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Evaluation of Electronic Media in Conference Tourism Business

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Abstract. The present society is dependent on the latest information and communication technologies. Complex digital reality accompanying every step of individuals, environment, and all fields of activities such as business, medicine, education and others. In this process, which is constantly changing, there are many information acquisition, storage and distribution techniques. The old, traditional media are digitized and replaced with new, more modern media that make it easier and faster to integrate. Possibilities of use and implementation of such new electronic media in conference tourism sector in order to grow, to expand and to meet customers' needs and keep pace with the changing world are analyzed and presented in this article.

Keywords: electronic media, new media, media, tourism, conference tourism, business, generational differences, Z generation, conference center.

1. Introduction

We use the latest electronic media every day, but the perception of the media itself does not last longer than a simple superficial relationship with the consumer. For the average user, it matters just as much as it is used to, to recognize - a simple button click, text, image, link, or just an icon. The basic principle of electronic media is that, even if the media themselves, or even more precisely their shell and interface with the consumer, are the main ones, the principle of their operation remains (Michelkevičius 2007). This is also confirmed by (Pečiulis 2014) on the

basis of (Manovich 2001) the statement that new electronic media take advantage of old experience and improve upon the prevailing limitations. According to Manovich 2009 and the "Universal Lithuanian Encyclopedia" (2008), we can say that the new, electronic media is a means of communication, an agent of the sender and recipient of the information, which has its own information coding and dissemination system. It can be argued that this is a system for recording and disseminating various kinds of information. (Manovich 2009), when analyzing the media, states that the digital code brings all media together and only the final expression is different. He is also in favor of (Michelkevičius 2007) bypassing this thought of Manovich and claiming that today the difference between text and video or any other digital media is only external, based on the same digital logic and just one click or program line change , we can turn the same idea into an image, text or sound. Another author, (Klibavičius 2013), based on McLuhan (McLuhan et al., 1967), claims that electronic media is a continuation of the human body. They can also extend the mental limits if we perceive the Internet as a continuation of consciousness. In the past, the information provided by the old media, when only radio and newspapers, well-informed members of the public and television dominated, and trying to compare it with the twenty-first age, as they say (Pečiulis 2014), make it difficult to escape the revolutionary word. In the last decades, all the most popular electronic media have emerged. This has been greatly influenced by the emergence of high-speed Internet, social networks (Facebook, YouTube, Twitter, ...), high-speed mobile Internet, Wi-Fi, fast-paced smartphones, tablets, e-readers, as well as constantly updated and refined operating systems (Android, iOS, ...). The main thing that is considered to be the main cause of the emergence and spread of electronic media has been the emergence of the Web 2.0 development phase. This term was first used in 2004 (Nevinskaitė 2011). In the past, when the Internet was based on one-way communication (web 1.0), users could only read one page or another page, download the necessary file, and so on. Also, the creation of its web page required significant programming knowledge and equipment, so the main content creators that existed on the Internet were news portals, various organizations, and so on.

Society has adapted very easily to such technological changes and such a rapid dissemination of information. The current children, the so-called Z generation, have been able to cope with the enormous amounts of available information from a very small age and use it in the right direction. According to Pečiulis (2014), such a process is the emergence of a new phenomenon, the I-central system. This is because everything is now around the user who can freely and independently choose the information you want to create, create and distribute it. In the past,

such information was only available to the manufacturer, publisher, or broadcaster of the media for the dissemination of the content. Every day, more than 3 million photos are posted on one of Flickr's most popular photo-sharing sites, over 5 million new entries are posted, and more than a million blogs are created on Twitter, Facebook, or other social media sites (Bodnar 2010). It should be noted that these concepts are not entirely appropriate for assessing the use of electronic media in business for different purposes. Therefore, the purpose of this article is to analyze the prospects of evaluating the applicability of electronic (new) media in the field of conference tourism. In order to achieve the goal, the methods of comparing, comparing literature analysis will be applied.

2. Influence of electronic media on mass communication

The main differences between electronic and conventional (traditional) media can be described as the relation between the processes underway in the traditional media, mainly in relation to the author, publisher, distributor of information, etc. In the past, the author was able to create and publish his works only based on the audience of the article, what kind of direction the publisher is working on, as well as (geographically) the place. Contemporary authors have more freedom - electronic media allows them to create freely, regardless of place or publisher. The only thing that has not changed since ancient times is the attraction of the audience - both traditional and electronic media should be relevant, interesting or attracting, otherwise it will not attract a large audience of readers.

