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Practical aspects of implementation of marketing technologies in the tourism enterprise: Experimental case of two tourism enterprises from France and Ukraine

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Abstract. The function of marketing has always been to connect companies with their audiences in the right place at the right time. Today, you have to meet consumers where they spend most of their time: on the internet, from your company's website to the various aspects of online branding (digital advertising, e-mail marketing, web brochures). , etc.), digital marketing covers a wide spectrum of tactics and content. For enterprises operating in a market economy such as tourism, the issue of effective marketing activities, which is a system of measures to meet consumer demand for relevant products and services, is highly relevant. A prerequisite for the development of the first direction is that in connection with the introduction of e-commerce and e-business in the practice of firms, corporations and banks, there have also been changes in the nature of commercial and financial transactions, relationships with partners and customers, the development and implementation of business strategies, the formation of competitive advantages. The purpose of the article is to demonstrate the practical aspects of implementation of marketing technologies in the tourism enterprise : experimental case of two tourism enterprises from France and Ukraine.

Keywords. Marketing, strategies, marketing technologies, digital marketing, information

Introduction and literature review

Marketing is traditionally viewed from three perspectives: it has been identified with advertising, promotion and sales under pressure.

Indeed, marketing was presented as a system of thought that should be present in all activities of the company, regardless of sector, size or developing activity. If we refer to the work of Kotler, Bowen and Makenz, we see that marketing was the most valuable management tool to unleash the imagination of marketers, stimulate innovation and creativity to identify competitive strategies, as if to lead in common markets . Expanding the concept of marketing raises many questions, trying to give it a clear meaning. However, in a broad sense, marketing is understood as an entrepreneurial activity that controls the promotion of goods and services from producer to consumer, or as a social process through which demand for goods and services is forecast, expanded and met in the process of their development, promotion and implementation.

In the conditions of formation of digital economy in a new way the content of marketing as doctrine, philosophy and activity is perceived and understood.

And if in the past digital marketing was considered an isolated trend, in nowadays modern conditions most aspects of marketing becomes digital. Taking into account these changes, this creates the need of enterprises to accelerate the rollback of obsolete marketing systems and ensure the introduction of the latest approaches to in-depth analysis, taking into account all aspects of customer contact given its importance in the activities of service industries such as tourism in countries like South Africa. The need to change the image of South Africa, which can no longer be just a destination for safaris, should focus more on the diversity and eclecticism of South African cities. It is indeed noticable that over the decades of development of the ICT sector in South Africa, an economy has formed in which the "Internet of Things" really exists: every day the number of networked devices that can be used by both firms and individuals for an ever-expanding range of services is growing. Taking into account that tourists these days do more research and compare between a trip to their country and a trip abroad, it can be argued that they are traveling smarter. Faced with the need for travel agencies, they remain resilient to the international context, making it possible to multiply initiatives aimed at exploiting national and regional markets. This applies primarily to the cities of the South Africa, where the most advanced applications could be used in the management process of companies in tourism sector through marketing technologies stacks. Thus making relevant the issues of implementation of these technologies in the marketing activities of tourism enterprises in south africa and abroad. The studies of the practical experience of tourism enterprises in countries like Ukraine and France could help to alleviate this question.

Research results

On the Internet, this can manifest itself in the form of visits to the brand's website or partner sites or in the form of participation in a specific brand-related promotion. In order to determine the impact of these actions, we can assess the loyalty of the target category of Internet users, determining the impact of the campaign on the subsequent user behavior when viewing information.

To give some consistence to the aforementioned facts, the evaluation of the implementation of the marketing technologies in a tourism enterprise as a practical case of study is recommended. With revenues from tourist services estimated to 16229,8 thousand hryvnias in 2018 which is considered as its main budget, the Ukrainian tour company "Join Tours" LLC has used 15% of it on marketing technologies, considering them as the main tools of promotion in its marketing strategy. As it can be shown in the table 3 this explains the variation of the organization's annual payroll from 298,1 thousand UAH in 2016 to 444 thousand UAH in 2018, given the fact that the exploitation budget of the enterprise is of 16229.8 thousand UAH (which means 1622980 UAH) in 2018; it intended to use 15 % of it for its marketing budget while implementing marketing technologies.

