The role of informational technologies in creating a personalized customer experience: a case study of tourism branch in Ukraine

Dariia BASYUK[*], Tetyana PRYMAK[**], Nataliia POHUDA[***]

Abstract

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. An analysis of the activities of domestic and foreign tourism 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. 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 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

Introduction

Modern conditions of increasing competition push companies, including tourism ones, to constantly seek effective strategies for engaging and interacting with customers. The centre 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 point of view, prove to be of interest for improving the effectiveness of working with clients.

---

[*] Dariia BASYUK is Professor at National University of Food Technologies, Kyiv, Ukraine, e-mail: d.basyuk@gmail.com.
[**] Tetyana Prymak is Professor at National University of Food Technologies, Kyiv, Ukraine, e-mail: prymak17@gmail.com.
[***] Nataliia Pohuda is Professor at National University of Food Technologies, Kyiv, Ukraine, e-mail: nvpoguda@gmail.com.

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 clients. 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 dispersed and does not give the expected effect.

When used properly, personalization can prominently improve the quality of customer service, which in its turn, will convert the customer into an advertiser of the tourism company. In the past years the employed in both the hotel and in the tourism industry have realised the importance of the personalised approach towards the customer service. However, the task of creating a somewhat comprehensible business-strategy in accordance with the standards of the personalized approach has so far proven challenging.

Personalization of the customer service in tourism is still the crucial issue, resolving which will not be a simple task. The tourism agencies, that stress the importance of personalization of their services, should be very careful not to become overly persistent. The companies, that receive the in-depth data, have the highest chance of meeting the standards of the personalized customer service.

It is not enough simply to know the peculiarities of one's own customers. It is quite important to systematize the discovered data, connect it to the tendencies of supply and demand, store the data in the according database, analyse the data and make executive decisions in regards to the sales system, choose the management models and optimize their quality internally.

It is worth remembering that one of the most common mistakes while making an attempt to introduce personalization into the business of the tourism agencies is trying to approach the task using the already known tools. Instead, it is necessary to change the whole marketing strategy with the help of analytics, new IT-solutions and creativity.

1. The concept of relationship marketing

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 Mc-Garry (1953) and Alderson (1965). Initially, marketing of relationships was proposed to apply only to industrial markets, as evidenced by the work of Adler (2003), Arndt (1985). A new wave of interest in personalizing customer relationships is the result of the rapid development of modern Internet tools that have significantly brought the company closer to the consumer and have provided unprecedented personalization opportunities. Domestic experts

Holovkina (2007), Lutsenko (2012), Krasov 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. The works of such domestic researchers as Reshetnikova (the importance of using Internet technology in the marketing of services) (2014), and Ilyashenko (internet marketing in the sphere of educational services) (2014) are devoted to the he issues connected with the use of the Internet technologies in the framework of relations with clients in the service branch. Such foreign scholars as Pejn (2007), Hembl (2002), D. Ford (2000) 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 Melnichenko (2013), Lukyanov (2012), Pravyk (2008) and others. In order to emphasize 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" (Lukyanov *et al.*, 2012).

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.

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 (Beck *et al.*, 2015). Kotler is defining personalization as a personalized offer that has been tailored to meet the needs of the target market or consumer demand (for example, timing the proposal to the birthday of the client). (Kotler *et al.*, 2007).

The urgency and importance of this issue is also emphasized by the diversity of scholars' interpretation, which is presented in Table 1.

Table 1. Characteristics of approaches to the interpretation of the definition of "Marketing of relationships"

Definition	Author
Creating, developing and improving individual relationships with carefully selected clients and groups of clients to maximize the total cost of their lives.	Pejn, 2007
The marketing result that continues to evolve and reflects its current state as the next step after the concept of socially oriented marketing.	Webster *et al*., 2001
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.	Hembl *et al*., 2002
This is the kind of marketing, which focuses on selling to one buyer the maximum number of products, rather than selling one product to the maximum number of buyers.	Matthews *et al*., 2003
An approach, as a result of which the firm can get completely satisfied consumers and high profitability.	Novo, 2004
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.	Pravyk, 2008
Strategic, process oriented, interfactual and valuable for the buyer and seller method to achieve the highest financial efficiency	Lambert, 2010
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	Lamben *et al*., 2014

Source: authors' compilation

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" was elaborated by Agaria (2011) and Singh (2011) who analysed the interpretation of foreign scientists from 1980 to 2010. The authors presented 72 definitions and stated that all definitions characterize the 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 (Agariya and Singh, 2011).

