

UDC 338.48
JEL: F60, L83

FEATURES OF A COMPLEX MARKETING APPROACH IN MANAGEMENT OF THE TOURISM INDUSTRY

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Received: October, 2018

Accepted: December, 2018

DOI:10.31520/2616-7107/2018.2.4-7

Introduction. The tourist industry is a priority in the strategic development of a region. The main problems of research in the field of marketing tourism services are the essence and role of marketing in the development of the tourism industry, including the process of marketing management, types of strategies and marketing plans. The purpose of marketing tourism services is to attract as many customers as possible to the business entities, while providing them with the highest quality of service and guaranteeing their full satisfaction as part of the basic and expanded product.

Aim and tasks. The purpose of this article is to study specifics and the complex nature of marketing in the tourism industry.

Results. In the modern period of functioning of the economy, the service industry is developing very dynamically. In connection with this, the specificity of marketing used in travel services is also changing. The article analyzes the models of state regulation of the tourism industry. World practice separates the four models of state regulation of tourism industry. Eligible for the development of the tourist industry of Ukraine is the third "European" and fourth "Mixed" model, based on solid cooperation between the state and private business, i.e. the presence of central executive authority, recognition tourism is a priority area for the country. It is proved that the main positive point in introducing these models is that the State acts as the coordinator for the development of the tourism industry. The essence and features of the concept of "tourist demand" and "tourist offer" are also analyzed. Established in the tourist marketing system of continuous coordination of services in the marketing process with those that are in demand in the market, and which are planned to be introduced to the market with greater profits than competitors do.

Conclusions. After analyzing the current concepts of marketing in tourism, we came to the conclusion that it is necessary to consider them through the concept of marketing interaction, that is, when using social and communication techniques to enhance marketing activities in tourism. Having reviewed the model of state regulation of tourism development, it was noted that it is European model of state participation in the development of the tourism industry is acceptable for Ukraine. It would be wise to develop a model tourism management in Ukraine and its regions that will meet the peculiarities of country and will make it possible to work effectively at this stage of development of tourism in Ukraine. With regard to public relations tools as a general form of promotion of travel services, they are quite popular among tourists. However, the state needs to pay special attention to the development of recreational areas, and other areas of tourism in Ukraine.

Keywords: marketing, tourism, tourism product, management, tourist industry.

УДК 338.48
JEL: F60, L83

ОСОБЛИВОСТІ КОМПЛЕКСНОГО МАРКЕТИНГОВУ ПІДХОДУ В МЕНЕДЖМЕНТІ ТУРИСТИЧНОЇ ІНДУСТРІЇ

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Отримано: Жовтень, 2018

Прийнято: Грудень, 2018

DOI:10.31520/2616-7107/2018.2.4-7

Проблема. Туристична індустрія є пріоритетною у питанні стратегічного розвитку регіону. Основними проблемами досліджень у сфері послуг маркетингового туризму є сутність і роль маркетингу в розвитку туристичної галузі, в тому числі, процес управління маркетингом, види стратегій та маркетингові плани. Метою маркетингових послуг туризму є залучення суб'єктами господарювання як можна більше клієнтів, в той час надаючи їм найвищу якість обслуговування та гарантуючи повне задоволення їх потреб, як частини базового та розширеного продукту.

Мета і завдання. Метою статті є дослідження специфіки та комплексного характеру маркетингу в туристичній галузі.

Результати. У сучасний період функціонування економіки індустрія послуг розвивається дуже динамічно. У зв'язку з цим змінюється також специфіка маркетингу, що використовується в туристичних сервісах. Проведено аналіз моделей державного регулювання розвитку туристичної галузі. Світова практика відокремлює чотири моделі державного регулювання розвитку туристичної галузі. Прийнятними для розвитку туристичної галузі України є моделі, які ґрунтуються на щільній взаємодії держави і приватного бізнесу, тобто наявності централізованого органу виконавчої влади, визнання туризму пріоритетною сферою для країни із координацією з боку держави у розвитку індустрії туризму. Проаналізовано сутність та особливості поняття «туристичного попиту» та «туристичної пропозиції». Визначено в туристичному маркетингу систему безперервного узгодження послуг в процесі маркетингової діяльності з тими, які користуються попитом на ринку, і які планується виводити на ринок з більшим прибутком, ніж це роблять конкуренти.

