

СЕКЦІЯ 2 ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

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PRACTICAL FEATURES OF THE USE OF MARKETING TECHNOLOGIES IN THE MANAGEMENT OF A TOURISM ENTERPRISE

This article deals with practical features of the use of marketing technologies in the management of a tourism enterprise. More than a technological shift, digital technology is a disruption of the entire ecosystem of tourism stakeholders and involves an awareness and mobilization of all stakeholders to cope to this challenge. The marketing strategy of the destination must determine which tourist resources are at the destination, which tourist product can work on their basis, on whom this tourist product is oriented, how will it progress and what technological resources are needed for this. Increasingly, both political conditions and technological developments are influencing demand behaviour and buyer potential in ever shorter cycles. Strategic marketing and the agile competitive strategy of a company are thus becoming increasingly important, especially since the markets themselves are reacting more and more dynamically. The purpose of this article is to understand and analyze practical features of the use of marketing technologies in the management of a tourism enterprise.

Keywords: marketing technologies, marketing concepts, tour product, information.

Matthnai Ekouaghe. ПРАКТИЧНІ АСПЕКТИ ВИКОРИСТАННЯ МАРКЕТИНГОВИХ ТЕХНОЛОГІЙ В УПРАВЛІННІ ТУРИСТИЧНИМ ПІДПРИЄМСТВОМ

У статті розглядаються практичні особливості використання маркетингових технологій в управлінні туристичним підприємством. Більш ніж технологічне зрушення, цифрова технологія є порушенням усієї екосистеми зацікавлених сторін туризму і передбачає усвідомлення та мобілізацію всіх зацікавлених сторін для вирішення цієї проблеми. Маркетингова стратегія туристичного напрямку повинна визначати, які туристичні ресурси є у цьому місці, який туристичний продукт може працювати на їх основі, на кого орієнтований цей туристичний продукт, як він буде прогресувати і які технологічні ресурси для цього потрібні. Мета цієї статті – зрозуміти та проаналізувати практичні особливості використання маркетингових технологій в управлінні туристичним підприємством. Сьогодні підприємствам доводиться стикатися із ринковими чинниками, що швидко змінюються. Все частіше як політичні умови, так і технологічні розробки впливають на поведінку попиту та потенціал покупців за все коротших циклів. Таким чином, стратегічний маркетинг і гнучка конкурентна стратегія компанії стають все більш важливими, особливо враховуючи, що самі ринки реагують все більш динамічно. Відносно цього, технології дозволили маркетинговій організації стати більш ефективною та дієвою, а межі з іншими функціональними дисциплінами розмиваються. Моніторинг ефективності стратегії позиціонування туристичних продуктів як основи зміни планування та організації маркетингової стратегії туристичної фірми не є новим у практиці маркетингової діяльності туристичних фірм. Однак його використання тривалий час було зумовлене несистематичним та стихійно створеним позиціонуванням бренду компанії та її продукції, неадекватним застосуванням іноземних методів власниками туристичного бізнесу. Теорія маркетингового управління сервісною діяльністю туристичних підприємств ще не повністю розроблена. Тому маркетингові технології пропонують середнім компаніям цікаві можливості, оскільки проблеми цільової групи можна вирішити з меншими витратами. Ці втрати коштують багато капіталу. Їх можна використовувати більш ефективно середніми компаніями завдяки інтернет-маркетингу. Причина полягає в існуючих даних та їх використанні в маркетингу (великі дані). Загалом, МСП з однаковим маркетинговим бюджетом отримують більше клієнтів, вищі продажі та прибуток.

Ключові слова: маркетингові технології, маркетингові концепції, туристичний продукт, інформація.

