

UDC 338.48

The methods of developing the marketing strategy of tourism enterprises

Kozhukhivska R.B.

PhD (Economics), Associate Professor,
Department of Tourism and Hotel and Restaurant Business,
Uman National University of Horticulture

The marketing strategy of a tourism enterprise is the philosophy of managing an enterprise on marketing principles. Its purpose is to develop key ideas, management solutions and tools for analyzing the market, social environment and resources of the tourism enterprise. The article analyzes the basic principles and methods of formation of the marketing strategy of tourism industry enterprises. It is found that the marketing goal of the enterprise is to conquer the market share and maintain market positions and it necessitates the formation of a strategy. In turn, implementation of the marketing strategy of the tourism enterprise is aimed at creating an attractive tourist product. It is determined that the specificity of marketing policy in the tourism sphere consists in multilevel marketing complex of the enterprise. The basic tasks and necessary conditions for implementation of the marketing strategy of the tourism enterprise are determined. It is summarized that the effective marketing strategy of the tourism enterprise ensures the success of its commercial activity, profitability and becomes a guarantee of the economic development.

Keywords: tourism enterprises, tourist product, marketing strategy, development innovations.

Кожухівська Р.Б. МЕТОДИ РОЗРОБКИ МАРКЕТИНГОВОЇ СТРАТЕГІЇ ТУРИСТИЧНИХ ПІДПРИЄМСТВ

Маркетингова стратегія туристичного підприємства є філософією управління підприємством на принципах маркетингу, метою якого є вироблення основних ідей, управлінських рішень та інструментарію аналізу на-вколишнього ринкового, соціального середовища і ресурсів туристичного підприємства. У статті досліджено основні принципи та методи формування маркетингової стратегії підприємств туристичної галузі. Встановлено, що маркетингова мета підприємства, полягає у завоюванні частки ринку і утриманні ринкових позицій та обумовлює необхідність формування стратегії, у свою чергу реалізація маркетингової стратегії туристичного підприємства спрямована на створення привабливого туристичного продукту. З'ясовано, що специфіка маркетингової політики у сфері туризму полягає у багаторівневості комплексу маркетингу підприємства. Визначено основні завдання та необхідні умови для реалізації маркетингової стратегії туристичного підприємства. Резюмовано, що ефективна маркетингова стратегія туристичного підприємства забезпечує успіх його комерційної діяльності, прибутковості і стає запорукою економічного розвитку.

Ключові слова: туристичні підприємства, туристичний продукт, маркетингова стратегія, інновації в галузі розвитку.

Кожуховская Р.Б. МЕТОДЫ РАЗРАБОТКИ МАРКЕТИНГОВОЙ СТРАТЕГИИ ТУРИСТИЧЕСКИХ ПРЕДПРИЯТИЙ

Маркетинговая стратегия туристического предприятия это философия управления предприятием на принципах маркетинга, целью которой является выработка основных идей, управленческих решений и инструментария анализа окружающей рыночной, социальной среды и ресурсов туристического предприятия. В статье исследованы основные принципы и методы формирования маркетинговой стратегии предприятий туристической отрасли. Установлено, что маркетинговая цель предприятия заключается в завоевании доли рынка и содержании рыночных позиций и обуславливает необходимость формирования стратегии, в свою очередь реализация маркетинговой стратегии туристического предприятия направлена на создание привлекательного туристического продукта. Определено, что специфика маркетинговой политики в сфере туризма заключается в многоуровневости комплекса маркетинга предприятия. Обозначено основные задачи и необходимые условия для реализации маркетинговой стратегии туристического предприятия. Резюмированы, что эффективная маркетинговая стратегия туристического предприятия обеспечивает успех его коммерческой деятельности, прибыльности и становится залогом экономического развития.

Ключевые слова: туристические предприятия, туристический продукт, маркетинговая стратегия, инновации в области развития.

Introduction. Today, the tourism industry is the industry that is dynamically developing in the world economy. Given the severe competition on the world market for tourism enterprises, the issues of strategic planning of their activities and the formation of the marketing strategy for enterprise management remain relevant.

Materials and methods. Such researchers made a significant contribution to the study of theoretical issues of marketing development in tourism, as Balabanyts A. [1], Briggs S. [2], Durovich A. [3], Eshtaev A. [4], Kuleshova N. [6], Smirnov I. [7], etc. However, theoretical issues and practical recommendations for the formation

of key principles for the formation of the marketing strategy for tourism industry enterprises remain poorly researched. The relevance of these problems has led to the choice of research topic.

The theoretical and methodological basis of studies is the main principles, developments of domestic scientists and foreign experience of the theory and practice of marketing management and personal assessments of the author. The analytical, monographic, abstract and logical methods of studies are used.

The main objectives of the article are to identify and formulate principles and methods of forming the marketing strategy for tourism industry enterprises under the conditions of economic globalization for developing an effective activity of the enterprise, taking into account various factors of influence.