Висновки. Проаналізувавши сучасні поняття маркетингу в туризмі ми дійшли до висновку, що необхідно розглядати їх через концепцію маркетингу взаємодії, тобто під час використання соціальних та комунікаційних прийомів для підвищення маркетингової діяльності в туризмі. Розглянувши існуючі моделі державного регулювання розвитку туристичної діяльності, відзначено, що саме Європейська модель участі держави у розвитку індустрії туризму є прийнятною для України. Доцільно розробити модель управління туризмом в Україні та її регіонах, яка буде відповідати особливостям держави та дасть змогу ефективно працювати на даному етапі розвитку галузі туризму в Україні. Що стосується інструментів взаємодії із громадськістю як загальної форми просування туристичних послуг, вони є досить популярними серед мешканців туристичних напрямків. Проте державі потрібно звернути особливу увагу на розвиток рекреаційних зон, та інших напрямків туризму на Україні.

Ключові слова: маркетинг, туризм, туристичний продукт, управління, туристична індустрія.

Introduction. The tourist industry is a priority in the strategic development of a region. The competitive advantages of past decades, such as the availability of natural resources and cheap labor, do not work. A modern tourist is more demanding, it requires, along with ideal ecological conditions and logistics - robotic, digitalization, use of renewable energy and organic food. Competition in the tourism market is constantly induced to non-standard marketing decisions, leaders of the tourism industry successfully transform opportunities for their own competitive advantages. Despite the large number of studies devoted to marketing issues in the field of tourism services, marketing in tourism remains an underdeveloped area of research, and the scientific development of the topics of the formation of a sustainable competitive advantage of a tourism enterprise can't be considered exhaustive. In a competitive market environment, each firm tries to find the most rational marketing tools to succeed meet market demand and achieve profitability. Adoption of effective management decisions by travel companies, carrying out of a complex of marketing measures, popularization of tourism can give positive results already in the short-term period. Building an effective management system can become the basis for the formation of competitiveness in the world market of tourist services.

Analysis recent research and publications. Issues of marketing tourism in the field of services are devoted to many studies and publications of domestic and foreign authors, which reveal various aspects of the current problem. These include studies of the famous scientist Philip Kotler that marketing – is a social and managerial process needs and the needs of both individuals and groups, by creating proposals and exchange of goods [1]. As the tourism industry has fundamental differences from other forms of economic activity, so at to say that the main provisions of modern marketing can be fully used in tourism.

Today there has not yet been a single approach to the definition of marketing in the field of tourism. Therefore, such foreign scholars have different views on this problem point out that tourism marketing – a series of basic methods and techniques developed for the

study, analysis and solution of the objectives for the most complete satisfaction of the needs of tourists, and as well as the definition of the most rigorous ways of doing business with travel companies [2].

Swiss scientist Kripendorf defines marketing in tourism as a systematic coordination of tourism enterprises, as well as private and public policies in the field of tourism and tourism [3].

German scientists Riger, Roth and Shrand determine marketing in tourism as market management in achieving the objectives of tourism businesses effectively than competitors while satisfying the needs of tourists [4].

Aim and tasks. The purpose of this article is to study specifics and the complex nature of marketing in the tourism industry.

Results. In the article analyzes that tourism is one of the fastest growing industries in the world. It stimulates the development of the national economy, may increased currencies income from the development of tourism, effective use of natural, historical -cultural potential [5].

