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## TOURIST ENTERPRISE MARKETING COMPLEX: INTERNATIONAL AND NATIONAL ASPECT

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## КОМПЛЕКС МАРКЕТИНГУ ТУРИСТИЧНОГО ПІДПРИЄМСТВА: МІЖНАРОДНИЙ ТА НАЦІОНАЛЬНИЙ АСПЕКТ

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*The main features of the marketing complex for the enterprises of the tourist branch are considered in the article.*

*In a market economy, the concept of marketing, as part of improving enterprise management, becomes an integral part of its activities. With the help of a number of controlled marketing variables, business entities can influence customers, stimulate them, encouraging them to certain, desirable for the company actions in the market until the purchase.*

*One of the elements of the marketing complex is the brand. Increasingly, it is important to use it as one of the most important marketing factors that can ensure the success of the company in the market. To a large extent, this success is due to choosing the right branding strategy. This choice, as well as the positioning and development strategy of the brand directly depend on the chosen variety.*

*In addition, it should be noted that the purpose of marketing is not only to benefit companies, but also to build long-term relationships with consumers, meet their demands, improve the quality of goods and services, improve the conditions of their acquisition.*

*It should also be noted that the formation of marketing activities at the enterprise today is impossible without a focus on modern technology. Such technologies include Internet marketing as a modern way of building a business.*

*Principles of tourism marketing: constant search and maximum respect for the consumer; focus on his needs and requirements, which provide the market is not goods and services, and ways to solve consumer problems; flexibility in achieving the set goal by adapting to the requirements of the market with a simultaneous targeted impact on it; a comprehensive approach to the development of marketing plans, which involves the use not of individual marketing activities, and a set of marketing, a combination of individual elements which allows you to achieve a certain goal; focus on the long-term prospects of the enterprise.*

*Thus, the main purpose of each enterprise is to achieve profitability and stability of services. Today it is possible to achieve only through the introduction of basic principles of marketing and the formation of a comprehensive mechanism of marketing activities. At the same time, the high cost of enterprises, for example, machine-building industry, agricultural machinery enterprises should be compensated by*

*the introduction of modern advanced production technologies, rational use of fundamentally new materials, introduction of modern technological policy, including marketing and work aimed at improving skills. All this once again confirms the importance of marketing management today and as a consequence of the constant introduction of the latest marketing tools.*

**Keywords:** *marketing, marketing complex, marketing tools, tourist enterprise, tourism, marketing of tourist sphere*

**Introduction.** Reproduction of the production cycle of a modern enterprise takes place in an open market, the dominant features of which are competition, high concentration of players, external, including legislative turbulence and the accelerated pace of changes in consumer preferences. And the consequence is the aggressive behavior of competing entities, which generates non-market tendencies to monopolize supply and price competition. Firm rivalry plays a key role in intensifying economic development trends, scientific and technological transformations and further departure from market monopolization and deeper legitimization of laissez-faire policy. Under the pressure of competitive forces, entrepreneurs are more active in implementing innovations, reorganize the business according to market needs and strive for efficient use and allocation of resources.

Strategic steps to optimize the portfolio of services begin with an analysis of the overall market situation and assessment of environmental conditions in order to select adequate resource constraints and long-term target guidelines for product policy (SWOT, PEST, life cycle, 5 forces M. Porter, experience curve, etc.) . The development of solutions at this level aims to form a business portfolio that would combine a set of individual activities of the company with the quality of the final product. That is why it is important to consider the marketing complex and its tools for the tourism industry at the international and local, national levels.

**Analysis of basic research and publications.**

Market research also involves the study and forecasting of demand for goods, analysis of prices and products of competitors, determining the capacity of the market and the company's share in it. This analysis helps to assess market opportunities to determine the attractive direction of marketing activities and gain competitive advantage.

A great contribution to the definition and classification of marketing tools for various fields of application was made as foreign (P. Kotler, D. Blyde, T. Kegler, P. Dowling, B. Taylor, I. Uspensky, E. Popkova, O. Akimova, T. Mitrakhovych), as well as domestic economists (E. Romat, T. Prymak, I. Lytovchenko, V. Pylypchuk).

