Universal Library of Business and Economics Research Article

ISSN: 3064-9951 | Volume 2, Issue 1

Open Access | PP: 12-16

DOI: https://doi.org/10.70315/uloap.ulbec.2025.0201002

Methodological Approaches to Optimizing the Sales of Tourism Services

Frenkel Oleksandr Oleksandrovych

CEO and Senior Sales Manager, Argo Travel LLC, Jersey City, NJ, USA.

Abstract

The article examines various methodological approaches applied in optimizing the sales of tourism services in the context of an increasingly intensive and expanding digital transformation of the industry. The relevance of the discussed topic is justified by the growing need to systematize existing methods and develop comprehensive solutions, particularly in the context of intense competition and noticeable changes in consumer behavior within the industry. The objective of this study is to systematize the methodological framework for optimizing the implementation processes of tourism products, taking into account the latest technological advancements, achievements, and the evolution of user experience. Contradictions have been identified between the fragmented nature of existing methods and the need for integrated solutions, as well as between product-centered and customer-oriented sales management approaches. The study concludes that there is a necessity to converge established marketing concepts and digital developments through personalized interaction with potential customers. The novelty of this work lies in substantiating the role of an omnichannel sales ecosystem that integrates neuromarketing technologies, proactive consumer experience management, and dynamic pricing models. The findings may be useful for travel agency managers, marketing specialists, developers of CRM systems, and other technological solutions in the tourism industry.

Keywords: *Dynamic Pricing, Customer Experience, Neuromarketing, Omnichannel Approach, Sales Optimization, Personalization, Consumer Behavior, Technological Innovations, Tourism Services, Digital Transformation.*

INTRODUCTION

The modern tourism industry operates in a highly competitive and economically unstable environment, necessitating the continuous improvement of methods for selling tourism products. Despite the significant volume of research in this field, the development of effective methodological approaches to optimizing the sales of tourism services remains insufficiently explored, particularly in the context of digitalization and evolving consumer behavior.

It is essential to highlight that the fragmentation of existing methodologies, the lack of a systematic approach to integrating traditional and innovative sales channels, and the inadequate adaptability of current models to the specificities of local tourism markets create a research challenge. Moreover, the evident gap between theoretical frameworks and the practical needs of industry stakeholders calls for a comprehensive reevaluation and the development of new methodological approaches that consider contemporary market realities alongside technological capabilities.

MATERIALS AND METHODS

An analysis of the scientific literature on the discussed topic reveals several key research vectors grouped by thematic content. A significant body of publications focuses on the potential of customer relationship management (CRM) systems in the tourism sector. N.M. Al-Hazmi [2] examines the impact of CRM strategies on customer retention, emphasizing the importance of a personalized approach to interaction. S. Moudud-Ul-Huq et al. [8] propose a comprehensive model for assessing the impact of CRM on tourist satisfaction and loyalty, utilizing structural modeling to identify causal relationships.

Practical aspects of CRM implementation in travel companies are explored by D. Kiyak and D. Labanauskaitė [5], who propose a methodological approach to developing a value-oriented tourism product. Case studies on optimizing tourism service sales are presented in the work of Dr. A. Mishra and P.S. Rath [7], who analyze successful practices of customer-oriented technologies in travel agency operations. Their methodological foundation is a case study using content analysis of expert interviews.

The technical aspects of the discussed topic are addressed by R. Albrecht et al. [1], who propose data quality management

Citation: Frenkel Oleksandr Oleksandrovych, "Methodological Approaches to Optimizing the Sales of Tourism Services", Universal Library of Business and Economics, 2025; 2(1): 12-16. DOI: https://doi.org/10.70315/uloap.ulbec.2025.0201002.

mechanisms employing a design-oriented research approach.

A separate research direction focuses on the impact of technological innovations on the effectiveness of tourism service sales. L. Ilieva and L. Todorova [3] characterize the role of innovation in ensuring the sustainable development of business entities, offering a conceptual model for integrating the latest solutions into business processes. Sh.A. Khan et al. [4] explore technology as a catalyst for tourism entrepreneurship, providing a critical analysis of the impact of digitalization on business model transformation within the sector. The authors employ critical discourse analysis methodology to identify key trends in market evolution.

The integration of big data concepts and marketing strategies into the operational activities of tourism enterprises is examined in the study by Ch.H. Liu et al. [6]. This research is based on a mixed-methods approach that combines qualitative and quantitative data processing techniques.

A specific research direction is related to cultural aspects. C. Sarmento [9] views tourism as an intercultural business, proposing a conceptual framework for analyzing identities in the context of globalization.

Market trends and sector development forecasting are covered in an analytical report [10] focusing on travel agency operations, employing the methodology of conjunctural analysis.