Tourism can be negative and societal and cultural. Tourist services are needed for those countries that have started the path of market transformation. Exactly so they have made significant progress in the development of tourism Turkey, Greece, Egypt, Spain. Tourism - a priority sector in Ukraine, evidenced by the global trend towards the growth of tourism.

But today Ukrainian tourism market is developing very unevenly. Volume dominates outbound tourism inbound volume tourism market does not correspond to potential opportunities. The level of use of internal recreational resources of Ukraine is only about 8% [6]. This is indicated by the following factors:

- imperfect state policy in the field of tourism;
- low living standards;
- unsatisfactory activity of tourist companies themselves.

Improve these factors positive impact on the tourism and business in our country. Necessity adoption of effective management decisions by travel agencies, as well as carrying out a complex of marketing events, promotion of tourism can give positive results in the short term.

The propensity to travel and rest are consequence of many factors:

- improvement of communications, the emergence of high-speed trains, planes;
- relative reduction of prices for tourist services;
- increase in the number of cars;
- the establishment of international relations;
- increase of foreign travel for official purposes through foreign investment;
- political and industrial integration;
- introduction of visa-free regimes;
- currency liberalization;
- the development of new information technologies [5; 21].

The consequence of demand for tourist services were not only simplify market entry and severe threat from competition.

Today Ukraine is at an important stage of the state. In difficult conditions there play's democratic governance mechanisms at the base of which is the possibility of participation of every citizen in the activities of government, obtaining reliable information the government's responsibility for their performance. The object of state regulation is the tourism industry. The developing the area of state regulation in the field of tourism – the main mechanism for implementing policies [7]. Models of state regulation are presented in Table 1.

Table 1. Models of state regulation of tourism industry

<i>The name of the model</i>	<i>Country of application</i>	<i>Characteristics of the model</i>
First model (market)	USA	State structure US Travel and Tourism Administration (USTTA), it was responsible for the development of tourism in the country.
The second model	Egypt	Such a tourist policy of the government was called "Infatih". In this model, the tools used are of direct line.
	Turkey	A combination of direct and indirect instruments regulating tourism operations.
Third model (European)	France	State regulation of tourism France is Ministry of Transport and Public Works, and the Tourism Board of the Ministry, a national review board of tourism, travel agency engineering.
	Great Britain	The UK travel governed by the Ministry of Culture and Media and Sport, which includes organization «Visit Britain».
	Spain	In a country governed by the tourism Ministry of Economy, the State Secretariat for Trade, the central management of tourism, hotel chain «Paradores» and Institute of Tourism «Turespaca», which according financed from the state budget.
Fourth model (mixed)	Malaysia	Travel policy engaged by Committee on Tourism Development, which generated with help of the Cabinet of Ministers of Malaysia and comprised of ministries, representatives of the tourism industry, national tourism management company (now the Ministry of Tourism).

Source: compiled by authors according to [7-9].

Analyzing the model of state regulation of tourism development, it is necessary to dwell on the European model. This model is appropriate for Ukraine for state participation in tourism development. It is necessary noting that today the formation of a single institution in the exercise of state functions in the area of tourism in Ukraine is not yet completed. There is an urgent need to develop a model of tourism management in Ukraine and its regions, which will be most appropriate features of our country and enable effective work on stage, yes tourism development in Ukraine.

The demand for tourism is a specific economic category due to its specificity, the structure of the tourist product (including both service elements and material goods), and the subjective nature of the evaluation of the product by its customers, as well as the specific needs that tourism satisfies [10].

Among the most important features of tourist demand should be mentioned:

- heterogeneity, which means that the subject of demand is both services and basic (tourist values) and complementary elements (transport, accommodation and food, tourist infrastructure, etc.);

–mobility (demand moves to the place of supply, resulting from the lack of mobility of landmarks);

–high price and revenue flexibility;

–external and internal replacement;

–complementarity (the purchase of one service or product automatically triggers the purchase of other goods or services of an additional nature);

–restitution (upgrade);

–seasonality.

