

MARKETING

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ORGANIZATION OF MARKETING ACTIVITIES IN THE TOURISM SPHERE: MODERN APPROACH

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Abstract. The article aimed at research of various scientific approaches to «marketing» concept essence defining, defines the main functions and main specific characteristics of marketing activity. The main factors of influence on the marketing activities organization at the tourism enterprise have been determined in view of the tourism product complex nature and the tourism interdisciplinary nature. The impact of the main external and internal factors that prevent the effective development of the industry and the realization of the Ukraine regions tourism potential has been analyzed and quantified. The state and prospects for the national tourism industry development have been studied, and the key tasks of tourist enterprise marketing activities organizing in post-war recovery period have been determined.

Keywords: marketing, service sector, tourism product, industry potential, influencing factors, infrastructure, tourist flows, post-war recovery.

JEL Classification: A13, M14, M19, M30.

INTRODUCTION

The formation and development of the tourism industry in Ukraine since the declaration of independence of our state is characterized by constant reorganization processes associated with the influence of unfavorable global economic, political, environmental and other factors. The difficult economic and political situation in the country, military operations, quarantine restrictions due to the COVID-19 pandemic led to the collapse of the tourism industry.

Despite the presence of favorable natural and recreational conditions and various resources, Ukraine lags significantly behind the leading countries in the world in terms of the quality of relevant services and the development of tourist infrastructure, which prevents the full realization of its own tourist potential. Due to armed actions taking place on the territory of Ukraine, international logistics routes passing through the territory of our state are not functioning now. A significant increase in the price of fuel and oil, the complication of logistics and the destruction of traditional tourist routes are just some of the risks faced by the tourist business in connection with the war. Therefore, the successful functioning and sustainable development of a modern enterprise in the tourism industry requires the organization of effective marketing activities and the application of innovative approaches to the development of marketing strategies.

LITERATURE REVIEW

Such researchers as: L. Fedulova, I. Bezugliy, V. Danylchuk, V. Kyfyak, D. Stechenko, A. Aleksandrova, M. Dolishniy, P. Gaman, I. Balabanov, O. Akhmedova and others made a significant contribution to the study of the problems and features of marketing activity in the tourism sector.

However, certain aspects of revealing the potential of the tourism industry of Ukraine in the conditions of modern challenges require analysis and the search for new marketing solutions.

PAPER OBJECTIVE

The purpose of the article is to research the current state of development of the tourism industry in Ukraine and analyze innovative approaches to the organization of marketing activities in the tourism sector during the post-war reconstruction period.

RESULTS AND DISCUSSION

In the economic literature, there are more than 2,000 different definitions of the concept of "marketing", which can be classified into eight areas (Figure 1):