Other important figures in the media are the publishers. They also gained more freedom, but at the same time less possibilities to restrict the content of the information. In the past, when the publisher was a company (commercial or nonprofit), all publications were carefully scrutinized and selected prior to reaching readers. In the present times, only a handful of publishers can process and check the full flow of information that comes into the readers' hands.

Another important participant, who has changed since ancient times, is the audience. In the past, traditional media managed the flow of information, the recipients of the information were equated with the masses, since although they were able to choose which newspapers, magazines, etc. published by the publisher, they would read, all the information was checked and more or less similar in all media. The current user of electronic media has a kind of autonomy - he can regulate which information is more interesting, informative, and freely available on the Internet, which (specialized) audience will become a member of him. According to Nevinskaitė (Nevinskaitė 2011), in this case, the audience itself became the gatekeeper (i.e. the gatekeeper of information, newsletters), and

the fact that more and more different content is available to it through electronic and other media, and due to the fact that some consumers can filter, produce and disseminate information to other users themselves. According to Metzger (Nabi et al., 2009), it can be argued that electronic media allows the entire control of the dissemination of information to be moved from the center to the periphery. In this case, from several dominant institutions to millions of consumers.

One example of how the audience becomes a source of information, as Lambert claims (Le Champion 2012), is the "created" genre of new journalism, an interactive documentary (idoc) for the ability to act with an audience. Pečiulis (2014) still divides this genre into two forms - real-time web site (liveblogging) and small web documents (webdoc). The first, real-time web site is the whole body of information collectors and processors. It is often used in new journalism, where significant events take place (world-class awards, natural disasters, etc.). In this case, the information is received not only directly from the correspondents located on the site of the event (action), but actively collects information from social networks, as well as real-time communication with all the audiences watching. According to Pečiulis (Pečiulis 2014), this is an analytical expert work, which requires knowledge of the subject, knowledge of the subject. The small network documents (webdoc), according to Pečiulis (Pečiulis 2014), are content of various characteristics, which may consist of research, interviews and a subjective position of the author (small multimedia work). According to Čiužaitė (Čiužaitė et al. 2012), these "works" can be regarded as the evolution of the radio genre in a multi-media media. Although many authors analyze the new media as media elements, there is another part of the classification and application of these media, so it is expedient to analyze the same classification of electronic media as well as the nuances of its application.

3. Electronic media types

We can find several authors who categorize the new media according to certain aspects. McQuail (McQuail 2006) defines the new media categories according to the uses, content and context of use, Lister et al. (Lister et al., 2009) suggests that the new media should be defined according to the areas of change, and suggests that they be categorized according to the technology used, thus distinguishing the four main groups (Nevinskaitė 2011): computer-mediated communication; new ways of distributing and using media texts; virtual reality; old media transformation and dislocation.

Lister et al. (Lister et al. 2009) says that, grouping of media into 6 groups according to the field of change is not accurate at the current stage of electronic

media consumption. He proposes to distribute the new media, according to the areas of change, as follows: new text-based (in the broadest sense) experience; new ways of representing the world; new relationships between entities (users) and media technologies; experiences of new incarnation, identity and community; new concepts of physical body-technology relationship; new organization and production models.

In this case, these are only very similar, or even the same, ways of using the current electronic media, into even more detailed explanatory groups.

According to other scientists (Flew 2005); (Lister et al., 2009); (Chen et al 2010); (Leung et al. 2013)), the new media has five distinct features - digitality, convergence, hypertext, interactivity, and virtuality:

- The most important and most significant is digitality. New media dematerialises information from analogue to digital, allowing for any mathematical operations. In addition, digitization allows you to receive huge amount of information, to process it and save it in a limited amount of memory.

- The second feature, convergence, combines the forms and functions of information, media, electronic communication and electronic calculations into a whole. Convergence influences media as one of the key features of the Internet, which affects the flow of information and broadcasts. Convergence is also a great proof of how a large media company successfully combines its products and services.

- Third feature, hypertext - it is aimed at non-reciprocal communication, but the connectivity of information is expressed. Interactivity is directly aimed at the user, and hypertext is the property that describes the freedom of the computer environment (Balčytienė 2003). This global network phenomenon has given new experiences to consumers, and in turn has led to a transformation of economic activity, cultural patterns and other aspects (Castells 2000).

- The fourth feature, interactivity, the ability for the user to communicate directly with the information providers, which gives more freedom in choosing the desired content of information and for their own use. In addition, interactivity allows you to quickly and easily obtain the desired information from different sources of information using different operating systems. The greater the freedom of the person, managing the flow of information, brings excellent results in people's communication.