It should be noted that the features of each area of business and the application of the marketing complex for this require careful consideration due to dynamic changes in the environment.

**Meta.** The purpose of the presented work is to use marketing tools for tourism enterprises at different levels of interaction.

**Materials and results of the study.** At present, rapid changes in the marketing environment and the limitations of the traditional marketing approach of the service sector are losing their impact on the consumer and can not effectively manage them. The growing individualization of demand requires close and continuous interaction between the enterprise and the buyer, the involvement of the latter in the process of reproduction of demand, which is the basis for the development of competitiveness of the enterprise and its brand. Under such conditions and due to lack of flexibility and inability to quickly adapt to market changes, many companies quickly lose market position, especially in a volatile business.

Modern tourism suggests that this topic is very popular and tops the list of major socio-economic sectors in the world economy. Of course, the tourism sector is an integral part of 90% of the world, as it replenishes the state budget, and this contributes to the strengthening and expansion of economic, social and cultural ties.

The marketing system in the tourism sector is a complex system that includes a wide range of programs to create, maintain and implement the most effective tourism product of the company on the market. The target direction of marketing depends on the type of company (tour operator, travel agent) and is based on the range of problems that need to be solved both in the near and long term. At the same time, it determines the choice of those forms, methods and areas of marketing work that the company considers a priority. Factors such as the state of market conditions and the level of competition in the tourism industry, the degree of monopolization of these services, the current and future interaction of the firm with different markets, etc., depending on the fluctuations of which all marketing activities are formed [ 1].

Given that tourism is a complex system, a symbiosis of economy, politics, ecology, culture, to achieve a positive marketing effect requires close marketing coordination of different enterprises and organizations. The concept of marketing in tourism is more than anywhere, holistic and comprehensive.

Dynamics of development of the tourist market and production of tourist services, structural changes in economy, new public and state landmarks, ecological aspects - all this and many other important factors for the tourist enterprise can and in real life already lead to refusal of earlier declared purposes, changes of development model. , significant adjustment of previously adopted plans, strategies, programs. Therefore, each tourist enterprise must periodically conduct strategic marketing control [1].

The complex of modern marketing includes all the measures that the company introduces to create and increase demand for its products. These are product planning and development, pricing policy, product distribution channels, product information support, creation of trademarks and brands, provision of appropriate packaging, establishment and maintenance of mutually beneficial relations with partners, customers, etc. As a universal marketing toolkit, the marketing complex serves as a "key" to almost any market.

The most important activity of companies working in the tourism industry is the promotion of tourism products on the market, advertising and sales of the prepared package. Currently, the media, special editions, brochures are literally full of various tourist offers in such fierce competition, the path of a travel agency to success is to bring relevant information to a potential customer and cause him to act accordingly. This task is feasible if the company's management has knowledge in the field of marketing and pays attention to the development of marketing strategy. But this issue is given so much attention in the scientific literature [5].

As you know, marketing in the field of tourism - is a system of management of trade and production activities of a travel company in a market economy [3, 10]; it is a system of interconnected techniques and measures that allow the travel agency to achieve positive results in the market of travel services [1, 7].

Its main purpose is to identify, identify and evaluate the existing or hidden demand for travel services that the firm can offer to the consumer, and focus its efforts on the development, production, promotion and sale of these services in order to obtain optimal profits.

The activity of travel companies in market conditions and competition is always associated with greater or lesser financial risk, the degree of which is especially growing in foreign economic activity. Its reduction can be achieved only by the most accurate use of the concept of marketing.

The tourist product, along with the general specific characteristics of services, has its own distinctive features:

demand for travel services is extremely flexible in terms of income and prices, but largely depends on political and social conditions.

the consumer, as a rule, cannot see the tourist product before its consumption, namely consumption in most cases is carried out directly on a place of production of this service.

the consumer overcomes the distance that separates him from the product and the place of consumption, and not vice versa.

the tourist product is created by the efforts of many enterprises, each of which has its own methods of work, specific needs and different commercial purposes.

high quality tourist services cannot be achieved in the presence of even minor shortcomings, as tourist services consist of the same little things and small details.

the quality of tourist services is also influenced by external factors that are force majeure (natural conditions, weather, tourism policy, international events, etc.). [5, 8, 9, 11]

These specific features of the tourism product have a significant impact on the formation of marketing strategy of any travel agency.

