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THE MARKETING FEATURES OF THE TOURIST SERVICES PROMOTION

МАРКЕТИНГОВІ ОСОБЛИВОСТІ ПРОСУВАННЯ ТУРИСТИЧНИХ ПОСЛУГ

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The study is devoted to the determination of the main trends and the prospects of the domestic tourism market development, as well as the marketing communications using for the tourist services promotion under the today challenges conditions. It is suggested to pay attention to the certain types of tourism offering, in particular, green (ecological), sports, accessible tourism in order to strengthen the social component. It was determined that improving the competitive position in the tourist market is possible through the marketing promoting system applying. The necessity of the clear and the consistent algorithm developing for the target consumers is proposed and the necessity of their needs defining and meeting is indicated. The importance of the marketing communication tools differentiation, depending on the region of tourism activity, is emphasized. The significance of the personal and individual offers establishing is underlined.

Keywords: incentives the tourism marketing, the promotion, the service marketing, the marketing communications, the available tourism.

Дослідження присвячено вивченню основних тенденцій та перспектив розвитку вітчизняного ринку туризму, а також питанню застосування маркетингових комунікацій для просування туристичних послуг за умов та викликів сьогодення. Відмічено спад туристичної активності в період військової агресії та окреслено основні причини. Поряд з цим, встановлено зростання туризму в окремих регіонах країни, що пояснюється збільшенням кількості числа внутрішньопереміщених осіб та увагою іноземців до України. Підкреслено актуальність та особливу гостроту даного питання, адже з одного боку населення відчуває недоцільність здійснення туристичної активності, проте, з іншого – виникає необхідність посилення психолого-реабілітаційної компоненти для більшості українців. Відтак, пропонується звернути увагу на пропонування та просування окремих видів туризму, зокрема, зеленого (екологічного), спортивного, доступного тощо. Доведено, що поліпшення конкурентних позицій на туристичному ринку є можливим через застосування системи маркетингових комунікацій. Вказано на необхідність розробки чіткого та послідовного алгоритму застосування маркетингових стимулів для пошуку цільових споживачів, визначення й задоволення їх потреб. Наголошено на важливості диференціації маркетингових комунікативних інструментів, залежно від регіону провадження туристичної діяльності. В результаті проведеного дослідження Визначено, що маркетингові особливості просування зазначених видів

туристичної активності істотно відрізняються, відтак, першочергово, мають бути зорієнтовані на формування персоналізованих (індивідуалізованих) пропозицій. В зв'язку з цим, набуття туристичними фірмами конкурентних переваг буде залежати від здатності формування новітнього мислення, своєчасності запровадження інноваційних рішень та маркетингових інструментів в туристичний бізнес. В перспективі, окреслення туристичних пріоритетів з урахуванням соціальної компоненти та формування системи доступного туризму стане рушійною силою соціально-економічного розвитку країни.

Ключові слова: туристичний маркетинг, просування, маркетинг послуг, маркетингові комунікації, доступний туризм.

Statement of the problem. The military aggression, the unpredictability of the external environment and the infrastructure destruction significantly affected the domestic tourism activity. However, the tourism enterprises are trying to survive. To achieve this, the companies need to form the flexible response system to the external and the internal challenges. The necessary arsenal of such adaptation is the marketing tools expending, that will help to ensure the free competitive exchange, the effective supply and demand coordination, the needs and requests of the tourist services market consumers satisfaction. After all, the travel agencies activities that do not evaluate changes to the consumer preferences under the rapid development of the competition will probably not be effective. Instead, the marketing solutions and their implementation into the practice, as well as the new strategies development, the offered services diversification, the setting prices differentiated and the advertising activities improving will contribute to their effective increasing.

Analysis of the latest research and publications. The problems of the marketing tools theory and practice were investigated in the works of: O. Zozulyov, K. Keller, F. Kotler, J. Lamben, N. Malhotra, M. Oklander, Ye. Romat, A. Starostina and others. The researchers have proposed a wide range of methodological statements that have practical significance. At the same time, the analysis of the literature sources shows that the problem of the marketing implementation into the tourism industry should be intensified, that determined the relevance of this study.

The purpose of the study is to detail the theoretical statements and the practical recommendations regarding to the tourism marketing promotion under the today's conditions.

Summary of the main research material. The development of the marketing theory has a long period, so the views of the researchers on the essence, role, principles, tasks and functions of marketing changed. The scientific

sources note that the term "marketing" appeared in the USA in the 1930s. The domestic scientists confirm the marketing techniques use from the second half of the 1980s. The American Marketing Association interprets marketing as an activity, the set of institutions and the processes that ensure the creation, informing, delivery and exchange of offers that have value for consumers, customers, partners and society as a whole [1]. The famous American researchers Kotler F. and Keller K. consider marketing as a social process through which the individuals and the groups get what they need and want by creating, offering and freely exchanging products and services [2, p. 27]. Lamben J. emphasizes the possibility of the aggressive sales tools using while conquest markets and considers the marketing activity as the complex of the market analysis and the consumer society architect [4]. Along with this, Ocklander M. points out the dual essence of the marketing, that, according to the researcher, means the extending of the commodity production longevity due to the sales promotion, the form of its contradictions and the shortcomings due to the waste of resources solving, that eliminate irrational resources losses [5, p. 15].