With a good behavioral study, it is possible to understand why a client hesitates before moving on to the buying process helping to implement the business strategy as mentioned above.

Table 1

Financial and economic performance indicators of "Join Tours" LLC between the years 2010 and 2018

Indicator	Unit of measurements	2010	2016	2018
Revenue from tourist services	thousand UAH	7250	(7545)	16229,8
profitability of sales (profit from sales in each hryvnia of revenue)	percent	36.4%	35.6%	51.3%
Annual payroll	thousand UAH	252,6	298,1	444,0
The number of catered tourists	people	3560	4762	7855

This gives the Ukrainian travel agency Join Tours LLC two options: either to use the services of a website provider and an Internet advertiser, or to implement a system consisting of marketing technologies described earlier, given that in the 2018 tourist season, Join Tours LLC managed to attract 7,855 customers with 15,500 leads gathered online.

The services of the web provider called VOLDO-studio, the price list of which is presented in Table 1, were evaluated on all the above indicators, taking into account the fact that each of these services is a marketing action. Each of these services that provide website management LLC "join tours" was conducted, and the amount of evaluation of each of these services was carried out on the indicator. The same assessment was conducted in Table 3 with the proposed management system of a tourism enterprise based on the use of innovative marketing technologies, based on the fact that each element of the proposed system has a selected marketing technology (software), which has the cost of operation - is also a marketing action. Here, the company is free to choose how to set up an efficient system, after analyzing the results of the evaluation of these marketing technologies for each indicator.

This system if well used, will also help to drive, track and automate the tour company's marketing campaigns. Some softwares are easy to use, but others are much more complex. Also, an audit of the company's needs is necessary to choose the most suitable software.

These needs being the publication of tour product's information to targeted client base through advertising posts on social media, as well as increase in customer's information acquisition through organic search by 100 percent in the targeted period. Therefore digital marketing is a complex science that may seem abstract or even optional for merchants or entrepreneurs. Yet this is one of the essential aspects of e-commerce where competition is international and it is hard to find a place. Too often, we see e-merchants launch a website at lower costs and deal with the marketing strategy later, saying that this part will be financed with the profits of first sales. But it is not so simple and in addition it is even negative for businesses. It will be easier for the enterprise to sell if it already have a marketing strategy and a budget allocated in advance.

A digital strategy therefore requires an investment, but it will be less compared to a conventional advertising campaign.

This is explained by the fact that the creation of the domain name of the company, its online presence (in terms of SEO, word of mouth and many other aspects) and the company's website relies heavily on good management of its keywords and goals, well before appearing on the web. Big brands can count on the loyalty of their customers. Of course, they still need to reach new horizons, but they do not need to allocate as many resources as new and small businesses.

According to reports from Forrester Research and eMarketer.com, about 6 to 12% of gross revenue is considered appropriate, so far that the average company should allocate 42% of its marketing budget to the web in 2018, and rate is expected to reach 45% by 2020. These aforementioned facts will find their application, if we take the example of the Ukrainian tour company "Join Tours" LLC in its marketing budget which components are shown in the table 1. As calculated for its 2019 tourist season the company should therefore have a digital marketing budget of 876,40 Thousand uah to set up its marketing strategy.

Now, having the means to its ambitions, the enterprise will have to look for its means of production and their peculiarities, study their cost of exploitation and their profitability.

Such data can be obtained while observing the tourist enterprise's website activity while implementing the marketing system for the company's sales strategy. This begins by the creation of the company's website. Indeed, today, in order to create a website, it is not necessary to spend a lot of time and effort.

Sometimes it is enough to have basic computer skills, a little perseverance and, of course, installation of a convenient system for managing the content of a new web project. The said content allowing the possibility of the marketing action towards the potential customers.

Knowing the profitability of a marketing action is essential to appreciate its efficiency and its interest for the company. Digital marketing has the advantage of allowing a precise analysis of each approach with different performance indicators. Calculating the cost of acquisition in digital marketing is one way to measure the impact of some or all of the actions implemented. Its calculation is therefore essential to know the return on investment of a customer acquisition campaign.

The customer acquisition cost (CAC) is obtained by dividing the total amount invested to acquire new customers by the number of customers generated which is calculated by the formula:

$$CAC = \text{Total investments in customer acquisition} / \text{Number of customers acquired} \quad (1)$$

Total investments include all expenses incurred in digital marketing actions. Thus, the costs generated by marketing actions can be those used for content production, site optimization, digital advertising, campaigns on social networks.

