

Yurii Chaplinskyi, Candidate of Economic Sciences, Associate Professor,
<https://orcid.org/0000-0002-1912-4447>

Valentyn Niculcha, Candidate of Economic Sciences,
<https://orcid.org/0000-0003-0523-3287>

Chernivtsi Trade and Economic Institute KNTUE, Chernivtsi

MECHANISM OF FORMING THE LOYALTY SYSTEM OF CONSUMERS TO THE TOURIST ENTERPRISE

Summary

The article presents the consumer loyalty system of the tourist product as a mechanism consisting of five interconnected blocks: integration into the marketing management structure of the tourist enterprise; goals of loyalty; formation and management of databases; choosing a loyalty mechanism and assessing the effectiveness of the loyalty program; financial support for the implementation of the program. It is determined that: the main ways of integrating the loyalty program into the organizational structure of the tourist enterprise is to create an independent unit for the implementation of the loyalty program or complete transfer of authority to an independent agency; The two most important blocs of loyalty program goals are consumer retention and re-buying incentives; the formation and management of databases is essential for improving the efficiency of the tourism enterprise in general; loyalty program should offer consumers privileges that are directly related to the main services provided by tourism enterprises; it is necessary to ensure appropriate funding of loyalty programs, as they should be considered not as expenses, but rather as investments in marketing tools.

Keywords: loyalty, loyalty system, tourist enterprise, databases, loyalty program.

References:

1. Butcher, S. (2004). *Programmy lojal'nosti i kluby postojannykh klientov* [Loyalty programs and loyalty clubs]. Moskva, 272 p. (in Russ.).
2. Gaponenko, O. (2012). Features of partnerships as an element of marketing researches of activity of the enterprise. *Vestnik HPI [Bulletin HPI]*. Available at: http://repository.kpi.kharkov.ua/bitstream/KhPIPress/6838/1/vestnik_HPI_2012_11_Haponenko_Osoblyvosti.pdf (Accessed 27 March 2018) (in Ukr.).
3. Evstigneeva, T.V. (2009). *Marketing otnoshenij na predpriyatijah roznichnoj trgovli* [Relationship marketing for retailers]. Ul'janovsk, 135 p. (in Russ.).
4. Zefirova, Yu. (2003). *Loyalty program and quality of service*. Marketing and PR Laboratory. Available at: <http://www.advlab.ru/articles/article276.htm> (Accessed 21 January 2019). (Accessed 21 January 2019). (Accessed 21 September 2018) (in Russ.).
5. Expert Solution (2018). *Loyalty module SERVIO Loyalty Program*. Available at: http://expert-solution.com.ua/automation-of-hotels-guest-houses/item/servio-lp?category_id=25 (Accessed 21 September 2018) (in Ukr.).
6. Nikul'cha, V.A., Chaplins'kyj, Yu.B. (2017). Customer-oriented retailers' marketing mix. *Visnyk Chernivets'koho torhovel'no-ekonomichnoho instytutu [Bulletin of the Chernivtsi Trade and Economic Institute]*, vol. I-II (65-66), pp.443-452 (in Ukr.).
7. Pan, L. (2016). *Customer loyalty as a strategic indicator of the success of the company*.

Available at: http://ekmair.ukma.edu.ua/bitstream/handle/123456789/375/Pan_Loyalnist.pdf?sequence=1 25 (Accessed 23 September 2018). (in Ukr.).

8. Peppers, D. *Upravlenie otnoshenijami s klientami: kak prevratit' bazu vashih klientov v den'gi* [Managing relationships with customers: how to turn your customer base into money]. Moskva, 336 p. (in Russ.).

9. Marketer.ru (2010). *Customer loyalty programs: principles, characteristics, development*. Available at: <http://www.marketer.ru/marketing/programmy-loyalnosti-klienta/programmy-loyalnostiklientov-principy-xarakteristiki-razrabotka> (Accessed 1 October 2018) (in Russ.).

10. Harovskyy, K. (2007). *Five rules of customer loyalty programs*. Marketing and PR Laboratory. Available at: www.advlab.ru/articles/articles630/htm (Accessed 2 October 2018). (in Russ.).