
INNOVATIVE MARKETING TOOLS IN THE TOURISM INDUSTRY



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Abstract. *In the article the author reveals the essence of tourism today, researches and characterizes the latest marketing tools that are relevant in today's conditions of economic relations in Ukraine. The functioning of the tourism sector is built taking into account the satisfaction of the complex of material, social and spiritual needs of consumers, and the use of innovative marketing tools. World conditions of existence and business activity require the application of innovations in the field of tourism marketing, as highlighted in this article.*

Methodological basis for solving the main theoretical and methodological problems used techniques of theoretical generalization, combination of historical and logical, comparative and structural – functional approach, as well as to highlight the economic importance of the tourism industry were methods of analysis and synthesis of information, comparative law and statistical and economic analysis, etc.

The article analyzes the factors that affect the development of the tourism business and substantiates the need for innovative marketing tools for the effective existence of the tourism industry in modern conditions.

The paper highlights and argues, taking into account the challenges facing society, world existence, the use of visualization of tours and the promotion of services through «virtual tours». Having approached the virtual marketing activity professionally, it is possible to acquaint clients with outstanding tourist places, to interest them in new tourist products, to convince them of the reality of the facts stated in advertising (blogging), etc. Visualization is an important factor influencing positive customer decision-making in the hospitality industry.

Thus, using the latest innovative marketing technologies, the hospitality industry will remain one of the important components of the national economy.

Keywords: *hospitality industry; tourism; virtual tourism; service visualization; consumer services; tourist service*

Introduction.

The tourism industry is one of the most profitable and dynamic sectors of the world economy. In addition, it stimulates the development of all industries of the country, allows increasing foreign exchange earnings through the development of inbound tourism and effectively using the natural, historical and cultural potential and more. However, tourism can also have negative social and cultural consequences.

The modern hospitality industry is the market leader in terms of popularity. Because its feature is that the demand for services does not decrease even in a pandemic. Middle-class consumers always need to travel, relax on holidays: Christmas, New Year, summer vacation or holiday, etc. In addition, Ukraine's international relations with other countries provide opportunities to expand their worldview for Ukrainian tourists, as well as contribute to the rapid development of this area in our country.

The development of the tourism business is a strong financial argument in the country's economy in market conditions. In this way, Egypt, Turkey, Greece, etc. have achieved significant success in the development of tourism. As for Ukraine, the development of tourism in the country is only gaining momentum. The conditions of activity in this sphere are studied and the rules of competitive entry into the Ukrainian and world markets are established.

The functioning of the tourism sector is built taking into account the satisfaction of the complex of material, social and spiritual needs of consumers and the use of innovative marketing tools. Global living conditions and business activities require the application of innovations in the field of tourism marketing. Which led to this research topic.

Analysis of recent researches and publications.

The study of marketing in the tourism industry is covered in the works of many scientists: Lyubitseva (2019), Porter (2004), Kampov (2017), Mosiiuk (2019), Gurzhiy (2013), Tritenko (2013), Zhukovich (2017) etc. Many scholars have become interested in research in the development of the field of tourism ambassadors and their companions in the hospitality industry, including the improvement of methods of promotion in this field. Since tourism business activity also needs state support scientists as paid attention to the peculiarities of the application in the public sector of marketing tools to promote the national tourism product on the world and domestic markets of tourism services through the use of advertising, branding, public relations technologies, sponsorship, etc.

Purpose. The purpose of the article is to study the marketing tools of the tourism industry in the modern conditions of formation of economic relations in Ukraine.

Materials and methods of research.

Today's tourism should be based on theoretical and practical methods of doing business. One of the most important components in the promotion and dissemination of this business is marketing activities, which are used both to create a new and to maintain an existing line of business.

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Today, one of the most common methods of segmenting consumers of tourism services is cluster analysis. This is due to the simplicity of the cluster analysis procedure, its versatility in solving a wide range of marketing problems. Another method used in marketing research of the tourism market is factor analysis. The complementary use of these methodological approaches allows increasing the level of research in general.

Results of the research and their discussion.

The sphere of tourism can be attributed to the largest and fastest growing economic sectors in the world. According to the UN-WTO, 1.4 billion people took the opportunity to travel to another country in 2018. According to global research forecasts, their number may reach 1.8 billion in the next decade. Tourism is 9 % of world GDP and creates one job out of eleven and thus becomes a key driver of socio-economic development, creating the well-being of communities and people. At the same time, tourism is an integral part of the lifestyle of most of society and provides tourists with a unique experience for their personal growth (Drachuk & Dultseva, 2016).