The calculation of the acquisition cost in digital marketing makes it possible to appreciate the contributions of this marketing strategy.

This calculation is essential to follow progressively the profitability of the customer acquisition campaign. In addition, this calculation is necessary to identify the channels, the actions, the most effective strategies to acquire new customers.

Table 2

Theoretical budget forecasts in terms of digital and traditional marketing of the "Join Tours" LLC company

	Unit of measurements	Value
Annual revenue in 2018	Thousand uah	16229,8
Percentage of marketing budget	percent	12 %
Percentage of digital marketing budget	percent	45 %
Total of marketing budget	Thousand uah	1947,576
Total of digital marketing budget	Thousand uah	876,4092

It will then be possible to direct efforts and investments towards these channels in order to maximize the benefits obtained. After calculating the acquisition cost, it is also possible to know if the strategy adopted is profitable. Thus, this calculation is essential to adjust the marketing actions in order to ensure a better ROI.

Apart from the customer acquisition cost, it is also possible to calculate the acquisition cost of a lead.

This is obtained by dividing the total costs invested in digital marketing by the number of leads generated, this is expressed by the following formula :

$$\text{Cost of acquisition of a lead} = \text{Sum invested in marketing} / \text{Number of leads generated} \quad (2)$$

Calculating the cost of acquiring a lead or a customer is also necessary to estimate the budget needed for a lead generation campaign or acquisition of new customers. Thus, the company can decide, in advance, the amount to invest to generate leads and acquire new customers. In the same way, this calculation makes possible to predict how many customers it is necessary to gain to obtain such turnover. In short, knowing the acquisition cost in digital marketing is important to know how much a company must spend on average to win a new customer.

Thus, we can estimate and evaluate the turnover generated by the customer acquisition campaign.

Working on the cost of acquiring a business is helping the company make the right decisions. Do not spend too much money on one channel (eg trade shows) while other channels have a higher return on investment. For this reason, a company can set goals and budget limits that should not be exceeded. A high acquisition cost is the sign of inefficient investment.

A company can invest more heavily in inbound marketing campaigns by leveraging a content and social media strategy to lower its customer acquisition cost.

The analysis of customer acquisition costs must be accompanied by a study of the average value of the acquired customers given by the Customer lifetime value (CLV). The said indicator is the estimate of the amount of profit a company expects to earn throughout its relationship with a particular customer. To make it simple, find out exactly how much the tourism enterprise's customers can report to it, helps determine how much the enterprise can invest to attract and retain them.

This indicator is calculated by the formula:

$$\text{CLV} = \text{income from a client} - \text{the cost of attracting and retaining a client.} \quad (3)$$

Table 3

Cost analysis of the creation, support and promotion of website services offered by VOLDO-studio

Additional services	Cost of exploitation	customer acquisition cost	Cost of acquisition of a lead
Hosting 10 GB (the company's website will be stored on an server)	720 UAH/ year	0,09166136	0,04645161
Domain name (com, com.ua, kiev.ua ...)	300 UAH/ year	0,03819223	0,01935484
SEO site optimization for search engine promotion	1000 UAH	0,12730745	0,06451613

Installation add-on Automatic translator Google	300 UAH	0,03819223	0,01935484
Installation add-on Bilingual / multilingual site	300 UAH	0,03819223	0,01935484
Connection to the site Google Analytics	300 UAH	0,03819223	0,01935484
Writing unique texts (copywriting)	300 UAH	0,03819223	0,01935484
Install online calculator	200 UAH	0,02546149	0,01290323
Online chat connection	300 UAH	0,03819223	0,01935484
Connecting reviews Facebook	300 UAH	0,03819223	0,01935484
Messenger connection to the site	500 UAH	0,06365372	0,03225806
Creating a page in the social. Facebook, Twitter, Instagram	300 UAH	0,03819223	0,01935484
Accelerating the speed of opening the site	500 UAH	0,06365372	0,03225806
Instagram integration with the site	300 UAH	0,03819223	0,01935484
Creating a standard logo (3 options)	300 UAH	0,03819223	0,01935484
Total		0,75366009	0,38193548

In addition to the CLV, if the customer acquisition cost is calculated, it will give the basis to measure the return on investment of the acquisition of these assets.