- The last virtue of virtualization, it allows users to experience the experiences of virtual reality. In addition, the invisible impact of virtualism causes a gap between real and virtual world, which allows you to change, and hide the true personality, appearance, education of the consumer, etc. The formation of a

virtual society does not restrict any boundaries that significantly alter perceptions of reality and traditionally defined identities (Chen et al., 2012).

In order to assess the exploitation of these electronic media properties in the field of conference tourism, it is also worthwhile to discuss the specifics of the sector itself. The content created by tourists, travelers, professional travel bloggers and travel journalists who announce, comment, and share information on social media channels is undoubtedly the biggest digital challenge to promote the conference tourism brand (Oliveira et al. 2015).

4. Conference tourism

One of the directions of tourism development is the conference tourism business, or otherwise called - business tourism. This tourist destination, like business tourism, is still quite new in the world, with which the United States (USA) and Europe alone started talking as a separate tourism industry only in the last decade, the twenties, and the eighties. XXI century the tourism industry has become the fastest growing economic sector (Stravinskiene 2013). Also, the conference tourism business, which has been the fastest growing tourism branch in recent decades and accounts for almost 20% of the market. The main differences between what conferencing tourism is different from ordinary tourism are the goals. These can be business trips, conferences, travel to meetings, congresses, etc. In addition, a very important aspect of the differences is that conference trips are less related to the personal choices of the traveler. Business trips are usually frequent and short. They are often in the middle of the week, not on weekends, regardless of the season. It is urgent to go on these trips, so regular flights and fast convenient booking services are required (Svetikienė 2002).

A person traveling for business purposes and more interested in using complementary services than a regular tourist. This means that the main task of business people is to be able to reach the destination as soon as possible and he will seek to purchase a package of services, which will include airline ticket, hotel accommodation (preferably near scheduled meetings, conferences, etc.), car rental. Also, if a business trip lasts longer, a person may be interested in including a recreation and entertainment organization in the package. In this way, both the service provider and the service user wins. Service companies offering new, "convenient" travel packages have the opportunity to improve their offers and attract new customers according to the most common needs of their clients. Meanwhile, the client (a business man or company sending his employee to a business trip), having received a range of services satisfying him, without much effort in finding and combining services, and in other times will be interested in

using the same package of services. Closer customer collaboration, formulation of wishes, insight and more active (passive) involvement in developing or improving services strongly determine the quality of services. In addition, he can give advice to his friends and / or partners who may also be using the services offered, which affirmations affect the activities of service providers.

Court (Court et al., 2009) has conducted research and developed a product selection scheme that has tested nearly 20,000 users in five industries across three continents. Their research has shown that consumers are choosing one or another product (service) rather than systematically reducing their choices by rejecting inappropriate ones, adding new ones and dropping out false service providers (brands) from their own choices. Only after long assessments, they finally make a decision for one or another service provider (brand). After the acquisition, the customer usually decides to evaluate the product and share impressions with others, possibly future customers, and if the service or product meets or even exceeds expectations, the customer usually remains loyal to that supplier or brand. This creates the so-called "loyalty wheel". How the "Fidelity (loyalty) wheel" appears can be seen in the diagram (see Figure 1).

Fig. 1. Fidelity (loyalty) circle (Court et al. 2009)

The scheme presented in four main phases of the client's actions: consider, evaluation, buy and satisfaction, which affects advocate and bond. When the customer is satisfied with the product or service, he willingly uses the services of the same supplier or buys the goods of the same brand, as well as recommends goods to relatives and acquaintances. Another scheme (see Figure 2) perfectly reflects the benefits of loyalty.

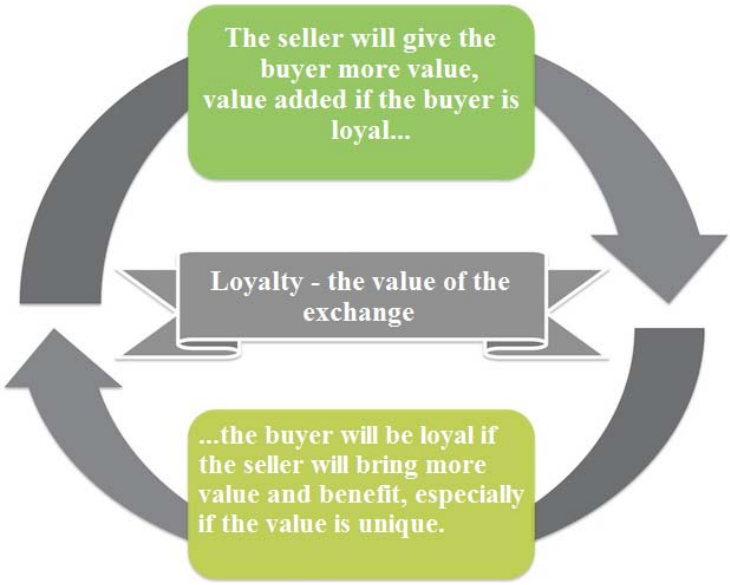

Fig. 2. Loyalty scheme (JSC "Mores boni" 2015)