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 with the customer lies in the fact that the accent has shifted from the mass consumer to the individual one, thus, providing the maximum benefit to the individual client. Which leads to the benefit of the company serving the client - the consistency of the client through a strong "attachment" to the company providing individualized services.

The main factors that significantly affect the development of marketing relationships are (Butenko, 2006):

- 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.

Modern marketing communications are increasingly considered as an interactive dialogue between the company and its customers. The personalization of communications, as well as the ability to speak and do the right things for the right people at the right time, is critical (Novo, 2004), especially for the modern tourism business, where the client's decision to purchase a tourist trip is usually formed for a long time under the influence, on the one hand, tough competition in the agency market, and on the other - the lack of stable customer loyalty on the "young", unstable market. The process of choosing a standard tour package usually consists of many rounds of comparisons of the tours characteristics from several leading tour operators. The final choice is often the result of a decision due to personal communication with the travel agency manager who has helped choose from the large number of tourist packages the one that most meets the personal requirements of the client. In order to retain this client, it is necessary to create his unique profile, which will allow to make him the personalized offers, to encourage him to purchase a tourist service, and to form stable loyalty in the conditions where price competition is overwhelming and decisive.

2. Features of relationship marketing for the modern tourism market

Now, successful companies do their best to save their customers. To win a place in the modern market, companies must focus on the consumer - to give their target customers the highest value. Most markets are already quite stable, and not a lot of new customers are added to the main categories of goods/services consumers. Competition intensifies, and the cost of attracting of new customers grows. In addition, consumers themselves become increasingly independent and discerning. To remain competitive, a modern company should be well-informed about its customers. Traditional tools for customer study are too inefficient and slow for a rapidly changing market, so new business models are being developed and non-traditional solutions are offered.

Greenroos says that attracting of new customers costs six times more than achieving re-sales to an existing buyer. And if the customer remains dissatisfied, then his acquisition will cost six times more expensive for the company. In addition, researchers Rayhhold and Sasser have shown that if the company reduces the level of outflow of consumers by at least 5%, then it will be able to increase

its profit by 25-85%. Therefore, the personalization of relationships is a critical factor for modern business (Pravyk, 2008).

Relationship marketing refers to one of the key business philosophies of progressive organizations, including tourism 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 (Customer Relationship Management).

3. Use of CRM systems as a tool for personalization of the mass-market tourism

Marketing studies have shown that at this stage of the development and functioning of the tourism market, an important part of the success of the tourism enterprises is not only the provision of a stable supply of quality goods and services, but also the perfection of the establishment of interaction with both existing and potential customers. The consumer wants to maximize the benefit of his purchase at a minimal cost, and the seller wants to sell as much as possible and save the customer. This is the direction of the CRM-system - a system for managing customer relationships, which allows to solve the problems that arise when the tourism agent needs to communicate with the client promptly and without corresponding organizational tasks (time and place of the meeting, business trip) (Lutsenko and Bas'kova, 2012).

The strategy of CRM involves creating in the company such mechanisms of interaction with clients, in which their needs are the highest priority for the enterprise. This customer orientation affects not only the overall business strategy, but also corporate culture, enterprise structure, business processes. The use of an automated system allows minimizing the human factor in dealing with clients, increasing the transparency of activities in the spheres of sales, marketing and customer service, and clearly coordinates the interaction of various enterprise services.

The main advantage of any CRM system is the storage of all information on customer interaction in a common database. This allows fast and time-consuming to find information about the client, identify their needs and satisfy them quickly. At the same time, unlike other research methods, this is the real information about what customers are interested in products or services, and it will not only help to plan their sales, but also to detect changes in the market demand in time.

