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ВИКОРИСТАННЯ НОВИХ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ У ПЕРСОНАЛІЗАЦІЇ ВІДНОСИН З КЛІЄНТАМИ ТУРИСТИЧНИХ ПІДПРИЄМСТВ

Мета: наукове обґрунтування нових шляхів покращення персоналізованої взаємодії з клієнтами туристичних компаній на основі використання сучасних інтернет-технологій.

Методика. Здійснено теоретичне узагальнення наукових джерел щодо питань використання інтернет-технологій в рамках відносин з клієнтами (І. Решетнікова, С. Ільяшенко, Е. Пан, П. Гамбл, Р. Джонсон та Д. Форд, С. Мельниченко, М. Бойко,В. Лук'янов, Г. Мунін, Ю. Правик). Аналіз діяльності вітчизняних та іноземних туристичних підприємств щодо персоналізації відносин з клієнтами показав, що на сучасному етапі спостерігається тенденція переходу від стратегії концентрованого маркетингу до стратегії персоналізації, де кожному клієнту пропонується індивідуальний сервісний комплекс.

Результати. Персоналізація відносин з клієнтами для туристичних підприємств є надзвичайно важливим чинником розвитку та отримання прибутку, оскільки продажі в туризмі передбачають тісну взаємодію з споживачами, врахування їх індивідуальних запитів та побажань. Українські компанії, які реалізують принципи персоналізації, часто зіштовхуються з відсутністю науково обґрунтованих методів підготовки та прийняття управлінських рішень з використанням сучасних інформаційних технологій.

В результаті наукового пошуку було запропоновано різні інноваційні шляхи та засоби оптимізації роботи менеджерів туристичних компаній для персоналізованої взаємодії з клієнтами. Менеджери туристичних підприємств на основі сучасних інтернет-технологій можуть ефективно здійснювати аналітику ринку, збір та обробку персональної інформації, а також задіювати інструменти, які дозволяють створювати персональні електронні листи, рекламні оголошення, контент і т. д.

Наукова новизна полягає в комплексній інтегрованій диференційованій оцінці застосування ІТ- технологій для формування персоналізованих стосунків туристичного підприємства з клієнтами .

Практична значимість. Комплексна реалізація сучасних персоналізованих маркетингових інструментів гарантує ефективні та довготривалі відносини з клієнтами, що є запорукою успішної роботи туркомпанії на ринку.

Ключові слова: маркетингові відносини, ІТ – технології, CRM - системи, персоналізація

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ИСПОЛЬЗОВАНИЕ НОВЫХ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В ПЕРСОНАЛИЗАЦИИ ОТНОШЕНИЙ С КЛИЕНТАМИ ПРЕДПРИЯТИЙ ТУРИЗМА

Цель: научное обоснование новых путей улучшения персонализированной взаимодействия с клиентами туристических компаний на основе использования современных интернет-технологий.

Методика. Проведено теоретическое обобщение научныж источников по вопросу использования Интернет-технологий в рамках персонализированных отношений с клиентами (И. Решетникова, С. Ильяшенко, Е. Пан, , П. Гамбл, Р. Джонсон и Д. Форд, С. Мельниченко, М. Бойко, В. Лукьянов, Г. Мунин, Ю. Правик). Анализ деятельности отечественных и иностранных туристических компаний по персонализации отношений с клиентами показывает, что на современном этапе наблюдается тенденция перехода от стратегии концентрированного маркетинга стратегии пе сонализации, где каждому клиенту предлагается индивидуальный сервисный комплекс.

Результаты. Персонализация отношений с клиентами для туристических предприятий является чрезвычайно важным фактором развития и получения прибыли, поскольку продажи в туризме предусматривают тесное взаимодействие с потребителями, учет их индивидуальных запросов и пожеланий. Украинские компании, которые реализуют принципы персонализации, часто сталкиваются с отсутствием научно обоснованных методов подготовки и принятия управленческих решений по использованию современных информационных технологий.

В результате научного поиска были предложены различные инновационные пути и средства оптимизации работы менеджеров туристических компаний для персонализированной взаимодействия с клиентами. Менеджеры туристических предприятий на основе современных Интернет-технологий могут эффективно осуществлять аналитику рынка, сбор и обработку персональной информации, а также задействовать инструменты, которые позволяют создавать персональные электронные письма, рекламные объявления, контент и т. Д.