Thus, loyalty is very useful not only to the service provider but also to the client himself (if his expectations are satisfied). If the customer is not loyal to one or another company for a long time, he does not receive any feedback from him (additional discounts, gifts, etc.), he gradually begins to look at other companies that provide similar services and become their client in time. In the current society, almost all of the guideline actions are carried out on the Internet, which makes electronic media even more important in the case of promotion of a product or service; therefore, most service providers are trying to provide the most attractive services and provide the best possible conditions for customers to write their recommendations.

Conference tourism is often viewed as a necessity to expand business, find new acquaintances, generate new ideas, implement international agreements, negotiate and, of course, improve and strive to keep pace with global innovation in both technological and communicative terms. The development of the conference tourism sector promotes not only the emergence of new jobs but also the development of new business directions, cooperation with foreign countries, the creation of new conference center hotels, the renovation and upgrading of old ones, the development of smart technologies and the most convenient adaptation in this sector. In all these cases, the use of electronic media is of utmost importance for a better, more convenient and, more importantly, quicker work.

Table 1. Lithuanian Conference Tourism SWOT Analysis (compiled by the author based on Lithuanian Tourism Marketing 2016-2020 Strategy, 2015)

Strengths	**Weaknesses**
• Discovering new ideas and new partners - expanding worldview; • Developed banking system - easy to pay with credit cards; • Developed accommodation and catering infrastructure; • Fastest wired internet connection, full coverage of the country via Wi-Fi (free of charge in public areas); • Stable economic growth; • Promotion of other business branches related to business tourism; • Well-developed road infrastructure; • International Lithuanian airports in Vilnius, Kaunas and Palanga provide excellent conditions for availability throughout the country and for new or short holiday offers in Lithuania; • A skilled workforce (one of the highest percentage of European graduates) and an advanced vocational training system, most of them speak foreign languages; • Comparison with the neighboring countries - the best ratio of the price and quality of tourism services; • Experience accumulated on the presentation of Lithuanian tourism in social networks; • The infrastructure of business tourism (events, conferences, training) was created in big cities and resorts.	• Undeveloped infrastructure of small towns suitable for conference tourism; • The slow development of technology facilitating travel for conference tourism clients; • Tourism providers do not pay enough attention to the quality of service, hospitality; • Proximity to the conflict zone between Russia and Ukraine; • Accessibility - shortage of direct flights, inappropriate frequency, non-selected central airports, and low-cost, rather than traditional airline dominance; • Lack of national air carrier (the only country in the region); • Visa issues for the nearest countries outside the Schengen area; • Lack of staffing in foreign languages (German, French, etc.); • Insufficient infrastructure for conference tourism (the capital would need a large congress center with hotels in the city center).
Opportunities	**Threats**
• New directions for direct flights; • Improved reservations and other tourism-related technologies; • More innovative conference halls are being built; • Improving the quality of hospitality industry services; • Development of joint international routes with neighboring countries; • Lithuania is a member of the Schengen and Eurozone; • The arrival of security guarantees is enhanced by the fact that Lithuania is a member of the EU and NATO; • EU Structural Support for Tourism Marketing and Communication;	• Economic financial crisis; • Decreasing security due to events in Eastern Ukraine; • Unplanned changes in the priorities of state economic development; • Political instability in Europe, deterioration of relations with Russia; • Political disagreements in the region; • Terrorism; • Emigration; • Irrational use of all planned tourism investments in Lithuania; • Ineffective / unmet marketing measures due to protracted or failed procurement, in particular using EU SF funds; • Competition with the Baltic countries and other neighboring countries (e.g.

• Capacity-building, especially foreign languages and hospitality, further promotion of entrepreneurship in the tourism sector; • Improving the quality of service in the hospitality sector and implementing international standards.	Poland) for offering similar tourist products and possible more active marketing activities for neighbors.