It is worth to note that the marketing interpretation in the tourism sphere is considered later. This definition was proposed by Krippendorf J., who outlined the marketing as the coordinated activity of the business tourist enterprises policy, as well as private and state tourism policy at the local, regional, national and international levels to the certain groups of consumers for profit [3]. We believe that the tourism marketing should be considered as the systematic process with the specific principles and actions complex, oriented towards the full counterparties of the tourism market needs study and satisfaction, based on the marketing technologies, tools, methods and techniques use aimed at the consolidation of the tourism enterprises positions. Thus, the marketing activity carried out in the tourist market is the constant system of coordination, where companies provide services more efficiently than competitors.

The theoretical and the methodological background allows to justify the importance of the main research trends in the domestic tourism business development in today's conditions. The results of the nationwide survey of the state tourism during the war conducted by the leading associations in 2024 demonstrated the following trends: 10 % of the tourism enterprises did not work; three quarters of the companies have reduced their volume (in many cases – by more than half); almost half of the respondents stated that they had no financial reserves [8]. The main reasons for the significant decrease in the tourist activity are obvious: the offer of the tourist services takes place under the military invasion conditions; the tourist infrastructure destruction; the lack of the formed tourist resources and the complete system of their reconstruction; the impossibility of the unique natural, historical and cultural resources providing; the significant investment limitations; the fragmentation of the proposed tourism development strategies.

Nevertheless, the certain regions continue to provide the tourist services effectively and remain intensive in the tourist offers. The State Agency of the Tourism Development recorded that the taxes income from the tourism sector in 2024 were 1,251 billion UAH (it means the increasing for quarter compared to 2021). Besides, 65 % of the state budget revenues were paid by the domestic hotels. Such a rapid development of the hotel business is caused, in particular, by the intensification of the internal movements of Ukrainians, as well as the interest of the foreigners to the situation in Ukraine. It should be emphasis that tourist's bases, children's camps, campsites, parking for residential mobile homes also provided a significant increase in taxes to the state budget in 2024 [7]. The given information shows the positive dynamics of the Ukrainian tourism industry.

According to the growth of tourism, the question of the marketing tools implementing in order to help the company to reach competitive advantages arises, because in some regions, we can point out even the strengthening of the competition. It should be noted that, usually, the travel companies turn to the marketing elements when their activity decrease and they are facing the loss of customers, due to the need of the new market development or when their own competitive positions should be established. At the same time, the problem of the range of the offered tourist products expanding and the services quality increasing remains to be very

considerable, especially in those regions where growth is observes. So, the modern tourism marketing really involves the various marketing techniques that not only allow to diversify offered services and to stimulate the new tourist routes development, but also to increase the attention to the certain unique tourist locations. Thus, it is not enough to just develop high-quality tourist products and programs, it is necessary to be able to promote them professionally, that will stimulate the tourist enterprise's goals achievement.

Despite the outlined positive trends, for the majority of Ukrainians, the tourism remains inaccessible under the particually difficult modern conditions. In addition, there is an actual problem that the majority of the population feels the inappropriateness of tourism in nowday's. Therefore, the marketing component application is especially relevant. After all, it is not about entertainment, but about socio-psychological protection, that the majority of the Ukrainians currently needs due to the certain types of tourism growth. It deals with the development of the green (eco) tourism, weekend tours, opportunities to get closer to the nature through visits to zoos and contact zoo centers, eco-homesteads, national nature parks and flower garden locations, etc.; sports tourism, creation of camping for the young people, that will contribute to their unity and communication; agritourism with the possibility to spend the free time in the countryside, on the farms (for example, during the time of COVID-19, Lviv entrepreneurs introduced an initiative to collect strawberries and raspberries directly from the field for families living in the region; there are also initiatives to unite people for cooking the national food and so on). Such an initiative might be beneficial because of the people's consolidation. The extremely important that the proposed locations will be accessible to the majority: the poor, the elderly and the disabled as the main outlined idea is the practical accessibility and the customer orientation of the tourism.

In this connection, an objective requirement of the fundamental marketing techniques developing arises in order to search the target consumers and to propose the loyalty programs for them. This will allow to correct existing offers and to create personal and individual requests. While developing the communication complex, the appropriate, inspirational and emotional advertising messages should be created. It is also occurs an objective request to the mobile marketing, the social networks blogs and the accessible, informative websites developing for

stimulating online proposing by the travel firms. In this case, the effective tourism marketing is considered possible thanks to the feedback analysis, that allows to find out the tourists opinion about the offered services, the routes and to improve them, if necessary. After all, when contacting the travel agencies, the consumers usually study the reviews of the previous customers and can make their own conclusions based on such reviews.

Conclusions. The above prove that the domestic tourist activity during the military aggression period is decline, but, along with this, the growth of the tourism in the certain regions of the country was established, that can be explained by the number of internally displaced persons increasing and the special attention of the foreigners to Ukraine. On the one hand, people feels the impracticality of carrying out the tourist's activity, however, on the other hand, the need of the psychological rehabilitation component for the majority of Ukrainians is strengthening. Therefore, the implementation of the accessible tourism could be an integral

component of the national recovery improving, at the same time marketing as the consistent long-term activity based on the study of the market, the business tourist enterprise portfolio creation and the marketing attributes systematization could be indicated as a fundamental basis of the proposed. Taken into account the fact that the tourist enterprises marketing activities focuses on the key role of the consumer, their efficiency can be significantly increased by the offered services differentiation that opens up the new prospects for the further development. The practice shows that the promotion of such tourist activity will be differ, because it will primarily be focused on the personalized offers establishing. In this regard, the competitiveness of the tourism firms will depend on their ability to form the newest thinking, the timeliness of the innovative solutions and the marketing tools in the tourism business introduction. In addition, the tourist priorities determination and the accessible tourism system formation will become the driving force of the country socio-economic development.

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