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**WAYS OF IMPROVING THE SITE OF A
TOURISTIC COMPANY FOR THE
SUCCESSFUL DEVELOPMENT OF GREEN
TOURISM BUSINESS ©**

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The work substantiates the necessity of creation and constant improvement of a website for touristic companies involved in development of green tourism in Ukraine. The directions of application of web resources for the tourism industry development and their features as to green tourism business are indicated. The main ways of improving the work of the site of the travel company for the successful development of green tourism business are highlighted, among them: creation of high-quality and up-to-date content, clear user navigation and others.

The tools for improvement the work of the site for travel agencies such as: search engine promotion, organic promotion, SEO or search engine optimization, contextual advertising, social promotion, analysis of competitors' sites have been explored. Methods of analysis of the effectiveness of the web resource are selected, which allow a comprehensive evaluation of the site. Characteristics and features of a quality site that will contribute to the development of green tourism business in Ukraine are suggested.

Keywords: site, web resource, traffic, content, green tourism, travel company, search engine promotion, organic promotion, SEO, search engines.

Ref.: 10.

**ШЛЯХИ ВДОСКОНАЛЕННЯ САЙТУ ТУРИСТИЧНОГО ПІДПРИЄМСТВА ДЛЯ
УСПІШНОГО РОЗВИТКУ ЗЕЛЕНОГО ТУРИЗМУ**

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У роботі обґрунтовано необхідність створення веб-сайту для туристичних підприємств, які займаються розвитком зеленого туризму в Україні; наголошено на необхідності постійного вдосконалення сайтів таких підприємств. Вказано напрямки застосування веб-ресурсів для туристичної галузі та їх особливості для зеленого туризму. Висвітлені основні шляхи поліпшення роботи сайту туристичної фірми для успішного розвитку галузі зеленого туризму, зокрема: створення якісного та сучасного контенту, зрозуміла для користувача навігація та ін. Досліджено інструменти, що дозволяють вдосконалити роботу сайту для туристичних агенцій, а саме: пошукове просування, органічне просування, SEO або пошукова оптимізація, контекстна реклама, соціальне просування, аналіз сайтів конкурентів. Виділено методи аналізу ефективності роботи веб-ресурсу, які дозволяють всебічно оцінити сайт. Наведено характеристики та ознаки якісного сайту, який буде сприяти розвитку галузі зеленого туризму в Україні.

Ключові слова: сайт, веб-ресурс, трафік, контент, зелений туризм, туристичне підприємство, пошукове просування, органічне просування, SEO, пошукові системи.

Літ.: 10.

ПУТИ УСОВЕРШЕНСТВОВАНИЯ САЙТА ТУРИСТИЧЕСКОГО ПРЕДПРИЯТИЯ ДЛЯ УСПЕШНОГО РАЗВИТИЯ ЗЕЛЕННОГО ТУРИЗМА

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В работе обоснована необходимость создания веб-сайта для туристических предприятий, занимающихся развитием зелёного туризма в Украине; отмечена необходимость постоянного совершенствования сайтов таких предприятий. Указаны направления применения веб-ресурсов для туристической отрасли и их особенности в отношении зелёного туризма. Освещены основные пути улучшения работы сайта туристической фирмы для успешного развития зелёного туризма, в частности: создание качественного и современного контента сайта, понятная для пользователя навигация по сайту и др.

Исследованы инструменты, позволяющие усовершенствовать работу сайта для туристических агентств, а именно: поисковое продвижение, органическое продвижение, SEO или поисковая оптимизация, контекстная реклама, социальное продвижение, анализ сайтов конкурентов. Выделены методы анализа эффективности работы веб-ресурса, которые позволяют всесторонне оценить сайт. Приведены характеристики и признаки качественного сайта, который будет способствовать развитию отрасли зелёного туризма в Украине.

Ключевые слова: сайт, веб-ресурс, трафик, контент, зелёный туризм, туристическое предприятие, поисковое продвижение, органическое продвижение, SEO, поисковые системы.