Business tourism, as well as leisure tourism, is promoted by the possession of money, globalization, curiosity (search for new ideas), increasing opportunities for international transport, advertising and goodwill. Also, without incentives, business tourism faces a number of negative phenomena. In addition to such important factors as political disagreements, economic crises, cultural barriers and transport disasters, the impact of business on tourism is wars, terrorism and banditry, epidemics, natural disasters and social dangers (Stravinskiene 2013). All these phenomena perfectly reflect a situation that is not alien to Lithuania. Based on the Lithuanian tourism marketing 2016-2020 strategy (approved by the Minister of Economy of the Republic of Lithuania, 2015), an analysis of Lithuanian conference tourism SWOT (strengths, weaknesses, opportunities, threats) was carried out (see Table 1). It perfectly reflects on what conference tourism situation is currently in Lithuania and what is planned for the conference tourism market in the near future.

SWOT revealed that the main positive factors of conference tourism are related to business development, improvement of infrastructure, development of innovations, economic growth, etc. Meanwhile, the main negative aspects are the underdeveloped system of efficient investment, the underdeveloped infrastructure of small towns, suitable for conference tourism, emigration, terrorist attacks, and proximity to the conflict zone between Russia and Ukraine, and political disagreements. On the other hand, history shows that human-induced disasters (terrorist attacks) and natural disasters do not have long-term effects on tourist flows. According to McKircher and Hui (McKircher et al. 2004), most tourists have a brief "memory" and continue their usual journeys when they feel that the threat has passed. Disaster is not a new phenomenon, therefore, it undoubtedly leaves a trace in history, and when traveling, people need to get the moment when they feel safe and want to visit different disaster areas again (Jucaitytė et al 2012).

5. Electronic media in conference tourism business

It has long been debated that the main problem in the tourism sector is a lack of direct feedback, because the quality and perceived benefits of tourism and conferences in the tourism sector are hardly predictable until the time when one

service is being used (Schmallegger et al 2008). Indeed, since the services of the tourism sector are usually quite expensive and very diverse, customers go deeper and deeper looking ahead to the journey and review various offers during the travel selection process in order to reduce the risk of choosing a bad decision (Jeng et al., 2002). Also, from all possible sources of information, the most important and one of the most reliable is the transmission of "lipstick" information (Murphy et al 2007). In this case, this is the main niche, where electronic media can have a great influence not only on the popularity of ordinary tourism but also on the popularity of the conference business. At present, companies engaged in any type of tourism business are no longer an unrivaled expert in presenting their products and brands. People's feedback that they leave directly on the supplier's page not only helps other travelers to get an opinion on the service provider, but can also reduce the ranking of one or another company, leaving bad, negative feedback. In addition, good feedback becomes a kind of free advertising (Hudson et al. 2013). This kind of customer-to-customer relationship, indirectly gaining popularity and expanding in travel organizing websites, is one example of the very popular travel agency TripAdvisor.com. This is a great way for the service providers themselves to "reach" consumers at an early stage to offer their products. Consumer feedback and blogging about travel, travel providers and services have become one of the most prominent and most explored topics for the new media in the field of tourism (Pan et al., 2007).

Taking into account the fact that the travel industry accounts for one third of the global e-commerce network, tourism service providers usually begin their journey sales from the offer on the Internet (Carey et al 2012). It was suggested by tourism providers to avoid "hot selling" on social networks, but for most tour operators, social networking sites have become more than just a tool for direct communication with the client (Chan et al., 2011). A large number of different service providers sell their services on social networks such as hotels, they even install room reservation technologies on their Facebook pages, resulting in significantly higher sales (Blank 2011).

It can be concluded that those companies that communicate with clients consistently through electronic media (such as social networks), observes that walking in this way can be easily used to enhance brand awareness and ensure longevity. As evidence of this, one can treat a high return on investment in companies that invest in electronic media (Dholakia et al 2010: 26; Cruz et al 2010)

6. Adaptability of electronic media: generational differences

Changes in the Internet and in the social media make it possible to reach incredible levels of information, from descriptions of the landscape to prices, estimates of accommodation, as well as scandals that affect the image of the destination (Moutinho et al. 2013). In this context, it is very important to provide customers with information in the most convenient way possible so that it is as focused, clear and informative as possible. In the context of globalization, the need for and the satisfaction of the organization and its users is growing rapidly. Knowledge becomes a major source of exclusivity and a feature of uniqueness (Raudeliūnienė, 2016).