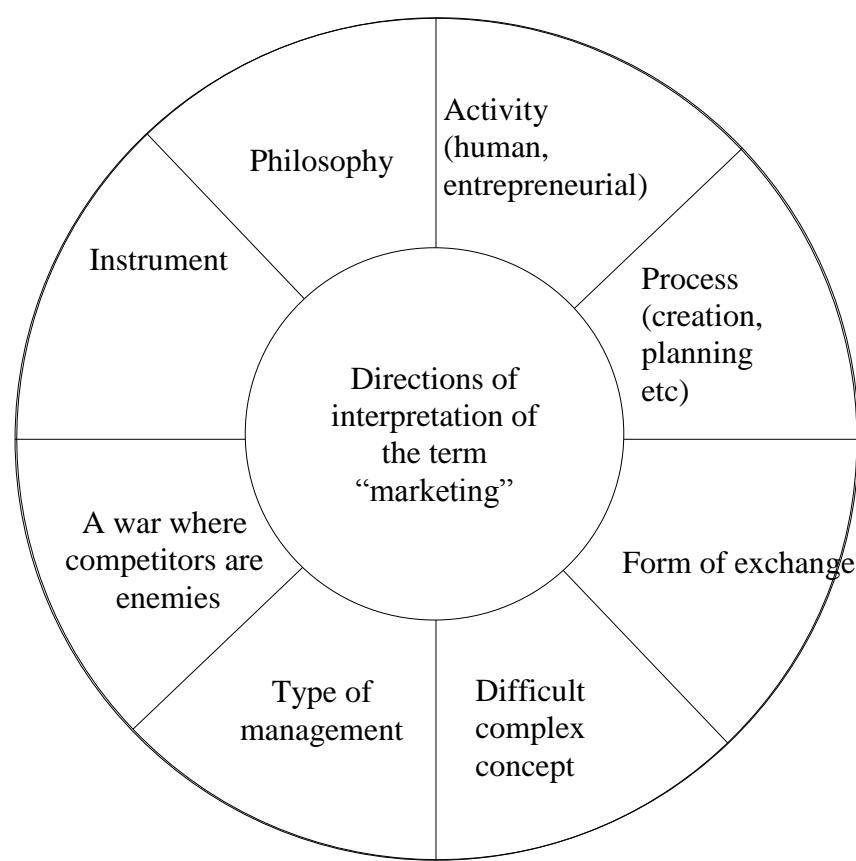


Figure 1. Basic approaches to defining marketing

Source: after Pavlenko, I. and Dashevs'ka, T. (2015).

On the one hand, marketing represents the philosophy of the enterprise, which unites various types of activities and functions of the organization and defines the goal of each of its employees - the most complete satisfaction of consumer needs. Satisfied consumers are considered as the only source of profit of the enterprise, which ensures its continuous development and economic security (Senyshin, O., 2020).

According to J. Steiner, marketing, being the entire planning system as a whole, is characterized by a number of aspects, not the least of which is philosophical, at the same time, the scientist considers marketing a type of business management.

On the other hand, marketing can be considered as a management task in the field of strategic planning and regulation of the company's activities in order to implement profit-making programs. Proponents of the view on marketing as a type of management are J.R. Evans, B. Berman, who noted in their textbooks that "marketing is the prediction, management of the economy and satisfaction of demand for goods, services, organizations, people, territories and ideas in the form of exchange".

The definition of the American Marketing Association proposes to consider marketing as a process of planning and implementation of the plan for pricing, promotion and implementation of ideas, goods and services through an exchange that satisfies the goals of individuals and organizations.

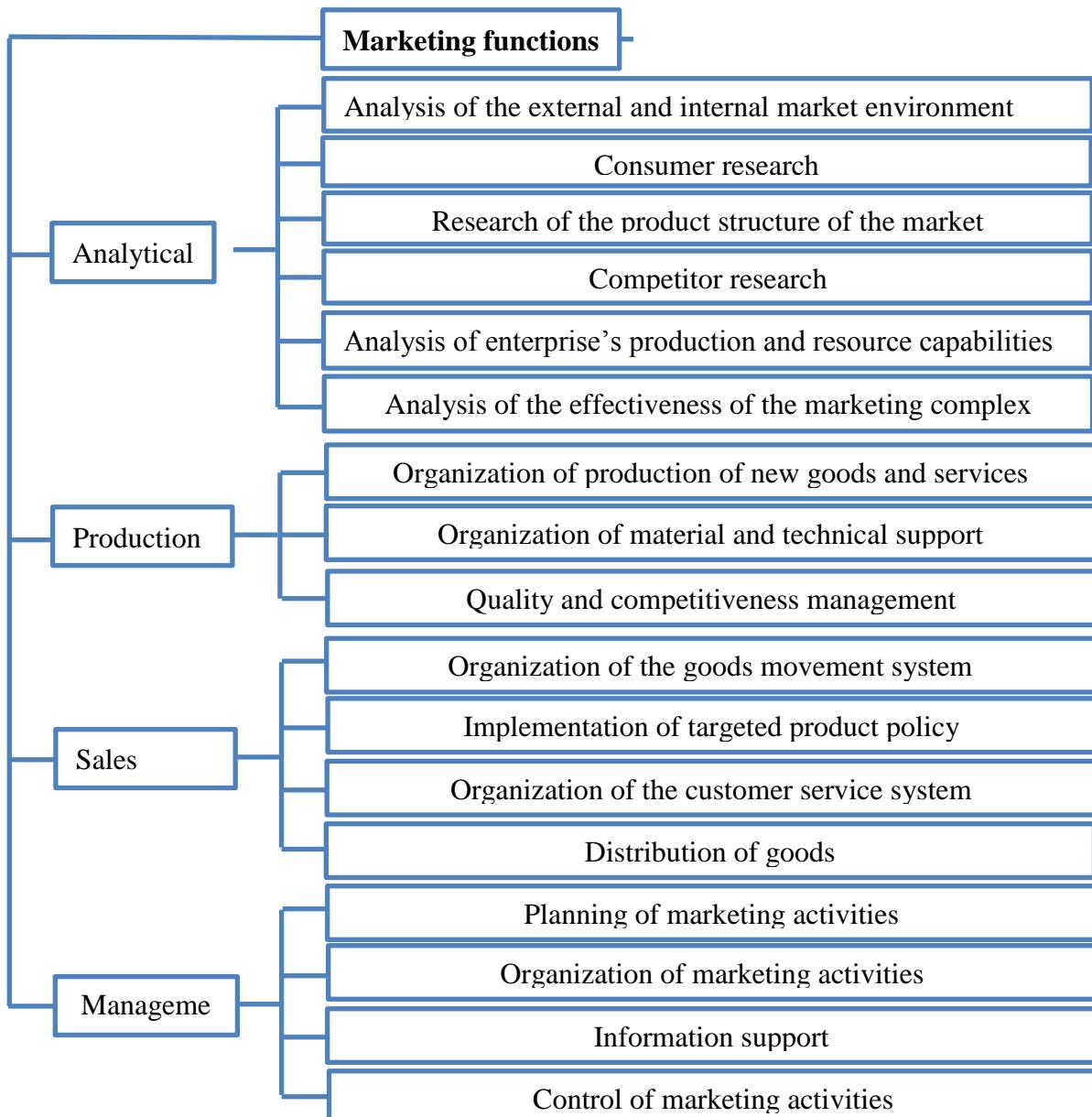
Today, the organization adopted the following definition of marketing: "marketing is the prediction, management of the economy, and satisfaction of demand for goods, services, organizations, people, territories, and ideas in the form of exchange" (*American Marketing Association*). Another scientist – Sh. Hunt, believed that marketing is a science of exchange processes. A similar view on the essence of marketing is shared by Maffert J., who notes that marketing is identified with any form of exchange between two participants in an agreement. D. Trout, E. Rice first reflected a different position regarding the view of "marketing" and noted that "marketing is a war where competitors are enemies, and your goal is to defeat them" (Trout, D. & Rice, E., 2019).