Лит.: 10.

Problem statement. Nowadays, it is very important for the development of any enterprise to present its services and products in the World Wide Web to attract as many clients as possible. With the increasing number of traveling around the world, people prefer green travel and make it to the locations. So, it is kindly of wisdom to promote and advocate people to cultivate the awareness and good habits in travel, such as protecting natural habits and fragile tourism sites. This can be done, among other things, with the help of a web-site that meets the present-day requirements of the Internet users. This is especially true for the travel agencies working in the field of green tourism, since those who like to travel and want to take a break from the problems and the rhythm of a big city in the countryside often look for the appropriate information in the Internet. Therefore, the problem of organizing and improving the site of a travel company that deals with green, rural or eco-tourism is urgent and relevant as green tourism becomes more popular and there are likely to be more vacationing options available.

Analysis of the recent research and publications. The works of many Ukrainian researchers are devoted to the issues of organization of green tourism and recreation in rural areas. They stress that the development of green tourism in Ukraine will not only help to solve many problems of the Ukrainian village, ecological and economic in particular, but also contribute to the balanced relationship between people and the environment in the sense of physical and emotional recovery. Rutinsky M.Y. and Zinko Yu.V. cover the theoretical and practical issues of organization and functioning of rural green tourism in Ukraine; determine the basic concepts and notions of rural green tourism, discuss management, planning and marketing issues in this field, analyze the European experience and prospects of rural tourism development in Ukraine [1].

Vyshnevskaya Yu.V. in her paper researched the role and importance of rural tourism in touristic business in Ukraine, considered tendencies and problems of green tourism taking into account national and international experience [2].

As nowadays information technologies, including Internet, have become an inseparable part of all spheres of economic and social life, green tourism business growth does not seem possible without them. Therefore, more and more scientists are exploring the opportunities, which information technologies suggest for further development of rural, green and eco-tourism. Thus Telychkan V.V. justified the use of Internet technologies in the tourism sphere and researched the effect of promotion of tourist services in the field of rural tourism with the help of modern information technologies [3].

Melnychenko S.V. researched theoretical, methodological and practical issues of the efficiency of using information technologies in touristic industry in Ukraine, considered the importance of information technologies in touristic companies management; highlighted the socio-economic importance and problems of green tourism development in Ukraine [4, p.129].

Myronov Yu.B. and Svydruk I.I. examined and analyzed the peculiarities of promotion of tourist websites in the Internet, and emphasized such methods of improving the sites of tourist enterprises as search and social promotion and targeted advertising [5].

In [6] the issues of efficient activity of the enterprises of tourist complex, depending on the location of the enterprise in the informational space, peculiarities of using digital technologies, Internet technologies in particular, for profitable work of a touristic company are considered.

Polyakova A.V. investigated Internet marketing tools contributing to the development of the Ukrainian touristic industry. She points out that “the success of a travel company in the Internet depends not so much on its ability to present itself correctly, but rather on whether its tourist product will prove to be useful to the customers. The success of Internet marketing is significantly influenced by the peculiarities of the mentality of potential customers” [7, p. 41].

Anipko N.P. and Borovnyak O.O. have analyzed the on-line consultants’ services, presented on the websites of tour operators of Ukraine. It is concluded that “only at 16.64% sites of Ukrainian tourist operators the function of an online consultant is available, which should improve the quality of the service. Some disadvantage of the on-line travel agents (on-line consultants) is that not every tour operator offers round-the-clock service, so it is not always possible to get a quick answer to your question. Feedback forms the core of on-line consultants’ work. Leaders among the programs used for this purpose are SiteHeart and Jivosite” [8, p. 115].

Most of the research papers on the use of Internet technologies in the tourism industry do not sufficiently cover the issues of improving the web resources of travel agencies for the development of touristic business, green tourism in particular. Therefore, in this article the authors intend to consider ways of improvement the sites performance for promoting green tourism in Ukraine.