The economic consequences of tourism are manifested in the form of resources, travel goods and services that are shared and designed to meet needs. They may include the goods and services offered through various sectors of the economy. These include mostly manufactured products for tourists, as well as goods and services used by other groups of consumers and goods unsuitable for economic use in another industry.

A tourist offer can be defined as the amount of the proposed tourist product for sale at a certain price and in a certain period. The way of reviewing the proposal of tourism (from an objective and institutional point of view) is the result of the approach adopted: narrow delivery - the volume of goods and services presented by producers at a certain price for tourists, but in the broader area, it is the activity of all subjects. Those carrying out activities aimed at satisfying the demand of tourists.

Regarding the definition of tourism, it is confirmed solvency tourist needs expressed in a certain amount of tourism product, and the demand is influenced by both climatic and geographic conditions and socio-economic, demographic and psychological factors, and others [12].

The tourist movement has long been characterized by liveliness, but eventually caused the need to professionally create tourist offers, organize tourist flows, with the proper realization of the needs of tourists, providing information and, finally, linking the spatially distributed demand with the spatial distribution of tourist services. Justifies the realization of these needs the meaning of the existence of tourism enterprises and is the basis of their economic development. Ability to meet the needs of recreation and tourism, develop along

with the development of civilization, meanwhile, there are processes of adapting the activities of producers to the expectations of consumers.

These measures have contributed to the creation of the so-called tourism market, which can be defined as "a set of relationships that occur between people and institutions that meet the needs of tourism and those who have the means to cover them, as well as people and institutions, which meet these needs and organize their implementation".

Due to the different business conditions and diversity of those who seek to meet the needs of tourism, enterprises operating in this market, these groups are very heterogeneous groups and are not always considered as tourism enterprises (especially if tourists have a small percentage of clients such company).

So, in the tourism industry, as in the tourism market, there are many different contracts and businesses that represent very different types of activities, but you can still distinguish between different activities in the tourism market (for example, the air transport market or public catering), which makes it possible to do their structural analysis. It is not possible to list all the directions that cover the tourism market, but you can categorize them in certain key sectors, for example:

–housing and food sector;

–sector of sightseeing;

–transport sector;

–the sector of tour operators and brokers and the sector of local organizations.

Consequently, the phenomenon of the complexity of tourist demand with the simultaneous diversity and diversity of tourist producers makes the search for ways to develop the tourist market the most interesting, but rather a complex task that needs research and resolution.

Overall tourist marketing is defined as coordination of activity of subjects of tourism activity, as well as economic policy in the field of tourism [12].

However, approaches to the definition and content marketing tourism industry is constantly changing, starting with the founder of definition J. Krippendorf and ending with modern looks we are in his interpretation (table 2).

Table 2. Approaches to the concept of marketing in tourism

<i>Author</i>	<i>Treatment</i>	<i>Contents of the approach</i>
J. Krippendorf	Marketing is a systematic and coordinated entrepreneurial policy of tourism enterprises, as well as private and state tourism policies at the local, regional, national and international levels for certain groups of consumers for the purpose of profit [13, p. 103]	Emphasizes the global nature of marketing, which encompasses both micro - and macro levels
H. Metz	Market ING required to meet human needs in recreation, adventure , activity and self-expression by using the tools of sales, in terms of obtaining maximum profits for the "producers" and taking into account the social responsibility in the transformation of primitive at her nature " [14, p . 59].	Treatment of marketing in tourism, based on positions of responsibility society on to nature.
P. Kotler	Marketing - driven social process by means of which individuals and groups of people are buying things that need, and that which they want to receive, sharing with other established products and values" [1, p . 509].	Classical definition
O. Lozova	Marketing in tourism - this is the activity of planning and development of tourism products and services, sales, promotion, promotion for their demand and pricing [16, p. 35].	Marketing interaction
H. Kudla	Marketing of tourist services is defined as a set of measures, related to the definition and elaboration of the tourist product, and also its promotion according to the psychological and social factors that should consider to meet the needs of individuals and groups of people in rest, entertainment by means of providing them housing, transport facilities, food, leisure activities, etc. [19, p. 279].	
O. Teletov	Marketing in the field of tourism is a system study of the tourism market, the full impact on the buyer, his inquiries with the aim of providing maximum quality tourism product and obtaining profit travel company [18, p . 30].	
R. Lankar and R. Ollie	Tourist marketing - a series of basic methods and techniques developed for the study, analysis and solution of the tasks. [19]	Identify the possibilities of the most complete satisfaction of people's needs

