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THE METHODOLOGICAL APPROACH TO THE EVALUATION OF EFFECT OF INTERACTION OF TOURIST ENTERPRISE WITH CONSUMERS AND PARTNERS

Summary

The article focuses on the fact that the effectiveness of the tourism enterprise depends directly on its relationship with other market entities (consumers and partners), which involves using as a priority concept of marketing management of the tourism enterprise relationship marketing. This determines the relevance of the study of the features of the development and implementation of a methodological approach to determine the effect of the interaction of the tourism enterprise with consumers and partners within this concept. It is determined that this process should involve the passage of five stages: the formation of directions for evaluating the effect of tourism enterprise interaction (the structural components of the marketing management system in terms of interaction marketing are proposed); development of interaction assessment matrices (it is recommended to use SNW - analysis, which involves determining not only strengths (S) and weaknesses (W) but also neutral positions (N)); comparative analysis of the obtained results (involves studying the effect of interaction for each tourist enterprise for a certain period of time and comparing it with a similar indicator for other market participants); determining the correlation-regression relationship between the effect of tourism enterprise interaction and profit (carried out in two directions - for the aggregate of enterprises and for an individual market entity); recommendations for enhancing engagement areas. As a result, the management of the tourism enterprise is offered to choose one of four alternative marketing strategies that allow to improve the main indicators of its activity: a strategy of improving the productive areas of interaction; a strategy for taking into account other significant factors of management effectiveness; strategy for improving the effectiveness of individual areas of interaction; strategy for finding alternatives. The implementation of the proposed methodological approach in the practical activity of the tourism enterprise will bring to a new qualitative level the processes of enterprise management in general, and marketing in particular.

Keywords: interaction effect, marketing of relationships, effect of interaction with consumers, effect of interaction with partners.

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