Setting objectives of the article. The purpose of the work is the study of the main ways and stages of analysis of the site of a touristic enterprise for the successful development of green tourism sector in Ukraine; description and comparison of methods for improving the sites of touristic companies providing services to users who seek for recreation in the countryside in an environmentally friendly area that will contribute to green tourism success at strategic level and at a business level.

Presentation of the main material of the research. In order to be successful, a travel company needs to distribute information about itself to as many potential customers as possible in order to get a plenty of orders and, consequently, a larger profit. Today, this task cannot be accomplished without creating an effective company’s site. But just making a site is not enough. The site should promote the profitability of the travel company. The content, design, useful and comprehensive information for the clients is of the greatest importance. A site that does not meet the requirements of the users and the company profile can deter customers and thus disserve to the company. Therefore, the quality of the site and its continuous improvement plays an important role in the successful operation of the travel agency.

The requirements of nowadays forces companies involved in green tourism development in Ukraine to have their own website, which will facilitate the successful positioning of their business in the Internet space. This is one of the most important components of the success of a touristic company. In addition, notices and background information about the services, opportunities and offers of the tourist organization should be submitted to the global network directly on behalf of the firm itself, and not from intermediaries, in order to avoid the distortion of information and to be able to update it in time. The absence of a site is most often perceived by clients as an indicator of an unsuccessful business, low level of services, regardless of the actual status of the company and quality of the services provided.

As noted in [4, p. 129], in the field of green tourism, “the decision to purchase a touristic product (service) is made on the basis of the previously obtained information. Therefore, the following forms of using the global network are of particular interest:

- direct marketing;
- use of reservation and booking system;
- electronic presentation of the company and its touristic products (services);
- access to electronic international and interregional exhibitions, fairs;
- use of electronic catalogs of touristic product of the countries and destinations;
- receiving information about countries, operational weather forecast in different countries of the world, etc .;

- obtaining prompt information on tariffs and prices in hotels, restaurants and other touristic services;

- use of the net for the mutual payments;
- independent formation of a tour and purchase of a tour package;
- e-commerce;
- advertising channel".

There is no doubt that the global network Internet is the most promising area for the development of the tourism industry in general and green tourism in particular, which gives a number of advantages in promoting certain businesses, namely:

- prompt transmission and receipt of information;
- clarity in the use of Internet technology tools;
- relatively low costs for online advertising;
- constant growth of the number of consumers (clients), etc. [3, p.171].

To use all these and other benefits of the Internet, travel businesses need to have their own website.

A travel company website can be seen as a tool for success if it is used as an instrument for promotion of its opportunities and sales of its services (green tourism services included). An enterprise web resource, like any other advertising tool, can be effective, ineffective or completely useless, or even harmful.

As is known, there exist several tools aimed at maximizing the effectiveness of a web resource. They include:

- contextual advertising,
- search systems,
- SEO (search engine optimization),
- promotion on social networks,
- thematic mailings,
- themed blogs, forums, sites, etc.

The most effective but also the most expensive ways are search engine promotion and contextual advertising. Together, these two Internet marketing tools guarantee the maximum reach of potential clients of the travel company, and they are the most effective. All other tools used for the successful operation of the site are often used as additional ones. Analytics experts can examine the effectiveness of each site's promotion and properly allocate financial resources for online advertising.

SEO-analysis of the website, or search engine optimization, helps you to determine how the site is viewed by search engines, to identify the benefits and disadvantages of the site in terms of search engine promotion. It is SEO analysis that determines which keywords can reach the top ranks of search results, as well as to evaluate the relevance of the content of individual pages of the site to search queries. SEO also allows finding out whether the internal pages of the site are well linked through hyperlinks.