The focus of any CRM system is the client. Data in the system allows you to integrate the client into the organization - the company constantly receives the most important information about its clients and their needs (Pejn, 2007). Based on the data obtained and analysed, the company can create

such an organizational strategy that will cover all aspects of its activities. It leads to an increase in revenue, but along with this, there are many other problems for the solution of which companies are advisable to use in their activities such systems, namely:

- tough competition - at the moment it is more expedient to direct efforts to retain existing customers;

- versatility of relations - since contact between a client and an enterprise can be carried out by means of various communication tools, the client expects that all information received on these channels in the subsequent relations will be considered by the enterprise in aggregate;

- orientation of enterprises on marketing concepts.

The use of CRM systems at the enterprises of the tourism industry allows optimally planning and conducting marketing activities, managing resources and marketing costs. With their help, managers can plan and manage sales, evaluate and optimize sales channels. This significantly affects the result of the activity and ensures effective management of the work not only of personnel, but also of working with clients. The full history of communicating with clients, step by step, can help to keep the client and to help him to make the final decision.

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 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 (Holovkina, 2007).

Using of the CRM system in the tourism industry is very important and effective tool for the effective client service. After all, due to a clear orientation on the needs of a specific client, the travel company will be able to satisfy them as much as possible, and the consumer will feel the high quality of services provided to him. The main objectives of using of CRM systems at tourism enterprises are: 1) operational (fast and timely access to information in the process of interaction with the client); 2) analytical (analysis of all the data contained in the enterprise and comparison of them with the wishes of the client and their own capabilities); 3) collaborative (the client directly participates in the enterprise activities and thus can influence the development of a service and product strategy).

The transition from mass to personalized and interactive marketing involves dramatic changes in the modern business in general and in tourism in particular. Especially these changes concern the style of communication between the company and its customers. Firstly, the company makes the efforts to reach each particular buyer, you can say, know him "in the face". Secondly, it is necessary

to take into account the specific needs of end users and try to eliminate the defects of the mass product through a well-developed process of the product delivery to the client. This opportunity arises due to transformations in the marketing and information technologies. The idea of personalizing of online and traditional offline communication with customers is not new for the tourism industry. Such personalization has always been sought in one way or another, mostly in the luxury segment. But the personalization for the companies offering the product of mass market has always been hampered by high costs. However, the innovation and data availability have changed the rules of the game. Now companies are much more aware of their customers. All this, as well as an active online environment with new points of contact with customers, allows you to change the approach to their service. Today personalization is possible and affordable. It is quite possible to implement it in mass market. It will permanently change the companies that implemented it and bring them to a high level of income and customer loyalty.

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 implementation 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 (Jones, n.d.).

Table 2. Use of personal data for personalization

Data	Respondent 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: (Jones, n. d.)

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 implementation 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.

4. Study of penetration of CRM systems in Ukrainian tourism companies

To assess the real extent of the penetration of CRM systems in the technological processes of tourism 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.

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.

Table 3. Results of the questionnaire on the problems of implementing CRM systems in the tourism business

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

Analysing 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 analyse 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.

5. Complex of tools for implementation of personalized service in Ukrainian tourism

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 tourism organizations, 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, Overia-

tourism, Parus-Travel Agency) allows you to fully appreciate the advantages and disadvantages of tourism software complexes in view of their functionality in terms of marketing analysis.

Such kind of exclusively "tourism" 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) staff 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, Sabre) also develop and actively respond to market needs that provide technological opportunities for managing marketing relationships at tourism 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 (Sweet, n.d.).

According to the latest benchmark report, the average abandonment rate in the UK travel industry stands at a massive 81% - meaning that over 8 in every 10 people who begin the booking process fail to complete it. Furthermore, holiday package bookers make almost 40 visits to travel sites on average before making their decision and normally over the space of 6 weeks (Clague, n.d.). But while these figures can be daunting, they also show the enormous opportunity for proactive hotels and resorts who are ready to re-engage with these interested potential bookers.

It has been found that the travel industry has a problem comparing prices and offers from different providers when making a purchase decision. With the fact that 37% of users purchase online travel services, travel planning is often time consuming and purchases will take place over several attempts, compared with many suppliers.