Научная новизна заключается в комплексной интегрированной дифференцированной оценке применения ИТ технологий для формирования персонализированных отношений туристического предприятия с клиентами

Практическая значимость. Комплексная реализация современных персонализированных маркетинговых инструментов гарантирует эффективные и долговременные отношения с клиентами, что является залогом успешной работы туркомпании на рынке.

Ключевые слова: маркетинговые отношения, IT - технологии, CRM - системы, персонализация

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USAGE OF THE NEW INFORMATIONAL TECHNOLOGIES IN PERSONALIZATION OF RELATIONS WITH CUSTOMERS OF TOURISM ENTERPRISES

Purpose: scientific substantiation of new ways to improve personalized interaction with tourist companies' clients based on the use of modern Internet technologies.

Methods. A theoretical synthesis of scientific sources concerning of usage of Internet technologies in the framework of relations with clients (I. Reshetnikova, S. Ilyashenko, E. Pan, P. Gumble, R. Johnson and D. Ford, S. Melnichenko, M. Boyko, V. Lukyanov, G. Munin, Yu. Pravyk). An analysis of the activities of domestic and foreign tourist enterprises regarding the personalization of relations with clients shows that at the present stage there is a tendency to switch from a strategy of concentrated marketing to a strategy of personalization, where each client is offered an individualized service complex.

Results. Personalizing relationships with clients for the tourism industry is an extremely important factor in the development and profit making, since communication in tourism involves close interaction with consumers and their individual requests and wishes. Ukrainian companies that implement the principles of personalization often face the lack of scientifically based methods for preparing and adopting managerial decisions using modern information technologies.

As a result of the scientific search, there have been offered various innovative ways and means of optimizing the work of tourism company managers for personalized interaction with customers through Internet technologies, which include modern analytics services, information collection and processing, as well as tools that allow the creation of personalized emails, promotional advertisement, content, etc.

The scientific novelty lies in the complexed integrated differentiated assessment of the use of IT-technologies for the formation of personalized relations of a tourism enterprise with customers.

The practical significance. The integrated implementation of modern personalized marketing tools ensures effective and long-lasting relationships with customers, which is the key to the successful operation of the company's tour in the market.

Keywords: marketing relations, IT-technologies, CRM-systems, personalization.

Relevance of the research. Modern conditions of increasing competition in most business sectors push companies, including tourism ones, to constantly seek effective strategies for engaging and interacting with customers. The center of influence, which determines the structure of relations in the market, shifts from sellers to buyers, to build long-term relationships with which is becoming more and more difficult. These conditions form scientific and practical interest in improving the effectiveness of working with clients.

Finding ways to solve the efficiency problem requires innovative approaches that take into account the current realities of market development. Moreover, modern information technologies allow to abandon the mass influence on a wide audience which loses its effectiveness, in favour of personalization - the establishment of trust relationships with the client. This determines the need for adaptation of personal work tools to the Internet environment in order to increase the efficiency of business in the face of growing competition.

At the same time, Ukrainian companies implementing the principles of personalization often face the lack of scientifically grounded methods of preparation and adoption of managerial decisions in this area. As a result, the competitive personalization potential is sprayed and does not give the expected effect.

Overview of the recent research. After studying the scientific sources regarding this issue of research, it should be noted that the works that mentioned and described the marketing of relationships appeared in the 1950-1960s (in particular, the works of McGerry [1] and K. Alderson [2]. (Initially, marketing of relationships proposed to apply only to industrial markets, as evidenced by the work of A. Adler [3], J. Arndt. [4] A new wave of curiosity in personalizing relations with the client is the result of the rapid development of modern Internet tools that has significantly brought the company closer to the consumer and provided still Domestic experts N. Golovkin [5], I. Lutsenko, I. Baskova [6], D. Krasov [7] have joined the study of the peculiarities of the introduction of marketing of relations in modern Ukrainian realities, but mainly on the examples of industrial markets. Issues of the use of Internet technologies in the framework of relations with clients in the field of services are devoted to the works and such domestic researchers as I. Reshetnikova (the importance of using Internet technology in the marketing of services) [8], S. Ilyashenko (internet marketing in the sphere of RI educational services) [9]. Such foreign scholars as E. Pan [10], P. Gemble [11], R. Johnson and D. Ford [12] made a significant contribution to the development of the relationship with clients in the service sector. The peculiarities of marketing in the tourism sector were studied by S.Melnichenko, M. Boyko [13], V.Lukyanov, G.Munin [14], Yu. Prajk [15], and others. Emphasizing the importance of personalization of the tourism product marketing, experts note that "the main condition for the proper development of the product tour is the understanding of consumer behaviour and the ability to predict how it will change in the future" [14; with. 121].