On the other hand, marketing is a type of enterprise activity, which in most cases determines the functioning of all other spheres. Among the supporters of this approach to the definition of marketing is F. Kotler, who believes that "marketing is a type of human activity aimed at meeting needs through exchange" (Kotler, F., 2019).

Another economist, T. Levit, noted that "marketing is an activity aimed at the firm obtaining information about the buyer's needs so that the firm can develop and offer the necessary goods and services to the consumer". J. Lamben believed that marketing is a social process aimed at satisfying the needs and desires of individuals and organizations by creating a free competitive exchange of goods and services that create value for the buyer (Lambin, J., 2007).

Marketing as a functional sphere of activity is aimed at satisfying the needs of consumers and involves the performance of such basic functions (Figure. 2).

Marketing activity can be both main and auxiliary, depending on the market orientation of the company. In the modern world, marketing mainly acts as a method of business activity and a specific approach to conducting business under market conditions. The main feature of marketing is that its activities are focused on the needs of consumers, who are the main object of attention of producers of goods and services. It is through meeting the needs of consumers that manufacturers realize their ultimate goal – making a profit. And as a means to achieve it, marketing offers not individual efforts, but a whole set of measures (Oleksenko, R., Kraskova, Polishchuk, M., 2011).



Source: Compiled by authors

Depending on the specifics of the company's activity, different types of marketing are used (Table 1):

Table 1

Classification of marketing into types based on different characteristics

Classification feature	Types of marketing
Orientation of marketing activities	- product-oriented marketing; - consumer-oriented marketing; - mixed marketing;
The ultimate goal of the enterprise's marketing activities	- commercial; - non-commercial;
Scope of application	- consumer marketing (marketing of goods, consumer use); - industrial marketing; - trade marketing; - innovative marketing; - investment marketing; - bank marketing; - marketing of services.
The term for which the marketing policy is designed	- strategic; - tactical; - operative.
Type of purchase request	- conversion; - stimulating; - remarketing; - synchromarketing; - developing (creative); - demarketing; - supportive; - opposing
The degree of coordination of functions performed at the enterprise	- integrated; - non-integrated.
Product type	- marketing of goods; - marketing of services.
Degree of differentiation of marketing functions	- global; - differentiated; - narrowly targeted marketing; - individual marketing.
Territorial feature	- internal marketing; - international marketing.