Matthnai Ekouaghe. ПРАКТИЧЕСКИЕ АСПЕКТЫ ИСПОЛЬЗОВАНИЯ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В УПРАВЛЕНИИ ТУРИСТИЧЕСКИМ ПРЕДПРИЯТИЕМ

В статье рассматриваются практические особенности использования маркетинговых технологий в управлении туристическим предприятием. Более технологический сдвиг, цифровая технология является нарушением всей экосистемы заинтересованных сторон туризма и предполагает осознание и мобилизацию всех заинтересованных сторон для решения этой проблемы. Маркетинговая стратегия туристического направления должна определять, какие туристические ресурсы являются в данном месте, какой туристический продукт может работать на их основе, на кого ориентирован этот туристический продукт, как он будет прогрессировать и технологические ресурсы для этого нужны. Сегодня предприятиям приходится сталкиваться с рыночными факторами, которые быстро меняются. Все чаще как политические условия, так и технологические разработки влияют на поведение спроса и потенциал покупателей всего коротких циклов. Таким образом, стратегический маркетинг и гибкая конкурентная стратегия компании становятся все более важными, особенно учитывая, что сами рынки реагируют все более динамично. Цель этой статьи – понять и проанализировать практические особенности использования маркетинговых технологий в управлении туристическим предприятием.

Ключевые слова: маркетинговые технологии, маркетинговые концепции, туристический продукт, информация.

Introduction and analysis of recent research and publications. Market dynamics describe the speed at which markets change and evolve. Businesses today

have to face rapidly changing market factors. Increasingly, both political conditions and technological developments are influencing demand behaviour and buyer

potential in ever shorter cycles. Strategic marketing and the agile competitive strategy of a company are thus becoming increasingly important, especially since the markets themselves are reacting more and more dynamically. In regards to this, Technologies have allowed the marketing organization to become more efficient and effective and the boundaries with other functional disciplines are blurring.

Besides there is the need of marketing concepts to be innovative and at the same time work in practice and be well received by consumers especially for industries such as travel and tourism, for this a strong union between technology and marketing needs to be created with equal proportions of each of the two. Companies not only have to think about new business models, but also urgently need to be active and act as an appeal with the help of marketing technologies to gather necessary resources for that goal.

To understand this state of affairs we will study in the first time the features and dynamics of marketing technologies in the corporate sphere and then returns of the use of marketing technologies in the management of a tourism enterprise.

Presentation of the main research results. Strategic Marketing is becoming increasingly important in a rapidly changing and global economy. Saturated markets, globalisation of supply and Stagnation of demand are only a few selected causes and examples of the fact that the conditions of competition have changed and, above all, intensified in almost all sectors. Against the background of these developments, strategic planning and, in particular, long-term orientation of market-oriented concepts have become indispensable components of entrepreneurial activity. In many companies, strategic marketing is now in the field of business development or corporate development. For this companies have to establish a marketing strategy to reach potential customers. Developing a marketing strategy is vital for any business. Without it, the company's efforts to attract customers are likely to be messy and ineffective. The company's strategy must emphasize that its products and services meet the needs of customers, and the development of long-term profitable relationships with these customers. To achieve this, the company must create a flexible strategy that can respond to changing customer perceptions and demands. It can also help the company identify brand new markets that you can target successfully. The goal of the marketing strategy must be to identify and communicate the benefits of the enterprise offering to their target market.

A key element of a successful marketing strategy is recognizing that existing and potential corporate clients will fall into particular groups or segments, characterized by their "needs".

Identifying these groups and their needs through market research, and then addressing them more successfully than your competitors, must be at the center of the company's strategy. It can then develop a marketing strategy that makes the most of her strengths and matches them to the needs of the clients she wants to target. For example, if a particular group of customers is looking for quality first and foremost, then any marketing activity aimed at them should draw attention to the superior service that the company can provide. Once this has been achieved, it will be necessary to decide on the best marketing activity that will ensure that the target market knows what products or services the company offers, and why they meet their needs.

The defined marketing strategy must take into account how the strengths and weaknesses of the business will affect its marketing. As shown in the Table 1, it is done in several stages, coordinated by key people in the company, responding according to the market situation and the way it goes about it. In concrete terms, the following requirements for companies reveal the importance of strategic marketing planning and strategic action:

- early identification of long-term trends and developments to reduce business risk;
- avoiding the dangers and benefits of opportunities by actively influencing the markets;
- replacement of short-term concepts with strategic concepts for the development of success potentials for a long-term existence assurance and profitability;
- not just a reaction to past trends, but orientation to customer needs and requirements in order to build up future-oriented potential for success.

In practice, the marketing strategy includes local strategies for the firm's activities in target markets, using the necessary elements of the marketing mix. At the same time, for each market segment, new products, prices, methods for promoting products and distribution channels should be identified.

