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MARKETING IN TOURISM: NEED, FEATURES AND PERSPECTIVES
МАРКЕТИНГ В ТУРИЗМІ: НЕОБХІДНІСТЬ, ОСОБЛИВОСТІ ТА ПЕРСПЕКТИВИ**Mushtai V.A./Муштай В.А.***s.e.s., as.prof. / к.е.н., доц.*

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Abstract. *The work indicates the importance of marketing in the activities of modern tourist enterprises. The main reasons for the development of marketing in tourism are indicated, and its essence is revealed. It is substantiated that the peculiarities of marketing in the tourism industry are determined by a number of aspects, in particular, the specifics of tourist services themselves, which explains the use of additional elements of the marketing complex by tourist enterprises. Emphasis is placed on the need for tourism enterprises to use marketing of sustainable development, based on social and ethical aspects, in order to maximize the satisfaction of the needs of both individual consumers and society as a whole.*

Key words: *tourism, marketing, consumer, need, tourist service, marketing tools, sustainable development, society.*

Анотація. *В роботі вказано на значущість маркетингу в діяльності сучасних туристичних підприємств. Зазначено основні причини розвитку маркетингу в туризмі, розкрито його сутність. Обґрунтовано, що особливості маркетингу в туристичній галузі обумовлені низкою аспектів, зокрема специфікою самих туристичних послуг, чим і пояснюється використання туристичними підприємствами додаткових елементів маркетингового комплексу. Наголошено на необхідності використання туристичними підприємствами маркетингу сталого розвитку, що базується на соціально – етичних аспектах, для можливості максимального задоволення потреб як окремих споживачів, так і суспільства в цілому.*

Ключові слова: *туризм, маркетинг, споживач, потреба, туристична послуга, інструментарій маркетингу, сталий розвиток, суспільство.*

Introduction.

The popularity of the tourist business is due to a large number of reasons, the main ones of which are, first of all, the growing need of people for recreation, the improvement of work on the protection of historical, cultural and natural monuments, the increase in the profitability of the regions and the country as a whole, the level of employment of the population, and the promotion of the attraction of foreign capital, and in a more global aspect – ensuring the development of the national economy in general and related industries in particular. At the same time, under modern competitive conditions, tourism business enterprises face a number of problems in their activities, in particular due to the deterioration of the epidemic situation with the spread of COVID-19, a large number of tourism enterprises have stopped their activities in the tourism market; there is a reduction in the material base of the tourism industry and the dissatisfaction of tourists due to the inadequacy of tourist services to their needs, which proves the insufficiency of only producing quality tourist products from the point of view of the enterprise itself. The ability of tourism business entities to win the favor of consumers by satisfying their needs is extremely important. Therefore, in today's conditions, marketing acquires great importance, the

main task of which is not only the production of such a tourist product for which demand is formed in the tourist market, but also its effective sale.

Basic text.

With the development of the service sector, there was a need for marketing services as a specific type of activity aimed at satisfying the needs of consumers in intangible goods and the profit of enterprises in the intangible industry. Marketing, as a modern means of solving the urgent needs of tourism business enterprises using its own toolkit, provides identification, identification and assessment of existing or potential demand for tourist products with further directing the efforts and resource potential of tourism business enterprises to the development, production, distribution, sale and promotion of tourist goods and services that the market needs.

The main reason for the development of tourism marketing should be considered the rapid development of tourism itself, which in the most touristic countries of the world has become one of the important branches of their national economy, and in other countries it plays the role of the main tool for filling the state budget.

By marketing in the field of tourism, we understand the system of studying the tourist market, the comprehensive impact on the buyer, his requests with the aim of providing the maximum quality of the tourist product and making a profit for the tourist company.

Marketing in tourism is an activity aimed at the planning and development of tourist goods (primarily services and material products), promotion, sale, stimulation of demand and supply for them [2, p. 281].

Modern interpretations of the concept of tourism marketing should be considered through the concept of interaction marketing, namely through the use of various communication and social techniques for the formation of the organizational culture of a tourism company, the creation of an atmosphere of trust between the company and the client, and the establishment of personal contacts in order to increase the effectiveness of marketing activities in tourism in the future. Therefore, marketing and its components by tourism companies should be aimed at establishing long-term relationships between tourism business entities and their customers.