Source: After Karpova, S., 2019.

Marketing of the service sector deserves special attention. Marketing of services is a type of activity of the firm, aimed at meeting the needs of consumers in intangible types of goods or in a useful effect in order to obtain a profit for the firm (Zabaldina Yu., 2002). Marketing of the service sector has the following features:

- immateriality (services exist only in the process of their provision);
- impossibility of storage (provision and consumption of the service occur simultaneously);
- inseparability of the service from the provider or the surrounding conditions;
- uniqueness (services are not standardized, unlike goods).

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Despite the fact that the methods, principles and techniques of marketing are common to various types of production activity, specific markets still have their own specific characteristics. So, for example, the market of means of consumption differs from the market of means of production, and the market of material goods differs from the market of services.

Moreover, specific markets are influenced by a number of factors, in particular, natural and ecological, social and political, which leads to the fact that on the basis of the unity of theory and practice, under the influence of various factors, the concept of marketing has developed in various branches of the national economy (industrial, innovative, insurance, agricultural, banking marketing, etc.). One of such subtheories of marketing is the marketing of tourist services, the cause of which was the active development of tourism itself, which in many countries is an important branch of the national economy, and in some – the main source of the formation of the state budget.

After analyzing the works of modern scientists, it was determined that there is no single approach to the definition of tourism marketing, and the most comprehensive from the point of view of management is the definition proposed by the Swiss specialist E. Krippendorff: tourism marketing is systematic changes and coordination of the activities of tourism enterprises, as well as private and public policy in the field of tourism, which is carried out according to regional, national or international plans.

The purpose of such changes is to satisfy the needs of certain groups of consumers as fully as possible, taking into account the possibility of obtaining the appropriate profit (Kyfyak V., 2003). The scientist proposed to consider this concept as a systematic and coordinated targeting of the entrepreneurial policy of tourist enterprises, as well as private and state tourism policy at the local, regional, national and international levels, on certain groups of consumers with the aim of obtaining profit (Dorosh. I., 2017).

The development of tourism marketing was not autonomous – its theory and practice were largely adopted from the experience of trade and industry. Considering the fact that the tourism business does not have fundamental differences from other forms of economic activity, the main provisions of the theory of modern marketing can be fully used in tourism. The specificity of the tourism business is that tourism combines trade in goods and services (75% services and 25% goods).

The key difference between a tourist product and a tourist service is that the tourist product can be purchased at the place of residence, and consumed only at the place of provision of tourist services. Thus, when buying a travel ticket, the consumer does not receive the services themselves, but only guarantees of their receipt, although the money has already been paid.

An important task of organizers of tourist services and manufacturers of tourist products is to include in the tour only the necessary services, sufficient for the client to agree to carry out the corresponding transport costs. The tourist product includes three main elements: a tour, additional tourist and excursion services and goods (Figure 3):

