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МАРІУПОЛЬСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
НАВЧАЛЬНО-НАУКОВИЙ ІНСТИТУТ УПРАВЛІННЯ
КАФЕДРА МАРКЕТИНГУ ТА ТУРИЗМУ**

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**The Role of Emotional Marketing in Building Customer Loyalty
in the Tourism Services Market
(a Case Study of the Travel Company “Accord-Tour”)**

Кваліфікаційна робота
здобувача вищої освіти першого
(бакалаврського) рівня вищої
освіти, освітньо-професійної
програми «Туризм»
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**МАРІУПОЛЬСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
НАВЧАЛЬНО-НАУКОВИЙ ІНСТИТУТ УПРАВЛІННЯ
КАФЕДРА МАРКЕТИНГУ ТА ТУРИЗМУ**

Освітній ступінь «Бакалавр»

Шифр та назва спеціальності 242 - «Туризм і рекреація»

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ПЛАН ВИКОНАННЯ КВАЛІФІКАЦІЙНОЇ РОБОТИ

Ткач Андріана Сергіївна

1. Тема роботи «Роль емоційного маркетингу у формуванні лояльності клієнтів на ринку туристичних послуг (на прикладі туристичної компанії «Аккорд-тур») / The Role of Emotional Marketing in Building Customer Loyalty in the Tourism Services Market (a Case Study of the Travel Company “Accord-Tour”)»

керівник роботи

Стойка Андрій Васильович, професор кафедри маркетингу та туризму

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4 березня 2026 року № 25

2. Строк подання студентом роботи - 20.05.2026 р.

3. Вихідні дані до роботи (мета, об'єкт, предмет)

Метою кваліфікаційної роботи є дослідження ролі емоційного маркетингу у формуванні лояльності клієнтів на ринку туристичних послуг та розробка практичних рекомендацій щодо його ефективного застосування.

Об'єктом дослідження процес формування лояльності клієнтів у сфері туристичних послуг.

Предметом дослідження інструменти, механізми та практики застосування

емоційного маркетингу у формуванні лояльності клієнтів.

Зміст роботи (перелік питань, які потрібно розробити):

ВСТУП

РОЗДІЛ 1. ТЕОРЕТИЧНІ ОСНОВИ ЕМОЦІЙНОГО МАРКЕТИНГУ У ТУРИЗМІ

- 1.1. Сутність, роль та значення емоційного маркетингу в сучасних умовах
- 1.2. Типи емоційних апеляцій у рекламі та їх вплив на поведінку і лояльність споживачів
- 1.3. Інструменти емоційного маркетингу в туризмі

Висновки до розділу 1

РОЗДІЛ 2. АНАЛІЗ ДІЯЛЬНОСТІ ТУРИСТИЧНОЇ КОМПАНІЇ «АККОРД-ТУР»

- 2.1. Загальна характеристика та аналіз фінансово-економічних показників діяльності підприємства
- 2.2. Аналіз практики використання емоційного маркетингу у підприємстві.
- 2.3. Оцінка лояльності споживачів підприємства.

Висновки до розділу 2

РОЗДІЛ 3. УДОСКОНАЛЕННЯ ЕМОЦІЙНОГО МАРКЕТИНГУ ТА ПІДВИЩЕННЯ ЛОЯЛЬНОСТІ КЛІЄНТІВ

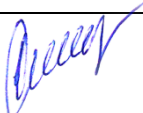
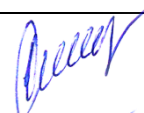
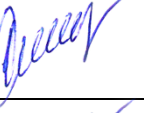
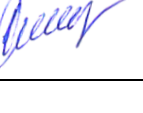
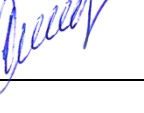
- 3.1. Розробка заходів щодо вдосконалення емоційного маркетингу
- 3.2. Оцінка ефективності запропонованих заходів

Висновки до розділу 3

ВИСНОВКИ

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

Консультанти розділів роботи

Розділ	Прізвище, ініціали та посада консультанта	Підпис, дата	
		завдання видав	завдання прийняв
1	Стойка А.В. - доктор наук з державного управління, професор		
2	Стойка А.В. - доктор наук з державного управління, професор		
3	Стойка А.В. - доктор наук з державного управління, професор		

Дата видачі завдання 06.03.2026

КАЛЕНДАРНИЙ ПЛАН

№ з/п	Назва етапів кваліфікаційної роботи	Строк виконання етапів роботи	Примітка
1	Вибір теми кваліфікації роботи	до 20.01.2026	виконано
2	Затвердження теми кваліфікаційної роботи та наукового керівника	04.03.2026	виконано
3	Консультація з науковим керівником	постійно	Виконано
4	Робота з науковою літературою. Визначення плану кваліфікаційної роботи	до 25.03.2026	Виконано
5	Переддипломна практика	30.03.2026-19.04.2026	Виконано
6	Робота над теоретичною частиною кваліфікаційної роботи	06.03.2026-31.03.2026	Виконано
7	Подання на перевірку теоретичної частини кваліфікаційної роботи науковому керівнику	до 01.04.2026	Виконано
8	Робота над аналітичною частиною кваліфікаційної роботи	01.04.2026-22.04.2026	Виконано
9	Подання на перевірку аналітичної частини кваліфікаційної роботи науковому керівнику	до 22.04.2026	Виконано
10	Робота над рекомендаційною частиною кваліфікаційної роботи	23.04.2026-18.05.2026	Виконано
11	Подання на перевірку рекомендаційної частини кваліфікаційної роботи науковому керівнику	до 18.05.2026	Виконано

12	Попередній захист кваліфікаційної роботи		Виконано
13	Подання кваліфікаційної роботи на кафедру	до 25.05.2026	Виконано
14	Захист кваліфікаційної роботи	12.06.2026	

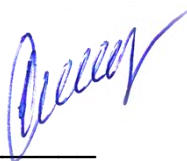
Здобувач


Ткач А.С.

(підпис)

(прізвище та ініціали)

Науковий керівник роботи


Стойка А. В.

(підпис)

(прізвище та ініціали)

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INTRODUCTION

As competition intensifies in the tourism services market and digital communications continue to develop rapidly, traditional rational approaches to marketing are gradually losing their effectiveness. The modern consumer responds primarily to emotional stimuli: experiences, values, and personal associations. Unlike most consumer goods, a tourism service is inseparable from the emotions it generates: the choice of destination, the anticipation of the trip, the experiences during the journey, and the nostalgia felt upon returning home, all of these form part of the product that the tourist purchases.

The practical value of emotional marketing is confirmed by data from leading research organisations: digital advertising that generates strong emotions is four times more effective for brand building, while customers with an emotional connection to a brand are 52% more valuable than those who are merely satisfied. In the Ukrainian tourism industry, which is going through a challenging period, the study of mechanisms for building customer loyalty through emotional marketing tools is of particular relevance.