Source: compiled by authors [13-19].

It should be noted that the content of marketing activities depend on the ultimate goals of the industry, businesses and consumers, so structure types of marketing in the tourism industry can be presented the following manner (Table 3).

Table 3. Types of marketing in tourist industry

<i>Type</i>	<i>Content</i>	<i>Result</i>
Marketing of travel companies	Activities to meet the needs of potential tourists and coordination of their with the capabilities and objectives of the company	The result of such activity is to provide consumers with a tourist product that most fully meets their requirements, but the company - getting profit.
Marketing at the enterprises - direct producers of tourist services	The system of complex study and analysis of tourist demand	Providing tourist services aimed at satisfying the identified needs of tourists
Marketing of tourist organizations and institutions	Agencies that represent and protect the collective interests of entrepreneurs in the field of tourism	This activity, in order to create, sub rhyme or changes favorable public opinion on tourist enterprises
Marketing of territories and regions	Non-commercial, highly specialized marketing in tourism	It is an activity of power structures in an alliance with entrepreneurs in order to create, maintain or change the stereotype of the behavior of potential tourists in relation to a particular tourist area, region or country as a whole.

Source: compiled by authors according to [20].

So, summing up it should be noted that the marketing in the tourism industry is firstly a complex measures aimed at the most complete satisfaction of inquiries of consumers by means of the development, promotion on the market and making available to the final consumer relevant tourist product which enables on the basis of the analysis demand and supply and predict the trends of the market of tourism , more properly organize the current commercial activities and make suggestions on the development of promising territorial structure branch.

The tourist product is perceived in different ways on the part producer, and on the part of consumers, if we consider the criterion of the place that occupy in the market of tourist services. Besides that, this perception also depends on the characteristics that have this sub immovable. This applies, in particular, the motives of the purchase, the needs of consumers, a segment of the market, manufacturers represented on the market. The set of determinants that determine the final image of the tourism product, leads to the formulation of certain generalizations about the level of his perception and demonstrate diversity, and at the same time the complex nature of the marketing of the tourism product [19].

A variety of types of tourism products for further marketing measures can describe the measured values (the number of components, cost, range of services) and immeasurable - intuitively clear (emotion, imagination). They can be divided into universal and specific tourist products from the point of view of the manufacturer and the customer. The universal characteristics of a tourist product include:

- product essence;
- real product;
- advanced product.

The essence of the product is also called the core of the product or the main product. It has an intangible nature and includes all the

basic needs that are tourists, in fact including leisure, pleasure or knowledge. This assessment of the tourism product takes are through the prism of benefits, surf related with its needs. The needs and benefits depend on the grounds on the basis of which made the trip. Their conformity, first of all, is determined by understanding the needs and expectations of consumers.

The real product - is a concrete proposal on the sale, which points to the fact that the consumer gets for their money. This allows you to realize the essence of the product, that is, to meet the needs of the tourist. This category includes accommodation, meals and trips. Components of the real product are different, vary and depend on the growth of the wealth of society, its civilization and cultural development. As a result, the product is constantly expanding, new elements become standard, and their quality, as a rule, increases. Advanced product also called improved, extended and for enriched. It includes additional benefits that make the product more attractive. Advanced product may serve to meet the needs of tourists on a high level of quality, offering additional benefits or attempt to distinguish the product from others. The offer for an expanded product is a tool to fight in a competitive market.