Modern marketing in the hospitality industry was formed on the basis of the experience of existing manufacturing companies, and taking into account the trends of rapid expansion of services and intensive use of distribution methods improved and combined the achievements of general marketing theory and practice.

However, marketing in tourism has a number of features that are due to the specifics of the activity. It has been

studied that some of them are: establishing close relations with the most important target groups; ensuring a high degree of consumer satisfaction and loyalty; increasing the profitability of interaction with partners and consumers; changing approaches to market segmentation; individual approach to the service, etc. (Gurzhiy & Tritenko, 2013).

Particular attention is paid to the development of appropriate marketing strategy using a set of traditional marketing tools. Development of an effective marketing strategy for a tourist enterprise includes such elements as: gathering information, assessing its reliability; comprehensive analysis of tasks; development of proposals; risk assessment; justification of the established decision; setting deadlines and methods for implementing the decision; analysis of information on the implementation of the decision, its adjustment if necessary, etc.

In addition, the need to integrate into the company's activities a set of traditional marketing tools, relationship marketing and internal marketing. As for internal marketing, it should not be avoided, but used through the education of motivated, customer-oriented staff by building an effective system of internal organizational relations «company – customer» in order to maximize customer satisfaction (Mosiiuk et al., 2019).

Marketing of a tourist product is aimed at satisfying the desires and needs of the tourist. It is possible to allocate such expectations from this process as increase in sales volume; ensuring maximum satisfaction of needs; expansion of types of tourist services; improving the quality of tourism products, etc. (Day & Wensley, 2006).

The application of marketing in the tourism industry involves the use of both proven methods and innovative new

ones. Consider some of the most common. So empirical method involves the use of conventional simplifications rather than detailed analysis, reference to the system of categories, which is a situation that applies to any class of theoretical or empirical concepts, which are already known appropriate action, disregard the values that have little value, ie limiting the factors considered in the decision-making process (those that are easy to measure or the most significant are chosen), adaptation to the nearest planning horizon (assuming the use of a situation for which development can be traced to the near future). The method that involves the process of segmenting the tourism market is a cluster analysis. This method involves the simplicity of the procedure of cluster analysis, and with its versatility in solving a wide range of marketing problems (Melnichenko, 2008).

In a competitive environment, every company that seeks to achieve certain market positions uses certain marketing tools for its formation, increase profitability and meet market demand.

The marketing system in tourism is a complex system that includes a wide range of programs to create, maintain and implement the most effective activities of the enterprise in the market. The target direction of marketing depends on what tasks the company sets for itself in the near future and in the future overall.

One of the researchers of management, Peter Drucker, defined the purpose of marketing: «The purpose of marketing is to make sales constant. The goal is to know and understand customers so well that the product or service suits them and sells themselves» (Drucker, 1973).

Interpreting this statement, we can perceive it in such a way that advertising a service or product does not play an important role in obtaining the end

result – sales. However, the process of «selling the services themselves» involves the synergy of all factors involved to achieve the ultimate goal, namely to meet the needs of consumers. Advertising and promotion will achieve maximum efficiency if the needs and interests of customers are first identified, and then affordable products and services are offered to them. Marketing in the tourism industry is designed to identify the needs of tourists, to create attractive tourist services for them, to acquaint potential tourists with the tourist products available to them, to inform them about the place where you can buy these services. Analyzing the practical side of the application of marketing tools, we see the effectiveness of measures «Seven P tour product» is a product, planning, place, people, prices, promotion, process (Smirnov & Lyubitseva, 2019). The travel company must constantly monitor the changes taking place in the tourism market, respond quickly to changes in consumer needs, global challenges, living conditions of customers and more. The omission of the smallest factor influencing the activities of a travel agency can lead to the loss of both real and potential consumers of services.

The development of the modern economy is becoming more dependent on the efficient generation, dissemination and application of innovations. Since the tourism industry accounts for a significant share of the economy of many countries, accordingly, tourism marketing activities should provide innovative marketing tools (Mosiiuk et al., 2020).