The theoretical and practical aspects of emotional marketing have been studied by both international and Ukrainian scholars. The role of emotions in the tourist experience has been examined by Hosany S., Hunter-Jones P., McCabe S. [15], Guo Y. [14], and Fakhrurozi J. et al. [11]. Issues of loyalty measurement have been addressed by Reichheld F. [31], Oliver R. L. [26], and Dick A. and Basu K. [10]. Branding and marketing communications have been explored by Gobe M. [12], Kotler P. and Keller K. [19], Pine B. and Gilmore J. [30], and Schmitt B. [34]. In the context of the Ukrainian tourism market — Knyzhnieva O. and Kazanska A. [2], Brovko O. V. [1], and others. At the same time, the systematic application of emotional marketing in the practice of specific Ukrainian tourism enterprises remains insufficiently studied, which determines the relevance of the chosen topic.

The aim of the qualification thesis is to identify the role of emotional marketing in building customer loyalty in the tourism services market and to develop

practical recommendations for its improvement, based on a theoretical analysis and empirical study of the travel company "Accord-Tour".

To achieve this aim, the following objectives have been set:

- to examine the essence, role and significance of emotional marketing in contemporary conditions;
- to characterise the main types of emotional appeals and their influence on the behaviour and loyalty of tourism service consumers;
- to identify the key instruments of emotional marketing in the tourism industry;
- to provide a general overview and analysis of the financial and economic performance indicators of "Accord-Tour" LLC;
- to analyse the company's emotional marketing practices and assess the level of customer loyalty;
- to develop measures to improve emotional marketing and evaluate their effectiveness.

The object of the study is the process of building customer loyalty through emotional marketing tools in the tourism services market.

The subject of the study is the theoretical and methodological foundations and practical instruments of emotional marketing as a factor in building consumer loyalty at the travel company "Accord-Tour".

Research methods: systemic analysis and synthesis, comparative analysis, financial and economic analysis, expert evaluation method, ROI calculation method.

The information base of the study includes: scholarly works by Ukrainian and international authors; financial and statistical reporting of "Accord-Tour" LLC [7]; the company's official website [5]; materials gathered during the pre-graduation internship.

Practical value: the total expected additional revenue from the proposed measures amounts to UAH 8,619,000 per year at a cost of UAH 584,200.

Structure of the thesis: introduction, three chapters, conclusions, a list of 41 sources, and 13 tables.

CHAPTER 1. THEORETICAL FOUNDATIONS OF EMOTIONAL MARKETING IN TOURISM

1.1. Emotional marketing: concept, role and relevance in contemporary business

Emotions play a defining role in consumer behaviour and are key drivers of everyday decision-making. Every advertisement, every colour that a consumer notices, influences their emotional state in some way — either strengthening or weakening the desire to purchase a product or service. The impression formed through interaction with a brand, whether positive or negative, remains in the customer's memory for a long time and influences every subsequent purchasing decision [11].

Today, consumers are interested not only in the quality, quantity and price of goods, but also require emotional satisfaction and a sense of connection with a brand [14]. Emotional marketing is an important element in building relationships between businesses and consumers, and plays a decisive role in the sustainable development of enterprises.

The concept of emotional marketing involves the use of tactics and strategies aimed at evoking emotions in consumers, motivating them to take positive actions towards a particular brand, product or service [11]. Brands that are capable of creating emotional connections with consumers ensure a lasting presence in their lives, shaping behavioural patterns and purchasing decisions [14].

Emotional marketing is a means of conveying a company's identity: people do not buy a product, but rather a promise of how they will feel when they have it. Emotional branding is a way of building connections with customers and creating differentiation from competitors [12]. The core idea is that instead of emphasising functional benefits, brands seek to engage consumers' feelings, forming a deeper and more personal connection with their target audience [34].

In today's highly competitive and globalised environment, emotional marketing is becoming an effective tool for creating unique competitive advantages. Understanding the emotional aspects of consumer behaviour allows brands to attract and retain customers, building long-term relationships with them [1].

The practical value of emotional marketing is confirmed by research data: digital advertising that generates strong emotions is four times more effective for brand building. YouTube advertisements that evoke positive emotions led to a 40% increase in consumers' willingness to pay more for the brand [15]. Customers with an emotional connection to a brand are 52% more valuable than those who are merely satisfied [15].

A comparison of traditional and emotional marketing approaches is presented in Table 1.1.

Table 1.1.

A comparison of traditional and emotional marketing approaches

Criterion	Traditional Marketing	Emotional Marketing
Focus	Rational factors (price, quality, functionality)	functionality)Emotions, feelings, consumer experience
Core approach	Emphasis on logic and rational arguments	Creating emotional associations and connections
Advertising strategies	Informational campaigns highlighting functional benefits	Campaigns that evoke an emotional response and are memorable
Consumer interaction	Predominantly one-way, through mass media	Two-way, interactive, with emphasis on social media

Target audience	Mass audience, standardised approach	Segmented audience, personalised approach
Effectiveness evaluation	Sales volumes, profitability	Loyalty, emotional connection, consumer engagement

Source: compiled by the author based on [1]

The data presented in Table 1.1 demonstrate that, unlike traditional marketing, emotional marketing is aimed at creating an emotional connection between a brand and the consumer. As consumers increasingly make decisions based on emotions rather than logic, this approach allows brands to stand out from competitors and build a loyal audience [1].

Emotional marketing is closely linked to the concept of the "experience economy": Pine and Gilmore argued that modern companies compete not through products or services, but through experiences and impressions [30]. In the context of digitalisation, where consumers are increasingly exposed to "advertising blindness", emotional content is uniquely positioned to overcome this barrier [35].

In the tourism sector, emotional marketing takes on particular significance, as a tourism product is intangible — it cannot be seen or touched prior to purchase, meaning that consumers rely primarily on emotional expectations and mental images. The use of strategies that deeply resonate with consumers' emotions enables the formation of a closer connection between a brand and its audience, which in turn enhances customer loyalty and brand recognition [2].

Thus, emotional marketing is an important component of modern marketing strategies. Its application helps enterprises differentiate themselves from competitors and enhance the effectiveness of advertising campaigns, which is particularly relevant for the tourism industry.

1.2. Types of emotional appeals in advertising and their influence on consumer behaviour and loyalty

Emotional appeals are important components of advertising strategies, as they significantly influence consumer decision-making processes. By evoking specific emotions, brands are able to shape perceptions, attitudes and behavioural responses [11].

The psychological foundation of emotional appeals lies in the fact that our brain prioritises emotions over logic. The Elaboration Likelihood Model (ELM) distinguishes between the central route (careful analysis of arguments) and the peripheral route (the influence of emotions and associations). It is precisely through the peripheral route that emotional appeals demonstrate their power in marketing [35]. The ABC model of attitudes explains that a positive attitude towards a brand is formed through the combination of affective (feelings), cognitive (beliefs) and behavioural (actions) components [20].

The happiness appeal is one of the most widely used. Advertising that evokes satisfaction or pleasure forms positive associations with a brand. Emotionally positive content spreads significantly faster on social media, while positive emotions strengthen the intention to make a purchase [28].

The love and connection appeal emphasises family, friendship or romantic relationships. Advertising oriented towards love builds emotional memory, brand trust and long-term relationships [38]. In tourism, it is widely used in the promotion of family tours and romantic holidays.