Like a real product, an expanded product is characterized by volatility, and over time, individual elements can become standard. Special merchandise from the manufacturer's point of view is a potential product. It contains items that may be included in the tourist product in the future. At some point, due to economic, technological, political or other reasons, they can not be included in the offer. An example of the same serves park entertainment, which opened after two years and is currently under construction.

For tourists and creators of a tourist product, one and the same product may have different value (Table 4).

Table 4. Characteristics of a tourist product

	<i>Consumers are tourists</i>	<i>Producers</i>
Universal characteristics of the tourist product	The essence of the product	
	The real product	
	Advanced product	
Detailed characteristics of the tourist product	Expected product	Potential product
	The psychological product	

Source: compiled by authors according to [19, 20].

Characteristics of a tourist product can be divided into two categories. The first of them - a real level, which is modern, extended and expected product. In them may be characteristics that may relate to the number of services that are included to the composition of the goods, prices, volumes and standard services. The second category is the psychological level (product essence, expected and psychological product) and is measured by the nature of the senses, the level of emotions or the accuracy of fantasies. Modern directions of development the tourist products aimed at creating the perfect product, and it is a potential product that would solve the problem of constant adaptation of products to meet the needs of customers and the development of the tourism industry.

To develop the concept of marketing in the tourism industry, you should first find out the very concept of "tourism". Already in the nineteenth century, tourism was described as all trips and trips to attractive places, as well as all the migrations of the scientific arena or for pleasure [20].

Often, however, tourism is defined as the activity of people traveling and staying in recreational areas for professional or other purposes for no more than one year.

The main prerequisite for the implementation of the marketing concept in the tourism industry in the structure of demand in the market of tourist services is the processes taking place in the market, along with the initiative of the dynamic growth of the world tourist traffic.

At the end of the twentieth century, in Ukraine, the reasons for the development of tourist marketing were, first of all, the rapid development of tourism itself, which in many countries turned into an economic sector, and the main source of national income in. Readiness to rest and travel is the result of many factors, which can include: raising living standards, falling prices, political and economic processes, integration, and creation of the European Union. The tourist industry includes, first of all, business entities (tourist services), i.e. (hoteliers, restaurateurs, travel agencies and other tourist services, carriers, tourist attractions, sports, cultural and recreational facilities) and tourist areas, that is, which are

subdivisions of territorial self-government and tourist organizations.

Marketing of tourism services can be described as a study of consumer demand, disadvantages and advantages, with the formation of previously undisclosed needs, effectively encouraged buying these services, as well as delivering them to the customer at the right time and place after imposing economically justified prices. Otherwise, it is also the use of integrated elements through which the travel company interacts with market processes.

Considering marketing tools in the service sector, it should be noted that at present it can be assumed that all economic entities of the tourism industry use the concept of a wide range of marketing services.

A set of marketing services - a set of integrated elements, through which the manufacturer, using market orientation, can affect the selected market. Its elements may include: product, price, place of service, promotion, personnel, customer service and material certificates for services [21].

It should be emphasized that the marketing kit is composed almost entirely, so that the company can influence the demand for the products it produces or the services rendered. Due to the fact that the concept of marketing is known both to service providers and clients, one should think about which of the marketing tools based on the data of tourist services clients is at the moment the most important.

Adequate adaptation of marketing tools to a particular market situation contributes to success; the strategy of another situation may be the cause of failure. This demonstrates the fact that the flexibility of the marketing mix allows it to be used in different ways in different situations, in different markets or in the case of different products, but choosing the appropriate strategy parameters should take into account as many factors as possible. Marketing should be internal, coordinating all the tools, and in case of changing conditions, tools should be flexibly adapted to the new situation.

A questionnaire was conducted to find out how important advertising (and other marketing tools) for tourism services was during 2016-2017.

