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MARKETING CONCEPT IN THE DEVELOPMENT OF TOURISM ACTIVITIES, CHARACTERISTICS AND EXPECTATIONS FOR TOURIST BUSINESSES

The article deals with the scientific and methodical approaches of the marketing concept in the conception of a tourism product by tourism companies. Indeed As a real challenge for the company itself, it expresses the coherent unity of its various strategic orientations, while respecting the corporate culture, and is a means of making the hierarchical structure more flexible and more effective. However, business dynamics have led marketing to be a general discipline responsible for the creative and innovative use of a company's resources to achieve specific profitability objectives. This assessment can be noticed in the tourism sector, where the marketing concept plays a crucial role. The purpose of this article is to study the variables in which the concept of marketing can influence the implementation of tourism companies marketing strategies and under what conditions these strategies can be effective.

Key words: marketing concept, tour product, marketing strategy, market orientation, promotion strategy.

Introduction. The world of marketing is constantly changing, and companies have to adapt to new circumstances time and again.

The term “marketing concept” is understood to mean a comprehensive, conceptual draft which is oriented towards the desired corporate goals and objectives.

It contains suitable strategies for achieving the goals. Based on the objectives and strategy, appropriate marketing tools are defined.

It also deals with the marketing strategy that tourism companies are applying in selected markets and for selected target groups is holistically geared to the best possible marketing and positioning of any tourist as a leisure and business destination.

Although consumer behavior (CB) is one of the most researched areas in the field of tourism, it influences the design of the marketing concept in the activities of business companies.

To understand this fact, in the section 1 we will study the characteristics of and issues of the marketing concept in the enterprise, then in the section 2 we will analyze the marketing concept in the development of tourism activities and look for expectations for tourist businesses.

The purpose of the article. What is the place of marketing in the company? The question can be as much for novice entrepreneurs as for more technical profiles such as computer scientists. Why a brand of products or services cannot progress without a true marketing methodology?

It's obvious that marketing is the heart of any business. Even though some companies may offer the best products or services and if they could have had the opportunity to have an outstanding sales team, they could only fail if they do not have a marketing function to guide their efforts and attract customers.

In the search for a creative concept, an identity becomes necessary. That's why inspiration and creativity are two abilities that have a lot to play in an effective marketing strategy. It is at this level that the concept of marketing in the needs of the company comes into play.

The marketing concept is the principle that companies must bring out the needs of their customers and make decisions to satisfy them, better than the competition.

The marketing concept is a written and structured planning of the future development of marketing, namely product, price, communication and sales. This product is a unique product, a group of products or the entire company.

The marketing concept consists of an actual analysis, the marketing goals to be achieved, the marketing strategy, the planning of measures of the individual marketing instruments and a description of the monitoring options as to whether the goals are achieved.

Analysis of recent science researches. What principle should guide the marketing and investment efforts of a company? What relative place should be given to the interests of the organization, as well as to clients and society? These interests often come up against; however, the mar-

keting and sales activities of an organization must be conducted according to a well-thought principle of efficiency, effectiveness and social responsibility.

To better understand the marketing concept, it is useful to look for opportunities by reviewing other philosophies that once prevailed.

Although these alternative concepts have prevailed over different historical periods, they are not limited and remain applicable by some companies today.

The marketing concept came after a series of other directions that marketing companies experienced during the 20th century.

These concepts can be seen into five orientations which are philosophical concepts to the marketplace have guided and continue to guide organizational activities:

- 1) the Production Concept;
- 2) the Product Concept;
- 3) the Selling Concept;
- 4) the Marketing Concept;
- 5) the Societal Marketing Concept.

Initially, the company had a production axis where it focused on the manufacturing method. Subsequently, it focused on the product orientation in which a company focuses not only on production processes, but also on the quality and desirability of a particular product.

Companies using marketing methods have subsequently opted for a sales strategy, whereby products are proactively sold based on their characteristics rather than the benefits to each customer and their needs.

Hence the emergence of a market orientation that underlies the company's marketing concept, where needs and needs are met by providing value to satisfied customers.

As the customer is finally satisfied, the marketing concept also requires the organization to integrate all of its other services to add value to the customer. This means that all services, including marketing, finance, human resources, must have an idea of the company's core objectives as well as the company's purpose.

The marketing concept is based on market research to define market segments, their size and needs. To meet these needs, the marketing team makes decisions about the controllable parameters of the marketing mix.

