

бренду. Наприклад, мобільні ігри для запуску нового продукту чи акцій. Це ефективний інструмент для формування емоційної прихильності до бренду через позитивний ігровий досвід [1].

Кіберспорт розвивається не лише як дисципліна, а й як інструмент маркетингу. Участь брендів у кіберспортивних турнірах дає змогу створити брендовані локації як в грі, так і на місці подій. Розміщувати відеорекламу в трансляціях. Формувати власні команди або гільдії, які носитимуть брендовану форму. Спонсорувати турніри або окремі номінації, таким чином підвищуючи впізнаваність серед молодіжної аудиторії. Завдяки високій емоційній залученості глядачів і учасників, кіберспорт забезпечує високу ефективність рекламної комунікації.

Рекламна інтеграція в ігри вимагає уважного підходу до балансу між маркетингом і геймплеєм. Надмірна або нав'язлива реклама може викликати негативне ставлення з боку гравців. Тому брендам важливо враховувати специфіку ігрового жанру, психографічні характеристики цільової аудиторії, потребу у нативності та делікатності подачі. Крім того, необхідно дотримуватися етичних принципів та уникати маніпуляцій, особливо якщо йдеться про рекламу в іграх для дітей.

Таким чином. Ігровий простір стає потужним інструментом маркетингу, що дозволяє досягти глибокої емоційної залученості аудиторії. Завдяки інтерактивним механікам, гейміфікації, різним форматам рекламної інтеграції та кіберспорту, бренди можуть формувати довготривалі зв'язки з клієнтами. Однак ефективність таких стратегій залежить від делікатності впровадження, персоналізації контенту та відповідності очікуванням гравців.

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UDC 004.93'1:336.74

FORECASTING DEMAND FOR TOURIST SERVICES BY TRAVEL AGENCY INFORMATION SYSTEM

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The purpose of the research is to develop a business model that allows you to automate the process of accounting, analyzing and forecasting demand for tourist services in the information system of a travel agency. The object of the research is the information system of a travel agency. The subject of the research is a web application for accounting for client requests and generating statistical reports. The research method is structural-object modeling using CASE tools. An analysis of the subject area was performed, requirements for the functionality of the system were determined, use case diagrams were constructed and a database model was developed, a web application was implemented based on the "client-server" architecture using the Django, PostgreSQL, HTML/CSS and JavaScript technology stack. The application allows you to register user requests, store data on destinations and categories of tourist services, perform query filtering, generate reports, and also provides multi-level authorization for users of different roles.

Statement of the problem.

The sphere of tourist services is rapidly transforming under the influence of computerization of all branches of the national economy, covering both the processes of service promotion and internal data management, including demand accounting. In traditional practice, managers of tourist companies record customer requests and interests manually or using primitive spreadsheets, which makes it impossible to conduct an operational analysis of trends and form strategic information for making management decisions.

In conditions of increasing competition in the market, the need to create specialized systems that automate demand accounting processes is extremely urgent. Tourist demand is characterized by a complex nature that depends on many variables, namely:

- seasonality; political stability;
- economic situation;
- infrastructure accessibility of destinations;
- weather conditions; local events;
- cultural holidays, epidemiological risks, etc.

A system that would take into account all these parameters and allow tracking changes in demand over time would significantly increase the efficiency of tourist companies.

An important element is the structure and logic of collecting information about customer requests. Each request from a potential client is a source of valuable information, which, if properly processed and systematized, can reveal important patterns:

- which destinations are seasonally popular;
- how the average travel budget changes;
- which categories of clients contact the agency more often;
- which types of services are most in demand, etc.

Traditional CRM systems, although they have a wide range of functionality, often turn out to be redundant or too complex for small travel agencies. In such conditions, a convenient and highly specialized solution focused specifically on demand accounting allows you to better adapt the system to the needs of a specific business.

This logic is the basis of the developed web application. Automation of the demand accounting process provides the ability to quickly enter data, process it, save it in a structured form, as well as obtain summary statistics or dynamic analysis in the form of filters and reports. The system should provide for such key query parameters as the country and city of destination, number of people, desired departure and return date, expected budget, tour category, duration of the trip, etc.

In the future, such a system can be integrated with a mobile application or a web platform for the end user, but at the development stage, the focus remains on internal demand accounting. This allows you to focus on improving the analytical block, configuring the filtering logic, reporting, supporting various user roles (manager, analyst, administrator), etc.

The development of such software requires a preliminary analysis of similar solutions, both commercial and open, as well as a study of the experience of implementing similar projects in related industries. The information collected allows you to avoid repeating typical mistakes, adapt best practices, and determine which functionality is mandatory and which is redundant. This approach contributes to the creation of an optimal, easy-to-use and convenient interface solution that has practical value for small and medium-sized businesses in the tourism industry.

Thus, the analysis of the subject area allows us to formulate clear requirements for the functionality of the future application, outline the boundaries of the system, and determine its main goal, namely, increasing the efficiency of working with client requests and improving management decisions by accumulating and processing statistical information on the demand for tourist services.

Presentation of the main material.

A review of existing solutions showed that the market lacks a simple, specialized system specifically for recording requests and demand for tourist services without excessive functionality. This indicates the feasibility of creating a new tool that would combine ease of use, effective information storage and convenient analytics adapted to the needs of the Ukrainian tourist business. The analysis considered both commercial software products and scientific and academic publications related to

automation in the tourism industry and related areas. In the vast majority of cases, existing solutions are focused either on full-featured CRM systems.

