

Ways to Improve the Communication Relationship of the Educational Tourism Organization With Consumers

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Abstract: This article substantiates ways to strengthen the communication links of educational tourism enterprises and organizations with consumers.

Keywords: educational tourism, communication, internships, local consumers, marketing

INTRODUCTION

One of the most important areas in terms of socio-economic development of the country is educational tourism services. Educational tourism services have a special place in the training and supply of qualified personnel and specialists necessary for the national economy and in line with modern requirements. The activities of educational tourism services are a complex and multifaceted process, and today this type of service is developing rapidly. According to the World Tourism Organization, "in 2019, the total number of incoming tourists reached 1.460 million, and revenues from it amounted to 1.481 billion. The global tourism industry is worth \$ 334 million. created new jobs"¹. In addition, exports of tourism services are the third largest in the world after exports of fuels and chemicals. However, under the influence of the pandemic, "in 2020, the world tourism sector will reach 4.5 trillion. The US dollar suffered a loss, its share in GDP fell by 49.1% year on year, and the number of jobs fell by 62 million"². According the circumstances above, special attention is paid to overcoming the negative consequences of the pandemic in tourism, increasing its role and share in the economy in the future, diversifying and improving the quality of tourist services and the development of modern types.

¹ World Tourism Barometer, Volume 18, Issue 1, January 2021

² International Tourism Highlights, 2020 Edition

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The rapid and sustainable development of educational tourism requires not only to prove the need for the country, its individual regions in terms of social, economic and cultural development, but also to develop ways and effective mechanisms to implement the idea of accelerated development of this type of tourism.

Because the realization of the need to pay more attention to the problems of priority development of tourism in the country, including educational tourism, alone will not provide a solution to this pressing problem. One of the main problems in the development of tourism is the lack of necessary information for the consumer about the types and quality of services. In the information age, taking measures to deliver important and valuable information to the consumer at the right time and in the right place is a key condition for the development of tourism. Therefore, enterprises and organizations in the field of educational tourism must ensure the provision of comprehensive and rich information to consumers.

In the context of intensifying competition, it is not enough to offer quality and affordable services to consumers to ensure the competitiveness of the enterprise. In order to achieve its competitiveness, the company requires great attention to the quality of communication with consumers and increasing its role in its activities. To achieve this, the communication system needs to be improved. In order to increase the demand for services, it is important to form in the consumer a complete picture of the enterprise and its tourism activities.

In order to reduce communication gaps with consumers in educational tourism and improve them in the form of a system, it is necessary to use a communicative complex developed by the author of methodological recommendations. Clear expression and implementation of this complex will allow the staff of the educational agency to cover the marketing activities of their organization, about the component (element, component) of educational services provided to the consumer, and the remaining elements of the complex. The components of this complex are as follows.

1. Publications. Magazines, reports, small developments for customers, price sheets, newsletters, announcements, articles, and more. Advertising in the press should serve as an important element of the communications package of the market. Travel agencies pay more attention to press advertising, try to expand their position in specialized sections, and apply a systematic approach to publications that are popular among young people.

In this way, publications are a reliable and tried-and-tested way to attract new customers due to their diversity. It is advisable to support both existing and potential customers with mass promotional emails via email. To ensure the effectiveness of such shipments, it is necessary to maintain a constantly updated list of potential or repeat customers.

2. Organization and participation in events, exhibitions, fairs, seminars, conferences, etc. among potential consumers. Many providers of educational tourism services believe that the distribution of invitations to foreign schools, university representatives and colleagues for direct communication with customers, the organization of seminars or symposiums in their area, participation in exhibitions is more effective than press advertising.

Another form of program and service promotion is the organization of direct seminars in local schools or hotels.

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3. Inform consumers about the success of the organization, about its employees, about the services provided, about the history of the latest news. A new strategy for many agencies is PR in the media or on the radio. At the same time, agents will be invited to the studio to study abroad and study abroad for free.

4. Work with groups of the population: training courses and their retraining, meetings and negotiations with the leaders of the organization, dialogues, meetings and speeches in city schools. Individual recommendations in the selection of educational agencies and schools are a necessary part of the work of many agencies, as it is very important to work with public and commercial enterprises in all its forms - collective activities - for example, in the organization of group programs. The combination of actions of different subjects of the educational tourism market (for example, the combination of a customer enterprise, a supplier enterprise and a commercial enterprise provides an opportunity for program graduates to undergo practical training) is very effective.

5. Effective use of identification tools. Creating and promoting a high image (reputation, prestige) of the organization, it is an integral part of the image of the competitiveness of the educational institution as a reliable, high-quality provider of educational services in demand in the market of educational services. The prestige of the school or university, the high qualification of the pedagogical staff and the customer service are very important for this staff object in its activities; all necessary documents such as visas, ISIC international student tickets, travel tickets, educational vouchers, etc. Clear organization and formalization in a timely manner - all this should serve as an integral part of a positive image of the company.

6. Social responsibility, social responsibility to the society for compliance with the established requirements and standards of quality of educational services, ensuring their safety while studying and in the country of residence, as well as synergistic effect, ie in addition to effective targeted educational services get acquainted and learn about the cultural identity in the country where they study, form a certain image in themselves.

7. Strengthen feedback with customers. These relationships should serve the employees of the tourism enterprise to identify the strengths and weaknesses of the enterprise and make management decisions accordingly.

The feedback is used to create new creative ideas, draft business contracts that allow consumers to develop decision-making initiatives, a good microclimate in the community, a positive lifestyle and financial situation of the educational institution, adjustments to marketing plans for health. Feedback with the consumer is a consumer's opinion about the goods or services previously produced by the enterprise, positive or negative information about the activities of the enterprise can be used in the formation of the enterprise's cooperation with the consumer.

8. Develop a marketing communications strategy. It should be borne in mind that the role of marketing communications in the current fiercely competitive environment is enormous. Exact communications are an active element of marketing communication and play an important role in shaping consumer demand for services. Marketing communications should become an important tool for shaping the perception of the attractiveness of services for the target audience of customers.

The proposed communications serve to improve the communication processes of consumers, increase their satisfaction with the quality of information and services provided, and ultimately change

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their perception of the enterprise in a positive way, thereby expanding the audience of potential customers and increasing the volume of services.

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