This gives the Ukrainian tour company "Join Tours" LLC two options, either use the services of a website provider and online advertiser, or implementing the system composed of marketing technologies described earlier, considering that in the 2018 tourist season, "Join Tours" LLC has managed to get 7855 customers via 15500 leads collected throughout the internet.

The website provider services called VOLDO-studio which pricelist is shown on the table 2, has been evaluated with all the indicators mentioned above, considering the fact that each of these services constitutes a marketing action.

Each of these services assuring the management of "Join Tours" LLC's website has been evaluated and the sum of the evaluation of every of these services has been done per indicator. The same evaluation has been conducted in the table 3 with the proposed management system for a tourism enterprise based on the use of innovative marketing technologies, on the basis that Each element of the proposed system has a chosen marketing technology (software) which has a cost of exploitation is also a marketing action.

Here the company can freely choose how to set up the system of performance, after the analysis the evaluation results of these marketing technologies per indicator.

Following the results of the cost analysis, we can notice certain patterns, first of all according to the table 2 the whole of the management operations of the enterprise's website have a customer acquisition cost of 0.75 uah/per customer and the cost of acquisition of a lead is 0.38 uah/per lead.

With the proposed management marketing system the cost of marketing actions become more cheaper as seen in the table 3.

As mentioned earlier this gives “Join Tours” LLC the opportunity to use the cheapest options in terms of customer acquisition cost and cost of acquisition of a lead. If we take into consideration the first mentioned, then dasheroo should be used as content marketing platform, Textpatern as content management system, Serpstats as social media management platform, [SendinBlue](#) as marketing automation platform, and Megaplan as customer relationship management; the customer acquisition cost of the said system equals 0.15 uah/per customer which is less expensive than support and promotion of website services offered by VOLDO-studio. The same configuration can be applied considering cost of acquisition of a lead which is 0.07 uah/per lead, which confirms the previously mentioned facts. This proposed system based on the use of innovative marketing technologies used for “join tours” llc’s website management finds its demonstration in the figure 1.

Given the former, dasheroo should be used as a content marketing platform, Textpatern as a content management system, Serpstats as a social media management platform, SendinBlue as a marketing automation platform and Megaplan as a customer relationship management platform; the cost of purchasing this system by the customer is 0.15 UAH / per customer, which is cheaper than the support and promotion of website services offered by VOLDO-studio. The same configuration can be applied, given the cost of purchasing lead, which is 0.07 UAH / lead, which confirms the aforementioned facts.

This proposed system, based on the use of innovative marketing technologies used for "Join tours", manages the llc website, as shown in Figure 1.

If we take the example of the French travel company Pierre & Vacances Center Parcs group in its marketing budget, the components are presented in Table 4.

According to the calculation of its tourist season in 2019, the company must have a digital marketing budget of 182.76 million euros to create its marketing strategy.

According to the 2019 tourist season, the company must have a digital marketing budget of € 82,242 million to formulate its marketing strategy, as shown in Table 4. Given the current approach to his aspirations, it is likely that the Pierre & Vacances Center tanning band will apply a very similar approach as its Ukrainian counterpart, Join Tours LLC.

Table 3

Cost analysis of the Proposed management system for a tourism enterprise based on the use of innovative marketing technologies

Management system component	Marketing technology software	Cost of exploitation	Customer acquisition cost	Cost of acquisition of a lead
Content marketing platforms	Aweb	8000 uah	1,01845958	0,51612903
	Dasheroo	497,8 uah	0,06337365	0,03211613
	SimpleReach	3117,8 uah	0,39691916	0,20114839
	Simply Measured	3124,5 uah	0,39777212	0,20158065
Content management system	Wordpress	530 uah	0,06747295	0,03419355
	Joomla	free	0	0
	Ghost	497.8 uah	0,06337365	0,03211613
	Textpatern	free	0	0
Social media management	Hiconversion	749 uah	0,09535328	0,04832258
	SimilarWeb	5213 uah	0,66365372	0,33632258