Emphasising the previously unresolved issues. Having analysed the works of researchers in the relationship with customers, it should be noted that followers of the relationship marketing, as a rule, consider the importance of improving relations with customers, the purpose and means of achieving long-term relations, but inadequate, in most research, remains the question of personalization of the client and the tools of his qualitative identification Also, this issue is not sufficiently highlighted in relation to the tourism industry, regardless of the relevance of the application.

In this regard, the purpose of this article is to find ways and methods for expanding the possibilities of personalizing relations with clients of travel companies on the basis of Internet technologies.

Presenting main material. According to the definition proposed by the American Marketing Association, marketing relations are the marketing, aimed at developing and managing long-term, trust-based relationships with consumers, distributors, suppliers and other parts of the marketing environment [16]. According to the definition of the famous marketer F. Kotler,

personalization - a personalized offer, carried out to meet the needs of the target market or consumer demand (for example, the proposal is timed to the birthday of the client) [17].

The urgency and importance of this issue is also emphasized by the diversity of scholars' interpretation, which is presented in Table 1. The ambiguity of the interpretation and existence of different approaches to the definition of "marketing relationships", emphasizes the relevance of the selected topics of the study. In our opinion, the most detailed analysis of the approaches to the definition of "marketing relationships" made A.K. Agaria and D. Singh [18], having analyzed the interpretation of foreign scientists from 1980 to 2010. The authors presented 72 definitions and stated that all definitions Different approaches to the chosen concept, that is, "marketing of relationships" can be considered as a process of buying or maintaining relationships, or increasing profitability, or long-term customer orientation, or a win-win situation for all stakeholders [18; with. 228].

Table 1.

Characteristics of approaches to the interpretation of the definition of "Marketing of relationships"

№	Definition	Author
1	Creating, developing and improving individual relationships with carefully selected clients and groups of clients to maximize the total cost of their lives.	E. Pein [20]
2	The marketing result that continues to evolve and reflects its current state as the next step after the concept of socially oriented marketing.	M. Webster [21]
3	The general desire of all employees of the company to find all consumers, identify who they are, and maintain the relationship between your company and these consumers as long as these relationships are mutually beneficial.	P. Gamble, M. Stone, . Woodcock [11]
4	This is the kind ofmarketing, which focuses on selling to one buyer the maximum number of products, rather than selling one product to the maximum number of buyers.	R. Matthews, A. Ageev, Z. Bolshakov [22]
5	An approach, as a result of which the firm can get completely satisfied consumers and high profitability	J. Novo [23]
6	The strategy of two-side marketing is aimed at the "staff-consumer" link and is connected with quality control of the provision of services, the process of which occurs during the interaction of personnel and consumers.	Yu. Pravyk [15]
7	Strategic, process oriented, interfactual and valueable for the buyer and seller method to achieve the highest financial efficiency	Д.Lambert [24]
8	This is a collection of practical methods of consumer retention. The main priority is to maintain and increase the clientele so that the complex relationships are mutually beneficial	J.J. Lamben [25]

Based on the analysis of theoretical research and modern business practice, we propose the definition of marketing of relationships as an integrated concept of management of relations with consumers, aimed at maximizing the satisfaction of their needs on the basis of long-term interaction.

The peculiarity of marketing the relationship is that the accent is mixed from the mass consumer to the individual, thus, providing the maximum benefit to the consumer, and the company - the consistency of the client through a strong "attachment" to themselves.

The main factors that significantly affect the development of marketing relationships are [19]:

- databases (from creation to effective functioning);
- Interactive dialogue with consumers (via communication: telephone, mail, chat, e-mail);
- personalization (identity of the consumer, taking into account his personal needs and wishes);
- forecasting and modelling the needs of consumers in the near and distant future.