Results. The tourism organization produces products and services due to material and intangible values acquired on different conditions. These values allow you to create products and services.

Material conditions of the development of the tourism enterprise are the state of the infrastructure complex of providing tourism and non-material ones are the motivation that determines the specific client benefits.

The marketing strategy of the tourism enterprise must take into account both the material and the non-material conditions of its development.

By applying marketing principles to the management of tourism industry, consumers will be able to deliver quality products, and avoid the development of unnecessary and unsustainable products. Products in tourism can be "ideas", "services" and "goods" [7, p. 79]. The tourism industry mainly serves the services.

Marketing activities become more complicated because they are "inexpensive and unpowered". Particularly, the problem of "eye ignorance" complicates the quality control. Potential buyers also have difficulty evaluating the quality of tourism services. In other areas where the product is delivered

to consumers, customers will go to the product service (zone or territory) in that network [4, p. 58].

The high share of time and money spent by consumers (tourists) on travel in marketing tourism services has a great impact on people's decision-making on tourism. The cost of travel in the tourism industry is composed of several "components". They include transportation, accommodation, feeding, and other services (tracking, shopping, shopping). A single business entity can not perform such products or services.

All of this makes it harder for the quality of services to be high in all areas. Secondly, in order to overcome these difficulties, businesses and organizations involved in tourism require joint, cohesive, and tourism opportunities in the region as a single "package" for buyers [5, p. 61].

The main tasks of the marketing strategy of tourism industry enterprises are:

- 1) development of the promising marketing policy of the company;
- 2) planning of the enterprise marketing, taking into account available resources;
- 3) organization of marketing process, management of marketing programs, means of work and marketing relations;
- 4) coordination of activities of the enterprise divisions and control over their activities (Fig. 1).

The specificity of the marketing policy in the tourism sphere is the multilevel marketing complex at the enterprise. It is based on the study of the potential demand for its services, the analysis of its own capabilities for its satisfaction, the creation of an optimal product that meets demand and makes it possible to generate profits, formation and expansion of the client base, improvement of service quality, provision of uniform annual profitability, etc.

Necessary conditions for the implementation of the marketing strategy of the tourism enterprise is the analysis of market opportunities, choice of target markets, development of a corresponding marketing complex for them, market-



Fig. 1. Principles of marketing activities of tourism enterprises

Source is proposed by the author

ing measures and evaluation of their efficiency, involvement, customer retention and expansion of the customer base.

In the development of companies and firms specialized in tourism, it is desirable to use the innovative marketing strategy, first of all, used by them. The development of the innovation complex can only be done in close contact with the financial and investment complex. The necessity of applying different strategies for innovation financing necessitates general principles of strategic development of the complexes.

The main goal of the innovation complex is to create conditions for the present and future generations of consumers to ensure meaningful and free development [4, p. 60].

It is desirable to highlight the following specific goals of the tourism company:

- the basis of the company's employees' well-being as well as to create conditions for the strengthening and development of its economic potential. Material and moral support for them is an important factor;

- increase the practical activity of the Company employees to realize their potential and to create the conditions for motivation;

- increasing the competitiveness of national tourism enterprises on the global market;

- this process plays a crucial role in maintaining healthy competition with leading countries in the world tourism market, especially in the current global financial and economic crisis;

- comfortable for consumers of today's and future generations and safe living environment. We can see that international terrorism and extremism, increasingly radicalism, and local wars are hampering the development of tourism.

While the global financial and economic crisis continues, one of the key objectives of the innovation strategy for tourism business is to improve the quality of services provided and to ensure that they comply with international standards. This requires proper marketing strategies in companies and firms engaged in tourism [4, p. 59].

The specificity of marketing relations as a conceptual basis for the management of tourism enterprises consists of:

- establishment of close relations with the most important target groups;

- ensuring a high level of consumer satisfaction, their loyalty;

- increase profitability of interaction with partners and consumers;

- changing approaches to market segmentation;

- individual approach to the service;

- reducing time for market research and consumers.

Marketing of a tourist product, as a market concept of management, is aimed at satisfying the needs of the tourist in travel and leisure.

The purpose of the tourist marketing system is expressed in four alternatives:

- increasing the consumption of hotel products;

- achieving maximum consumer satisfaction;

- providing the most diverse assortment of hotel products;

- maximum improvement in the quality of recreation and recreation [3, p. 157].

Considering marketing in the field of tourism as the main market concept of management, it should be noted that the tourism business in terms of its main characteristics has no fundamental differences from other industries, so all the essential provisions of modern marketing can be fully applied in the tourism marketing. However, tourism has its own specificity, which distinguishes it from other forms of production and trade, in particular, the implementation of tourism product (the share of services is 80%, goods – 20%) [6, p. 58], as well as the special nature of consumption of tourist product at the place of its creation.

