

**STATE REGULATION OF DEMAND IN THE MARKET OF TOURIST
SERVICES**

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The tourism industry needs a growing number of marketing professionals who understand its global challenges and are able to respond to the growing needs of consumers with creative strategies based on professional marketing knowledge [1-5]. The most important factor in the form of marketing theory and practice in the field of tourism and hospitality, in our opinion, is demand. Without effective marketing research, it is impossible to generate sufficient demand. And in many cases, the participation of the state is required in this activity.

The development of tourism in Ukraine gives rise to a new, very dynamic form of consumer demand, which is associated with the movement of the consumer from the place of permanent residence, and even with the growth of the economic standard of living of the population [1, 3, 5]. These factors play an extremely important role in the development of demand for tourism goods and services.

A person's behavior during outdoor activities differs sharply from his behavior in the process of production activities and housekeeping. The concentration of production and mechanization lead to the fact that modern man is becoming an integral part of large agglomerations, increasingly tied to certain types of activities, means of transportation, communication routes and objects [2]. In such conditions, a person needs rest, which brings a change of place, environment, objects, etc.

The features of tourism as a commodity and the nature of the consumer value of a tourist trip directly affect the marketing activities carried out in the field of tourism, slightly changing their goals, structure and content. For marketing in tourism, the task of stimulating demand is less important.

The demand for travel services is constantly growing, and the tourism industry suffers less from fluctuations in economic conditions than many other industries. In recent years, the domestic organized tourism market has grown by 18%, and the organized inbound tourism market has grown by 6% [1]. For tourism marketing, a more important task is to "direct demand" in the right direction [3, 5].

Tourism promotion activities are an integral part of the marketing carried out by the state and are aimed at awakening demand from potential customers. According to the WTO recommendations, these measures should be aimed at creating a high-quality image of the country based on its attractive symbolic characteristics. There are various ways to create a high-quality image of the country - these are meetings of specialists with journalists invited to the country, business trips of domestic specialists abroad,

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appearances on television and radio, free distribution of brochures, slides and video materials, as well as participation in various exhibitions and fairs for which a stand is purchased. Since the number of organizations involved in tourism promotion activities is large, coordination is important, which is usually carried out by representative offices of government organizations abroad.

The State regulates the tourism sector directly through its authorities, as well as indirectly through legal instruments, support for its infrastructure and international policy. The state influences tourism in two ways: by managing demand and income, by managing demand and prices. To manage demand, the state uses the following tools: marketing and promotion, pricing, access restrictions. To manage demand, the state can use the following tools used in foreign countries: marketing and promotion, pricing and access restrictions. Tourism promotion activities are an integral part of marketing carried out by the state and are aimed at awakening demand from potential customers. These measures should be aimed at creating a quality image of the country based on its attractive symbolic characteristics [4]. Almost everywhere, governments are actively penetrating national economies to support the private sector. However, studies of the effects of government intervention in different countries show that in countries with weak market economies, such intervention distorts the market rather than corrects it.

The state can influence demand through licensing or assessment according to the quality of services. This measure is especially common in the hotel industry of different countries, when the number of rooms offered exceeds demand, and the government cannot correct this imbalance with price controls. Price regulation is a very unpopular measure in the market economy, which the governments of some countries still take to deter domestic companies from the temptation to make short-term profits to the detriment of the long-term interests of the country's tourism business. By controlling prices, the government can protect the interests of tourists, protect them from excessive spending, and thus preserve the reputation of countries. In order to regulate demand, some states take measures to restrict the entry of tourists, for example, reduce the number of visas issued in the country from which tourists come, reduce the construction of hotels near natural attractions or close the latter from visiting in order to protect the environment, etc. [1]. One of the key methods of influence of some states on tourism is the taxation of tourists in order to redistribute the costs of tourism that fall on the local population, to provide comfortable conditions and decent service to guests, as well as to increase the revenue side of the budget.

The successful use of these methods will depend on the growth of interest of foreigners, the removal of barriers and, finally, an increase in the width of the inbound tourist flow, an increase in the price range of the tourist offers, which will contribute to the growth of competition and specialization between tour operators, and, consequently, an increase in demand for tourist services.

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