They provide comprehensive management of clients, contracts, and tourist products, but do not always have a highly specialized toolkit for statistical analysis of demand for tourist services without its actual purchase. Booking platforms usually do not store requests that did not end with a transaction, or provide limited access to analytics to agency managers, which complicates the analysis of real demand.

At the same time, the use of a full-fledged CRM system is often redundant for a small or medium-sized travel agency, because they have a complex interface, require time for staff training, significant resources for support, and rarely allow you to enter custom analytical reports without the participation of a programmer. This approach and the logic of data structuring have much in common with the needs of a travel agency.

Thus, a review of existing solutions showed that the market lacks a simple, specialized system specifically for accounting for requests and demand for travel services without excessive functionality. This indicates the feasibility of creating a new tool that would combine ease of use, effective information storage and convenient analytics adapted to the needs of the Ukrainian travel business.

The developed software is positioned as an important tool for internal use in travel agencies and companies that work with a large number of individual customer requests. Its main feature is the emphasis not on booking, but on accounting, storage and further analytics of requests, which creates unique value for small and medium-sized businesses, where there is no need for complex CRM systems or extensive services with booking integration.

Unlike multifunctional platforms, this solution allows the company to independently determine the volume of collected information, manage the methods of its presentation and the generation of reports, which increases the level of control over analytical processes. The software does not try to replace the entire set of business tools, but on the contrary, it focuses on one critically important aspect: high-quality accounting of demand, on the basis of which the agency's commercial strategy is formed.

Thus, the created software occupies a unique position, namely, it is at the intersection of ease of use, focused analytics and a practical approach to accounting for client requests, which makes it in demand in small and medium-sized structures that seek to organize internal processes without large costs. The proposed web application solves a pressing problem - the lack of a centralized tool for registering, processing and analyzing demand for tourist services.

Key business benefits:

Relevance. At a time when the tourism market is undergoing restructuring and adaptation to new realities, it is extremely important to have prompt access to statistical data on demand.

Business value. The application provides constant monitoring of customer requests and allows you to generate demand forecasts based on historical data, which enables agencies.

Automate routine processes. Instead of maintaining disparate Excel spreadsheets that require significant processing effort and do not provide a holistic view of the situation, users can work with a centralized database. This reduces the risk of information loss, minimizes the human factor, and allows you to focus on decision-making, not on data collection.

Management transparency. Administrators and department heads are able to generate regular reports, evaluate the effectiveness of managers, and identify weaknesses in working with clients.

Scalability and adaptability. The system can be used both in small agencies with a few employees and in large companies with a branched structure.

Formation of an analytical resource. In the long term, the system forms a valuable data set that can be used for deep analytics, including machine learning, customer segmentation, and building recommendation systems.

As a result of implementing a web application, the company receives not just a tool for storing queries, but a full-fledged element of business infrastructure that facilitates decision-making based on objective, structured data.

Conclusions.

As a result of the research, a web application was developed and implemented to record demand for tourist services. The system is designed to automate the processes of recording, analyzing and classifying requests from travel agency clients, which allows significantly reducing the workload on staff,

increasing the efficiency of management decision-making and promptly generating reports on the current state of demand.

The research was conducted in several stages: an analysis of the subject area was conducted; an analysis of functional and non-functional requirements was conducted; a data model, project architecture and database structure were built; the main modules of the web application were implemented, which are characterized by a convenient user interface; testing was conducted, which confirmed the system's operability and readiness for implementation.

Thus, the research results have both theoretical and practical significance for further use in the field of automation of tourist services.

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- УДК 658.8:004.738.5

ГЕЙМІФІКАЦІЯ У ПРОГРАМАХ ЛОЯЛЬНОСТІ: ДОСВІД ВПРОВАДЖЕННЯ В ЄВРОПЕЙСЬКИХ ТОРГОВИХ ЦЕНТРАХ

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У роботі розглядається впровадження програм лояльності з елементами гейміфікації у торгово-розважальних центрах. Описано європейський досвід, зокрема Іспанії, де активно застосовуються інтерактивні ігри для розвитку бізнесу.

Торгово-розважальні центри (ТРЦ) – це місця, які тривалий час були центрами шопінгу та дозвілля. Проте сьогодні вони стикаються з низкою викликів:

- зростає конкуренція з боку онлайн-шопінгу;
- покупці проводять все менше часу в офлайн-магазинах;
- відвідувачів стає складніше мотивувати на повторні візити та ін.

Для бізнесу це означає падіння трафіку, зниження продажів орендарів та загалом втрату позицій на ринку. Саме тому постає питання: як зробити так, щоб клієнти не просто прийшли до ТРЦ один раз, а поверталися знову й знову? Для вирішення цих питань одним з напрямів є впровадження програм лояльності.

Програма лояльності – це маркетинговий інструмент, за допомогою якого компанія надає своїм клієнтам винагороди та знижки за лояльність до бренду. Метою її використання є стимулювання повторних продажів, збільшення середнього чека і, як наслідок, збільшення прибутку [1]. Одним з інструментів програм лояльності є гейміфікація.

Гейміфікація – використання ігрових елементів в неігрових контекстах має великий вплив на роздрібну торгівлю. Переваги гейміфікації в роздрібній торгівлі включають збільшення продажів