The excitement and enthusiasm appeal is aimed at enhancing the consumer's emotional engagement by creating a sense of thrill, anticipation and elation. Excited consumers tend to make decisions more quickly and rely more on intuition and feelings rather than rational analysis [28]. This state is particularly advantageous for brands, as it lowers the critical threshold of perception and increases the willingness to act immediately. The excitement appeal is best suited for short-term conversions, new product launches and time-limited offers [38]. In tourism marketing, this type

of appeal is effectively used in the promotion of adventure tourism, announcements of new exotic routes and exclusive offers such as "early booking" or "last available places".

The humour appeal builds relaxed and informal relationships between a brand and its audience, lowers the psychological barriers to advertising perception and increases affinity towards the company. Humorous advertising frequently goes viral on social media, spreading organically without additional advertising expenditure [36]. It is important, however, that humour aligns with the brand's values and the cultural context of the audience — a poorly judged joke can cause more harm than good.

One of the most widespread contemporary trends is the use of memes — short, easily recognisable images or phrases that spread instantly across the internet. Brands actively use them for informal communication with consumers, particularly with younger audiences [37].

The fear and FOMO (Fear of Missing Out) appeal is oriented towards avoiding missed opportunities. Messages such as "limited offer" or "only a few places remaining" encourage quick decision-making. However, prolonged use of fear-based appeals may damage a brand's reputation [39].

The empathy appeal evokes compassion and concern among viewers. Empathy reduces the likelihood that consumers will ignore advertising, positively influences attitudes towards the brand and stimulates purchasing behaviour [17].

The nostalgia appeal evokes pleasant memories. Researchers distinguish between personal nostalgia (memories of one's own experiences) and historical nostalgia. Personal nostalgia encourages consumers to revisit favourite destinations, while historical nostalgia motivates them to explore places of cultural heritage. Its effectiveness depends on the presence of personal associations between the consumer and the brand or destination [16].

Loyalty is formed not through a single emotional contact, but through the systematic accumulation of positive impressions from interactions with a brand. The

effectiveness of appeals varies depending on the generation: Generation Z responds well to humour and interactive content, while Generation X relies more heavily on rational thinking [40].

A summary of the influence of different types of emotional appeals on tourist behaviour and loyalty is presented in Table 1.2.

Таблица 1.2

Types of emotional appeals and their influence on tourist behaviour and loyalty

Appeal type	Core emotion	Influence on behaviour	Influence on loyalty
Happiness	Joy, satisfaction	Accelerates purchase decisions, stimulates content sharing	Forms positive brand associations
Love	Affection, warmth	Strengthens emotional identification with the brand	Builds long-term relationships
Excitement	Thrill, enthusiasm	Stimulates impulse purchases	Increases engagement
Humour	Cheerfulness, relaxation	Promotes viral spread of advertising	Increases brand likeability
Fear/FOMO	Anxiety, urgency	Drives immediate action, reduces decision delay	Risk of negative brand association if overused

Empathy	Compassion, care	Strengthens brand trust	Builds loyalty through shared values
Nostalgia	Warmth, memories	Stimulates repeat purchases and return visits	Strengthens emotional connection with the brand

Source: compiled by the author based on [11], [28], [36], [16]

Table 1.2 demonstrates that positive appeals (happiness, love, excitement) build loyalty and emotional connection, while fear and FOMO create a sense of urgency. In tourism marketing, the most effective appeals are those of happiness, nostalgia and excitement, as they are directly linked to the nature of the tourist experience [15].

1.3. Emotional marketing tools in Tourism

Emotional marketing encompasses a wide range of instruments that influence the consumer's subconscious through the activation of emotional responses [4]. In the tourism industry, the key instruments are storytelling, sensory marketing and personalisation.

Storytelling has evolved far beyond simple product promotion. At its core, it is the art of crafting compelling narratives that speak to consumers' emotions, values and aspirations, fostering a sense of belonging and deepening brand engagement [23]. Research consistently shows that people are far more likely to remember and act on information when it is delivered through a story rather than through facts or statistics alone [8]. This is especially true in tourism, where storytelling serves as a natural bridge between a destination's identity and the traveller's imagination [24].

Modern brand storytelling takes several forms. The brand narrative articulates who the company is and what it stands for. Personal storytelling — through the

voices of founders, staff and customers — gives the brand a human face. Customer storytelling, delivered via reviews and case studies, carries particular persuasive weight precisely because it comes from real people rather than the company itself. Product storytelling, meanwhile, draws attention to the craft and values behind what is being offered [8].

Effective storytelling is built on three structural elements: a relatable character, a conflict or challenge that creates tension, and a resolution that delivers emotional satisfaction [3]. What separates genuine storytelling from conventional advertising is this emotional arc — the ability to make the audience feel something, not just know something. Brand archetypes further strengthen this effect by tapping into universally recognised roles: the Hero who inspires achievement, the Explorer who embodies freedom, the Caregiver who offers safety, and the Sage who builds trust through knowledge [9]. For a tourism company, choosing the right archetype ensures that every piece of communication — from a social media post to a brochure — feels consistent and emotionally resonant.

Sensory marketing operates on the principle that purchasing decisions are rarely purely rational. By deliberately engaging sight, sound, smell, taste and touch, brands can shape consumer perceptions and behaviour at a level that bypasses conscious analysis [33]. When multiple sensory stimuli are combined — warm lighting, soft music and a pleasant scent in a travel agency office, for instance — the cumulative emotional effect is significantly greater than the sum of its parts [41].

Colour is typically the first sensory signal a consumer encounters. Cool tones such as blue and green communicate calm, trust and relaxation, making them a natural choice for companies promoting leisure travel, while vibrant warm colours signal energy and excitement, better suited to adventure tourism [22]. Music shapes the pace and mood of customer interactions: research indicates that background music influences emotional states in 55–65% of situations, with slower tempos encouraging customers to linger and reducing anxiety in high-value purchase decisions [25]. Scent, often overlooked, may be the most emotionally powerful of

all. The olfactory nerve connects directly to the brain's limbic system — the seat of emotion and memory — which is why people recall scents with 65% accuracy after three months, compared to just 50% for visual images after three days [22]. Singapore Airlines recognised this potential decades ago, developing its signature "Stefan Floridian Waters" fragrance, applied to hot towels, worn by cabin crew and diffused throughout the aircraft, creating an instantly recognisable sensory identity [22].

Personalisation addresses one of the most fundamental human needs: the desire to feel seen and valued as an individual [2]. When a customer receives a message that uses their name, reflects their past preferences or acknowledges a personal milestone, it creates an emotional connection that mass communication simply cannot replicate. In tourism, this means using data on booking history, browsing behaviour, preferred destinations and budget to deliver offers that feel genuinely relevant [29]. The most admired brands in the world have made personalisation central to their customer experience: Nike tailors advertising to individual in-app behaviour, Ritz-Carlton maintains detailed guest profiles to recreate preferred conditions at every stay, and Spotify generates weekly playlists that feel personally curated [21]. For tourism enterprises, the equivalent lies in personalised itinerary suggestions, timely reminders about favourite destinations and loyalty rewards designed around individual travel patterns.