But at this point the company the company will have to use a huge range of information resources to fulfil this objective.

To analyze the information and propose alternative decision or any recommendation that allows the marketing management to overcome problems and to the company to take advantage of market opportunities, the company must take into account the system analysis of the marketing information.

Here there is the need for the company to do the market research, in order to make suitable management decisions.

The advent of Information and Communication Technologies (ICT) would then be able to gradually erase regional disparities, reducing costs and promoting the movement of companies to less favored areas.

Table 1

Characteristics of the main stages of marketing decision-making in business

Stage name	Stage characteristics	Responsible
Awareness and anticipation of the problem	Express diagnostics of external and internal environment of the company	Entrepreneur, Manager
Formulation of the problem	Setting goals and objectives for solving the problem; evaluation of alternatives to achieve the goal	Entrepreneur, Manager
Preparation of the solution	Collection, analysis, processing of information; benchmarking; identification of possible strategies of action; evaluation of strategies of action by the set goals	Marketer
Decision-making	Choosing an action strategy	Entrepreneur, Manager
Control over the implementation of the decision	Assessment of changes in the external and internal environment of the company; analysis of the implementation of the strategy; adjustment of the strategy	Marketing Manager, marketing specialist

For this reason, today, in the digital age, companies are increasingly considering the use of information technologies, for a better efficiency in data collection, in order to deeply analyze the consumer behaviour, define accurate market trends, set up a marketing strategy with the use of information technologies.

For this purpose, the tourist company should resort to tourist information systems, with a view to optimizing the use of information technologies in its promotional activity.

The tourist information systems (tourist information systems) TISs are essential tools for the tourist development of a territory, major collaborative devices for all stakeholders.

Deployed on a department or a region, they gather various functionalities in adequacy with the needs of the institutional ones of tourism – tourist offices, Tourist Development Agencies, Departmental Committees of Tourism, Regional Committee of Tourism – like those of professionals, especially in terms of marketing, observation and marketing.

They contain raw information and have the advantage of being shared over the entire territory. That is to say that the local Tourist Offices, or other actors, can theoretically provide information and reuse information on their own tools on the Web, giving them a great visibility on the Internet.

Only here, this mutualisation means that on the same territory, Regional Committee, Departmental and Tourist Office have the same description of the same hotel. And these are the rubs. Google, in its latest updates and especially since the release of “Panda” (which is a major change to Google’s search results ranking algorithm) in 2011, strongly condemns the contents of “poor quality”, including duplicate content. That is, content that resides on multiple sites in the same way is often considered “less relevant” by the engine.

As you will have understood, the problematic of the Tourist Information System is therefore complex, and especially at the heart of the territory’s natural referencing strategy. In this state of affairs one may wonder how to take advantage of a formidable tool for pooling work, without penalizing all the actors who use it? The debate remains vast.

The solutions exist, they are quite numerous, but they all have some negative aspects:

- renounce the use of the (tourist information systems) TIS in natural referencing, and deprive itself of its ranking potential on the long tail in favor of a very careful referencing of the more qualified editorial contents?

- consider that the region / department is the first to use this content and that the Offices have no relevance to use it for referencing, which can pose some “political” questions?

- on the contrary, consider that the Offices have priority given their means and should use the information of the SIT for their positioning, leaving the region or the department to get away with richer content.

As you can see, each choice necessarily has its counterpart on the scale of a territory. The reality is that in terms of accommodation some private providers have an ability to enrich information that is out of proportion with that of institutions operating in tourism.

Tourism has succeeded in its online marketing revolution and tourist information systems, whatever may be said, are for something. We must add the databases of the latter are too enclosed, facing the spread of tourism information via tools, platforms and private applications, tourist information systems seem very fragile to face the new competition.

Faced with such a state of affairs, an alternative remains available to tourism companies: marketing technologies.

Marketing technologies are a set of techniques, methods of action and decision-making that determine the company’s activities to manage its position in the market, the choice and achievement of its main goals. During the application of marketing technologies allow the company to achieve profitability and efficiency in the market through the implementation of planning, organization of work, analysis and control of the results of market activities of the company, its competitors and the market situation. Marketing technologies are currently very numerous, but usually distinguish five main marketing technologies: segmentation, goal setting (goal setting), positioning, analysis and forecasting.