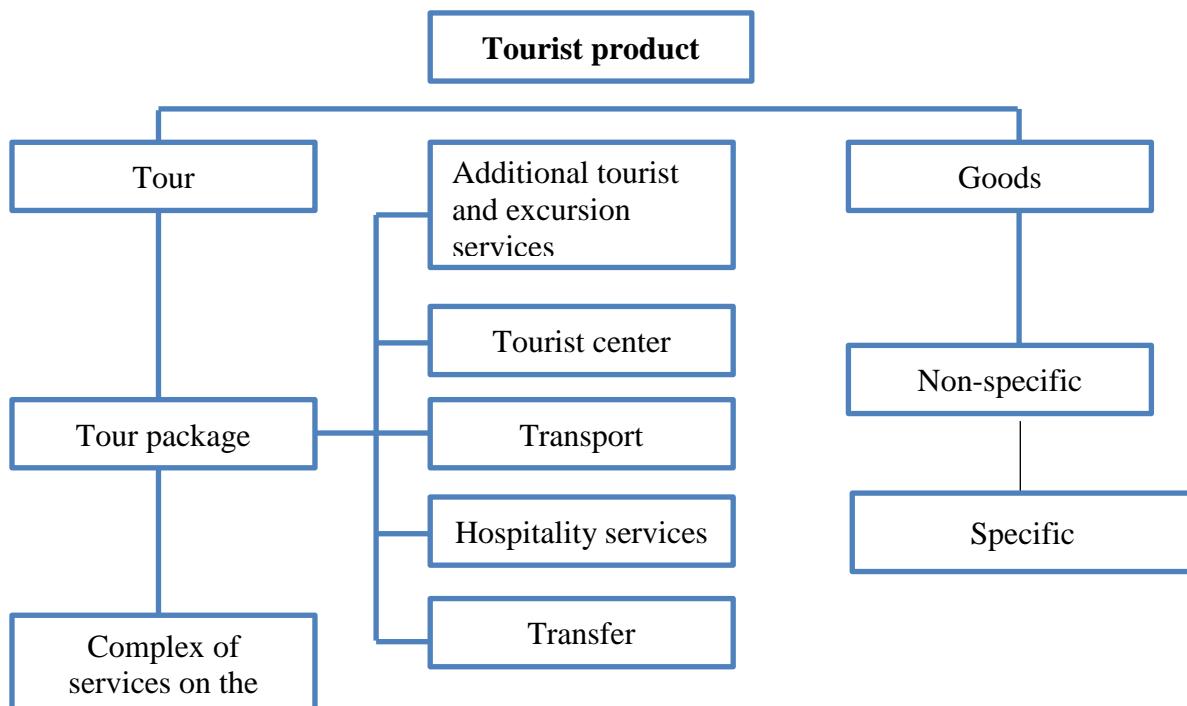


Figure 3. Integral structure of the tourist product

Source: After Kiptenko V., 2010.

The complex nature of the tourist product and non-economic demand factors have a strong influence on the organization of marketing in the tourism sector, in particular, the duration of the inactive period, significant economic vulnerability, the need to take into account the seasonality of tourist traffic, the ratio of fixed and working capital. The listed factors influence the choice of target markets, the formation of promotion channels and planning of the life cycle of a tourist product, market segmentation, pricing policy, popularization.

It should also be taken into account that the tourism industry, which is a strategic sphere of activity, because it contributes to the economic development of the country and its individual regions, attracts investments and provides jobs to the local population, in addition to this, it is connected with the emotional coloring of human perception of the surrounding world and causes pleasant impressions and feeling, the epistemic urge of the individual to learn everything new and causes keen interest and direct involvement in the consumption of the tourist product (Bolila S.Yu. & Kirichenko N.V. (2021).

In addition, tourism is a field of an interdisciplinary nature, in which a significant number of interrelated subjects of the tourism market are involved: tour operators, travel agents, marketing intermediaries, infrastructure facilities and logistics of the tourism industry, the coordinated functioning of which has a synergistic effect and provides competitive advantages to regions .

Individual elements of the tourist services market cannot function in isolation. Demand, price and supply form a dynamic relationship that ensures the functioning of the market mechanism. Thus, the mechanism of functioning of the tourist market is a system of economic levers to balance the demand and supply of the tourist product in a certain place and at a certain time (Figure 4):