The literature review reveals several discrepancies in perspectives and methodological approaches to optimizing tourism service sales. A primary dichotomy is observed between technological and sociocultural paradigms. Another significant contradiction lies in the assessment of CRM systems. Some researchers [2, 5, 7, 8] consider them a universal tool, while others [3, 4, 6] highlight the limitations of their isolated implementation.

Among the underexplored issues in the literature is the insufficient development of methodological approaches to integrating online and offline sales channels. Most studies focus either on digital or traditional distribution models, neglecting their interaction within an omnichannel ecosystem. Additionally, the psychological mechanisms underlying consumer decision-making in the digital environment have been superficially examined, creating barriers to developing effective marketing strategies.

The methodological arsenal used in this study includes comparative analysis, process and systems approaches, case studies, content analysis, and statistical data processing. This diversity reflects the interdisciplinary nature of research in the field of tourism service sales optimization.

RESULTS AND DISCUSSION

According to statistical data, the global travel agency services market is expected to reach approximately USD 1,056.4 billion by 2034, compared to USD 458.7 billion in 2024, with a compound annual growth rate of 8.7% over the forecast period from 2025 to 2034 [10] (Fig. 1).

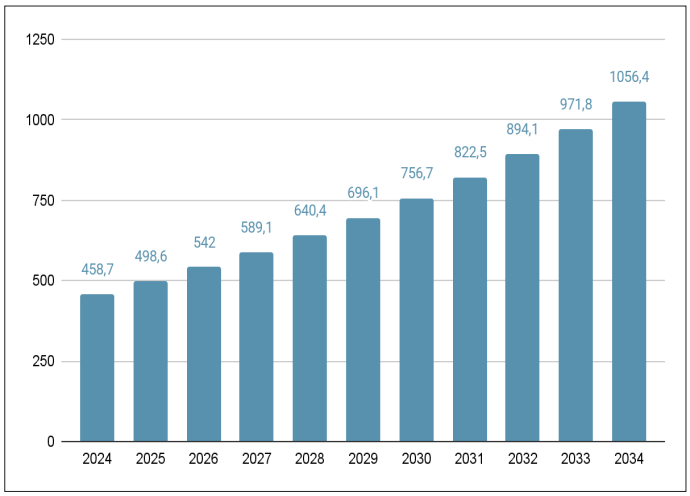

Fig. 1. Forecast values of the global travel agency services market (USD billion) (compiled by the author based on [10])

The evolution of sales approaches in the tourism industry has undergone several stages of transformation, from classical transactional models to modern concepts of omnichannel strategies and personalization. Initially, a product-centric approach dominated, where the primary factor in optimization was increasing the appeal of the tourism product itself. Over time, the focus gradually shifted towards customer orientation, emphasizing the study of consumer behavioral patterns.

A significant milestone in this evolution was the adoption of the concept of integrated marketing communications, which aimed at synchronizing various channels of interaction with potential customers. Currently, the dominant paradigm is the ecosystem approach, which views the process of selling tourism services as part of a holistic system for shaping the consumer experience [1, 4, 9].

Further consideration should be given to the structural and functional aspects of this system. The analyzed system represents a complex mechanism composed of interrelated elements (Fig. 2).

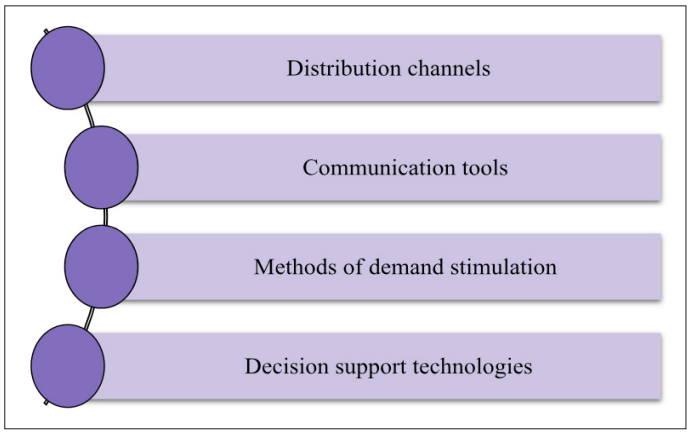

Fig. 2. Key elements of sales of travel services (compiled by the author on the basis of [2, 7])

The functionality of the examined system is determined by the degree of integration of these components and their alignment with the needs of the target audience. Structural optimization relies on rationalizing the balance between direct and indirect sales channels, as well as enhancing the efficiency of cross-channel interactions. Functional optimization primarily focuses on improving the processes of lead generation and conversion, increasing cross-sales, and raising the rate of repeat customer engagements.

