

## **MARKETING SUPPORT OF THE TOURISM BUSINESS**

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The concept of marketing in its modern sense in a new way reveals and covers areas related to economic - ecology, sociology, psychology. Marketing has long evolved from a function in the enterprise that was perceived only in creating effective advertising and driving sales. And today it plays an important role primarily in society, namely in building relationships and connections, cultivating values. The relationship between the modern enterprise, partners, customers and employees has become closer: more personalized, more attentive and more focused on synergies.

The dynamic evolution of the tourism services market and competition in it has recently increased significantly. Under such conditions, tourism enterprises are forced to pay increased attention to a more complete satisfaction of the urgent needs of their consumers. Tourism enterprises that neglect this work do not have their own market future [1-5]. Based on this, we can assert that the tourism business requires for its development a significant number of high-level specialists in marketing support of tourism, who fully understand global challenges and are able to respond to them [3].

To achieve a positive marketing effect, it is necessary to closely coordinate the marketing of various objects of the tourism business. Therefore, the concept of tourism marketing is more capacious and comprehensive in this area. In our opinion, tourism marketing is a system of market services that are actively used in the tourist target market and which the company has every opportunity to offer more efficiently than its competitors. The ideological core of marketing is its principles, which determine the essence of the marketing approach to modern management.

The proposed definition allows us to consider the essence of marketing tourism through a number of basic principles, from the use of which in the tourism business a system of formation of a marketing program for effective management and sustainable development of tourism enterprise is built. Based on these provisions, modern researchers of tourism marketing consider this concept as a systematic change and coordination of effective business activities of tourism enterprises, which is carried out in accordance with corporate, national or international business plans. The purpose of this activity is to maximize the satisfaction of the existing needs of individual groups of tourists, taking into account the real possibilities of making a profit from it [2, 5].

Based on this, the basic principles of tourism marketing are as follows [1, 4]:

1. Orientation to achieve the final practical result of tourism activity, that is, the effective implementation of tourism services in the market and the development of a certain share of this market.

2. The orientation of the tourism organization is not on the instant, but on the long-term strategic result of marketing work. This requires special attention to prognostic

research, the development of the results of new travel services based on them, which ensure the successful operation of the company.

3. Application of tactics and strategies of active adaptation to the requirements and preferences of potential buyers of travel services with simultaneous influence on them.

4. An integrated approach to achieving the goals of a travel agency, since success is ensured only by the entire set of interrelated marketing tools.

The implementation of these principles ensures high efficiency of tourism enterprises.

According to its basic principles, the tourism business is not much different from other modern forms of business activity. Therefore, all the most important provisions of marketing theory have the right to be used in tourism.

But tourism, in our opinion, also has inherent features that in many respects distinguish it not only from commodity markets, but also from other forms in the service market. In the tourism business, there is both the provision of services (according to experts, the share of services in tourism is 75%) and the sale of tourist goods (about 25% of total sales). Despite this distribution, the result of the activity is reduced mainly to the tourist product.

In our opinion, a tourist product is any service that satisfies the existing needs of consumers (tourists) and requires a certain payment on their part. Tourist services have a wide range of varieties: transport, hotel, translation, communal, household, excursion, intermediary and others.

The concept of "tourist product" is proposed to be considered in a narrow and broad representation. A narrow representation is the services of each individual sector (segment) of the tourism industry market (in particular, a tourist product, a hotel product, a transport company, etc.). In a broad view, a tourist product is a set of goods and services presented on the market, which together create the main product – a tourist route (tour).

The main component of the tourist product is a comprehensive tourist service, which is a basic set of services offered to consumers in one "package". From this, we will draw a final conclusion that the main goal of tourism marketing is the market promotion of tourism services that are of significant value in the eyes of consumers, as well as create a certain consumer motivation to meet their true needs.

Thus, the results of the analysis of the activities of travel firms in Ukraine indicate the need to develop a target program for the development of computer technologies for enterprises in the tourism sector, since the use of modern information technologies will help to make the tourism business more dynamic, increase tourist flows in the Ukraine, increase the profitability of the Ukrainian economy from inbound tourism. In the current conditions of a full-scale invasion of our country by a neighboring state, increasing the efficiency of tourism and hospitality will give the Ukrainian economy a new impetus in development.

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