It is important to identify the main components of society, its characteristics and changes in the structure of society, identifying the preconditions for the emergence of a new generation of consumers and its main features (Sabaitytė 2015). The greatest difference in the receipt and use of information occurs between people of different generations. The current youth base is the "Z generation". Different sources find different descriptions and periodic periods for this time. . Some authors state that this is a young person born in 1995-2012, who grew up using the Internet when he was still unable to speak (Targamadze et al. 2015). Other authors believe that it is appropriate to assume that the beginning of the generation Z, as the most informative in terms of the most literate individuals, should be associated with the emergence of the information society (Sabaitytė 2015). The author Bystrom (Cross-Bystrom 2010) boldly states that Z is a bit of technology, since it has been a technology-driven world since its early childhood. This new generation of representatives will eventually form the bulk of the technology community, which will expect the most functionality of electronic media to be as high and comfortable as possible. Such representatives of society, having excellent technology (hereinafter - IT) skills, also require business and public sector representatives to meet their expectations and working conditions that meet their needs. The public sector often faces challenges in this area, as in the case of the lack of financial resources for the implementation of various projects, the flexibility of the bureaucratic apparatus, but also the core of the success of the successful implementation of information technology projects - lack of human resources competences related to IT management skills and the identification of a successful strategy (Sabaitytė Jolanta 2015). In order to verify these claims in reality, an expert assessment was carried out at one of the conference centers, which would help assess the effectiveness of communication tools for clients in conferences in the tourism business. A team of four specialists was formed for the expert survey. An expert survey method is used when evaluating a problem or situation requires specialist knowledge (Rudzkiene,

2005).

Table 2. Factors list. (Composed by the author, based on Kavaliauskienė, Ž., Juščius et al., Christopher et al., Feldman, et al., Pikturnaitė, I., Paužuolienė, J., Lakačauskaitė, S., Brønn, PS, Záveru et al. Hudson, S., Thal.)

Factor	Author / Year	Definition
Trust	Kavaliauskienė, 2009	A commitment to an organization that recognizes and believes in the organization's goals and values is determined to make the most of its efforts to remain a member of the organization.
Contact with the client	Kavaliauskienė, 2009	Increased involvement.
Customer's discretion	Juščius et al., 2006	The organization benefits from relationships, manifests itself through individual customer needs.
Confidence	Christopher et al., 2007	Organizations benefit from relationships, manifested through increased customer affiliation.
Trust, attitude towards the client	Feldman, et al., 2014	The reputation of the organization is the attitude of the relevant audience towards the organization and its overall assessment.
Confidence, approach to the client	Pikturnaitė, Paužuolienė, 2013	The organization's culture plays a key role in recognizing values, attitudes and other elements recognized by employees, which inform consumers about the culture prevailing in the organization.
Easy communication	Lakačauskaitė, 2012	Individuality comes from the organization's culture, values and belief systems that are part of the organization's philosophy.
Maintenance staff response	Bronn, 2002	The quality of service involves how the company takes care of its customers.
Getting useful information	Zaveri et al., 2012	Information is treated as essential and in line with objectives when it allows the client to achieve his goals in the most efficient terms.
Responsible response to customer queries	Hudson, Thal, 2013	Customer service, information provision, contact information.
Customer trust, "affection"	Hudson, Thal, 2013	Brand recognition, consistency and reliability.
Competence	Sabaitytė (2015)	Competences related to IT management skills and the determination of a successful strategy.
Feedback	Hudson et el. (2013)	After using the service, the client not only returns, but also recommends the service to others.

All 4 experts working in a congress center examined by one expert, an external evaluator, are not directly involved in the organization of conferences, in this case, the direct organization of events, and 3 are directly related to the organization of conferences. The experience of all experts over 5 years, the experience of the conference center manager is 20 years. In the course of the study, the experts were asked to evaluate the means of communication of the conference center with each

factor, and to determine which substance to the group to assign each factor. Below are the tables with the significance of the content of the factors, the evaluations, the experts' evaluations and the final calculations, assessing the means of the communication of the conference center with the clients. Separate evaluations were made of the main means of communication with clients used at the conference center - e-mail and telephone communication.

Table 3. Valuation factors (compiled by the author)

No.	Factors	Measuring units	Choice of evaluation		
			1	2	3
1	Convenience	Easy to use	Inconvenient to use	Partly	Easy to use
2	Complexity	Easy to use	Complicated	Partly	Easy
3	Information quality	Information is essential and focused	Lots of unnecessary information	Partly	Essential and concentrated
4	Contact	Customer's connection with a specific person	Complicated	Partly	Easy
5	Practicality	Easy / Hard Transfer Information	Difficult to convey	Partly	Easy to transfer
6	Contingency Control	Customer loyalty	Restrict	Partly	Unrestricted
7	Communication	Easy / complex communication	Complicated	Partly	Simple and clear
8	Visibility	Contact with the client	Hardly accessible	Partly	Easily accessible
9	Relevance	Adjustment of information according to needs	Complicated	Partly	Easy
10	Cooperation	Additional information	Complicated	Partly	Easy
11	Information quality	Quick access to additional information	Slow	Partly	Fast
12	Trust	Gaining customer confidence	Complicated	Partly	Easy
13	Usefulness	Getting additional non-relevant but useful information	No	Partly	Yes
14	Responsibility	Service staff response to customer request	More than 1 day	Partly	Within a few minutes
15	Trust	Customer "affection"	Complicated	Partly	Plain