An objective assessment of the effectiveness of various sales channels requires the application of a set of qualimetric methodologies that enable the quantitative measurement of qualitative parameters. The key metrics include:

- conversion rates,
- customer acquisition cost,
- customer loyalty index,
- return on investment (ROI) coefficient [3, 6, 8].

A hypothetical example is useful for illustration. Suppose a travel company invests in a new advertising campaign through social media.

- Total investment: USD 50,000
- Expenses on targeted advertising: USD 30,000
- Creative content development costs: USD 15,000
- Marketing agency service fees: USD 5,000

Results obtained:

- New customers acquired: 200
- Average tour package price: USD 8,000
- Average profit margin: 25%
- Total revenue: 200 customers × USD 8,000 = USD 1,600,000
- Net profit from sales: USD 1,600,000 × 25% = USD 400,000

ROI = ((Profit from investment – Investment amount) / Investment amount) × 100%
ROI = ((400,000 – 50,000) / 50,000) × 100% = 700%

Thus, the return on investment coefficient is 700%, indicating a high efficiency of the advertising campaign. For every dollar invested, the company generated USD 7 in net profit. This metric enables the company to objectively evaluate the effectiveness of a specific sales channel and make informed decisions regarding the feasibility of further investments in this direction.

An innovative direction in the development of the described approaches is the integration of neural network algorithms to forecast the effectiveness of sales channels based on multifactor analysis of historical data and the extrapolation of identified patterns. The application of machine learning technologies enables the detection of latent relationships between the operational parameters of each channel and the resulting performance indicators.

The accuracy of targeting marketing efforts is determined by the adequacy of the methods used for segmenting the target audience. Traditional approaches based on socio-demographic characteristics show decreasing predictive value as consumer behavior becomes more complex. A promising direction involves the development of multi-criteria models that take into account behavioral, psychographic, and situational factors. The application of cluster analysis and fuzzy logic methods allows for the formation of dynamic segments that reflect variations in consumer preferences depending on the context in which a tourism service purchase decision is made.

Neuromarketing research demonstrates that the decision-making process in tourism services is significantly influenced by unconscious cognitive and emotional factors. The use of eye tracking, biometric sensors, and functional magnetic resonance imaging helps identify implicit patterns in the perception of marketing stimuli and optimize their impact on potential customers [2-4, 9]. The integration of these technologies into the sales system is associated with modifications in tourism product visualization processes, adaptation of verbal and non-verbal communication components, and transformation of decision-making architectures within digital booking interfaces.

Overcoming the fragmentation of interactions with potential customers requires the implementation of a proactive consumer experience management strategy, which is based on anticipating informational and emotional needs at each stage of the sales funnel. This approach involves mapping the customer journey, identifying critical interaction points, and developing preventive response scenarios to potential conversion barriers. The foundation of proactivity lies in predictive analytics and artificial intelligence systems, which enable the automated adaptation of communication strategies to the specific interaction patterns of each consumer with a tourism product.

Bridging the gap between traditional and digital sales channels necessitates the creation of an integrated omnichannel ecosystem that ensures seamless consumer interaction with a business regardless of the chosen communication channel. Its architecture includes a technological foundation (a unified CRM system, a centralized database, an integration bus), functional modules (analytics, targeting, and personalization subsystems), and customer interfaces.

The expansion of immersive presentation capabilities for tourism destinations has led to the emergence of the metaverse concept—virtual spaces that enable multidimensional interaction between potential tourists and digital representations of physical locations. The use of augmented and virtual reality technologies allows for the creation of preliminary interaction experiences, significantly increasing conversion rates. The integration of

metaverses into the sales system in the described industry involves various options (Fig. 3), such as the development of specialized avatar consultants for personalized customer support and the creation of virtual exhibition spaces showcasing tourism route opportunities.

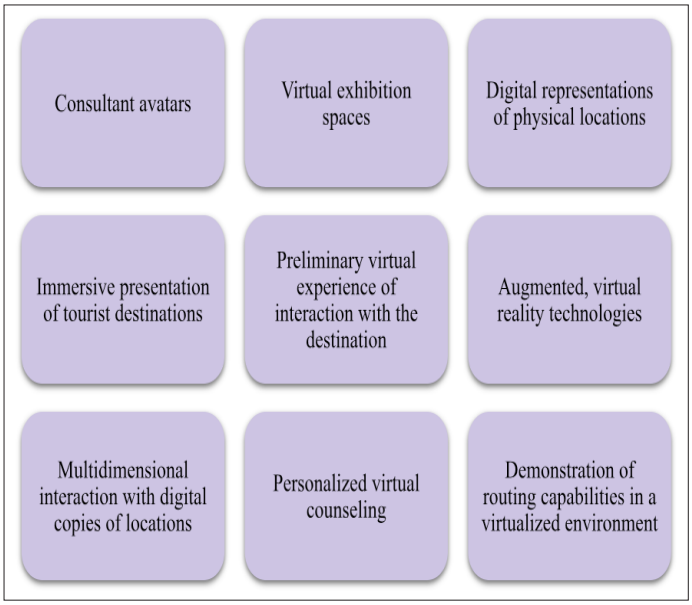

Fig. 3. The variety of options for integrating metaverses into the system of sales of tourist services (compiled by the author on the basis of [3, 4, 8, 9])