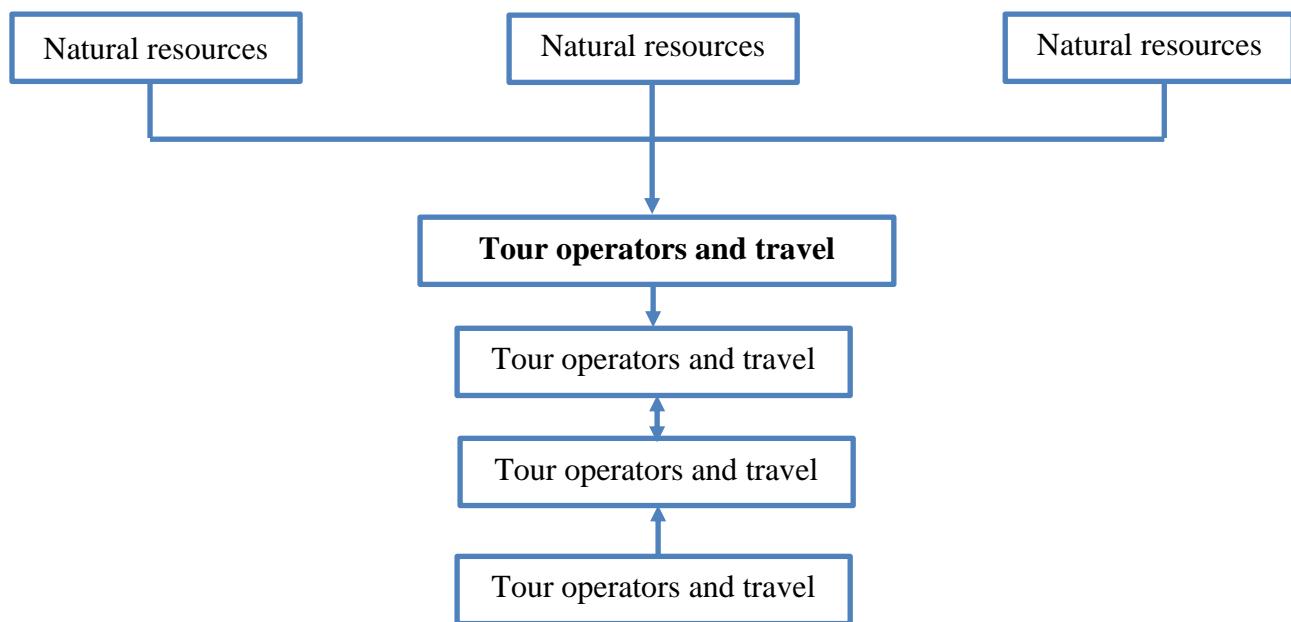


Figure 4. Scheme of functioning of the tourist market

The function of organizing the process of bringing the tourist product to the consumer is carried out through the creation of a network of tourist operators and agencies for its implementation.

Unlike the market of material goods, the market of tourist services is characterized by a number of specific features that arise from the properties of the subject of exchange and tourist demand. In view of this, the tourism enterprise, when dividing the market for the application of its own marketing strategy, is guided by the following main classification criteria:

- 1) income level of consumers of tourist services (youth, family tourism, elderly people, etc.);
- 2) the purpose of the trip (rest, rehabilitation, study, solving official affairs, meeting cultural and religious needs);
- 3) territorial feature (domestic and foreign tourism market).

Recently, the demand for tourist services has significantly transformed and is characterized by the following trends:

- 1) individualization and specialization of demand;
- 2) increasing interest in active and thematic types of tourism;
- 3) demand for satisfaction and changing impressions;
- 4) increased attention to the process, rather than the object of pleasure;
- 5) increasing interest in self-service technologies that minimize the interaction of the consumer with another person, which is important in the conditions of the pandemic;
- 6) expansion of outbound tourism;
- 7) growth of the category of persons of the older generation in the general population of travelers;
- 8) increasing environmental and social responsibility of consumers;
- 9) increase in frequency while minimizing travel time;
- 10) increasing the consumer's requirements for the level of quality of the provision of tourist services.

Taking into account the fact that the purpose of tourism marketing is to offer tourist services, which must necessarily focus on the consumer, marketing in tourism is characterized by the following specific features:

- focus on the effective solution of the problems of specific consumers.

- targeting a specific commercial result, which for a travel firm means gradual acquisition of a certain share of the market in accordance with the organization's strategic plan;

- the use of a systematic approach in achieving the company's goals, since success is ensured by a set of interrelated marketing tools.

- activity, initiative, offensiveness, which ensure prompt and effective response to the changing external environment of the organization (Malska M. & Hudo V., 2007).

Ukraine has significant potential for the development of inbound tourism. Favorable recreational and natural conditions, historical, architectural and cultural heritage and landscape diversity of the regions of our country provide opportunities for the development of medical and health, religious, cultural and educational, business, event, rural, sports, gastronomic, extreme, "green" and many others types of tourism. However, the potential of the tourism industry, which can potentially be a driver of economic development, is not fully realized due to a number of external and internal negative factors.