All of these factors were grouped into 3 groups, based on the significance of the content - technical factors, social factors and added value factors. Of the 15 factors, 5 were attributed to social factors. The significance of their content in the

sum of the factors that make up the unit 1 was estimated at 0.45 points. Social factors were assessed as the most important when assessing the conference center's communication with customers via email and telephone (see Table 4).

Table 4. Social factors (by e-mail and telephone) (compiled by the author)

No.	Factors	Measuring units	Materiality of the content	Importance of significance
1	Visibility	Contact with the client	Social	0,45
2	Relevance	Adjustment of information according to needs	Social	0,45
3	Cooperation	Additional information	Social	0,45
4	Information quality	Quick access to additional information	Social	0,45
5	Trust	Gaining customer confidence	Social	0,45

Other 7 factors were assigned to a group of technical factors. Their importance in evaluating the significance of the content was estimated at 0.35 points. The technical factors were assessed as less important when assessing the conference center's communication with customers via email and telephone (see Table 5).

Table 5. Technical factors (by e-mail and phone) (compiled by the author)

No.	Factors	Measuring units	Materiality of the content	Importance of significance
1	Convenience	Easy to use	Technical	0,35
2	Complexity	Easy to use	Technical	0,35
3	Information quality	Information is essential and focused	Technical	0,35
4	Contact	Customer's connection with a specific person	Technical	0,35
5	Practicality	Easy / Hard Transfer Information	Technical	0,35
6	Contingency Control	Customer loyalty	Technical	0,35
7	Communication	Easy / complex communication	Technical	0,35

The most important factors in evaluating the conference center's communication with customers via e-mail and telephone were the added value factors. Their significance, in the assessment of the significance of the content, was estimated at only 0.2 points (see Table 6).

Table 6. Additional benefits factors (by e-mail and telephone) (compiled by the author)

No.	Factors	Measuring units	Materiality of the content	Importance of significance
1	Usefulness	Getting additional non-relevant but useful information	Additional benefits	0,2
2	Responsibility	Service staff response to customer request	Additional benefits	0,2
3	Trust	Customer "affection"	Additional benefits	0,2

Experts' opinions on the importance of content in communicating with customers via e-mail and telephone coincided. Significant differences arise only in the second part of the study when assessing materiality, estimates, gaps and other information.

Table 7. Expert evaluation of e-mail communication (compiled by author)

No.	Factors	Significance	Setting the value	Rating	Maximum value	The gap
1	Convenience	0,1	2	0,2	0,3	-0,1
2	Complexity	0,2	3	0,6	0,6	0
3	Information quality	0,2	3	0,6	0,6	0
4	Contact	0,05	1	0,05	0,15	-0,1
5	Practicality	0,1	2	0,2	0,3	-0,1
6	Contingency Control	0,2	2	0,4	0,6	-0,2
7	Communication	0,15	2	0,3	0,45	-0,15
8	Visibility	0,3	2	0,6	0,9	-0,3
9	Relevance	0,4	2	0,8	1,2	-0,4
10	Cooperation	0,1	2	0,2	0,3	-0,1
11	Information quality	0,1	1	0,1	0,3	-0,2
12	Trust	0,1	1	0,1	0,3	-0,2
13	Usefulness	0,2	1	0,2	0,6	-0,4
14	Responsibility	0,4	2	0,8	1,2	-0,4
15	Trust	0,4	1	0,4	1,2	-0,8

As we can see, in the table "Expert evaluation" (see Table 7), all expert assessments have already been submitted, and an estimated significance assessment has been made for each factor in assessing the conference center's

communication with customers via e-mail. In the third column, "Values Determination", experts rated each factor on a scale from 1 (very poorly) to 3 (very good). In the previous, second, column "Value", experts evaluated each factor on a scale from 0 to 1, according to the significance of the content significance scale. The sum of the ratings for each substance in this case, three, of materiality groups must be equal to 1. Based on these estimates, we can find out their true meaning, which we see in the fourth column of the "Evaluation". With these estimates, further calculations can be made and the maximum possible value can be determined if all factors are scored at the highest scores. These results can be seen in the fifth column "Maximum Available Value". Knowing the maximum possible value of all factors, one can calculate the actual outcome of the assessments and its gap, from ideal conditions. This result is calculated in the sixth column "Gap".