Marketing in the sphere of tourism is a process of interaction between the subjects of the tourism services market, the process of creating, maintaining and satisfying the demand for them through the

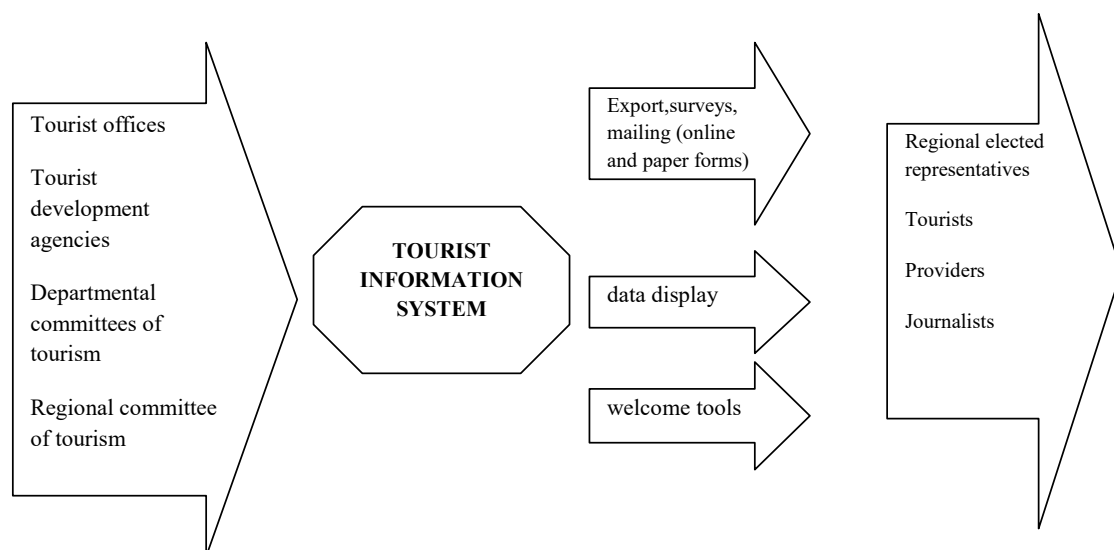


Fig. 1. Diagram of use of a tourist information system by tourist enterprises and organisations

implementation of a system of marketing tools and technologies.

Tourism as a socio-economic phenomenon combines the market aspects of economic relations and social-oriented goals of the development of society.

At present, tourism is the most dynamically developing and highly profitable branch of the world economy. Tourist activities can be considered as a factor in the socio-cultural development of the territories, which contributes to the improvement of the living standards of the population.

The capacity of the tourist market is very high. The development of tourism, which manifests itself in the diversification of the services provided, and the strengthening of interaction between the state and business operators operating in the tourism products and services market, allows it to be viewed as an instrument for stimulating growth at the national and regional levels of the economy.

The tourist complex operates in cooperation with other spheres of activity, preserving a clearly expressed specificity, reflecting the peculiarities of the tourist services market.

In modern conditions, marketing in the field of tourism business is a system of management and organization of the activities of tourist companies in the development of new, effective types of tourist and excursion services, their production and marketing in order to make profit on the basis of improving the quality of tourist products and accounting processes that take place on the world tourist market.

Successful work of tourism marketing depends not only on the desired product of good quality, market-oriented, pricing policy, reliable and efficient network of distributors. A systematic and effective communication with a potential customer and resellers is necessary, which reduces the gap between the producer of the tourist product and its consumer.

The main goal of this connection is to influence the target group. It is necessary to instil in the consumer such an idea of a product or service that would change the views that existed before and influence future behaviour.

There is no universal way to prepare a marketing plan. Each tourist enterprise has its own views on this problem.

An important factor of high-quality customer service is the environment – the appearance of the building, the design of the office, furniture, equipment, office equipment, etc. the atmosphere of the product offering (the physical environment) is perceived by the senses (sight, hearing, smell, touch) and influences buying behaviour in four ways:

- 1) can serve as a carrier of information for potential consumers;
- 2) can serve as a means of attracting the attention of customers;
- 3) can be the bearer of a certain effect (colors, sounds and properties of the surfaces of the objects surrounding the client affect his consciousness and encourage buying);
- 4) can create a certain mood.