Artificial intelligence is rapidly expanding what personalisation can achieve. AI systems can now process vast quantities of behavioural data in real time, anticipating customer needs before the customer has consciously formed them [13]. This shift towards hyper-personalisation improves not only satisfaction, but measurable business outcomes — engagement, conversion and long-term loyalty alike.

A comparative overview of all three instruments is presented in Table 1.3.

Table 1.3.

Comparative overview of emotional marketing instruments in tourism

Criterion	Storytelling	Sensory marketing	Personalisation
Channel of influence	Cognitive and emotional	Subconscious, sensory	Emotional and rational
Primary effect	Memorability and trust	Atmosphere and associations	Sense of uniqueness
Implementation cost	Low to medium	Medium to high	Medium (increases with AI)
Scale of reach	Wide (viral effect)	Local (office, website)	Individual
Impact on loyalty	Builds emotional connection	Reinforces positive experience	Increases customer retention
Application in tourism	Reviews, blogs, SMM	Office, website, advertising	Email, recommendations, CRM

Source: compiled by the author based on [4], [23], [29]

The three instruments are complementary rather than interchangeable, each operating through a distinct channel, at a different scale and at varying levels of cost. Tourism companies that integrate all three systematically, rather than applying them in isolation, are best positioned to build deep emotional connections with their customers and sustain meaningful competitive advantages in an increasingly crowded market.

Conclusions to Chapter 1

The first chapter has provided a theoretical examination of the essence, role and significance of emotional marketing, characterised the main types of emotional appeals, and identified the key instruments of emotional marketing in the tourism industry.

Emotional marketing has been established as a set of tactics and strategies aimed at evoking emotions in consumers in order to build positive brand attitudes [11]. Its practical value is well supported by evidence: emotionally driven advertising is four times more effective for brand building, and customers with an emotional connection to a brand are 52% more valuable than those who are merely satisfied [15]. In the tourism industry, this approach carries particular weight, given that a tourism product is inherently experiential in nature.

Seven primary types of emotional appeals have been identified: happiness [28], love and excitement [38], humour [36], fear/FOMO [39], empathy [17] and nostalgia [16]. The effectiveness of each appeal varies across consumer generations [40]. Hosany et al. (2020) highlight that post-travel nostalgic emotions are fundamental in shaping intentions to revisit and recommend [15].

The leading instruments of emotional marketing in tourism have been identified as storytelling [23], sensory marketing [4] and personalisation [13]. The systematic integration of all three instruments delivers the greatest impact on customer loyalty for tourism enterprises.

The theoretical findings of this chapter lay the groundwork for the empirical analysis of emotional marketing practices at "Accord-Tour" LLC, which is carried out in Chapter 2.

CHAPTER 2. ANALYSIS OF THE OPERATIONS OF TRAVEL COMPANY "ACCORD-TOUR"

2.1. General overview and analysis of the financial and economic performance of the enterprise

"Accord-Tour" LLC is one of Ukraine's leading tour operators, specialising in the organisation of coach and air tours to European destinations. The company was founded on 10 December 2003 in Lviv. In terms of its legal form, it is a private limited liability company with a registered share capital of UAH 18,613,861 (ЄДРПОУ: 32800179) [7].

Over more than 22 years of operation, Accord-Tour has grown into one of the most prominent tour operators in the country. The company is a multiple recipient of the "Choice of the Year" award — an annual consumer-voted accolade that reflects sustained customer trust. Its slogan, "Your entire holiday, perfectly in tune", encapsulates the company's core value proposition: a seamless, stress-free service in which every element — transport, accommodation and touring programme — comes together harmoniously [5]. The company's activities are governed by the Law of Ukraine on Tourism, the Commercial and Civil Codes of Ukraine, and its own Articles of Association [7].

While coach tours to Europe represent the company's core specialisation, its service portfolio extends considerably further, encompassing air tours, seaside and ski holidays, children's and health-and-wellness programmes, and corporate travel. To date, the company has developed over 1,578 original itineraries spanning more than 20 countries, including Poland, the Czech Republic, Austria, Hungary, Croatia, Bulgaria, Montenegro, France, Spain and Italy, among others [5].

The company's head office is located in Lviv. Its regional network comprises five branches: Odesa (11 Preobrazhenska Street), Kyiv (39/11 Bulvarno-Kudriavska Street, office 5), Dnipro (2 Hlynky Street), Kharkiv (5 Literaturna Street) and Zaporizhzhia (160 Sobornyi Avenue). In addition, the company works with over

6,000 travel agency partners across Ukraine, all of whom have access to a free online booking platform that serves as a single window for reservations, voucher issuance and contract processing [5].

As of the end of 2024, the company employed 31 members of staff (Table 2.1).

Table 2.1

Analysis of the staffing capacity of "Accord-Tour" LLC (according to the staff schedule)

Staff category	Number of employees	Monthly payroll, UAH
Administrative staff	4	54 800
Tourism managers	16	134 400
IT department (programmers)	2	26 800
Support staff (lawyer, accountant)	9	74 100
TOTAL	31	270 100

Source: compiled by the author based on company data

Tourism managers represent the largest share of staff, comprising 16 employees (51.6%) with a monthly payroll of UAH 134,400 (49.8% of the total). This reflects the company's strategic emphasis on the quality of customer service. The tourism market is one of the most emotionally charged consumer markets — what a customer is purchasing is not simply a trip, but an experience, an expectation and a dream [6].

The dynamics of tourist flows at "Accord-Tour" LLC for the period 2023–2025 are presented in Table 2.2.

Table 2.2

Analysis of tourist flow dynamics at "Accord-Tour" LLC for 2023–2025, persons

Type of Tour	2023	2024	2025	Growth 2023– 2025, %	Share 2025, %
Sightseeing and cultural tours	620	1 050	1 380	+122,6	53,1
Shopping tours	90	210	310	+244,4	11,9
Beach holidays	140	320	440	+214,3	16,9
Health and wellness tourism	35	65	90	+157,1	3,5
Children's and educational tours	55	110	165	+200,0	6,3
Pilgrimage tours	30	60	85	+183,3	3,3
Corporate retreats and team building	45	90	130	+188,9	5,0
TOTAL	1 015	1 905	2 600	+156,2	100

Source: compiled by the author based on company data

The data presented in Table 2.2 reveal three distinct phases in the company's development: a recovery phase in 2023, when total tourist numbers reached 1,015; a phase of active growth in 2024, with volume nearly doubling (+87.7%); and a

phase of stable growth in 2025, when 2,600 tourists were served, representing a 156.2% increase relative to 2023. Sightseeing and cultural tours remain the dominant segment, accounting for 53.1% of total volume, while shopping tours (+244.4%) and beach holidays (+214.3%) recorded the highest growth rates, reflecting a successful diversification of the company's service portfolio.

A characterisation of the tourism programmes by destination is presented in Table 2.3.