The specifics of marketing in the tourism industry determine the specific features of the services market, the specific features of the services themselves, namely their immateriality and uniqueness, unstorability, proximity to the service provider or the surrounding conditions, and the specifics of the perception of these services by consumers. The main task of marketing tourist services is to help the consumer evaluate the tourist enterprise and its services. The specificity of tourist services should be considered through the following characteristics inherent in them [1, p. 92]:

- assessment of the quality of the tourist service is characterized by considerable subjectivity;
- dependence on the time and place of receiving the tourist service and is characterized by the inflexibility of its creation;
- the impossibility of experiencing the tourist service until the moment of consumption;
- elastic, prone to fluctuations in demand relative to incomes and prices;

- tourist service is created by individual tourist enterprises, using their own methods, specifics of work and commercial goals.

According to the above signs, it is quite clear that services in the field of tourism are the same as other forms of service provision, and therefore the provisions of modern marketing, without any exceptions, can be introduced into the activities of tourist enterprises.

In order to achieve the tactical and strategic goals, modern business entities use specific marketing tools in their marketing activities, the basis of which is the so-called marketing complex. The traditional "4P" formula contains four marketing factors controlled by the company: product, price, place, promotion. Only with their help can the sale of manufactured goods, and therefore the achievement of the set goals of the enterprise, take place. As for tourist services, this model is complemented by three additional elements: process, physical evidence, people. Due to the fact that the production of tourism services is a continuous process that cannot be broken at a stage by creating a stock, such a tool as a process that combines a certain set of operations that lead to the creation of a final result is added to the service marketing mix. The process of providing services cannot be carried out without the direct joint participation of the tourist enterprise and the tourist. As a result, people on whom the final result of the activity depends are allocated to a separate marketing tool. The material environment includes corporate style, availability of the necessary equipment, premises, modern technologies, communications, security, etc. Their absence negatively affects the image of the tourist enterprise, which leads to the formation of negative impressions from the consumption of the tourist service itself for customers.

That is why tourist enterprises must constantly monitor the changes taking place in the market of tourist services, have time to respond to them, develop and implement new marketing techniques and activities. In the future, the results of marketing research and a comprehensive analysis of consumer preferences and evaluation of the quality of tourist products provided by the subjects of tourist enterprises using marketing tools will allow them to effectively manage the quality of the tourist product, to correctly choose a marketing strategy focused on the target consumer segment for implementation in practical activities tourism products for determining an effective system of marketing communications.

Taking into account the specifics of the tourist market, for the effective use of elements of the marketing complex, tourist enterprises must ensure the addressability of the tourist product. Solving this management problem is possible thanks to the implementation of effective segmentation of the tourist market in compliance with the main principle of tourist marketing - orientation to the consumer of the tourist product. For the correct selection of the target segment, the tourist enterprise must determine the priority of the selected market segments, based on the results of a preliminary study of the surrounding marketing environment.

In today's conditions, marketing tools for tourism enterprises should become a guarantee of their sustainable development. Its use is a necessary condition for the activity of all tourism business entities that seek to sell tourist products or services and strengthen their own competitive positions in compliance with the principles of

tourist marketing - successful advertising, correct information policy, identification of consumer needs and their satisfaction through the provision of tourist offers at optimal prices, thrifty attitude to nature, preservation of culture and traditions of local peoples and nationalities, restoration of lost cultural values, etc.

The marketing of sustainable development of tourist enterprises should be understood as the concept of conducting business in the context of social responsibility and taking into account the interests and needs of the current and future consumers, which aims to promote and sell the tourist product and ambassador, strengthen the competitive position of the enterprise and ensure the profitability of its activities [3, c. 244].

Therefore, in achieving the effective development of tourism enterprises, an important role should be given to the marketing of sustainable development, in particular, the application of modern marketing tourism concepts by tourism business entities, using the latest approaches and technologies, the main features of which are:

- assimilation of tourism marketing with marketing of services due to the existence of related features. Based on this, there is a need to change approaches to creating and offering tourist products, taking into account the needs of society;
- the focus of marketing in the tourism industry on the wishes and needs of customers, which determines the demand for tourist products;
- the relationship between tourism marketing at the macro and micro levels.

Summary and conclusions.

Based on the necessity and peculiarities of marketing in tourism, determining its strategic orientations in the form of sustainable development marketing at the level of either a tourist enterprise, a separate region, or the country as a whole, we should note that marketing should not be associated only with advertising and means of implementation on the market of the finished tourist product, which, in turn, is considered as separate elements of marketing. Marketing is a strategic, forward-looking process that includes a number of relevant stages - from the development of a tourist product, its promotion on the market for effective sales and ensuring a high level of customer service. The marketing activity of a tourism business entity in the long term should be based on social and ethical aspects, be inextricably linked with the satisfaction of the needs of both individual consumers of the target segments of the tourism enterprise, and with the provision of the needs of society as a whole.

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