To ensure some effectiveness of marketing management this will require the development of auxiliary systems:

- Marketing information;
- Marketing organizations;
- Marketing control.

Information communication technologies applied to tourism has given great impetus to the development of new tools for communication, promotion and marketing of tourism services and products.

There are three steps to consider:

- Computer Reservation System (CRS) in the seventies;
- Global Distribution System (GDS) in the eighties;
- Internet Revolution from the second half of the nineties.

The first two technologies allowed the creation, development and globalization of the availability of basic tourist services through the intermediation of travel agencies, which had exclusive access to automated booking systems.

The Internet has extended these opportunities to the final consumer, redefining the business system and expanding the channel options in the distribution of tourism products. Today tourism speaks the language of new technologies: we have witnessed extraordinary innovations in the size of the tourism market (global tourism market), in the tourist offer (low cost, last minute, dynamic packaging) and in distribution channels (disintermediation, sale, online agencies), with a tourism competition that has become truly global. The web and online services are now essential for the organization of the trip, both for the search for news and information, both for booking and managing a whole range of tourist services. The Internet and the new marketing technologies give the tourist operators the possibility of directly contacting the end customer, thus compacting the tourist supply chain. Worldwide, the operation of online tourism services is experiencing strong growth. Indeed, this kind of service “online” seduces many travellers because everything is available just a click away. According to experts, this is an irreversible trend.

The system of marketing information ensures the receipt, systematization, evaluation and use of information characterizing the state of the external environment and the internal environment of the tourist enterprise.

Marketing technologies for a business have many benefits. In contrast, however, there are also some disadvantages which are listed in the following table which such non exhaustive factors.

Also, marketing technologies assume the accuracy and predictability of the result, awareness of ways to achieve it. It is clear that marketing technologies cannot be something fundamentally different in essence than other technologies.

Their specificity is determined by the market area of application, which gives rise to their probabilistic nature, and the need to take into account the social, environmental, moral aspects of the implementation of marketing activities.

As shown in the table 2 without objective, relevant, sufficiently complete marketing information, it is impossible to make operational and strategic decisions.

Many marketers are already using marketing automation in their day-to-day work: over a third of respondents said they already use marketing automation.

However, the interest in marketing automation is also still in the companies that do not yet use automation tools.

The marketing organization system is aimed at creating an appropriate organizational structure for a tourist enterprise that provides marketing activities.

To continuously monitor the implementation of marketing strategies and programs, a marketing control system is created. In practice, the technology for implementing the concept of marketing is very elastic. It can change both its structure and the place of individual stages depending on the characteristics



Fig. 2. Some types marketing technologies and their use in the marketing strategy

of the enterprise, the degree of market mastery, the goals, objectives and market conditions set. However, all these elements are closely interrelated. Companies cannot exclude any of them from the system, without violating its integrity. As shown in the figure 2 the marketing information system of tourism has a specific cross-sectional character, and involves various branches. In its design, we must derive from the information flow of tourism as well as from the demand for tourism.

**Table 2
Benefits and disadvantages of the use of marketing technologies in tourism enterprise**

Benefits	Disadvantages
Distribution	Trustworthiness issues
Lower costs	Relevance issues
Customer loyalty	address-quality issues
Measurability/ results	Information actuality issues
Personalization	
low scattering loss	
Flexibility	
Response	

The purpose of this system is to facilitate the decision-making of three groups of users: the administrative and self-governing bodies, the entrepreneurs and the tourism operators, at four levels – in the enterprise, in the tourism center (city, municipality), in the region and at the level of State as tourism destination. It is essential to regularly update the file that makes up the marketing information system and adapt it to the needs of the users of the system. The fulfilment of these goals is made possible by the database.

Tourist information systems, E touristic information systems, primarily support and optimize the information transfer between a holiday region (tourist region) and the (potential) guests, using time and place independent information and communication technologies. They are thus part of a modern destination management.

Tourist information systems support the targeted, systematic and consistent creation, management and making available of tourist contents (tourist information data). The focus is on the constant guarantee of the content, reliability and up-to-datedness of tourist information, which is accessed by the users of such systems via fixed and / or mobile information services.