Moreover, statistics show (Clague, n.d.) that despite the steady increase in the share of online sales in tourism, most travellers prefer to complete the multi-stage process of buying a tourist trip offline, registering and paying the chosen trip to the agency. It was found that 31% of consumers ages 14 and older surveyed in Germany had researched trips and vacation packages digitally, buy just 11% had paid for such packages online at all. Likewise, nearly 29% had researched components of travel, like flights or hotels, digitally, but just 15% had purchased them that way. The issue, then, isn't particular to mobile. It would seem that travellers in Germany prefer to buy offline in general.

The behaviour of tourists in Ukraine in general repeats these trends, so one should study the successful experience of increasing the number of purchases from foreign travel companies, adapting the latest on-line tools for the Ukrainian tourism market.

Analysing 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 tourism 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.

These recommendations will be useful, first of all, for the heads of Ukrainian tourism companies, and heads of marketing and IT-departments, who make decisions in the field of the implementation of the innovations.

Conclusions

Thus, the article analysed the scientific approaches and actual practical aspects of management of marketing relationships using modern information tools. It was found that insufficient level of

automation and the low degree of use of CRM systems in everyday work of Ukrainian travel companies are the barriers for the personalization of the relationships with the customers, but by now companies have realized the importance of changes of marketing tools. The most of the travel companies (97%) use electronic tools for the customer records and everyday work, but don't apply modern tools like CRM-systems, especially those made by Ukrainian IT-companies (2%). 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.

References

Agariya , A.K. A. and Singh, D. (2011), What really defines relationship marketing? : a review of definitions and general and sector-specific defining constructs, *Journal of relationship marketing : innovations & enhancements for customer service, relations & satisfaction, 10(4), 203-23,* retrieved from http://www.dsacademia.com/wp-content/uploads/2015/10/What-Really-Defines-Relationship-Marketing.pdf

Alder, H. (2003), *Marketynh buduscheho: dyaloh soznanyj: Obschenye s potrebyteliamy v XXI veke [Marketing of the Future: Dialogue of Consciousness: Communication with Consumers in the 21st Century],* Moskva, Rossyia: FAYR PRESS.

Alderson, W. (1965), *Dynamic Marketing Behaviours: A Functionalist Theory of Marketing,* IL: Homewood.

Arndt, J. (1985), On Making Marketing Science More Scientific: Role of Orientations, Paradigms, *Journal of Marketing*, 49(3), pp. 11-23.

Beck T.J, Chapman K. and Palmatier R.W. (n. d.), Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets, www.ama.org, retrieved from https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIM-TOC-2015-3.aspx.

Butenko, N. V. (2006), *Marketynh [Marketing],* Kyiv, Ukraina: Atika, retrieved from http://pidruchniki.com/1256060740067/marketing/kontseptsiya_marketingu_vzayemovidnosin [in Ukrainian].

Clague B. (n.d.), Consumers in Germany Go Mobile to Consider Travel Purchases, https://www.emarketer.com, retrieved from https://www.emarketer.com/Article/Consumers-Germany-Go-Mobile-Consider-Travel-Purchases/1014853

Ford, D. and Johnsen, Rhona E. (2000), Asymmetrical and symmetrical customer-supplier relationships: contrasts, evolution and strategy, *International Journal of Entrepreneurial Behaviour and Research, 5(6), 279-312.*

Hembl, P., Stoun, M. andvVudkok, N. (2002), *Marketynh vzaymootnoshenyj s potrebytelem [Marketing of customer relationships],* Moskva, Rossyia: FAYR PRESS [in Russian].

Holovkina, N. V. (2007), Personalizatsiia marketynhovykh komunikatsij: Novyj stratehichnyj prostir [Personalizing Marketing Communications: A New Strategic Space], *Marketynh v Ukraini - Marketing in Ukraine*, 2(48), pp. 27-33 [in Ukrainian].

