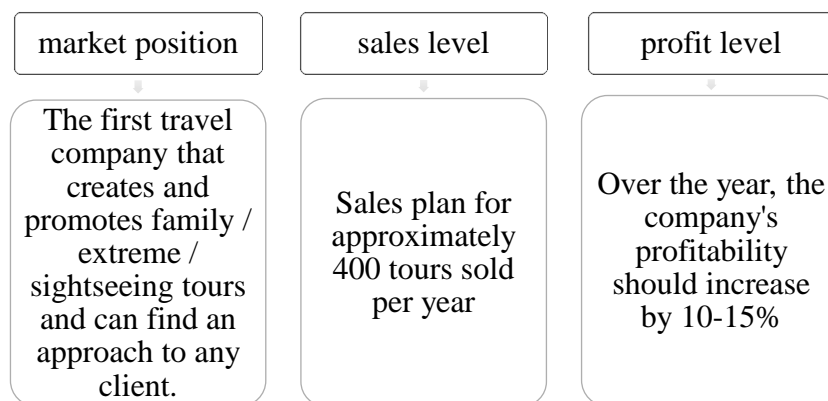


Fig. 3.8. Recommendations for the first level business goals for the Travel Company

The first level is the construction of business goals for the enterprise. The main tasks here are to evaluate your position in the market, your level of sales and profitability. It is necessary to set a plan for the further development of the results for these goals.

Consumer base change	Attraction of new clients	Changing habits of using the service	Increase Product Loyalty
<ul style="list-style-type: none"> It is necessary to periodically expand the client base through business partners, participation in various events and the creation of various promotions such as “bring a friend - get a discount”. 	<ul style="list-style-type: none"> Creation of various contests in social networks, launch of targeted advertising on instagram, facebook. Finding partners, exchanging promotional materials and joint promotions and offers for clients with them will help to attract even more interested customers. 	<ul style="list-style-type: none"> The creation of various checklists, promotional materials and instructions that can be issued to tourists before traveling will help arouse customer interest in the travel product. Also, the use of various programs using virtual reality or augmented reality when traveling 	<ul style="list-style-type: none"> Increasing interest in the tourism product and the creation of a quality tourist product will help to increase tourist loyalty to the company.

Fig. 3.9. Recommendations for the second level marketing goals for the Travel Company

The second level is associated more with marketing goals and with communication with the consumer. Setting marketing goals helps to increase sales, improve market conditions, as well as fulfill all of the twin goals that were presented in the first level. Since all business goals are directly related to the consumer, and the more companies influence them, the better the results of business goals and marketing goals will be.

This level includes such aspects as attracting new customers and changing habits when using the services of a travel company. Below are practical recommendations for a travel company.

Formation of the need for a service	Service recognition	Formation of attitude to the service	Incentive services
<ul style="list-style-type: none"> • In this case, you can influence the consumer through advertising and social networks. Creation of various advertising posts where happy tourists have a rest abroad or within our country, naturally, advertising should be suitable for the season. As well as the creation of various blogs / contests in which tourists share travel stories. This method will cause a chain reaction among potential customers, and they will also want to use the services of the company. 	<ul style="list-style-type: none"> • It is necessary to create recognizable types of tours, as package offers or various tours in many companies are of the same type. To do this, you need to create various exclusive programs for tourists, unusual locations to visit during excursions, etc. 	<ul style="list-style-type: none"> • In this paragraph, it is necessary to collect feedback from company customers and improve what tourists least like about traveling. Dissatisfied customers can be prepared with a pleasant offer / gift so that the client has positive emotions about the company. 	<ul style="list-style-type: none"> • If a potential client has already requested a vacation, but decided to think between a few offers from several agencies, you must not forget about the client, take care that the client really received enough information and make another touch and convince the client of the next conversation purchase. Also in the social. some very exclusive offer may push the purchase and the client can make an impulse purchase.