It is well known that green tourism is more attractive to urban dwellers, especially of large cities, with a fast pace of life, overpopulation and crowding. Ukraine has a unique opportunity for recreation in the picturesque countryside, in an environmentally friendly area. There also are trips available in which vacationers take an active part in improving the local area by working to preserve the natural habitat, helping to build a school or performing other services that benefit the area. These vacations can be a lot of work, but many people find them to be very rewarding and interesting learning experiences. As the modern city dweller receives most of the necessary information from the Internet and often checks the data also through the Internet, the touristic company should submit all the necessary information on its website completely, interestingly, truthfully. The site also should contain information concerning the lodging, food, environmental condition, local rural life features and attractions, traditions, natural landscapes, etc.

The peculiarity of providing green tourism and rural eco-recreation services consists in the fact that a specific rural family will provide services directly to the end consumers, and therefore the issue of hotel services is not relevant here. In our view, it will be expedient the photos of the families who are planning to provide tourist services to be presented on the site with open and explicit descriptions of living conditions.

It is desirable to show on the site all the various benefits of recreation in the countryside, all the gastronomic features of local cuisine. Besides, a city dweller may be interested in working conditions in the countryside and the opportunity to participate in collective work on the farm, in the field or in the garden or looking after farm animals. All this information should be described in such a way as to attract potential customers and facilitate the sale of tours to the countryside.

As green tourism is closely linked to the season character of the recreation information that reflects the natural changes in the landscape should be also reflected on the site.

We agree with Telychkan V.V. [3, p.173] in the issue, that designing or improving the site of a touristic company, it is necessary to take into account that the site must be highly informative and recognizable. This means, that the site has to be structured in a certain way, have certain columns and subheadings, the logo of the company on each web page, the brand name and various multimedia elements. The site should be rich in information (include information about tourist sites, sightseeing routes, infrastructure of the area, links to other sites, provide access to the reference information, etc.). The accessibility and usability of the site for foreign visitors should also be considered. For this purpose, we recommend creating versions of the site in two or three languages, taking into account the languages of the potential target group of customers. It is equally important to enable clients to book and pay for the tours through the site using different payment systems.

As most metropolitan residents seek for the information in the Internet, professionals from the travel agencies should fully meet the needs of the clients on the site. Thus all the available tools of the Internet marketing should be involved, namely:

- high-quality content, which differs in originality, pithiness, truthfulness, proper structure;
- attractive and up-to-date design of the site;
- user-friendly navigation;
- availability on the site the information about contacts, user reviews, photos from the tours, lodgings, stocks, special offers, news of the tourist business.

In general, the user should be able to have quick access to the necessary information that may be interesting for him. Developers of the site are always to remember that it is created in order to attract potential customers and meet their needs.

Today people searching for the information they need use not only computers, but also mobile devices (smartphones, tablets, iPhones). Therefore, the websites of travel businesses need to be adapted for these devices as well, so that information can be easily and quickly downloaded to mobile devices.

Another important way to improve the site of a touristic company in the field of green tourism is to analyze the sites of competitors, other travel companies and to take the results of this analysis into consideration in doing business. Analyzing competitors' web resources will help identifying the best traffic channels. And if the competitors promote their services in other communication channels (such as social networks), then it would be advisable to make use of them as well.

Analysis of the services and features of the competitors' sites allows for the company to optimize its own offers, include only those, which are more wanted and are in constant demand. Simultaneously some of the services can be neglected if they have not become popular at the competitors.

It should be noted that it is necessary to analyze not only the activities of direct competitors, but also the experience of the leaders of the tourism industry, to seek for the interesting ideas and news from foreign sites, to make use of their know-how. It is necessary to constantly monitor the improvement of the sites of world flagships in tourism industry in order to use their achievements to improve the own services and increase the efficiency of the own site.

As noted in [9], “users go from searching to a particular internet project if they see the most complete and valuable information for themselves. Different people find different information to be valuable, so it is important to provide a full list of all the essential services and lodging information, contact details (address, telephone), social bookmarks, special offers and services. It is important to provide the user with quick access to any information that may be of interest to him, quick links will be helpful here”.