The study was attended by students, postgraduate students, faculty members in the Faculty of Economics in a total of 168 people, including men - 16.08%, and women - 83.92%. The structure of respondents by age: aged 19-24 years - 50.72 % of respondents, 25-30 years old - 24.65%, 31-36 years - 11.97%, 37-42 years - 5.62%, 43-51 years - 7.00 %. Locations permanently was living were: 45.83 % lived in small settlements 10 000 inhabitants, 13.19 % of respondents in settlements from 11 to 25 thousand, 16.67 %, and contains over 25,000 inhabited dwellings along, 24.31 % in the cities

of more than 100 thousand inhabitants.

The main issue was the promotion of travel services on the Internet. When asked about the popularization of the choice of tourist services, 81.98% of the jury said that "yes," and 18.22 % of respondents considered "no". Therefore, the Internet should be interpreted as the main information channel when it comes to travel services.

Table 5 shows the sources of information indicated by respondents and the frequency of their use.

Table 5. Sources and Frequency of Information on Tourist Services (in %)

<i>Types of carriers</i>	<i>Very often</i>	<i>Often</i>	<i>Rarely</i>	<i>Very rarely</i>	<i>Never</i>
Internet	67.08	15.97	3.47	10.70	2.79
Radio	0.00	5.52	22.22	23.61	48.61
TV	2.08	18.75	37.50	25.00	16.67
Printed matter	2.08	35.42	36.81	13.88	11.81
Friends, friends, family	38.47	52.78	2.50	4.17	2.08

Source: summarized by the authors.

Respondents searched for travel services almost exclusively on the Internet: 67% are very often and 16 % often. Others used this vegetable property rarely; including 2.79 % were not used at all.

Regarding television, respondents also do not consider it as an important tool in choosing tourist services: almost 19 % often watch television commercials and travel services, 37.59% of respondents rarely seek information there, very rarely 25%, and 16.67 % never. On television, the message about tourist centers often happens in the form of veiled sponsorship: the sponsor of prizes in programs of a competitive nature, for example, the sponsor of the "weather forecast". Often, an attractive resort or city is used as a background for entertainment and educational programs.

An important form of promotion in the market of goods and services of the tourism industry is quite traditional; it is printed materials - folders, leaflets, form that is most often used at fairs, which is also a form of social relations. Advertisement tourism industry, which is based on printed materials, characterized by a very attractive form, with vivid photographs, such as catalogs with offers trips on the border, they carry the main information and promotional – promotions in office. Terms of development of folders and

directories are the same in Europe and the world, therefore, the quality of advertising proposals they look very similar and distinguishing them from competing offers is very difficult.. Despite the increasing role of the Internet in promoting travel services, advertising in the form of folders and directories is likely to continue to be used in the tourist market.

Tourists who themselves are a source of advertising, enjoyed the greatest confidence in the quality of reliable advertising and information about the services ("from mouth to mouth"). The present form of advertising using - 38.47%; very often and 52.78% - often. Only 2.5 % were taken into consideration to the opinion of friends and familiar and only 6% makes it very rarely. It is currently not possible to use the Internet in promoting travel services. But the one who invests in promotion of advertising in this environment should lead and you do this activity systematically. Position control can bring very good results. Among the many types of online -a for this in accordance with the survey 44.44 % of respondents pressed web -site very important, 43 % - an important and only 7.64% of it was indifferent. An assessment of the importance of promotions and advertisements and in different areas is given in Table 6.

Table 6. Elements of the marketing of travel services and estimate their importance

<i>Directions</i>	<i>Very important</i>	<i>Importantly</i>	<i>Equally important etc.</i>	<i>Does not matter</i>	<i>Does not apply</i>
Internet promotion	44.44	43.06	7.64	2.08	2.78
Holiday events	6.25	29.17	39.58	10.42	14.58
Fairs	4.87	20.83	37.50	22.22	14.58
Promotional articles	2.78	27.08	36.11	17.36	16.67
Sponsorship	1.39	20.14	42.36	21.53	14.58
Lobbying	0.69	10.43	52.08	17.36	19.44
Ecological and social advertising	8.03	43.75	26.39	6.94	13.89

Source: summarized by the authors.