Table 2.3

Overview of "Accord-Tour" LLC tourism programmes by destination

Destination	Sample programs	Service features	Average price, UAH
Domestic	The Carpathians, Bukovyna, Zakarpattia, the Golden Horseshoe of Lviv Region	Group coach tours, guide, 3-star hotel, breakfast included	3 500 – 6 000
Outbound (Europe)	Poland, Czech Republic, Austria, Hungary, Croatia, Bulgaria, France, Spain, Italy	Coach tours of 5–14 days, travel insurance, guide, 3–4-star hotel	12 000 – 35 000

Source: compiled by the author based on company data

"Accord-Tour" LLC has demonstrated considerable resilience, successfully recovering from the crisis of 2022 and maintaining a steady growth trajectory. A broad and diversified programme portfolio, combined with a partner network of over 6,000 travel agencies, provides a strong foundation for the company's continued development.

2.2. Analysis of emotional marketing practices at the enterprise

For Accord-Tour, marketing activity serves both as a means of attracting new customers and as a way of maintaining ongoing relationships with the thousands of tourists who have already used the company's services. The company's marketing activity is carried out across several key areas.

Digital marketing forms the most visible layer of the company's outreach. The official website functions as a fully operational booking platform, offering a catalogue of over 1,578 itineraries [5]. Accord-Tour maintains an active presence on Facebook and Instagram, where it publishes genuine photographs taken by real tourists rather than stock imagery, a practice that aligns closely with the principles of emotional marketing, prioritising authenticity over abstract promises.

The company's slogan, «Вся відпустка — як по нотах», is a carefully crafted emotional message that promises harmony and freedom from worry. In line with the concept of the experience economy [30], modern companies compete not through products but through experiences, and Accord-Tour's slogan is a precise embodiment of this philosophy.

Over 6,000 travel agency partners serve as on-the-ground brand ambassadors across Ukraine [5]. The company nurtures B2B loyalty through a dedicated agent portal, a bonus system and preferential partnership terms. A satisfied intermediary remains one of the most powerful channels of trust and credibility available to any brand [19].

In order to systematically assess the company's emotional marketing instruments, the following analysis draws on three dimensions: audience reach, depth of emotional impact and current level of utilisation for each instrument (Table 2.4).

Table 2.4

Assessment of emotional marketing instruments at "Accord-Tour" LLC

Instrument	Emotion	Reach	Depth of impact (1–5)	Level of utilisation
Reputation and trust (track record, awards)	Security, confidence	Wide	5	High
Storytelling: tourist reviews and photos	Identification, inspiration	Moderate	4	Moderate
Slogan and brand name	Calm, harmony	Wide	3	Moderate
Personalisation through manager	Attention, care	Narrow (1:1)	5	High
Loyalty programmes and promotions	Sense of privilege	Moderate	3	Moderate
Participation in trade fairs and competitions	Authority, trust	Narrow (B2B)	3	Moderate
Social media content	Inspiration, nostalgia	Wide	3	Moderate

Source: compiled by the author based on company data and observations during the internship

Table 2.4 reveals that the highest depth-of-impact scores (5 out of 5) are awarded to two fundamentally different instruments: the company's accumulated reputation and trust on one hand, and personalised one-to-one communication through individual managers on the other. This finding reinforces a well-established principle in brand loyalty research — that deep and lasting customer commitment is built either through sustained experience over time or through the quality of direct human contact [32].

Instruments with potentially wide reach — social media content and storytelling — scored only 3 to 4 points. This reflects a broader truth about emotional marketing: it delivers results only when applied systematically and consistently. Occasional publication of customer reviews, however genuine, is insufficient to build a durable emotional connection with the brand [1]. Applying the touchpoint framework [19] to the customer journey at Accord-Tour exposes a critical gap: once a tourist returns home, all structured emotional communication effectively ceases. This represents what Pine and Gilmore describe as an "unclosed experience loop" [30] — and it is arguably the most significant weakness in the company's current emotional marketing system.

2.3. Assessment of customer loyalty at the enterprise

Customer loyalty is a key indicator of the effectiveness of a tourism enterprise's marketing activity. Loyalty is defined as a deeply held commitment to repurchase a product or service in the future, regardless of the marketing efforts of competitors [26].

Four types of loyalty are commonly distinguished: true loyalty (high attitudinal commitment combined with high repurchase frequency), latent loyalty (high attitudinal commitment but low frequency), spurious loyalty (high frequency without emotional attachment) and an absence of loyalty [10]. In the tourism context, true loyalty is the most valuable, as it generates a stable flow of returning customers and positive word-of-mouth referrals.

Tourist loyalty manifests itself through repeat engagement with the same company and a willingness to recommend it to others [27]. The most widely used measurement tool is the Net Promoter Score (NPS), which classifies customers as promoters (scores of 9–10), passives (7–8) or detractors (0–6), with NPS calculated as the difference between the share of promoters and the share of detractors [31]. In addition to NPS, repurchase frequency, willingness to recommend and price sensitivity are also used as loyalty indicators [19].

An assessment of loyalty indicators at "Accord-Tour" LLC is presented in Table 2.5.

Table 2.5.

Assessment of customer loyalty indicators at "Accord-Tour" LLC

Loyalty indicator	Characteristics for "Accord-Tour"	Score (1–5)	Loyalty type
Repeat engagement dynamics	Tourist flow growth of 156% over 2023–2025 indicates retention and expansion of the customer base	5	True
Stability of the agency network	Over 6,000 agencies, the majority having partnered with the company for 10 to 20 years	5	True (B2B)
Willingness to recommend (WOM)	Genuine customer reviews and photos on	4	True

	social media; high organic activity		
Brand recognition and awards	Multiple recipient of the "Choice of the Year" award — confirmed by consumer voting	5	True
Recovery after the crisis	Following the sharp decline of 2022, the company exceeded pre-war performance levels by 2025	5	<i>Latent → True</i>
Loyalty programmes for tourists	A discount system exists, however a structured cumulative loyalty programme is absent	3	Латентна
Post-trip communication	Structured communication following the customer's return is effectively non-existent — a key gap	2	Spurious

Source: compiled by the author based on company data and observations during the internship

The most compelling evidence of customer loyalty is the 156% growth in tourist flows recorded during wartime conditions [5]. The stability of the agency network — over 6,000 partners, the majority of whom have maintained their relationship with the company for between 10 and 20 years — represents an exceptionally strong indicator of B2B trust. The "Choice of the Year" award,

determined by consumer voting, provides objective confirmation that customers are not only returning themselves, but actively recommending the company to others [5].

Two significant gaps have been identified: an insufficiently developed loyalty programme for end consumers, and the absence of any structured post-trip communication [30]. A consolidated assessment of customer loyalty is presented in Table 2.6.

Table 2.6.