In general, the following information services can be distinguished:

1. Dynamic tourist information services are not based on a specially programmed software solution, but rely on standard software (for example, Internet browsers). The information is generated for the user by means of online queries on an at least daily updated database.

2. Static information services enable pure information retrieval on physical data that is physically integrated into the system, and in most cases are based on a specially programmed software solution.

a) fixed static information services: for example, CD-ROM applications with user interface including database without online connection to an up-to-date database;

b) mobile static information services: for example, personal digital assistants (PDA) with user interface including database without online connection to an up-to-date database.

The Internet through marketing technologies also influences the perception by consumers of the pricing strategies put in place by producers or distributors. In particular, consumers are becoming more and more aware of Yield Management practices.

Thus, some consumers develop opportunistic behaviours with last-minute bookings via the Internet: they seek the best value for money by focusing on the weather rather than the destination. These last-minute sales are becoming more and more important with the current weak economic growth and the decline in household purchasing power, but also with the development of sales by smartphones connected to the Internet (smartphones), commonly known as m-tourism. A modern designed website is also a must, and they must be optimized for messy mobile devices (smartphone, tablet) – Online bookability or at least electronic reservation options await guests nowadays, potential guests stay in social networks, on review portals, in search engines: providers should actively communicate with them, present their company attractively on Google and optimize their website to be found in search engines. However, the demand for online bookings continues to rise. Guests must always use the smartphone to organize their vacation.

Communication in social networks is a common practice. In the tourism sector, social networks have quickly become a source of complementary information. Influencers, media, brands or users, everyone brings his stone to the building on these networks. And today, news feeds from social networks have a real influence on the choice of holiday destinations. As can be seen in figure 3, customer knowledge is the basis of all effective communication and marketing actions. Marketing technologies have made it possible to develop numerous devices to collect data on the behavior of Internet users and customers. Having

data is one thing but being able to cross them and analyze them is another. Moreover, it is necessary to have adequate tools to translate the results obtained into concrete marketing actions. In a global context of over-information, development of information and communication technologies and therefore of interactivity and virality, marketing technologies such as social networks are innovative tools for launching and promoting a tourism offer, or a destination. Social networks are currently experiencing an explosion in their attendance. The growing popularity of social networks is shaking up the traditional marketing model. The question of the control of the message, of the image, is at the center of the concerns of the professionals of the promotion. Today's Internet users can influence behavior, as well as contribute to the growth or annihilation of marketing efforts.

Push Marketing and Email Marketing are an excellent way to collect new behavioral data as well as very effective solutions for deploying targeted marketing actions with great responsiveness. nowadays, in the tourism sector as in other sectors of economic activity to provide such solutions will represent an undeniable competitive advantage.

The impact and success of community-based online housing reservation platforms, based on collaborative economy and consumption, would therefore waver the more conventional models of hotel tourism. When a hotel group decides to open a new establishment, it must first carry out a market study on the environment of its new location. It will seek priority areas where tourist attendance, whether private or business, is strong. He will then finance the construction or proceed with a buy-back or both. From there, he must raise his operating account by anticipating the depreciation of the land.

Then, it will have to adjust its tariffs to release margins above fixed and variable costs. If one takes the foundations of the Airbnb model, it is a reverse concept: any accommodation in the world can accommodate travelers during their stay, thus replacing a hotel room.

Marketing technologies are revolutionizing the workings of the recreational economy and bringing new perspectives to the tourism sector. E-business and e-marketing are now vital components of business success. The potential added value of using marketing technologies far outweighs the cost savings in online transactions. Information and communication technologies through marketing technologies are changing processes and the chain of tourism services in depth. Unlike early booking and information-driven applications, today's technology environment is interactive, mobile, and participatory (includes user-generated editorial content).

The increasingly competitive and dynamic environment requires that tourism SMEs become more reactive and adapt more and more importantly, which goes hand in hand with the need to acquire new skills. The success of tourism requires quick and efficient communication. The volumes of information analyzed and exchanged by tourism professionals are enormous and customers expect quick answers and confirmations in real time. All this requires that tourism professionals are familiar with many tools, systems and sources of information related to ICT. In addition, tourism professionals must have very good communication and networking skills.

