

UDK 338.486.22

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MARKETING MANAGEMENT OF THE ENTERPRISE IN THE TOURISM INDUSTRYI

Management of the tourism industry enterprise from the point of view of marketing is the analysis, planning, organization, motivation and control of the implementation of measures designed to establish, strengthen and maintain mutually beneficial exchanges with the target market to achieve a specific goal of the enterprise.

The main tasks of marketing management:

- formulating the goals of a tourism enterprise and determining ways to achieve them: return on investment; making a profit; entering a new market for tourism services; increasing the share of a tourism enterprise in the market; introducing a new tourism service;

- formation of the organizational structure of the marketing of the tourism industry enterprise, determination of powers, responsibility for the implementation of marketing activities;
- analysis of the tourism services market, demand, competition, consumer behavior, etc;
- development and implementation of marketing programs for the creation and development of new tourist services;
- preparation of plans for the use of tourism services;
- development of plans for tourism services;
- determining the appropriate incentives (moral and material) for employees to achieve the set goals.

It is necessary to distinguish marketing as a certain concept from marketing as a complex of various types of human activity. F. Kotler distinguishes five alternative concepts on the basis of which firms and enterprises carry out marketing activities: improvement of the tourist product, intensification of commercial efforts, marketing and social and ethical marketing [1].

The purpose of marketing is to ensure the profitability of production, profit for a certain period with available resources.

Domestic enterprises of the tourism industry at the present stage can use three levels of marketing activities.

The first level is the activity of the tourism industry enterprise on the basis of the marketing concept of changing the entire philosophy of enterprise management.

The second level (creation of a service) - the enterprise of the tourism industry uses separate complexes (groups) of mutual communication of methods and means of marketing activities.

The third level - the enterprise of the tourism industry implements individual elements of marketing in isolation.

In fact, in modern conditions, the enterprises of the tourism industry use the second and third levels [2]. Some trends in the development of the modern market are of particular importance for the evolution of marketing, namely – the growing importance of quality, price and customer satisfaction; the growing importance of building and retaining customer relationships; the growing importance of managing business processes and integrating management functions. The growing importance of global thinking and local market planning; the growing importance of strategic alliances and networks; the growing importance of high-tech industries; the growing importance of service marketing; the growing importance of direct and online marketing; the growing importance of ethical marketing behavior.

For successful mastery of marketing, the following conditions must be met:

- organization of training of managers and specialists in the basic techniques and means; training of relevant personnel; creation of human resources of marketing professionals;
- building the necessary organizational structure (special marketing services);
- creation of scientific and material support for marketing research;
- high level of marketing elements implementation;
- incentive mechanism for reorientation to marketing.

In recent years, researchers have drawn attention to the fact that continuous training and education of employees aimed at developing creative thinking and initiative is gaining strategic importance [3].

As part of the management system, the marketing department performs the following functions:

- research of market capacity and trends in its development; market segmentation, determination of the composition of consumers and their buying motives;
- analysis, forecasting and evaluation of potential sales opportunities; analysis of competitors' activities; search for new strategic business areas; identifying areas for improving product competitiveness.

All processes in the tourism industry should be well regulated.

Thus, marketing allows to establish feedback from the market, which provides information to the management object about the state of the product market, the results of own activities of all market players and competitors. All this makes it possible to make effective management decisions to improve the competitiveness of products.

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