Consolidated assessment of customer loyalty levels at "Accord-Tour" LLC

Loyalty component	Current level	Score (1–5)	Development priority
B2C loyalty (tourists)	Above average	4	Moderate
B2B loyalty (agencies)	High	5	Maintain
Cognitive loyalty (brand recognition)	High	5	Maintain
Affective loyalty (emotional connection)	Moderate	3	High
Conative loyalty (intention to repurchase)	Above average	4	Moderate
Post-trip communication	Low	2	Critical
Loyalty programme for tourists	Below average	3	High
Weighted average score		3,7	

Source: compiled by the author

The weighted average loyalty score of 3.7 out of 5 places "Accord-Tour" in the "above average" category. The key areas for development are: strengthening affective loyalty through systematic emotional marketing tools, designing a structured loyalty programme for end consumers, and establishing meaningful post-trip communication with returning customers.

Conclusions to Chapter 2

The second chapter has provided a comprehensive analysis of the operations of "Accord-Tour" LLC, examined the company's emotional marketing practices in depth, and assessed the level of customer loyalty across multiple dimensions.

"Accord-Tour" LLC is one of Ukraine's leading tour operators, with over 22 years of operating experience, a network of five regional branches and more than 6,000 travel agency partners across the country. The company has developed over 1,578 original itineraries spanning more than 20 European destinations, and is a multiple recipient of the consumer-voted "Choice of the Year" award. Total tourist flows grew from 1,015 to 2,600 persons, representing a 156.2% increase over the period 2023–2025. This growth — achieved against the backdrop of ongoing wartime conditions — is in itself a powerful indicator of sustained customer trust and brand resilience. The highest growth rates were recorded in shopping tours (+244.4%) and beach holidays (+214.3%), reflecting successful portfolio diversification alongside the company's traditional strength in sightseeing and cultural tourism (53.1% of total volume).

The analysis of emotional marketing practices revealed that the greatest depth of emotional impact, scored at 5 out of 5 is achieved through two fundamentally different instruments: the company's accumulated reputation and trust, built over more than two decades of consistent service, and personalised one-to-one communication delivered through individual managers. Instruments with potentially wide reach, including social media content and storytelling, scored between 3 and 4, reflecting unsystematic rather than strategic application. The touchpoint analysis

exposed a critical structural weakness: once a tourist returns home, all structured emotional communication effectively ceases. This "unclosed experience loop" represents the most significant gap in the company's current emotional marketing system, and one with considerable untapped potential for driving repeat bookings and referrals.

The assessment of customer loyalty across seven dimensions produced a weighted average score of 3.7 out of 5, placing the company in the "above average" category. The company performs exceptionally well on B2B loyalty and cognitive dimensions — brand recognition, trust and the stability of the agency network all scored 5 out of 5. However, affective loyalty — the depth of the emotional connection between the brand and its end consumers — scored only 3, indicating that while customers are satisfied, many have not yet formed the kind of deep emotional bond that drives long-term advocacy. The two key gaps identified, the absence of a structured cumulative loyalty programme for tourists and the lack of post-trip emotional communication, form the empirical foundation for the practical recommendations developed in Chapter 3.

CHAPTER 3. IMPROVING EMOTIONAL MARKETING AND ENHANCING CUSTOMER LOYALTY

3.1. Development of measures to improve emotional marketing

The analysis conducted in Chapter 2 identified four key gaps in the company's emotional marketing system: the absence of structured post-trip communication with customers, an insufficiently developed loyalty programme for end consumers, a predominantly informational rather than emotional approach to social media content, and the largely untapped potential of sensory marketing across the company's customer touchpoints. The measures proposed in this chapter follow directly from these findings and are designed to bridge the gap between the company's current marketing reality and the standard of emotional engagement that builds lasting customer loyalty.

The theoretical foundation for the proposed measures draws on the conclusions of Hosany, Hunter-Jones and McCabe (2020), who demonstrate that emotions shape the tourist experience at every stage, before, during and after the trip, and that post-travel emotional responses are particularly fundamental in determining satisfaction levels and intentions to revisit [15]. This insight underscores the critical importance of maintaining emotional engagement beyond the point of service delivery, rather than treating the return home as the end of the customer relationship.

Initiative 1. Post-Trip Emotional Engagement Programme.

One of the most significant gaps identified in Chapter 2 is the absence of any structured communication with customers after they return from a tour. To address this, the first proposed initiative introduces an automated email sequence delivered over 30 days following the customer's return.

The sequence consists of three messages. The first email, sent on day two, thanks the customer personally, shares a photo selection from their trip and invites them to leave a review — its primary purpose is to reactivate the positive emotions

of the experience while they are still fresh. The second, sent on day seven, includes a short three-question NPS survey and links to the company's social media, opening a channel for genuine dialogue. The third, sent on day thirty, offers personalized tour recommendations based on the customer's travel history along with an exclusive discount for returning clients, converting positive emotional memory into a new booking.

This approach is supported by Hosany et al. (2020), who confirm that nostalgic post-trip emotions are among the strongest predictors of repeat visitation and brand recommendation [15].

Initiative 2. "Chords of Travel" Structured Loyalty Programme.

The second initiative proposes the introduction of a tiered loyalty programme for end consumers, designed around the company's musical brand identity. The programme comprises three levels, named after musical notes to reflect the Accord-Tour brand concept.

The first level, "Do" (1–2 tours), offers a 3% discount, early access to exclusive tour announcements and a personalized postcard following each trip. The second level, "Re" (3–5 tours), provides a 5% discount, priority booking on high-demand itineraries and complimentary transfer to the departure point. The third and highest level, "Mi" (6 or more tours), grants a 7% discount, complimentary travel insurance, a named "Accord-Tour Traveller" certificate and a dedicated personal manager.

The business case for this initiative is well established. Reichheld (2003) demonstrates that a 5% improvement in customer retention can increase profitability by between 25% and 95%, as returning customers not only spend more but also generate new clients through word-of-mouth referrals [31]. A structured loyalty programme transforms occasional customers into long-term brand advocates — which is precisely the shift that Accord-Tour's current affective loyalty score of 3 out of 5 suggests is both necessary and achievable.

Initiative 3. Emotional Content Strategy for Social Media.

The third initiative proposes a fundamental shift in the company's approach to social media, from predominantly informational posting to systematic emotional storytelling. The content framework is structured around the 70/20/10 principle: 70% emotional content (real tourist stories, video impressions and authentic photographs), 20% useful content (travel tips and destination infographics) and 10% promotional content (tour announcements and special offers).

Three recurring content formats are proposed to anchor this strategy. "Story of the Week" features short interviews with real customers about their travel experiences. "The Guide's Perspective" presents video content from the company's tour guides, offering behind-the-scenes insight into destinations. "Then and Now" draws on nostalgic content for travellers who have previously visited a destination, encouraging emotional reconnection with the brand.

The rationale for this shift is well supported by research: emotionally driven social media content consistently generates significantly higher levels of audience engagement than informational posts, and positive electronic word-of-mouth (e-WOM) is one of the most powerful drivers of trust among prospective customers [36].

Initiative 4. Sensory marketing at customer touchpoints.