Marketing automation	Serpstats	655 uah	0,08338638	0,04225806
	SEMRush	2620 uah	0,08338638	0,04225806
	ACTIVECAMPAIGN	425 uah	0,05410567	0,02741935
	Hubspot	1310 uah	0,16677276	0,08451613
	Ontraport	2069,8 uah	0,26350095	0,13353548
Customer relationship management	SendinBlue	Free	0	0
	Bitrix24	1283,8 uah	0,1634373	0,08282581
	Pipedrive	393 uah	0,05003183	0,02535484
	Bpm'online	425 uah	0,05410567	0,02741935
	Megaplan	81 uah	0,0103119	0,00522581
	Microsoft Dynamics 365	209,6 uah	0,02668364	0,01352258

Companies reward these specialists according to the salary grid shown in Table 3.10. Let's consider that these positions are occupied by one person each, the company will spend 816 thousand euros a month. We will add that during the tourist season of 2018 the company managed to attract 8 million customers with the help of 15786123 leaders gathered all over the Internet. Each of these actions, which provide management of the website of the Pierre & Vacances Center Parcs, was evaluated, and the amount of evaluation of each of these services was performed on the basis of one, table 6. The same evaluation was conducted in table 7 with the proposed tourism management system enterprise based on the use of innovative marketing technologies, based on the fact that each element of the proposed system has a selected marketing technology (software), which has the cost of operation, as well as marketing activities, too.

The Pierre & Vacances Center Parcs online payroll marketing group, shown in Table 3.10, was evaluated against all of the above indicators, given the fact that each of these positions is the marketing work of one expert.

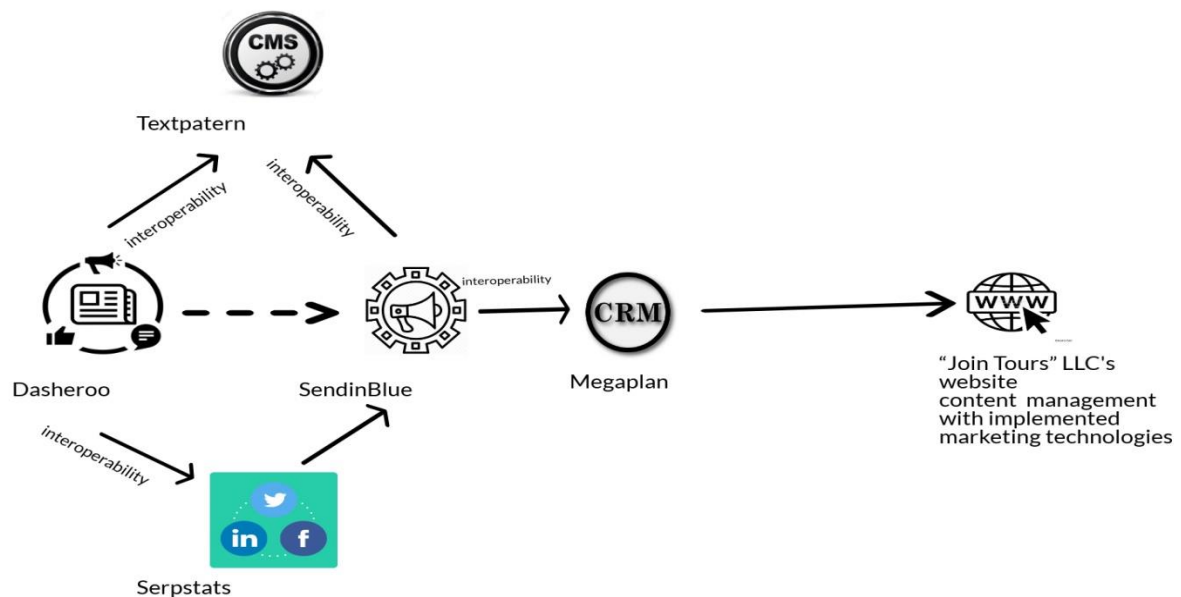


Fig 1 Proposed system based on the use of innovative marketing technologies used for “Join Tours” LLC’s website management

Like its Ukrainian counterpart, the French firm is free to choose how to install the execution system, after analyzing the evaluation of the results of these Marketing technologies on the indicator. marketing marketing at the enterprise have the cost of purchasing customers in the amount of 0.102 euros per consumer and the cost of purchasing lead 0051 euros / per potential customer on the Internet. what Americans call direct marketing to each other. With the help of computer and online multimedia, the collection of individual marketing data is really much easier. Personal data has become the number one resource for business. There is a lot of information hidden in this data, and this can help hoteliers bring "personal communication" during each guest's stay. Imagine that the hotel knows that their client likes to play sports or has food intolerances (or preferences).