Table 8. The result of multicriteria assessment of e-mail communication (compiled by author)

Aspects	The assessment amount	Final evaluation
Social	1,8	0,81
Technical	2,4	0,82
Additional benefits	1,4	0,28
	Integrated value	1,91

After all these calculations, the final result of the evaluation of the conference center's communication with customers via e-mail can be calculated. In the first column, "Estimated Amount", we see the final result of each substance in the materiality category, which is the sum of all the factors belonging to that group. In the second column, "Final Evaluation", we see the final multicriterion assessment, separately for each substance group of significance. The sum of these results is the final multicriteria assessment result that determines the significance of the conference center's communication with customers via e-mail. In this case, the conference center communicates with clients by e-mail on average, more positively than denials. Up to a maximum score of three points, a score of 1,09 is missing.

Table 9. Expert evaluation (by phone) (compiled by author)

No.	Factors	Significance	Setting the value	Rating	Maximum value	The gap
1	Convenience	0,15	3	0,45	0,45	0
2	Complexity	0,15	3	0,45	0,45	0
3	Information quality	0,1	2	0,2	0,3	-0,1
4	Contact	0,1	3	0,3	0,3	0
5	Practicality	0,1	3	0,3	0,3	0
6	Contingency Control	0,2	3	0,6	0,6	0
7	Communication	0,2	3	0,6	0,6	0
8	Visibility	0,35	3	1,05	1,05	0
9	Relevance	0,35	3	1,05	1,05	0
10	Cooperation	0,1	3	0,3	0,3	0
11	Information quality	0,15	3	0,45	0,45	0
12	Trust	0,05	2	0,1	0,15	-0,05
13	Usefulness	0,2	3	0,6	0,6	0
14	Responsibility	0,45	3	1,35	1,35	0
15	Trust	0,35	2	0,7	1,05	-0,35

As in the previous table (see Table 7), here and there (see Table 9), we already see all the expert assessments provided, and the estimated significance estimates, for each factor, when assessing the conference center's communication with customers on the phone. The results of the evaluation are carried out in the same manner as when calculating the conference center's communication with customers via e-mail.

Table 10. The result of multicriteria assessment of telephone communication (compiled by author)

Aspects	The assessment amount	Final evaluation
Social	3,0	1,33
Technical	2,9	1,02
Additional benefits	2,7	0,53
	Integrated value	2,87

After all these calculations, one can calculate the final result of the evaluation of the Conference Center's communication with customers on the phone. In this case, the conference center communicates with customers on the phone very well.

Up to a maximum score of three points, there is only a mere 0.13 points.

The Expert Group also raised a number of issues related to the introduction of a computer program, which could possibly facilitate the organization of conferences, to optimize it. Experts' opinions were united - since organizing conferences is a highly personalized work with each client, it would be very difficult to program programmatically to provide everything that would prevent the further planning and organization of a telephone and / or e-mail event that would optimize work. In the sphere of organization of conferences in Lithuania, "the leading positions" continue to be used in electronic media, it remains the simplest electronic mail.

7. Conclusions

The use of new (electronic) media in the conference tourism market shows that some companies achieve good results, but the average use of such electronic media as social networks is less than 1% (Divol et al., 2012). Also, a large part of research shows that companies do not sufficiently exploit the benefits of social networks in their activities (Chan et al., 2011). Unfortunately, such conclusions are sufficiently limited and much more research is needed, more diverse approaches and theories are needed, so that service providers can point out the right direction for business development through the use of electronic media. Another problem is that most of the researches that were carried out in the process of examining the electronic media, people's relationship with them, the impact on business, very quickly become obsolete. Deeper and more specialized research, with comprehensive consumer behavior and satisfaction indicators, as well as long-term market analysis, could improve market communication with customers for several months or even years ahead. According to Divol (Divol et al., 2012), if scientists could accurately identify how and where new media will affect their customers, it will help service providers in a timely manner to create targeted marketing strategies and maximize their benefits through the use of new (electronic) media.

An expert evaluation and multi-criteria calculation have been made, allowing us to see the result that the conference center team is more likely to communicate with the phone. It makes it easier for you to transmit more information by telephone, and with less effort to find a customer connection. During a telephone conversation, there is an opportunity for discussion. The information transmitted via email is clear, but "dry" - for a significant part of the customer, it causes negative emotions and they are less likely to continue to communicate. During a telephone conversation, the client has the opportunity to ask questions during the

interview and receive instant answers.

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