However, creating or reorganization of a site that will not meet the requirements of the target audience in the future not only looks silly but may be harmful for the company and can cause significant financial losses. The site of a tourist enterprise should be targeted at a potential client, and the analysis of the site's work should be carried out continuously [9].

The web-site is the most optimal way to promote the services of a travel company, however, it is able to provide the desired weighty result only when it meets all the needs of the users. To analyze the usefulness of the site, its suitability to the needs of the travel company, methods and tools of web analytics are to be used. This can be done with the help of the appropriate analytical services that allow analyzing and then refining the individual parts and sections of the web project and the entire site as a whole.

The web-site is a business card of a touristic enterprise, it makes the first impression on the client. Therefore, a quality site is the key factor in the success of the company.

The main goal of creating and improving the site is to increase the income of the company, i.e. to increase the sales of the services thus increasing the profitability of the company. Special tools such as Google Analytics and Yandex Metrics are required to do this. As stated in [9], “special search engine services allow you to analyze

the behavior of the user on the site, to see which sections of the Internet project are most interesting to the visitor and at which there is maximum bounce rate. So the most effective are the Home Page (it accounts for 15 to 35% of the traffic), the Home Page (from 20 to 50%), Contacts (3-8%), and Prices (9-15%). These sections require careful analysis and elaboration in order for a search engine user to opt out of a particular tour and place an order immediately. Analytical systems allow you to find out which devices your potential clients use to visit the site. At the moment, the statistics are as follows:

- 10-20% use mobile devices;
- 50-60% - tablets (90% - iPad);
- 50-60% of the traffic use the Google search engine".

In addition, analytics systems allow you to determine bounce rates for the site and for each page of the site, which in turn allows to find out which pages are not interesting to the users and require some changes in content, structure and design.

Information derived from Google Analytics and Yandex Metrics is a prime foundation for experimenting with elements and sections of a touristic company's site aimed at increasing website traffic and conversion.

Having conducted the proper analysis, you can get answers to the following questions: what promotes quality traffic to the site, which services are not in demand from customers, and which are better converting users and thus to predict future customer behavior.

Another instrument for improving the site of a travel company is a usability analysis, which can help you to determine how well and clearly for the user the necessary information is presented on the site's pages, whether navigation is convenient enough.

When modifying a site, developers should keep in mind that potential users are looking for a solution to their problem in the form of purchasing a service. Therefore, the site should first of all provide information so that it convinces the person that namely this travel agency is able to provide exactly this services that the person needs.

On the site, it is especially important to evaluate and improve customer relationship channels. There are various channels for communication that cater to people with different needs and even whims. These include voice, text, video, and various chats. All additional communication channels require considerable human and financial resources. Therefore, you should always analyze which channels are important to the target audience and which channels are not performing well.

Conversion is also affected by the rate and quality of responses to the site visitors.

In order to improve the web resource, the basic mechanisms of conversion (i.e. the dependence of the number of actual tourist services orders on the number of visitors and site visits) should be defined. It is important to remember that conversion mechanisms on the web-site include not only buttons, pop-ups, and call-to-action elements, but also graphics, videos, and other interactive features.

In addition, to improve the web-site, you need to analyze which channels, tools, and site elements are most effective and optimal. It is imperatively recommended to test the individual components of the site to determine which of them and which of their parameters perform better. Different types of tests are used for such purposes, for example: site layout testing, usability and security testing. To ensure the smooth operation of a web resource, you also need to test its productivity. Such testing evaluates the performance and the ability of the site to work effectively under heavy load.

When improving the site, special attention should be paid to the quality content that should be informative, useful, up-to-date and responsive to all questions and requirements of the users. It is the so-called search engine optimization, or organic site promotion, pure promotion. Organic promotion of a tourist site requires minimum of spam key words, restricts the use of artificial methods. Only natural techniques are important for search engines to mark most conversions as traffic from the interested users.

Organic promotion is based on high-, medium- and low frequency requests. Low frequency queries allow starting to get traffic about 2-3 months after indexing, which often leads to high conversions. It happens due to the keywords that are used by the interested tourists.