Relationship marketing refers to one of the key business philosophies of progressive organizations, including tourist ones, that focus their activities solely on the client. It is not surprising that today every consumer's attention is distributed between e-mail, personal visits, mail servers, and a variety of marketing messages from various companies trying to influence their choices. Therefore, the consequence of the development of marketing relationships can be considered the creation of CRM-systems.

So, in the range of activities of travel agencies, there are many online services that greatly facilitate and automate their work. If online booking of tours, tickets, transport for travel companies is already a common practice, then the use of CRM-systems has not become as an obligatory attribute of firms in the field of tourism. CRM (customer relationship management) systems are designed to build long-term loyalty and customer relationships through the use of personalized contact technology facilitated. CRM programs go beyond the development of a database and traditional sales tactics. They cover product modifications to meet the needs of individual customers [5; with. 32].

CRM gives an understanding that customers are generating revenue even after a while. Using such systems improves cost efficiency and interoperability. This means that the company is able to provide what the client wants in such a form that neither the company nor the client will waste extra time. What is more, the services or products offered to clients, as much as possible correspond to their needs and interests. The client, in turn, thanks the travel agency for long-term loyalty. CRM works better when customers have highly differentiated needs, highly differentiated ratings, or both. The key feature is to know exactly what the client wants, and to tailor the product or service to suit its needs. The greatest value for a CRM to work properly is the customer data, the maximum detail will allow you to have a happy birthday, remind you of hot deals, etc. It is important for companies specializing in providing services to accumulate as

much detail as possible about customers and their orders, and then to process them in a quality and detail with CRM tools for detailed market analysis, to create their own customer profile, to see the most promising market trends. , evaluate and plan marketing activities, etc.

The peculiarity of CRM systems is the storage of a whole array of customer data in a single database, with the ability to quickly and promptly search for information about it and identify needs with further maximization in their satisfaction. Such systems possess not only real information about the products in which the client is interested, but also allow them to react in a timely manner to the change of market preferences.

The main goal of using CRM-systems is to identify the most "profitable" customers and maintain effective cooperation with them, preventing their transition to a competitor, which leads to increased revenue.

However, it's worth remembering that technology can only help in formulating and storing the record and some aspects of the execution of the order. The rest is the responsibility of employees who must understand the client and develop ways to adapt the services to their requirements. The disadvantage of any CRM system is that customers feel as if something is "pushing" them. An attempt to build relationships with an uninterested customer will be more annoying than to be of benefit, so the main thing is to have a sense of measure. By its very nature, the CRM-system is a tool aimed at systematizing consumer data with the possibility of personalizing them.

The introduction of a CRM system allows a travel company to gain the following benefits: increased returns when in contact with the consumer; obtaining reliable information about interests and wishes of the client through its entrance to the site; the ability to integrate the system with other operating systems; obtaining basic information about making informed managerial decisions; Individual approach to each client with maximum consideration of his needs; Detection of the relationship between the interests of customers and the volume of their purchases; prompt response to changes in customer needs and system compliance to meet them. In table 2 shows statistics on the use of personal data by marketers for personalization [26].

Table 2.

Use of personal / personal data for personalization [26]

Data	*Respondet percentage*
E-mail address	57%
Name	45%
Geographic location	41%
Demographics (age / sex)	40%
Cookies	31%
IP-address	33%
Social ID (for example, Facebook, Twitter, Instagram)	30%
Work-related data (company, department, position)	25%
ID of the device	22%
Social media ID	22%

Postal address	20%
Location data (weather, etc)	18%
Client account data	18%
Telephone	17%
Way of life detail (property, pets)	15%
Social influence (traditions, stereotypes)	15%
Business related data	15%
Family info	13%
Psychographics (religion, political preferences)	8%
Other	3%
Nothing on the list	5%

Source: (26)

The main disadvantage of using such software is its cost, since its implementation is associated with high resource expenses. This involves both the cost of a license or the introduction of CRM, and the cost of servicing and staff training, as well as the necessary updates and upgrades of such software. Such programs are designed to work through an operator or sales representative, which requires considerable time and financial resources. In addition, the value of the organization's staff is added, since more qualified personnel should be selected to work with such systems and continuously improve their qualifications. It takes much more time to make additional detailed data, and this very often frustrates the management of the idea of introducing CRM systems, as the number and qualifications of employees in travel agencies are usually not sufficient.

