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MARKETING DEVELOPMENT IN THE TOURISM SECTOR

Currently, a single approach to the definition of marketing in tourism has not yet been developed, so let's consider different views on the problem. According

to the recommendations of the World Tourism Organization (UNWTO), three main functions of tourism marketing are distinguished: 1) the formation of contacts with consumers of tourist services, which aims to convince them that the proposed place of rest and the services, attractions and expected benefits available there fully correspond to what they themselves want; 2) the development of contacts through innovations that can provide new sales opportunities. Such innovations should meet the needs and preferences of potential customers; 3) control over the results of service, which involves the analysis of the results of activities to promote goods and services to the market and checking the extent to which the results reflect the full and successful use of existing opportunities in the field of tourism, a comparative analysis of costs for advertising and marketing activities and income received.

The result of tourism activities is a tourism product, which has its own distinctive features: 1) the demand for tourism services is elastic in relation to the level of consumer income and prices, prone to seasonal fluctuations; 2) the tourism product depends on such variables as space and time; 3) the offered tourism services are divided territorially: tourists receive a tour booking in a travel agency, hotel booking or air tickets via the Internet at their place of permanent residence, transport services can be obtained during a tourist trip, hotel accommodation, participation in festivals, excursion services, meals, a place of temporary stay; 4) the offer of the tourism product is characterized by inflexible production. Hotels, airports, museums, theme parks cannot be moved to another region at the end of the tourist season to adapt to changes in demand and seasonality; 5) the assessment of the quality of the tourism product is characterized by significant subjectivity. The perception of the quality of service by a tourist can be influenced by local residents, members of the tourist group; 6) the assessment of the quality of a tourism product can be influenced by factors such as weather and natural conditions, and political events [1].

Several levels of marketing organization in tourism can be distinguished: 1) marketing only at the level of tour operators and travel agents; 2) marketing at the level of producers of tourist services - accommodation facilities, catering establishments, transport enterprises, excursion service enterprises; 3) marketing at the level of public tourist organizations - NTA; tourist information centers, public associations in the field of tourism; 4) marketing at the level of territories and regions - tourist destinations. At the same time, marketing at the level of tour operators and travel agents and marketing at the level of producers of tourist services belong to the sphere of commercial marketing, and marketing at the level of national tourist administration and marketing at the level of territories belong to the sphere of non-commercial marketing. When developing marketing strategies, companies operating in the field of tourism - travel agencies, hotels, catering establishments, tourist display facilities, need to take into account the

specifics of the "elusive" product [2]. The development of a marketing program should not only be based on traditional elements of the marketing mix, but also involve additional elements - the service delivery process, contact personnel (personnel that work in direct contact with guests) & the physical environment. In this regard, the main task is to establish a connection between the needs and expectations of customers and the internal processes of forming a customer value model in the tourism sector aimed at meeting these needs.

The customer value model includes five main elements that determine the customer's perception of value and the level of his satisfaction: the quality of the product itself; the quality of service through the technologies of its provision; the image of the enterprise; the price; the relationship between the service provider, the client and the contact personnel of the tourism company. The implementation of the customer value model is facilitated by the internal marketing assets of the tourism enterprise. The implementation of the concept of internal marketing will allow building the dependence "loyal staff - loyal client - company profitability". The output of this process will be the development of a technology for high-quality customer service and its control, a system of indicators for evaluating staff performance depending on customer satisfaction, a marketing information system for a tourism company, which enables high-quality customer service for staff, as well as the training of loyal employees who provide excellent service. This approach differs from traditional product promotion in the tourism sector, since it is aimed not at solving current issues of attracting and retaining customers, but at building a system of relationships with customers on a long-term basis. Internal marketing has the same theoretical basis as traditional marketing. A feature is the object and subject of study of the concept of internal marketing. The object of internal marketing is the employees of a tourism company and its internal environment, which are considered from the point of view of the expectations and perceptions of the client. The task of internal marketing is to create an environment within the company that is as customer-oriented as possible.

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