

**DEVELOPMENT OF BASIC PROVISIONS OF THE MARKETING POLICY
OF A TRAVEL AGENCY**

Necheporenko Denis,

PhD student

Kramskoy Oleksandr,

PhD student

Pererva Petro

Doctor of Economics, Professor

National Technical University "Kharkiv Polytechnic Institute", Kharkov

The effectiveness of a travel agency largely depends on the goals of the enterprise and how to achieve them. Thus, the marketing policy allows you to determine the goals and methods of achieving them within a certain time frame. As it follows from the authors' analysis of the tourism market of our country, the marketing approach in the management of the organization is not often used, or only in separate elements, and the marketing policy is not implemented in the activities of a travel agency. thereby increasing their level of competitiveness [1-6].

The tourism industry is one of the fastest growing sectors of the economy. In these conditions of the modern tourism market, the role and place of marketing is constantly growing. Therefore, it is very important to understand the need for marketing in the market of travel services and the formation of an effective, competitive marketing policy of a travel agency. This topic is quite relevant within the framework of modern conditions in the field of tourism, since today tourism tops the list of the most important socio-economic sectors of the world economy. It is becoming a way of life for millions of people on our planet. Its beneficial influence on the development of political, social, cultural and interpersonal relations on an international scale has become evident to all.

The purpose of tourism marketing is to serve and meet the needs of tourist customers. From this point of view, marketing should serve a clear purpose: how to function successfully. Conditions for the use of marketing in tourism [2, 4, 5]:

- deep saturation of the market with travel services;
- competition between agencies of the tourism industry;
- free market relations;
- free operation of travel agencies.

The concept of marketing in tourism is holistic and comprehensive. Its peculiarity lies in the fact that it is aimed at promoting a specific product - a tourist service. Tourism marketing is designed to ensure the most complete satisfaction of the existing needs of tourists, as well as to anticipate possible changes in the structure of needs. The needs, tastes and desires of customers are constantly changing. Considering the tourism industry, it is impossible not to notice that the population's ideas about the best types of recreation, as well as the fashion for prestigious vacation destinations, are changing. In this regard, in the process of analysis, planning, implementation and control, it is necessary to implement the marketing plan, information about competitors, consumers, capabilities of the enterprise, dealers and other forces operating in the market.

According to its main characteristics, tourism has no fundamental differences from other forms of economic activity. Therefore, all the essential provisions of modern marketing can be fully applied in tourism. At the same time, tourism has its own specifics, which distinguish it not only from trade in goods, but also from other forms of trade in services. There is trade in both services and goods (according to experts, the share of services in tourism is 75%, goods - 25%), as well as the special nature of consumption of tourist services and goods at the place of their production, and in a certain situation. According to the WTO, over the past twenty years, the average annual growth rate of foreign tourism has been 5.1%, and the average annual growth rate of foreign exchange earnings from international tourism has been 14% [3, 5, 6]. The rapid development of tourism services contributes to the same development of scientific research on this topic, the emergence of different interpretations of tourism marketing.

All this has led to the fact that there is no single approach to the definition of marketing in tourism. In many countries of the world, tourism marketing has become an important sector of the national economy, and in some countries it has become the main source of income.

Factors of emergence and development of tourism marketing [1, 4]:

- improving the standard of living of the population and the accessibility of tourist services to the population;
- development of transport communications that contribute to the expansion of the geography of travel and the development of international tourism;
- the flourishing of international political, economic and cultural relations contributes to the formation of business tourism, travel for official purposes;
- globalization processes that have facilitated travel around the world.

Thus, the emergence of a large number of tourists and the variety of their requirements necessitated the implementation of marketing activities in the markets of tourist services. It should be noted that the development of marketing in tourism has not been autonomous. The theory and practice of tourism marketing are largely borrowed from the experience of industrial marketing. Therefore, it can be considered that tourism marketing is only one of the subtheories of marketing. In modern conditions, it is necessary to conduct an active marketing policy, improve marketing services, expand and stimulate their activities.

Marketing plays a very important role in shaping the success of the company, so marketing techniques should be actively used in travel agencies, it is desirable to reduce and increase their competitiveness. Ignoring such an important structural element as marketing is unacceptable in the modern tourism industry.

The purpose of applying marketing policy in the effective management of the tourism business is to apply various marketing strategies to increase competitiveness, and this is not possible without studying the needs of customers. Marketing analysis requires management to understand what stage of development the company is at before deciding where to go next. This requires an effective information system that provides data for the analysis of past, present and future situations.

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