To assess the real extent of the penetration of CRM-systems in the technological processes of tourist companies in Ukraine, we conducted surveys of tourism companies, both well-known ones and small agencies from different regions of Ukraine, by sending an e-mail questionnaire. Of the 108 companies that were invited to participate in the survey, only 41 companies provided answers to the questionnaire, which in itself shows a low level of interest and awareness of travel companies regarding the implementation of CRM issues. The results of the questionnaire on the problems of implementing CRM-systems in the tourism business are presented in the table 3.

Table 3.

Results of the questionnaire on the problems of implementing CRM-systems in the tourism business

1.	Question	Multiple choice answers	Answer percentage. %
1.	How do you keep your client base?	Paper journals	3
		Electronic documents	34
		Special apps	37
		Personally developed apps	24
		CRM -systems	2
2.	Evaluate the level of your company's	1-3	35
		4-6	36

	automatisation	7-8	22
		9-10	7
3.	Do you use CRM-systems in your company's work	Yes	2
		No, it is too expensive	69
		Never heard of them	29

As follows from of the answer to the question about maintaining a client base, it is clear that most companies use either specialized software (mainly for network companies) or MS Word or MS Excel elementary tables that do not meet the requirements of the database and offer very limited opportunities for analysis Ready-made analysis and forecasting templates in this way of storing customer data are either missing or cumbersome and inaccessible to an ordinary manager, which significantly reduces the value of that client list for future use.

Analyzing the answer to the question about the degree of automation of business of the company, one can pay attention to the fact that the vast majority of companies consider this degree insufficient, which shows the relevance of the issue in modern conditions.

As for the answer to the key question, the third question of the questionnaire, it is important that most respondents are familiar with CRM systems, but their implementation in the day-to-day operations of companies is low.

29% of respondents have never heard of CRM systems, although their use in tourism industry companies would help to plan and conduct marketing activities, manage resources and spend on marketing in an optimal way. The absolute majority of surveyed tour operators noted the high cost of implementing CRM systems, without paying attention to the fact that the ability to plan sales, organize transparent transaction management and optimize sales channels will allow it to pay back its cost quickly enough. Usually the experts pay the greatest attention to the automatization of daily operational activities - the search for tours, the processing of documents, customer service, forgetting that the CRM system keeps a complete history of communication with customers, helps sales departments to analyze their behaviour, create and implement products that require promising customers. Such customer-orientation, personalization of relationships is the most useful in the field of service, where a good dialogue with the client is a key condition for success.

Summarizing the results of the study, it is necessary first of all to state the insufficient level of automation of the work of travel companies and the low degree of use of CRM-systems in everyday work. The analysis showed that 71% of industry professionals are already aware of the possibility of using such programs, but in practice most are not yet ready to use them.

Specialized software used by modern travel companies is one way or another largely adapted specifically for tourism, with the ability not only to keep track of clients, but also to perform a number of special functions that are not subject to simple documents in Microsoft Office or classic CRM systems. . These

functions include: sales of tours, reservation of air and railway tickets and tours from tourist organisations, creation of own tours, accounting and financial prognosis, sending e-mail and text messages, preparation of documents for the tourist, storage of contracts and documents in the system.

When all the tools necessary for the agent are combined into a single complex, there is no confusion in the organization of the work of employees, and there is no need to work simultaneously in several programs, magazines and tables. The presence on the market of a large selection of software for tour companies (for example, Master-TOUR, Master Agent, SAMO-TOUR, SAMO-Tour Agent, Overseas-tourism, Parus-Travel Agency) allows you to fully appreciate the advantages and disadvantages of tourist software complexes in view of their functionality in terms of marketing analysis.

Such kind of exclusively "tourist" software often does not even have elementary functions of CRM-systems, although it also requires the input of customer data and details of booked tours. However, manufacturers often pay attention to the "utilitarian" functions of creating, booking, promotion and tours, without paying due attention to the tools for analysis, forecasting, personalization of customer relations. Accordingly, the implementation of the CRM system is considered by the tourism professionals to be inappropriate, and tools for building a personalized relationship with the client in a special software to support operating activities are missing or insufficient to duplicate the functions of CRM. It is possible to solve these contradictions by means of an integrated approach that helps to combine the advantages of CRM-systems with the most modern personalization tools through Internet technologies and the use of special operating tourism software.

