



**EFFECTIVE COMMUNICATION STRATEGY  
AMONG TOURISM INDUSTRY  
PROFESSIONALS (HOTEL CHAINS, TRAVEL &  
MICE AGENCIES, GDS) IN THE AGE OF  
DIGITAL TRANSFORMATION**

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# COMMUNICATION SHOULD BE:



**Fast**



**Correct/Accurate**

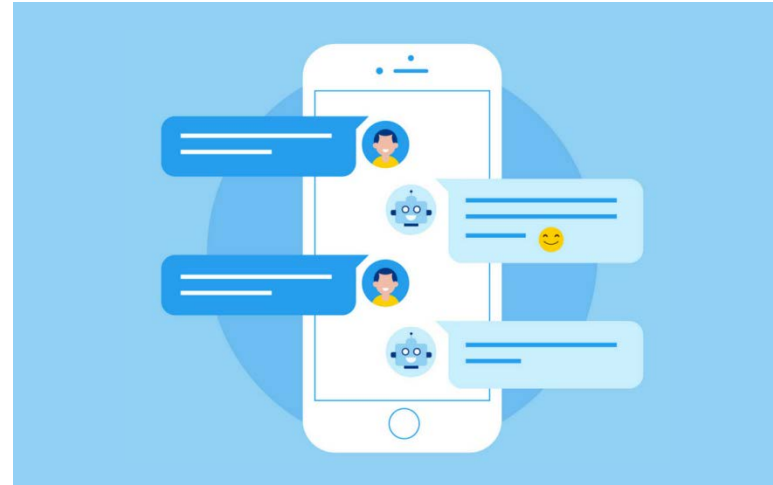


**Cheap**

# HOW TO REDUCE THE COST AND TO ELIMINATE ERRORS?

**Technological innovations: chat bots,  
online assistants  
(on the base of Google Assistant)**

**The main goal is to automatize all we can  
automatize, to reduce operations with real  
employees, to create virtual employees**



# LIFE HACKS

- |   |   |
|---|---|
| 1 | <b>Generation Z is more to tap then to speak</b>  |
| 2 | <b>Correct communication = tapped communication</b>   |
| 3 | <b>Clients wants immediate, full and accurate support, when we are not ready to pay extra staff (waiting time is 8 seconds)</b> |



## WHAT ABOUT STRATEGY?

We have one client among  
all of us

We should communicate between  
each other

We should effectively sell them  
“optional products”  
reducing our costs

We should find out the most  
effective model of cooperation

## CASE OF FAVORIT DMC

1	Hotels - channel manager with personal accounts
2	Ticketing (GDS)- chat bot with almost 99% of info
3	Tour/MICE and other agencies: cloud systems with personal login





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