The organization will be able to offer its owner, for example, free access to the gym, or greet him / her with a personalized basket for his consumption, but this may require the development of a marketing strategy that adapts to such requirements. As shown earlier with the analysis of Join Tours LLC, this gives Pierre & Vacances Center Parcs the opportunity to use the cheapest options in terms of the cost of purchasing the client and the cost of purchasing lead.

If we take into account the first mentioned and based on the results shown in Table 4, Dasheroo should be used as a content marketing platform, Textpattern as a content management system, SimilarWeb as a social media management system, SendinBlue as a marketing automation system, and Pipedrive as customer relationship management platform; the cost of purchasing the specified system by the client is equal to 0.0000029192 EUR / per potential client, which is cheaper than the work of the online marketing management department Pierre & Vacances Center Parks group.

A different configuration can be used, taking into account the cost of acquiring a host, the cost of which is 0.00000025926 EUR / per potential client.

Aweb should be used as a content marketing platform, Joomla as a content management platform, Serpstats as a social media management platform, SimilarWeb as a marketing automation platform and Bitrix24 as a customer relationship management platform.

As a result of this analysis, it is clear that marketing technologies can collect data on the behavior of Internet users and customers.

Data availability is an option, but a

Table 4

Pierre & Vacances Center Parcs is the payroll group of the Internet Marketing Management Division

Position	Salary in euros
Social media manager	35000
Content manager brand	40000
Partnership and Partnership Manager	52000
customer knowledge manager	60000
Media manager	65000
Program Manager	100000
Head of the media	90000
Data analyst	65000
Search Engine Marketing Manager	36000
Evangelist data	80000
Data scientist	45000
Traffic manager	45000
Product owner	45000
Search engine optimization manager	58000
Total	816000

measurement tool and analyzer are different. For proper transposition of tools.

Features of Push Marketing and Email Marketing are a great way to collect new behavioral data, but also a very effective solution for postcard targeted marketing activities with great sensitivity. In 2019, in the hospitality sector, as in other sectors, these are typical solutions that represent an indisputable competitive advantage. With the growth of new technologies and the new Internet of Things, consumer expectations continue to grow. This is a trend we are seeing in all sectors, especially in the hotel sector, or hospitality in general. In this industry, where customer experience is at the heart of the business, new technologies can be the key to this growing consumer expectation.

The gradual trivialization of the Internet and its use by different categories of customers entitles the city to accurate and individualized marketing strategies.

As we saw earlier in this study, regardless of the strategy (of course, buying traffic can be profitable), start by measuring performance first. The tour operator can then allocate part of its budget to the purchase of paid traffic, controlling their costs to strive for profitable investments (as opposed to spending a little blind).

It is important to build a solid foundation that will last over time and that will bear fruit in the medium and long term.

Table 5

Price analysis for the Pierre & Vacances Center Parcs Internet Marketing Management Group for each position

Position	Wages / Operating costs in euros	Customer acquisition cost	Cost of acquisition of a lead
Social media manager	35000	0,004375	0,002217137
Content manager brand	40000	0,005	0,002533871
Partnership and Partnership Manager	52000	0,0065	0,003294032
customer knowledge manager	60000	0,0075	0,003800807
Media manager	65000	0,008125	0,00411754
Program Manager	100000	0,0125	0,006334678
Head of the media	90000	0,01125	0,00570121
Data analyst	65000	0,008125	0,00411754
Search Engine Marketing Manager	36000	0,0045	0,002280484
Evangelist data	80000	0,01	0,005067742
Data scientist	45000	0,005625	0,002850605
Traffic manager	45000	0,005625	0,002850605
Product owner	45000	0,005625	0,002850605
Search engine optimization manager	58000	0,00725	0,003674113
Total	816000	0,102	0,051691

This hypothesis is manifested in a travel company with a content strategy (Content Marketing) and, in general, inbound marketing (Inbound Marketing) will be much more profitable and less risky than "everyone pays".