ICTs provide new ways to analyze this information, offering new concepts and tools for effective inventory management. For tourism businesses that cooperate with multiple distribution channels, revenue manage-

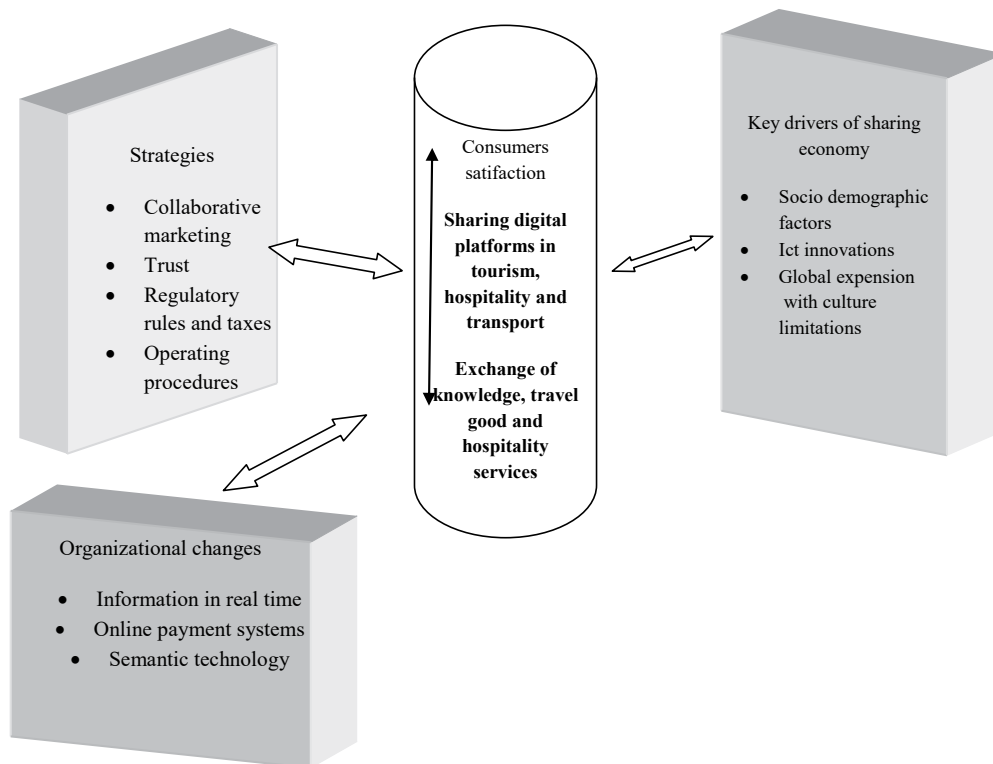


Fig. 3. Benefits of marketing technologies in a Sharing economy business model for tourism and hospitality

ment is becoming more important and more difficult than ever before.

Conclusions from the conducted research. It's known that our modern times are giving the impression to be more and more rapid. Information is constantly increasing over the internet. For the modern marketing also the revision and adjustment of the corporate design at the time taste laid on the technological development.

Of course, monitoring the effectiveness of strategies for positioning tourism products as a basis for changing the planning and organizing the marketing strategy of a tourist firm is not new in the practice of marketing activities of tourist firms.

However, its use for a long time was due to unsystematic and spontaneously created positioning of the brand of the company and its products, inadequate application of foreign methods by the owners of the tourist business.

This is in the first place. And secondly, the theory of marketing management of service activities of tourist enterprises has not yet been fully developed.

Marketing technologies therefore offers medium-sized companies interesting opportunities, since the target group can be addressed with less wastage. These scatter losses cost a lot of capital. These can be used more efficiently by medium-sized companies thanks to online marketing.

The reason lies in the existing data and their use in marketing (big data). All in all, SMEs with the same marketing budget gain more customers, higher sales and profits.

Often, medium-sized tourism companies are focusing on the website as one of the most important online marketing tools. Along with this, SMEs invest mainly in search engine optimization (SEO) and e-mail marketing as well as social media (Facebook & Co.). Tourism

is an economic sector in which the digital eruption has already produced considerable systemic effects: changes in the practices and expectations of tourists, installation in the landscape of new players such as online booking platforms, an explosion of innovations around new applications dedicated to tourism, scaling up strategies tourism and the need for community services to take advantage of marketing techniques, increasing the use of visitor data to improve customer follow-up and create new services.

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