Fair as a form of promotion in the present time does not have the most popular - only every fourth surveyed considered them important or very important. Respondents also do not consider it important to publish (advertise) in the press about tourist services: 2.78 % consider such publication is very important and essential – 27.08%; if so which 36.11% are indifferent, while 17.4% believe that it is generally not important. Sponsored article as a means of PR even less attracted attention of future tourists: 1.39% thought it very important, the fact that the important thought 20.14% and inert were 42.36% of the respondents. Sponsorship and lobbying as a form of promotion is also not is very popular.

About 43.75% sensitive to ecology, to events, floor related with protection of the environment at local leisure tourists. At present, service companies, especially those with a tourist nature, pay special attention to additional PR measures in the concept of service marketing.

Therefore, every effort should be made to ensure excellent customer service with high standards of quality. Staff must be properly

trained in the profession, service delivery processes must be considered in detail, and special attention should be paid to the organization's specific culture. It is envisaged that education in tourism should include economic and managerial trends aware of the role of marketing in modern economic conditions.

It is also quite important to assess the marketing tools that are most noticed by users of the tourism industry product and services. Therefore, we studied this direction; the results of the analysis are presented in Table 7.

As we see, the quality of the product itself has received a large number of positive ratings: 64.50% rated it as a very important criteria, the price received almost 100% positive responses, and also showed that this is an important factor. We also see that the service process for respondents is becoming more and more important. Tourists in addition to lower prices expect all the highest standard of service. First of all, convenient access, probably due to bad roads in Ukraine, housing and conditions (very important for 54.17% and comfort for 52,70%, as well as almost 80 % of respondents as the most appreciated the purity.

Table 7. Evaluating the effectiveness of marketing tools

Evaluation criterion	Importance in%
Quality of tourist product	64.5
Convenience of travel	48.61
Low offer price	93.75
Housing conditions	54,17
A lot of fun for kids	32.64
Equipment, barbecue, deck chairs	27.08
Purity	79,17
Professional staff	62.64
Internet access	24.31
Comfort	52.78

Source: summarized by the authors.

Professional staff at 62.64% was extremely important, indicating a high level of user requirements for staff. Particular attention is focused on activities for children – 32.64%, they were very important, and it is noteworthy that many respondents probably did not have children yet. Therefore, the quality of service in turning out the human factor is the most important factor in the effective development of marketing in the tourism industry [22].

Conclusions and suggestions. In studying the features of marketing in the field of tourism, it has been shown that, on the one hand, advertising is the most important method in promoting travel services, and on the other hand, the human factor in the form of professional services is very important.

The main findings of the study prove that only professionally prepared advertising, including on the Internet, can contribute to the interest in the tourism service provided, and hence the development of the tourism industry. Not only is the website important, but also other forms of promotion related to positioning, printing and distribution of newsletters or sending promotional emails, etc.

Another observation that emerges from the study is that the priority of the Internet and its decisive leading role in promoting the service is controversial, as respondents are the most frequent bunch of "word of mouth" advertisements, which are considered more reliable, confirming the rule, that people believe most of all their friends, relatives.

Statements of respondents indicate that they value all marketing tools for the development of tourist services, however, the most traditional of them: festive packages, price, location and access to communications, promotions. At the very least, although relevant, this is a specialist service for children, but this may be due to the specifics of younger buyers, students who do not yet have children. According to survey respondents, it was found that everyone hopes that the tourist services market will also be rapidly evolving, for which it is necessary to organize special training of personnel, and the development of processes that provide high-quality travel services. It is anticipated that the segment of the elderly with individual interests will pay more attention.

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