Fig. 3.10. Recommendations for the third level communication goals

The third level is the level of communication with the consumer. This level is necessary in order to fulfill all the goals and objectives of the second level. After all, all tasks from the second level can be performed using the tools given in the third communication level. Indeed, at this level, the company communicates with its consumer and also increases its loyalty to itself.

Fig. 3.10. consists of practical recommendations for use in a travel company.



Fig. 3.11. Recommendations for the forth level media goals

The fourth level is the level of setting media goals. They are tools for completing tasks of the third level.

Thus, all four levels are more likely to complement each other and cannot exist separately, since without the second level there cannot be a third and so on.

Competitive Advantage Strategies:

focus strategy is a strategy to achieve leadership in a narrow segment of the market, through a detailed knowledge of consumer preferences and application of a strategy of minimizing costs or differentiation to a selected segment;

the strategy of differentiation is achieving leadership in an area that is valued by a significant part of the market: reputation, service, quality, style, which allows you to increase customer loyalty to the products of the company;

a strategy of minimizing costs is a strategy of constantly reducing production and distribution costs in order to set a price lower than that of competitors and to expand its market share [16].

In companies that use strategic management, information is collected and processed to develop and determine the strategy of the company, which is usually assigned to the marketing service of the enterprise. In order to select a sales management strategy by a company, the marketing service conducts appropriate market research in order to answer the following questions.

What are the consumers of the tourism product of the company and consumers of the tourism product of the competitor?

How do the customers use the products of the company, which they see in its advantages and disadvantages?

What additional actions can attract attention to the company's tourism product?

Which groups of buyers (tourists) and why they do not consume the company's tourism product, etc.?

Formulating proposals for the brand a selection set, which will be the means of fulfilling marketing strategies. The marketing service provides the strategic planning service with the necessary information that underlies the development of goals for internal departments. These objectives of the marketing service are deployed in marketing plans that are implemented by the relevant departments of the marketing service.

Tourism product is a combination of material (physical goods) and non-material (in the form of services) consumer values necessary to meet the needs of a tourist arising during his travel.

It is well known that the elements of tourism product are: tour (tourism trip on a certain route), tourism and excursion services (accommodation, meals, transportation, excursion programs and other services on the route related to the purpose of travel) and goods are consumer goods.

The structure of the tour product: equipment, vehicles, basic and additional services.

Levels of tourism product:

the product as planned (the content of the service);

the product for its actual execution, with its specific qualities and properties;

sold with additional services (reinforcement).

The life cycle of a tour product is one of the fundamentals of its design: the period of time during which it develops, the need for this tour product is formed (development, implementation, growth, maturity, decline).

There are well-known methods: advertising, PR actions, covert propaganda through films, books, concerts, international exhibitions, an adequate pricing strategy for travel agencies, development of children's and social tourism, etc.

Tourism product promotion involves the use of editorial, and not paid, space and time in all means of disseminating information (advertising media) that are available for reading, viewing, or listening to existing or potential clients of a travel agency. In addition, propaganda is also an organization and participation in public events, which also create a favorable image of a tourism enterprise and services. Tourism propaganda is used to popularize tourism trips to interested countries, regions, tourism centers, to increase the credibility of travel companies, enterprises. This type of activity has as its goal the formation of public opinion about the travel agency itself and the directions of its activities, as well as the creation of a tourism image. The task is to ensure the company a good reputation.

According to statistics, the three most preferred (and effective) marketing channels in the tourism industry are e-mail newsletters, SMS marketing and phone calls, and e-mail is about twice as fast as its “pursuers”.

For best marketing strategy it is necessary to understand what is stopping tourism business from collecting existing and potential customers in e-mail list and using electronic correspondence as an effective sales channel.

If finding new subscribers is a priority for tourism company, start by looking for common ground between your company and your customers. See which pages are driving the most traffic. Perhaps these will be offers for family vacations, extreme tours sightseeing tours.