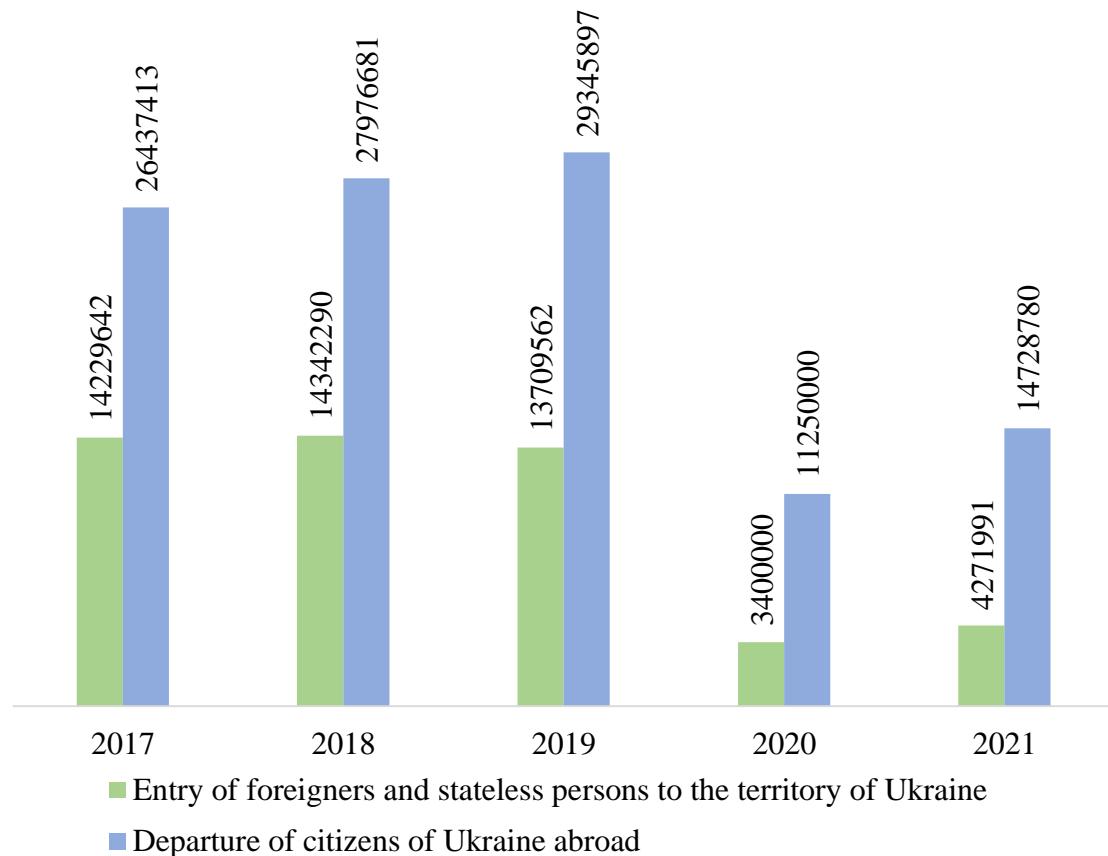


Figure 5. Inbound and outbound tourist flows in 2017-2021 in Ukraine (persons)

Source: After World Tourism Organization «UNWTO», National Tourism Organization of Ukraine & State Border Service of Ukraine

In 2020-2021, the number of tourist flows in Ukraine was significantly affected by the global crisis caused by the spread of the COVID-19 pandemic and the introduction of quarantine restrictions. According to the calculations of the World Tourism Organization, due to quarantine restrictions caused by the COVID-19 pandemic, the number of international trips in 2020 decreased by 74% for the year, and in Ukraine – by 88%. The trend continues in 2021: the number of incoming tourists to Ukraine decreased by 9% (3 million versus 13.7 million in 2019). Due to the COVID-19 pandemic, the tourism industry of Ukraine suffered losses in the amount of 60 billion hryvnias in 2021 (National Tourism Organization of Ukraine).

As a result of the armed actions on the territory of Ukraine in 2022, revenues to the state budget of Ukraine from the tourism industry fell by 25.7%, and if the active phase of the armed conflict continues, the recession will continue (Delo.ua, 2022). Both inbound and outbound tourism suffered from armed aggression. The main obstacles to the development of inbound tourism at the current stage of development are as follows:

- 1) danger to the lives of tourists and the entire population of Ukraine, especially in places of occupation and active hostilities;
- 2) loss of a large part of tourist and recreational resources due to their complete or partial destruction as a result of hostilities;
- 3) complete or partial destruction of the tourist infrastructure (accommodation, food and entertainment facilities) in the areas of hostilities;
- 4) disruption or complete suspension of domestic and international logistics routes due to the destruction of communication routes or the deployment of troops on them;
- 5) loss of labor resources due to departure of personnel abroad, internal displacement to other regions of Ukraine or involvement in hostilities;
- 6) deployment of troops in those territories that are tourist centers.