The analysis of domestic enterprises shows that the main factors hindering the revision of marketing strategies are the problems of realistic planning, non-involvement of staff, lack of cross-functional coordination and regularity in the planning process.

Note that marketing is a creative discipline that requires innovation and non-standard approaches, as in Ukraine it is hypertrophied to an intuitive approach and the prevalence of creative decisions over analysis, research and strategic planning. The main focus is on tactical efficiency, which leads to medium- and long-term failures or inefficiency of market activities. Therefore, greater formalization of marketing will increase the effectiveness of strategic marketing activities of the enterprise in today's globalized market environment.

In modern conditions, strategic marketing at a tourism company is becoming a key element in the formation and maintenance of competitiveness of this type of business. Saturation of the tourist market with offers leads to a decrease in the effectiveness of traditional means of influencing the consumer. Significant changes are also due to the transformation of consumer behavior. All this requires the introduction of a system of strategic marketing planning in travel agencies and, as a consequence, the review of marketing investments and directing them to effective communication channels, reviewing brand positioning and optimization of business portfolios.

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**Птащенко О.В., Вовк В.А. Комплекс маркетингу туристичного підприємства: міжнародний та національний аспект**

*У статті розглянуто основні особливості маркетингового комплексу для підприємств туристичної галузі.*

*В умовах ринкової економіки концепція маркетингу, як складник вдосконалення управління підприємством, стає невід'ємним елементом його діяльності. За допомогою низки контрольованих змінних маркетингу суб'єкти господарської діяльності можуть впливати на покупців, стимулювати, спонукаючи їх до певних, бажаних для підприємства дій на ринку аж до здійснення купівлі.*

*Одним з елементів комплексу маркетингу є товарна марка. Дедалі частіше йдеться про важливість її використання, як одного з найвагоміших факторів маркетингу, що може забезпечити успіх фірми на ринку. Значною мірою цей успіх зумовлений вибором правильної марочної стратегії. Такий вибір, а також позиціонування і розроблення стратегії розвитку товарної марки безпосередньо залежать від обраного її різновиду.*

*Крім того, варто зазначити, що метою маркетингу є не тільки отримання вигоди для компаній, але і побудова довгострокових відносин зі споживачем, задоволення їхніх запитів, підвищення якості товарів і послуг, поліпшення умов їх придбання.*

*Також слід зазначити, що формування маркетингової діяльності на підприємстві сьогодні неможливо без орієнтації на сучасні технології. До таких технологій відноситься Інтернет-маркетинг, як сучасний спосіб побудови бізнесу.*

*Принципи маркетингу туристичної сфери: постійний пошук і максимальна повага до споживача, орієнтованість на його потреби й вимоги, що передбачають пропонування ринку не товарів та послуг, а способів розв'язання проблем споживачів; гнучкість у досягненні поставленої мети шляхом адаптації до вимог ринку з одночасним спрямованим впливом на нього; комплексний підхід до розробки маркетингових планів, який передбачає використання не окремих маркетингових заходів, а комплексу маркетингу, поєднання окремих елементів якого дозволяє досягти визначеної мети; спрямованість на довгострокову перспективу розвитку підприємства.*

*Таким чином, основна мета діяльності кожного підприємства – досягнення прибутковості та стабільності надання послуг. Сьогодні це можливо досягти тільки за рахунок впровадження основних принципів маркетингу та формування комплексного механізму маркетингової діяльності. При цьому висока витратність підприємств, наприклад, машинобудівної галузі, підприємств із виробництва сільськогосподарської техніки повинна компенсуватися впровадженням сучасних прогресивних технологій виробництва, раціональним використанням принципово нових матеріалів, впровадженням сучасної технологічної політики підприємства, включаючи маркетинг та роботу, що направлена на збільшення рівня кваліфікації кадрів. Все це ще раз підтверджує значущість управління маркетинговою діяльністю сьогодні та як наслідок постійного впровадження новітніх маркетингових інструментів.*

**Ключові слова:** маркетинг, комплекс маркетингу, маркетингові інструменти, туристичне підприємство, туризм, маркетинг туристичної сфери

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