In order to set up a qualitative system for personalizing customer relationships, you need to go through the following steps:

1) making a decision on the implementation of a personalization strategy, defining the main objectives and budget of the project;

2) development of business processes - each business process must be developed with the participation of managers, marketers and sales managers, as well as formalized in order to unify the approaches and understanding of all participants in the final goal process;

3) service settings - most services require the intervention of marketers and technicians who can correctly set up the work of each service and develop the links that are lacking for the full operation of those or other tools;

4) personnel training - for the proper launch of personalization tools, we need really high-quality personnel, the travel company must spend time and money, or hire the right employee. The process of continuing training for staff is permanent - this means that the staff who is in direct contact with the client must know and constantly work out a clear customer interaction procedure, for example, that he asks during a conversation who can offer what data and where enter, at what stage there is a repeated contact with the client, etc.

5) realization of the personalization strategy - with the help of already configured tools and by using accumulated data, marketers and sellers work together on personalized relationships with clients;

6) analysis of the achieved results in terms of increasing the number of clients, increasing the percentage of repeated appeals, reducing complaints and penalties. If necessary, adjusting individual procedures and business processes.

In addition, it should not be forgotten that technology providers for travel companies (for example, Amadeus, Saber) also develop and actively respond to market needs that provide technological opportunities for managing marketing relationships at tourist enterprises.

A recent study by IBM showed that more than 28,000 consumers support similar initiatives, while 59% of respondents said they were ready to supply service providers and agencies with extended lifestyle information and suggestions to be able to locate and receive tailor made travel products [27].

Analyzing the positive experience of the leading travel companies in the world and the latest trends in marketing communications, we can offer the main elements of the strategy of the tourist company's activities in building a sustainable personalized and mutually beneficial relationship with the tourist:

1) collecting customer data by a clear algorithm in accordance with the established business process and bringing them to the CRM-system;

2) use of all possibilities of the CRM-system for personalization of relations with each client, including, in phone conversations;

3) personalization of emails in content (addressing a name, offering in accordance with the interests of the client, building chain of letters, tracking events in the life of the client) and design (adaptive design);

4) personalization of the website - adaptive design, creation of custom sections, personal cabinet, subscription and its settings, offers according to the location of the client, personalized content of the site according to the last session of the client, creating a stopper - a popup message that contains a call and motivation (for example, discount) for the client before leaving the website of the travel company;

5) communication in social networks - adherence to recommendations on content proportions (70% - traditional low-risk content, 20% - innovative content, based on successful development of the past, 10% - fundamentally new ideas of high-risk content), shares and special offers for page subscribers in social networks, activity in social networks of company executives, connection of additional services (for example, inTarget);

6) advertising in social networks - the choice of the target audience of interests, interaction with the leaders of opinions;

7) search advertising in search engines - according to the user's search query;

8) thematic advertising on the display network - advertisements on thematic websites;

9) Remarketing - Displaying ads to users who have already visited the company's website or uploaded an application to the company;

10) Return of the "abandoned cart" - personalized promotional messages for users who added, for example, a tour or tickets to the cart, but did not finish the order, with information about these products, possibly giving them a discount after some time;

11) Tracking the emergence of new services and mobile applications that can be useful to customers when traveling.

Conclusions and recommendations. Thus, the article analyzed the scientific approaches and actual practical aspects of management of marketing relationships using modern information tools. The results of the study suggest the application of an integrated approach to managing personalization of relationships with customers with a multi-choice choice using CRM-systems, personalized versions of the site of the company, social networks, banner advertising, etc. If the travel company will come up with an integrated approach to personalize customer relationships and apply in practice all the possible tools and services, then the result will be customer loyalty and a substantial increase in income.

Consequently, Ukrainian travel companies should work on the correct use of modern tools such as CRM systems, contextual advertising, remarketing, inTarget, email distribution, since at the moment only some of them are implemented, and then very superficial. Thus, the company loses opportunities and profits, and most importantly - time. In the conditions of high competition in the tourism industry, companies that will be able to adjust the entire set of tools to the first, will be able to take a larger market share.

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