Offering to subscribe to the newsletter not only on the site, but also in social networks and in personal communication is necessary.

It is also important to remember about the segmentation and updating of the customer base:

carefully maintain the customer base, record the travel history of customers, their preferences are based on personal communication;

it is worth to study customers' interests (social networks, TripAdvisor account);

consider what type of newsletter the client has subscribed to, if you make such a separation.

Constantly it is necessary weekly, monthly – analysing statistics. Key indicators are the percentage of openings of the newsletter and the percentage of clicks on the link. Everything is individual, but consider it a waterline that you should stick.

Content plan and sales is also important when travel company creates its own marketing strategy. Active work with the database and sales via e-mail channel.

It is also necessary to think of a content plan, use customer location, pick up “talking” illustrations, and decide on the timing.

Summing up, it is necessary to note that this section provides examples for a worthy marketing strategy of the enterprise, recommendations for setting goals. Naturally, in order to create a full-fledged marketing strategy, it is necessary to do a competitor analysis, conduct a pest and swat analysis, build a BCG matrix, etc. The purpose of this section was not to create a full-fledged marketing strategy for an enterprise, but to focus on how to set goals for a marketing strategy based on an analysis of market consumers and their behaviour in the process of making a purchasing decision.

CONCLUSION

The paper consists of three main chapters about theoretical information where the models of consumer behaviour and decision-making process described, also statistical data that is connected with the segmentation of tourist market and the last chapter, which consists of the analysis of the tourists, characteristics of different groups and practical recommendations how to deal with them.

The problem of introducing marketing technologies in the management of a tourism organization is currently quite acute for small travel agencies. Such firms cannot afford the organization of a marketing department or hiring a qualified marketer, while the leaders of these firms also do not have the necessary knowledge. However, the use of marketing technologies at this stage is an important factor in the development of the tourism industry.

In this work, the concept and role of marketing in tourism were defined, marketing methods such as market segmentation, marketing planning, marketing strategies were proposed for use, and such methods of promoting a tourism product as advertising, sales promotion, public relations were described and developed in detail.

Analysing consumer behaviour in the decision-making process is a crucial step in the developing a marketing and sales plan for any company, especially for the tourist one. In the paper work the consumer behaviour in tourism market was studied and analysed.

It should be noted that consumer behaviour is a field of knowledge that goes beyond the purely marketing sphere of activity. It is relevant for anyone who seeks to firmly and successfully fit into the market element and succeed in it, using a wide range of professional methods of managing consumer behaviour.

When analyzing consumer behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase, post-purchase analysis and the formation of customer loyalty to the brand of the product.

When “buying” the services of a hospitality or tourist company, the client considers the price, he pays as an indicator of the quality of services.

Almost all major purchases are accompanied by so-called cognitive dissonance, i.e. discomfort caused by a post-purchase conflict with oneself: consumers regret that they bought a product that turned out to be flawed and did not buy another one that had so many advantages.

It is necessary to take steps to reduce the cognitive dissonance of customers and help them enjoy shopping.

Understanding the needs of customers and the essence of the buying process is the basis of successful marketing.

Understanding how a consumer goes through the stage of recognizing the need to make a purchase, the stage of searching for information about products, the stage of understanding the proposed alternatives, how he makes a decision to buy, and how he goes through the “post-purchase” stage, one can learn how to better satisfy consumer needs.

Understanding how the various participants in the buying process behave, you can build a more effective marketing program.

The work reflects the need and features of the application in the tourism sector of different types of advertising. The use of each of these funds was justified in terms of the selected target segment and resources of the travel agency.

The main task of the head of a travel company is to subordinate all means of promoting a single goal is attracting customers to his company.

Although the recommendations proposed in the work do not require special skills for their implementation, marketing knowledge is necessary for the successful functioning of a travel company of any level, as well as for the development of the entire tourism industry.

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