

*Секція: Економічні науки*

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## **TOURISM MARKETING ON THE MARKET OF SERVICES**

The increase in the number of tourist companies, the concentration of capital, and the emergence of tourist concerns (the beginning of the 1980s) significantly intensified competition in the tourist business. In particular, the offer in the tourist market exceeded the demand, which led to a fight for clients. Marketing studies began to appear on the market for tourist services [3; 5].

Integrated marketing efforts began to affect the commercial and managerial resources of tourism services. At the same time, in the package of services, their implementation began to be carried out through an intermediary or directly on the consumer market. For example, a tour operator can work through a travel agent or directly with a consumer. A travel agent can not only perform intermediary functions, but also act on the market on behalf of a person. That is, the marketing program implementation proceeds along the technological chain "goods - price - distribution - stimulation" [2].

A successful fight for clients in the tourist market is connected with a well-thought-out marketing policy of a tourist enterprise. It is based on the timely rejection of the product offer, which takes into account the specific situation and specifics of demand at the time of the implementation of the outdated tourist service. Hence, it becomes necessary to determine which components of a separate tourist service package have reached the limit age and which products should replace them to obtain the proper effect [2; 4].

When considering tourism marketing in the services market, attention should be paid to two stages. In the first stage of marketing, one should note tourist services that have their own "price policy" cycle. During the cycle, the demand for a certain set of them gradually increases, reaches a maximum, and then decreases to a minimum level. You can maintain a high level of demand only by modernizing the product or replacing it with a fundamentally new one. At the same time, the emergence of the so-called "scientific and technical progress" contributed to the rapid development of new industries, the growth of supply, and new services. Conceptually, let us consider the main periods of tourist services.

The first period is when the product is considered on the market as "new" [1; 2]. That is, its production is based on the technology used for the first time. This period is characterized by the small offer scale. At the same time, the product is just being introduced to the tourist market, but it has yet to win the favor of consumers.

The second period was called the "development phase". It is characterized by the mass production of products that have gained recognition in the tourist market.

The third period was called the "maturity phase". It is characterized by an increase in the supply of competitors who have mastered the production of a new product. All this leads to saturation of the market and loss of interest in the product on the part of the consumer. He switches his attention and his funds to another market of tourist services.

The second stage of marketing is devoted to the final determination of the price for offered tourist service. The work complexity at this stage consists of the need to take into account numerous factors. Many of them have different and even opposite orientations. At the same time, the pricing of the tourist service has several features that the tour operator must take into account when calculating the price [1; 2; 3].

Note that in Europe, the price for the number of tourist services is subject to state regulation. For most European lines with regular international connections, tariffs must be approved by official agreements between states. In some European countries, there is an official registration or classification of accommodation. At the same time, prices are fixed annually and can change only within certain limits [2; 5].

It should be noted that the influence of organizational forms on the distribution system of tourist services consists in reducing the time a tourist spends preparing a trip. Among these forms of distribution, the formation of a services package and the so-called "direct marketing" have become widespread. Direct marketing involves establishing direct contacts of the tour operator with future customers. In addition, a data bank on the clientele of the tourist enterprise is formed and a "feedback" system is created to take into account possible consumer claims.

The final link of marketing includes a complex of various activities. Many of them are carried out even before the marketing program development. It is about the "image" of the firm, which extends to the offered services. At the same time, a positive image of the company is achieved with full customer satisfaction [3; 4].

Thus, management of the tourist services market is the task of the entire marketing complex. Demand management includes measures to directly stimulate customer activity. In accordance with this, the results are analyzed and a decision is made to preserve the program, modernize it and develop market tourism services.

### **Literature**

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