A visit to a travel agency is itself an opportunity to sell a dream, and sensory marketing is the tool that makes that possible. This initiative proposes a set of targeted changes designed to ensure that every physical and digital touchpoint with Accord-Tour creates a positive emotional impression. In the company's offices, background music should reflect the destinations currently being promoted, a subtle ambient scent introduced to engage what research identifies as the most emotionally charged of the human senses [22], and authentic large-format photographs of real customers placed where generic banners currently hang. On the website [5], stock imagery should be replaced with genuine customer photographs, and destination pages brought to life with short emotional video introductions. The underlying

principle is simple: before a customer books a tour, they should already feel something.

A consolidated overview of the proposed initiatives is presented in Table 3.1.

Table 3.1

Consolidated overview of measures to improve emotional marketing at "Accord-Tour" LLC

Nº	Initiative	Objective	Instruments	Expected outcome
1	Post-trip communication system	Close the post-trip communication gap, activate nostalgia and drive repeat bookings	3-email automated sequence, NPS survey	15–20% increase in repeat enquiries, review collection, NPS improvement
2	"Chords of Travel" loyalty programme	Increase the share of returning customers, build affective loyalty	3 tiers (Do/Re/Mi), discounts of 3–7%, bonuses	5–10% growth in the share of loyal customers
3	Emotional social media content plan	Increase engagement, strengthen e-WOM and organic reach	70/20/10 principle, "Story of the Week" and "The Guide's Perspective" formats	30–40% engagement growth, increase in new followers
4	Sensory marketing at customer touchpoints	Enhance the emotional quality of brand interactions	Scent, music, visual redesign of offices and website	10–15% improvement in overall customer satisfaction

Source: compiled by the author

The four proposed initiatives together form a coherent emotional marketing system that covers every key touchpoint in the customer journey, from the first encounter with the brand through social media to structured communication long after the journey has ended.

3.2. Assessment of the effectiveness of the proposed measures

The effectiveness of the proposed initiatives is assessed across two dimensions: communicative (qualitative improvements in customer loyalty) and economic (financial outcomes). For each initiative, the implementation costs, expected growth in the customer base and return on investment (ROI) are calculated using the following formula [31]:

$$ROI = (Additional\ Revenue - Costs) / Costs \times 100\% \quad (3.1)$$

The baseline figures are drawn from the company's 2025 performance data: 2,600 tourists served and a weighted average transaction value of UAH 17,000 (outbound tours accounting for approximately 80% of total volume) [5]. The total baseline revenue from tourist services is therefore:

$$R_base = 2,600 \times 17,000 = UAH\ 44,200,000 \quad (3.2)$$

Initiative 1 — Post-Trip Communication System. Implementation costs: email automation setup UAH 8,000 + monthly subscription UAH 1,200 + content creation UAH 5,000 = UAH 27,400 per year. Research indicates that post-trip email marketing increases repeat enquiries by 15–20% [31]. Applying a conservative estimate of 15% to the 780 existing repeat customers:

$$\Delta C_1 = 780 \times 0.15 = 117\ persons/year \quad (3.3)$$

$$\Delta R_1 = 117 \times 17,000 = UAH\ 1,989,000/year \quad (3.4)$$

$$ROI_1 = (1,989,000 - 27,400) / 27,400 \times 100\% = 7,157\%.$$

$$Payback\ period \approx 5\ days. \quad (3.5)$$

Initiative 2 — Loyalty Programme. Implementation costs: CRM development and integration UAH 15,000 + discount costs (~3% of returning customer revenue) UAH 397,800 + printed materials UAH 3,000 = UAH 418,800 per year. Loyalty programmes increase customer retention by 5–10% [31]. Applying 7%:

$$\Delta C_2 = 2,600 \times 0.07 = 182 \text{ persons/year} \quad (3.6)$$

$$\Delta R_2 = 182 \times 17,000 = \text{UAH } 3,094,000/\text{year} \quad (3.7)$$

$$ROI_2 = (3,094,000 - 418,800) / 418,800 \times 100\% = 639\%.$$

$$\text{Payback period: } 1.6 \text{ months.} \quad (3.8)$$

Initiative 3 — Social Media Content Plan. Implementation costs: video content UAH 3,000/month + targeted advertising UAH 5,000/month = UAH 96,000 per year. Enhanced social media activity is projected to attract an additional 5% of new customers [15]:

$$\Delta C_3 = 2,600 \times 0.05 = 130 \text{ persons/year} \quad (3.9)$$

$$\Delta R_3 = 130 \times 17,000 = \text{UAH } 2,210,000/\text{year} \quad (3.10)$$

$$ROI_3 = (2,210,000 - 96,000) / 96,000 \times 100\% = 2,202\%.$$

$$\text{Payback period} \approx 16 \text{ days.} \quad (3.11)$$

Initiative 4 — Sensory Marketing. Implementation costs: scent diffusers for 5 offices UAH 8,000 + scent compositions UAH 1,500/month + music service UAH 500/month + photographic materials update UAH 10,000 = UAH 42,000 per year. A 10% improvement in office visitor conversion is projected to generate approximately 3% additional customers:

$$\Delta C_4 = 2,600 \times 0.03 = 78 \text{ persons/year} \quad (3.12)$$

$$\Delta R_4 = 78 \times 17,000 = \text{UAH } 1,326,000/\text{year} \quad (3.13)$$

$$ROI_4 = (1,326,000 - 42,000) / 42,000 \times 100\% = 3,057\%.$$

$$\text{Payback period} \approx 11 \text{ days.} \quad (3.14)$$

A consolidated assessment of the economic effectiveness of all four initiatives is presented in Table 3.2.

Table 3.2

Consolidated assessment of the economic effectiveness of the proposed initiatives for "Accord-Tour" LLC

Initiative	Annual costs, UAH	Additional customers, persons/year	Additional revenue, UAH/year	ROI, %	Payback period
1. Post-trip communication system	27 400	117	1 989 000	7 157	5 days
2. Loyalty programme	418 800	182	3 094 000	639	1.6 months
3. Social media content plan	96 000	130	2 210 000	2 202	16 days
4. Sensory marketing	42 000	78	1 326 000	3 057	11 days
TOTAL	584 200	507	8 619 000	1 376*	< 2 months

* *Average ROI across all initiatives*

Source: calculated by the author based on company data [5]

The data presented in Table 3.2 confirm the high economic effectiveness of all four initiatives. Total annual implementation costs of UAH 584,200 are projected to generate UAH 8,619,000 in additional revenue per year, an increase of 19.5% relative to the 2025 baseline, while attracting 507 additional tourists. Initiative 1 achieves the highest ROI at 7,157%, reflecting the exceptionally low cost of email automation relative to its impact on repeat bookings. Initiative 2, while recording the lowest ROI among the four (639%), delivers the greatest absolute effect in terms of customer loyalty, 182 new returning customers, and is expected to produce the most durable long-term results, as a structured loyalty programme builds cumulative emotional commitment over time [31].

The expected communicative impact of the proposed initiatives is presented in Table 3.3.