However, even before the start of hostilities, a significant number of attractive tourist sites remain practically inaccessible to tourists due to the lack of appropriate marketing measures to draw the attention of tourists to such sites, as well as the lack of proper connections or low-quality transport infrastructure. In addition, many objects of cultural heritage need to attract funds from the state budget for their reconstruction and restoration. The main barriers to the effective development of the industry for our country today remain:

- insufficient state support for the tourism industry;
- lack of preferential taxation and crediting of business entities in the field of tourism;
- low solvency demand of a significant part of the population due to a rapid increase in the level of expenses in the conditions of war, which requires orientation towards the development of the so-called "budget rest";
- low level of development of tourist infrastructure facilities;
- insufficient development of the entertainment sector of the tourist industry;
- environmental factor;
- border closures due to quarantine restrictions caused by the COVID-19 pandemic;
- destruction and closure of traditional international logistics routes due to armed actions on the territory of Ukraine;
- suspension of tourist activities in active combat zones.

In connection with the listed factors, the organization of marketing activities at a modern tourist enterprise should focus on the following main tasks:

- conducting surveys and marketing analytics in order to take into account the changes that have occurred in the attitudes, priorities, values and behavior of the consumer;
- creation of a new type of tourist product offer (themed travel, ecotourism, virtual tourism) and behavioral innovations in customer service processes, taking into account quarantine restrictions and threats that deepen the process of individualization of service provision;
- diversification of innovative technologies in areas related to tourism;
- use of resource-saving and ecologically safe technologies;
- introduction of organizational innovations in the management structure, personnel policy, reorganization and absorption of competing firms;
- modification of transport, hotel and service services;
- popularization of national historical and cultural values, using modern effective means of advertising (placing billboards, booklets, newsletters, presentations, videos, press conferences, seminars, festivals, fairs and other events that can effectively influence the emotional state consumer);
- creation of a creative space for image and brand programs, reference and information sites;

- formation of consumer commitment to brand perception of regions, using modern tools of Internet marketing, content marketing, event marketing, neuromarketing (Bolila S., 2021).

Today, marketing activities in the tourism industry are focused on the development of domestic tourism, the development of bus tours abroad, and the search for the optimal format of work during the post-war recovery period. The primary task that will be faced by national tour operators in the post-war period is the formation of a primary basis for receiving tourists and the start of work on restoring the functioning of the tourism industry in the regions of Ukraine that were least affected by the war. Investment flows should move from the West to the South and to the East - from Lviv to Odesa and Kyiv, and then to other regions after the restoration of all destroyed infrastructure and demining of territories. All projects that will cover Ukrainian cities should, first of all, become a component of memorial tourism of Ukraine, which should be actively popularized in the international environment.

CONCLUSION

Therefore, a key component of the effective functioning and development of a modern tourist enterprise in the period of post-war recovery is its ability to optimally ensure the effective interaction of all elements of the marketing system, to determine the most effective and efficient types of marketing. Thus, the main tasks of the organization of marketing activities in the tourism sector during the period are to ensure the appropriate level of service to tourists (convenient accommodation, available high-quality transport infrastructure, entertainment, quality service at every point of contact with the tourist), the organization of marketing campaigns and forums to stimulate demand for inbound tourism, complex application of offline and online marketing tools to strengthen the communication impact on consumers of the tourist product, implementation of large-scale image projects for focal destinations, popularization of memorial tourism and our state in the world, and promotion of quality national tourist products in the global information space.

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ОРГАНІЗАЦІЯ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ В ТУРИСТИЧНІЙ СФЕРІ: СУЧASNІЙ ПІДХІД

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У статті досліджено різні наукові підходи до визначення сутності поняття «маркетинг», визначено основні функції та основні видові характеристики маркетингової діяльності. Визначено основні фактори впливу на організацію маркетингової діяльності на підприємстві туристичного бізнесу з огляду на комплексний характер турпродукту та міжгалузевий характер туризму як сфери економічної діяльності. Проаналізовано та кількісно визначено вплив основних зовнішніх та внутрішніх факторів, що перешкоджають ефективному розвитку галузі та реалізації туристичного потенціалу регіонів України. Досліджено стан та перспективи розвитку національної туристичної галузі та визначено ключові завдання організації маркетингової діяльності туристичного підприємства в роки післявоєнного відновлення.

Ключові слова: маркетинг, сфера послуг, туристичний продукт, потенціал галузі, фактори впливу, інфраструктура, туристичні потоки, післявоєнне відновлення.