Jones, A. (n.d.), Identity and Marketing. Capturing. Unifying and Using Customer Data to Drive Revenue Growth., *www.*insight.venturebeat.com, retrieved from http://insight.venturebeat.com/report/customer-identity-marketing-capturing-storing-and-enriching-right-data

Kotler, F, Bouen, Dz. and Mejkenz, Dz. (2007), *Marketynh. Hostepryymstvo. Turyzm [Marketing. Hospitality. Tourism],* Moskva, Rossyia: Yunyty-Dana [in Russian].

Krasov D. M. (n.d.), Navischo potribni CRM - systemy? [Why do you need CRM systems?]. www.*vidpo.net,* retrieved from http://vidpo.net/navishho-potribni-crm-sistemi.html [in Ukrainian].

Lamben, Zh.-Zh., Chumpytas, R. and Shulynh, I. (2014), *Menedzhment, oryentyrovannyj na rynok [Market-oriented management],* SPb, Rossyia: Pyter [in Russian].

Lambert, D. M. (2010), Customer relationship management as a business process, *Journal of Business & Industrial Marketing*, 25(1), pp. 4-17.

lliashenko, S.M. (2014), Internet-marketynh naukovo-osvitnikh posluh [Internet marketing of scientific and educational services]. *Naukovi pratsi Donets'koho natsional'noho tekhnichnoho universytetu. Ser.: Ekonomichna - Scientific works of Donetsk National Technical University.*

Sir: Economic, 4, pp. 271-278, retrieved from http://nbuv.gov.ua/UJRN/Npdntu_ekon_ 2014_4_36 [in Ukrainian].

Luk'ianov, V.O. and Munin, H.B. (2012), *Marketynh turystychnoho biznesu [Marketing of tourism business],* Kyiv, Ukraina: Kondor [in Ukrainian].

Lutsenko, I.S. and Bas'kova, I.H. (2012), Upravlinnia vidnosynamy zi spozhyvachamy - iak osnova iakisnykh innovatsij [Managing consumer relations - as a basis for quality innovation], *Efektyvna ekonomika - Effective Economy,* 12, Retrieved from http://www.economy. nayka.com.ua/?op=1&z=1631&p=1 [in Ukrainian].

Mazaraki, A. A., Tkachenko, T.I., and Mel'nychenko, S.V. (2013), *Turysts'ki destynatsii (teoriia, upravlinnia, brendynh) [Tourist Destinations (theory, management, branding)],* Kyiv, Ukraina: KNTEU [in Ukrainian].

Mc-Garry, E.D. (1953), Some new viewpoints in marketing, *Journal of Marketing*, 18 (1), pp. 36-43.

Met'iuz, R., Aheev, A.and Bol'shakov, Z. (2003), *Novaia matrytsa, yly Lohyka stratehycheskoho prevoskhodstva [The new matrix, or the Logic of strategic superiority],* Moskva, Rossyia: OLMA-PRESS [in Russian].

Novo, J. (2004), *Drilling down: Turning Customer Data into Profits with a Spreadsheet,* Booklocker.

Payne, A. (2000), *Customer retention in marketing management: A relationship marketing perspective,* Basingstoke, England: MacMillan Business.

Pejn, E. (2007), Rukovodstvo po CRM: Put' k sovershenstvovanyiu menedzhmenta [*Guide to CRM: The Way to Improve Management]*, Mynsk, Belorussyia: Hrevtsov Pablysher [in Russian].

Pravyk, Yu.M.(2008), *Marketynh* turyzmu *[Marketing for tourism],* Kyiv, Ukraina: Znannia [in Ukrainian].

Reshetnikova, I. (2014), Vykorystannia internet-tekhnolohij v marketynhu sfery posluh [Use of Internet technologies in the marketing of services], *Marketynh v Ukraini - Marketing in Ukraine*, 5, pp. 45-47 [in Ukrainian].

Sweet K. (n.d.), Consumers want personalization: Stats roundup www.ibm.com, Retrieved from https://www.ibm.com/think/marketing/consumers-want-personalization-stats-roundup.

Vebster, F*.,* Enys, B., Koks, K. and Mokva.M. (2001), *Yzmenenye roly marketynha v korporatsyy [Change in the role of marketing in a corporation],* SPb, Rossyia: Pyter [in Russian].