The concept of Inbound Marketing, in contrast to "advertising", is simple: let customers come to the company, not take them away. Although other industries typically use content marketing to familiarize visitors with a particular topic, hotels can use it to engage visitors who may be looking for information on very relevant topics, making them more valuable and likely to become customers.

Social networks, in particular Facebook, are also an important lever for improving the reputation of the tourism business, its image and ultimately, its movement and booking.

It is a mistake for us to consider each channel that uses marketing technologies separately, and to think that each of them will bring its penny to the share of overall marketing.

Conclusion

Tourism and air transport are also interdependent and mutually reinforcing.

This state of affairs makes sense when attention is paid to the level of traditional or digital tourism marketing within even the commercial flights offered by airlines.

In fact, marketing technologies such as social media advertising have prompted airlines to offer services to customers in real time. to the fact that consumers expect to receive information and answers to their questions on social networks. The example of the American company Delta Airlines and its "social platform" on Twitter is interesting. Delta Assist promises support, has all its passengers (so potential tourists) 24 hours a day, 7 days a week, and responds in an

average of 9 minutes - a link that the rest of the industry is catching up with. The pioneer, Delta, has inspired more than one airline, including KLM. Airlines, like travel companies, rely on geolocation services to track the loyalty of their customers. By offering real rewards to fans who promote their brand online, airlines add a gamification element to their marketing. Currently, this is reflected in the tendency to search for content generated by customers of these companies in platformed content marketing formats, which allows you to create stories by which the latter can identify and thus gain their loyalty.

It is better to first consider a complex marketing strategy and use it in accordance with all channels - contextual advertising, SEO, SMM in general.

For example, if the page of any South African tourism enterprise is promoted in search engines, it should run contextual advertising for the same key query, it may affect the position in the future. If a company introduces users to products through social media, then when they find them in search results, they will be loyal. In addition, search engines take into account the return to the site: if the user visited the site several times, even from different channels, it means that he liked the site and remembered it. If we are talking about a young, recently launched site, it probably takes six months or more to achieve the result.

. Today, millions of users use social networks every day to receive and send content. This new form of communication changes the way people communicate, as it allows them to share their ideologies and opinions in different formats. Having hotels on social networks and encouraging dialogue with guests is fundamental and should be done with greater frequency and intensity.

Today, what matters is not what the company says about itself, but what they say about it.

This study analyzed the social networks Facebook, Instagram and Twitter, as they were considered the most relevant for the hotel sector, given its functionality and large number of users. In a sector undergoing profound digital change, where transactions are mainly on the web, it would be wiser for a tourism company to increase its online visibility.

Indeed, but the competition is always tough, tour operators must undoubtedly accompany this with a well-defined plan in advance for success to be complete. Today we are no longer speaking to tourists but well and truly to travelers in search of a strong, striking emotional experience, and they no longer want to be seen as mere tourists. As we said above, we do not have to deal with simple tourists today; since the mass tourism of the sixties, the tourist has evolved to give way to the traveler. More than just a need for relaxation, sun or sand, he is now looking for a new, authentic experience that will give him intense emotions.

Most people are ultra connected (smartphones, tablets, laptops), and regularly visit the web during the day, returning home, in the evening, at night.

This is also part of the evolution of the traveler; he is informed, and has the habit of having immediate answers to his requests, he has neither the time to wait nor the time to move. The price factor remains an important element in the buying decision even if a customer think for himself/herself that the search for emotion or a transcendent experience can go beyond that. It is therefore essential to offer the traveler a product that will stand out from the others and meet his expectations, his increasingly demanding needs, to make the online tourism business a success. That's why, having a website for a tour operator, is having a sales representative who is in charge of promoting tour products 24 hours a day. But there is no doubt that the booking of stays and packaged circuits will also progress, provided that tourism stakeholders offer a real evolutive experience to their prospects through the establishment of responsive and optimized travel site. Conversational marketing places conversations between brands and their customers at the heart of the online customer experience. This makes that customer service in South Africa is a critical success factor for market players from the travel sector: digital solutions need to be built around customer service to provide an optimal and omnichannel customer experience.

While the boundaries between physical and digital trade are increasingly blurred, tour operators understand they have to get the best possible customer service tools.

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