Table 3.3

Expected communicative impact of the proposed initiatives

Initiative	Loyalty indicator	Current level	Expected level
1. Post-trip communication system	NPS (willingness to recommend)	Moderate (~40)	High (~60)
2. Loyalty programme	Share of returning customers	~30%	~37%
3. Social media content plan	Engagement rate (ER)	~2–3%	~4–5%

4. Sensory marketing	In-office satisfaction (1–5)	3,5	4,2
All initiatives combined	Overall loyalty score (1–5)	3,7	4,3

Source: compiled by the author

A phased implementation plan for the proposed initiatives is presented in Table 3.4.

Table 3.4

Phased implementation plan for the proposed initiatives

Initiative	Stage 1 (months 1–2)	Stage 2 (months 3–4)	Stage 3 (months 5–6)	Responsible
1. Post-trip communication system	CRM setup, development of email templates	Pilot launch with 50 customers	Full launch and results analysis	Marketing department, IT
2. Loyalty programme	Development of programme terms, CRM integration	Staff training, printing of materials	Full launch for all customers	Marketing department
3. Social media content plan	Content plan development, material collection	Launch of new content formats	Engagement analysis and adjustments	SMM manager

4. Sensory marketing	Selection of scent and music, equipment procurement	Implementation at head office	Rollout to regional branches	Administrative department
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Source: compiled by the author

The full implementation of the proposed emotional marketing system is projected to raise "Accord-Tour's" overall customer loyalty score from 3.7 to 4.3 out of 5, attract 507 additional tourists per year and generate UAH 8.6 million in additional revenue against total implementation costs of UAH 584,200.

Conclusions to Chapter 3

The third chapter has developed and justified a set of measures to improve the emotional marketing system of "Accord-Tour" LLC and assessed their expected effectiveness.

Four interconnected initiatives have been developed, each directly addressing a specific gap identified in the analysis: a post-trip emotional engagement programme, the "Chords of Travel" structured loyalty programme, an emotional social media content plan based on the 70/20/10 principle, and sensory marketing at customer touchpoints. Together, they form a coherent system covering every stage of the customer journey.

The economic assessment demonstrates strong financial viability across all four initiatives. Total annual implementation costs of UAH 584,200 are projected to generate UAH 8,619,000 in additional revenue, yielding an average ROI of 1,376% and a payback period of under two months. Initiative 1 achieves the highest ROI at 7,157%, while Initiative 2 delivers the greatest absolute impact on loyalty, adding 182 new returning customers.

The projected overall customer loyalty score rises from 3.7 to 4.3 out of 5, reaching the "high" category. The phased implementation plan spans six months, with clearly defined responsibilities allocated across the company's departments, ensuring that the proposed measures are not only theoretically sound but practically achievable.

CONCLUSIONS

This qualification thesis has presented a comprehensive study of the role of emotional marketing in building customer loyalty in the tourism services market, with "Accord-Tour" LLC serving as the primary case study. The following conclusions have been drawn on the basis of the research conducted.

Emotional marketing has been established as a set of tactics and strategies aimed at evoking emotions in consumers in order to build positive brand attitudes and stimulate loyalty [11]. Unlike traditional marketing, which relies on rational arguments, such as price, quality and functional benefits, emotional marketing speaks to deeper human experiences, memories and personal values. The analysis of scholarly literature indicates that between 70% and 80% of purchasing decisions are driven by emotion rather than logic. The practical value of this approach is confirmed by research data: emotionally driven digital advertising is four times more effective for brand building, and customers with an emotional connection to a brand are 52% more valuable than those who are merely satisfied [15]. In the tourism industry, this approach carries particular weight, given that a tourism product is inherently experiential, consumers are not purchasing a tour, but a set of anticipated emotions and memories.

Seven primary types of emotional appeals in tourism marketing have been identified: happiness [28], love and excitement [38], humour [36], fear and FOMO [39], empathy [17] and nostalgia [16]. Each serves a distinct function: positive appeals build lasting emotional bonds, fear and FOMO create urgency and drive immediate action, empathy strengthens trust through shared values, and nostalgia encourages repeat engagement. Hosany, Hunter-Jones and McCabe (2020) highlight that post-travel nostalgic emotions are among the strongest predictors of repeat visitation and willingness to recommend [15]. The effectiveness of different appeals varies considerably across consumer generations, Generation Z responds well to humour and interactive formats, Generation X relies more on rational evaluation, while Generation Y is strongly influenced by social media and opinion leaders,

underlining the importance of precise audience segmentation in developing marketing communications [40].

The three leading instruments of emotional marketing in tourism have been identified as storytelling, sensory marketing and personalisation. Storytelling builds emotional connection through authentic narratives structured around character, conflict and resolution, reinforced by strategically chosen brand archetypes [23]. Sensory marketing shapes consumer perceptions at a subconscious level through visual, auditory and olfactory stimuli: research confirms that people recall scents with 65% accuracy after three months, and that background music directly influences time spent in an office and propensity to purchase [22]. Personalisation, increasingly powered by artificial intelligence, enables the creation of individually tailored communications that significantly improve customer retention [13]. The systematic integration of all three instruments delivers the greatest synergistic impact on customer loyalty.

"Accord-Tour" LLC has been established as one of Ukraine's leading tour operators, with over 22 years of experience, a network of five regional branches and more than 6,000 travel agency partners [5]. The company has developed over 1,578 original itineraries and is a multiple recipient of the consumer-voted "Choice of the Year" award. Tourist flows grew from 1,015 to 2,600 persons (+156%) over the period 2023–2025, representing a compelling demonstration of business resilience and sustained customer trust during wartime conditions. The highest growth rates were recorded in shopping tours (+244%) and beach holidays (+214%), reflecting successful portfolio diversification.

The analysis of emotional marketing practices at "Accord-Tour" revealed that the greatest depth of emotional impact — scored at 5 out of 5 — is achieved through two instruments: the company's long-standing reputation and trust, and personalised one-to-one communication through individual managers. The "Choice of the Year" award provides objective confirmation of high customer trust levels. However, two critical gaps were identified: the complete absence of structured post-trip emotional

communication and the unsystematic use of storytelling on social media [1]. A comprehensive loyalty assessment across seven dimensions produced a weighted average score of 3.7 out of 5. The company excels on B2B loyalty and cognitive dimensions, but has significant untapped potential in the affective dimension of loyalty.

Four interconnected measures have been developed to address the identified gaps. Initiative 1, a post-trip emotional engagement programme (an automated three-email sequence that activates nostalgia and converts positive emotional memory into repeat bookings). Initiative 2, the "Chords of Travel" structured loyalty programme with three tiers (Do, Re, Mi), building a cumulative system of privileges for returning customers. Initiative 3, an emotional social media content plan based on the 70/20/10 principle, transforming the company's approach from informational posting to systematic storytelling. Initiative 4, the introduction of sensory marketing elements across the company's physical offices and website. The economic assessment confirmed the strong viability of all four measures: total annual implementation costs of UAH 584,200 are projected to generate UAH 8,619,000 in additional revenue, yielding an average ROI of 1,376% and a payback period of under two months [31]. The projected overall customer loyalty score rises from 3.7 to 4.3 out of 5, from the "above average" to the "high" category, reflecting a shift from predominantly cognitive to balanced cognitive, affective and conative loyalty at "Accord-Tour".

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