Organic promotion of websites advertising green tourism requires the content of the pages to be matched with keywords and phrases. If there is a mismatch of information on the pages, there will be a large number of returns and rejections, which will eventually lead to the site being ignored by potential customers. It is also advisable to create a sitemap.xml. For large websites with complex structures, it is desirable to create a map for the user with tree-based links to each section and web page. You should not neglect engaging reputable content sites for link exchange. This collaboration can be purely commercial, such as buying links, guest posting, or any other convenient format. Thematic sites are really able to drive traffic from the interested users.

We believe that for the successful operation of a tourism website, its social promotion is of great importance. In [5] it is emphasized that “social networks in modern conditions are a place of accumulation of a huge number of Internet users who, if properly informed, may be interested in the services of a certain travel company. Users of social networks are very closely linked with one another. Their network brings together friends, news, photos, videos. While online, users share information with each other. Thus promoting in social networks produces the effect of viral marketing, which gives great results. Another benefit of social promotion is communication with users through familiar and understandable for most people social networking interfaces”.

So, the signs of a quality site that would contribute to the development of green tourism are:

- accessible interface and interesting content (it is advisable for the site to have multiple content options in multiple languages to better attract tourists from different countries);
- clear structure and sequence of sections of the site;
- placing the most profitable tours on the first, top pages aimed at maximal conversions;
- up-to-date, high-quality and informative photos of the recreation area and tourist accommodation;
- convenient search of the necessary information on the site;
- contact information, hotline for quick customer consultation;
- map of location of recreation places, routs of travel;
- clear and accessible booking form, as well as online booking;
- peculiar and appropriate design, which corresponds to the subjects and status of the touristic company;
- section with real customer comments.

Among the special features of the sites aimed at development of green tourism is also the fact that the site must show national, regional advantages and attractions of the area, especially tourist routes. It is also important to draw attention to the environmental issues: post articles, columns, organize discussions on environmental problems and nature conservation. Attention should also be paid to family vacations with children as ecotourism or green tourism involves people traveling to endangered environments or locations where the ecosystem is overly fragile, offering them some type of education regarding the local ecosystem and offering solutions as to how it can be better preserved, since the primary concerns on these types of vacations are environmental in nature and require people to study and actually to learn [10].

Conclusions. Thus, improving the site of a touristic business requires a variety of actions for promoting in search engines: improving usability, i.e. ease of use of the site, attracting targeted traffic and increasing interest in the information resource of the target audience and providing it with the services demanded. In the process of proper (from the point of view of the touristic industry) search engine optimization errors in the work of the site, defects in its content and structure, design gaps should be identified and eliminated. SEO allows finding new opportunities for unoccupied niches in the field of green tourism, and thus increasing the traffic to the site and its conversion rate.

To improve the website of a touristic company that implements the Internet technology for the development of green tourism, it is necessary to use such tools as: organic search and social promotion, search engine optimization of the site, contextual advertising. It should also be remembered that it is necessary to create high-quality, relevant and up-to-date content of the site, user-friendly navigation, to ensure the availability of the photos and filming of the places for lodgings and tourist routes, to make online booking and online consulting possible, to post real reviews of clients of the travel company.

To attract new customers, the travel company should constantly update the site, it is one of the main tasks. In order for organic promotion to be successful, it is necessary to continuously improve the web resource: to analyze its work and competitors' activity, to make adjustments based on analytical data, to add new web pages, to monitor tourism business tendencies and new trends.

A quality website must be downloaded quickly and efficiently through the apps, both on a personal computer and on the tablet, on a mobile device running on the base of different operating systems. Therefore, technical analysis of the website is required. It checks not only the speed of data loading, but also the correctness of scripts, accessibility to all pages of the site, etc.

Today's requirements urge travel companies not only to focus on improving their sites, but in the long run to use the opportunities of social networks. Therefore, in the future, it is worth focusing on exploring opportunities of social network channels for the development of green tourism business in Ukraine.

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