Traditional pricing methods based on cost-plus approaches or competitive market analysis demonstrate limited effectiveness given the high demand volatility in the industry under consideration. A promising direction involves the development of dynamic models that incorporate consumer behavioral patterns and contextual factors influencing purchasing decisions.

The application of big data processing technologies enables the identification of patterns between the price expectations of various audience segments and the characteristics of tourism products, allowing for real-time adjustments to pricing offers. The integration of machine learning algorithms into pricing systems facilitates the optimization of pricing policies through predictive models of consumer behavior.

A deeper understanding of the preferences and financial capabilities of the target audience creates the foundation for developing personalized pricing strategies tailored to the individual characteristics of potential customers. This approach involves the creation of a multi-tiered pricing system that differentiates offers based on various pricing structures.

The optimization of consumer interactions with digital interfaces for booking tourism services relies on the integration of cognitive triggers that stimulate targeted responses. The application of behavioral economics methods helps identify effective mechanisms for overcoming cognitive biases that hinder decision-making in purchasing tourism products.

CONCLUSIONS

Methodological approaches to optimizing the sales of tourism services represent a dynamically evolving field that is shaped by technological innovations and the evolution of consumer behavior. Modern methodologies are characterized by the convergence of traditional marketing concepts and digital developments, forming an interdisciplinary research paradigm for tourism product distribution.

Future directions for methodological development include further personalization of customer interactions based on big data analysis, the integration of artificial intelligence into behavior prediction processes, and the formation of cross-industry ecosystems that ensure comprehensive consumer satisfaction.

The practical implementation of the discussed methodological approaches requires a substantial transformation of the operational models of tourism enterprises, creating the foundation for developing organizational change programs aimed at increasing the adaptability of business processes to the dynamic conditions of the modern market.

REFERENCES

1. Albrecht R. Designing a data quality management framework for CRM platform delivery and consultancy / R. Albrecht, S. Overbeek, I. van de Weerd // SN Computer Science. – 2023. – Vol. 4. – No. – 6. P. 742.
2. Al-Hazmi N.M. The impact of customer relationship management on customer retention in travel and tourism organizations / N.M. Al-Hazmi // Management Science Letters. – 2021. – Pp. 247-252.
3. Ilieva L. Role of technological innovation for sustainable management of tourism organizations / L. Ilieva, L. Todorova // IOP Conference Series: Earth and Environmental Science. – 2023. – Vol. 1269. – No. 1. – Pp. 12-38.
4. Khan Sh.A. Technology as a catalyst for tourism entrepreneurship: a critical insight / Sh.A. Khan, V. Khan, M.A. Khan // International Journal of Social Sciences and Humanities Invention. – 2023. – Vol. 10. – No. 4. – Pp. 7832-7838.
5. Kiyak D. Opportunities of the CRM concept in creating process of a value-based tourism product / D. Kiyak, D. Labanauskaitė // Vadyba. – 2020. – Vol. 36. – No. 1.
6. Liu Ch.H. Integrating Big Data and marketing concepts into tourism, hospitality operations and strategy development / Ch.H. Liu, J.Sh. Horng, Sh.F. Chou, T.Yi. Yu, Yu.Ch. Huang, Ju.Y. Lin // Quality and Quantity. – 2023. – Vol. 57. – No. 2. Pp. 1905-1922.
7. Mishra Dr.A. CRM in tourism sector: a case analysis / Dr.A. Mishra, P.S. Rath // International Journal of Research Publication and Reviews. – 2024. – Vol. 5. – No. 5. – Pp. 2384-2387.

8. Moudud-Ul-Huq S. Impact of customer relationship management on tourist satisfaction, loyalty, and retention / S. Moudud-Ul-Huq, R. Akter, Md.Sh. Mahmud, N. Hasan // International Journal of Customer Relationship Marketing and Management. – 2021. – Vol. 12. – No. 3. – Pp. 20-37.

9. Sarmento C. Tourism as intercultural business: locating concepts and questioning identities / C. Sarmento // European Journal of Sustainable Development. – 2020. – Vol. 9. – No. 3. – P. 400.

10. Travel Agency Services Market // URL: https://market.us/report/travel-agency-services-market/ (date of request: 03/01/2025).

Copyright: © 2025 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.