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**Тип работы:** Эссе

**Предмет:** Английский начальный - средний

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participants of a tourist market offer their products creating well-designed websites, use a variety of advertisement applications and special programs to reach the client and meet its demand.

Some firms use printed magazines, journals, outdoor advertising and client-oriented systems of discounts and bonuses.

All the means of tourism communication listed above are continuing to develop and modernize but there are still things to be changed to make the process even better.

I suppose that companies should collect more information about their customers and target audience in order to develop individual loyalty programs, develop individual customer's approach.

I consider organization of the events, meetings and parties for the best customers as a good idea to ensure sustainable links and stable customer's loyalty. They will tell their friends and colleagues about such good services level

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