Modern business tools provide marketing activities through the provision of innovative marketing information in online advertising, by interpreting the concept of «e-tourism business» and more. The need to use in competition

with powerful tools and management methods leads to the use of the most progressive, radical and universal method of reformatting the interaction of the travel company, market and consumer.

Common marketing innovations in the field of tourism include:

- creating high-quality new websites of travel companies that would provide informative needs to consumers and motivate them to buy the product;
- creation of Internet representations of travel agencies;
- providing the consumer with a quality online service product (booking, payment system, etc.);
- high-quality promotion on the sites of «virtual tours», which is relevant at the time of the global pandemic and will provide an opportunity not to lose your client;
- creation of online offices and online stores;
- creation of innovative advertising, in accordance with the requirements of today and at the same time monitor new innovative technologies introduced in the tourism market and create a quality tourism product that will meet the needs of discerning consumers in the market.

During the Internet and the transition to electronic service, the consumer will be more comfortable watching a certain tourist video or choose a hotel to stay in accordance with their requirements.

Having approached the virtual marketing activity professionally, it is possible to acquaint clients with outstanding tourist places, to interest them in new tourist products, to convince them of the reality of the facts stated in advertising (blogging), etc. Visualization is an important factor influencing positive customer decision-making in the hospitality industry.

Another marketing tool is entering social networks to promote travel services (Youtube and Facebook, etc.). The XXI century is characterized by the transition of the tourism industry to «e-tourism», where the vast majority of companies already have an informative website, online booking system and present «virtual tours» and more. The third decade of the XXI century in the hospitality industry will go down in history as the beginning of «virtual tourism». To some extent, this was prompted by the global pandemic, which lasted for years.

Conclusions and future perspectives of the study.

Thus, at the beginning of the XXI century, marketing tools in the hospitality industry took the following form:

- innovative informatization of advertising;
- deepening the visualization of tours;
- creation of a presentation video of the tour;
- use of digital marketing to maximize the coverage of real and potential consumers of the tourism market.

Thus, given the current challenges for economies, tourism has become an important element of the national economy, which will need to take into account its functional needs in the legal field, as it grows into the historical and cultural heritage of the country, promotes ethnic customs, cuisine and more.

Invaluable competitive advantages will, of course, have companies in the tourism industry that adapt their business to the demanding needs of consumers, use innovative marketing tools in the tourism market and care about the company's image.

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Анотація. У статті автором розкрито сутність туристичної діяльності в умовах сьогодення, досліджено й охарактеризовано новітні маркетингові інструменти, які є актуальними в сучасних умовах формування економічних взаємовідносин в Україні. Функціонування сфери туризму побудовано з врахуванням задоволення комплексу матеріальних, соціальних і духовних потреб споживачів, і використанням інноваційних маркетингових інструментів. Світові умови існування та бізнесової діяльності вимагають застосування інновацій у сфері туристичного маркетингу, що висвітлено в даній статті.

Методологічною основою для вирішення основних теоретичних і методологічних завдань є прийоми теоретичного узагальнення, поєднання історичного та логічно-

го, порівняльного, структурно–функціонального підходів, а також для виокремлення економічної важливості індустрії туризму застосовано методи аналізу та синтезу інформації, порівняльно–правовий метод, а також статистичний та метод економічного аналізу тощо.

У статті проаналізовано чинники, які впливають на розвиток туристичного бізнесу й обґрунтовано необхідність застосування інноваційного маркетингового інструментарію для ефективного існування туристичної індустрії в сучасних умовах.

Автором висвітлено й аргументовано актуальність використання візуалізації турів, популяризацію послуг через «віртуальні тури», враховуючи сучасні виклики, які ставить перед суспільством світове буття. Візуалізація є важливим фактором, який впливає на позитивне прийняття рішення клієнтами в індустрії гостинності. Зазначено, що професійно підійшовши до віртуальної маркетингової діяльності, можна з ознайомчою метою показати клієнтам визначні туристичні місця, зацікавити новими турпродуктами, переконати в реальності фактів, зазначених у рекламі (блогерство) тощо.

Отже, індустрія гостинності, використовуючи інноваційні новітні маркетингові технології, залишатиметься однією з вагомих складових національної економіки країни.

Ключові слова: індустрія гостинності; туризм; віртуальний туризм; візуалізація послуги; споживач послуг; туристична послуга