The integral components of marketing in the field of tourism business as a means to increase the efficiency of the functioning of the business structures of the industry include:

- forecasting of demand, which becomes possible only through continuous study of tourists in terms of their needs;

- management is carried out by stimulating consumers to purchase a tourism product provided by the tourism business enterprise;

- satisfaction of demand both in terms of functional characteristics of the tourist product, and security, after-sales service, etc [3, p. 49].

So, generalization of information on the application of marketing tools in the implementation of development programs of tourist enterprises suggests that in order to increase the effectiveness of marketing management of a tourism company, it is necessary to continuously conduct research on the market of tourist services, to determine the situation on the market, to allocate profitable segments of the market. Efficiently organized marketing activities can improve the efficiency of tourism companies and resorts and improve their own competitiveness. As part of the marketing strategy of the tourism enterprise, the main element is the creation of a tourism product that is qualitative and attractive to the consumer

[1, p. 193]. The success of the commercial activity of the entire enterprise depends on it, as well as the formation of an optimal range of tourist services [2, p. 79]. The process of developing the marketing strategy for a tourism enterprise can be created either in calculations, or in the "entrepreneurial" model of planning based on prediction of market trends, or on the basis of the scenario approach [3, p. 64].

The strategy based on calculations is more risk-protected and requires highly skilled professionals, objective information on the state of the market and time for development [6, p. 215]. An important condition for the formation of the marketing strategy for enterprises in the tourism industry is the registration of market demand and resources of the territory [5, p. 36].

To do this, it is necessary to develop a plan that links the goals and resources of the destination with the opportunities of the surrounding market and social environment. This determines which tourism product can be created on the basis of existing resources, which consumer is focused on, how it will progress and what additional resources are needed for this.

Discussion and conclusion. In our opinion, the main issues to be focused on when developing the marketing strategy for a tourism enterprise are: priorities and directions of the enterprise development; need for capital and resources; market and its segments; efficiency of return.

The emphasis on the above issues gives the tourism enterprise a number of advantages, in particular: ability to forecast prospects of the enterprise development, to plan resources rationally, possibility to avoid bankruptcy risks, modern updating and improvement of a tourism product, replenishment of the list of services and increase their quality in accordance with the market conditions, market expansion and identification of weaknesses of the enterprise.

In view of our analysis of the existing forms and methods of developing the marketing strat-

egy for tourism industry enterprises, such principles should be distinguished:

- 1) the formulation of the enterprise mission reflecting the main content and reason for the existence of the enterprise;
- 2) development of marketing objectives of the organization;
- 3) analysis of internal and external environment;
- 4) analysis of strategic alternatives;
- 5) determining the term of the marketing period;
- 6) establishment of marketing goals – the final (strategic) and intermediate (tactical) ones;
- 7) development of measures aimed at achieving intermediate and final goals;
- 8) direct implementation of the strategy;
- 9) development of a control system (monitoring) in the course of implementation of the strategy;
- 10) control over the implemented strategy;
- 11) assessment of the implementation and effect of the introduction of an innovative marketing strategy.

The information obtained in the process of the marketing analysis will serve as a basis for the development of a tourism product. The most effective tool for the strategic analysis forming the marketing strategy of the enterprise is SWOT-analysis (identification of strengths and weaknesses of the innovative tourism product and establishment of opportunities and threats) [5, p. 215].

The goals and objectives are formulated, the tourism segment is chosen, the tourism product is described, as well as the brand structure and the choice of the positioning concept are carried out on the basis of the analysis results. The next step is to develop a plan to achieve the goals and budgeting. At the final stage, the coordination and control of activities of the tourism sector enterprises are carried out, as well as the evaluation of the implemented strategy.

Consequently, the effective marketing strategy of the tourism enterprise ensures the success of its business, profitability and becomes a guarantee of the economic development.

REFERENCES:

1. Balabanyts, A. (2009). Measuring the effectiveness of marketing interaction with consumers on the basis of the concept of the life cycle of marketing relationships. *Science and economy*, 4(16). 191-198.
2. Briggs, S. (2005). *Marketing in Tourism*. Kiev: Knowledge-Press.
3. Durovych, A. (2003). *Marketing in Tourism*. Moscow: New knowledge.
4. Eshtaev, A. (2017). Innovative marketing strategy for tourism development. *World Scientific News*. 88(2). 58-68.
5. Kozhukhivska, R. (2011). Development of modern marketing information technologies in communication strategies of the Ukrainian tourist enterprises. *Uman: UPC Vizavi*.
6. Kulieshova, N. (2008). Algorithm for forming a marketing strategy for a tourist enterprise. In: *Bulletin of DITB*, 12: 214-219.
7. Smirnov, I. (2013). Managing tourism business abroad. In: *Modern problems of control: Materials III Scien.-Practic. Intern. Conf. (Nov 29-30. 2016, Kyiv)*. Kiev: VPI MIC Polytechnic, 360.