But sometimes marketing is difficult to implement when it is not part of a product's core strategy and no marketing plan has been written. For example, it is very difficult to sell or promote something without the demand of the market.

On the other hand, when market research shows the need for a particular type of product – and when marketing is involved in the development of that product – the promotional aspects are quite easy to implement.

Another factor that facilitates the implementation of marketing is that market segments have been clearly defined even before the product is built. In this case, the appropriate channels become apparent.

In most cases, implementation is a problem because of poor or no planning. Marketing campaigns are often dispa-

rate attempts to “sell more” without a real vision/strategy to “own” a particular market place.

Sometimes a marketing campaign follows market trends to define their focus on a specific schedule.

Market orientation focuses on products and services and directs attention to customers.

In many cases, the change of focus turns out to be profitable and leads to loyal customers. Sometimes, however, setting up market orientation plans becomes a challenge. Factors such as fallacious market research findings and communication barriers can hinder the success of a business.

Market orientation is in the opposite direction to past marketing strategies – product orientation – where the focus was on establishing outlets for existing products. Rather than trying to encourage customers to appreciate or be aware of the benefits of their products or services, the marketing-oriented approach allows companies to tailor them to customer demand.

Many marketing gurus define market direction as a coordinated marketing campaign between a supplier and its buyers.

Indeed, a well-designed marketing campaign evolves enough on the product announced to attract the attention of customers in a short period.

It's in this context that the marketing concept plays an important role. With it companies, can try to set up a detailed planning of their entrepreneurial activities, with the help of a certain specific customer- or market-oriented goals which can be achieved.

These specific customer- or market-oriented goals can be set into phases in which the company can investigate the market trends and consumer behavior in a specific time span with information and measure it in a described and structured manner within the company.

The business firm pursuing the marketing concept can respond effectively to changes in its environment. By understanding the complex interplay of different variables, it can detect the impending changes and prepare itself to exploit them. The firm can very well face the pressures of competition and environmental changes.

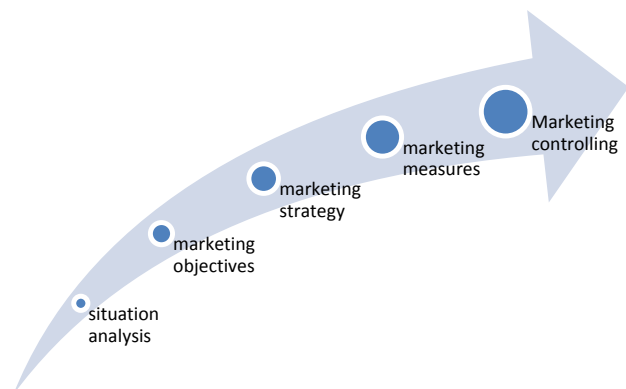


Fig. 1. Phases of marketing concept in the enterprise

To build a successful marketing concept, companies first need to explore the market. The first thing to study here is the question of the target audience. It is important to know which product or service offer and at which target audience businesses are aiming to. The marketing concept established itself in several phases.

1) Situation analysis. Situation analysis about understands the specific situation of a company and identifying potential opportunities and problems. On the one hand, the company itself and the respective environment, which includes competitors, suppliers, the market situation and the legal situation, are analyzed. In the end, a comparison of your own strengths and weaknesses as well as corresponding external opportunities and risks arises.

2) Marketing goals. After the situation analysis, the concrete marketing goals will be determined. For this purpose, the determination of the specific market segments takes place first of all. The goals set may be both quantitative and qualitative. Quantitative targets include, for example, certain sales figures or sales. Qualitative goals include things like customer satisfaction or image.

3) Marketing strategy. Once the goals of the company have been defined, the next step is about actual strategies for achieving the goals set. For this purpose, procedures are defined in this step, which determine which markets are to be processed and how one should behave towards customers, intermediaries and the competition.

4) Marketing measures. Following the planning of the strategy, concrete operational measures are defined to implement them. The definition is typically referred to as a marketing mix and consists of the four basic instruments of product policy, pricing policy, communication policy and distribution policy. The product policy revolves primarily around the search for features and properties of the product. In contrast, the search for the right price is at the center of pricing policy. Advertising as well as all other forms of communication are in turn combined under communication policy. Finally, distribution policy deals with all the questions that surround how the product comes to the customer.

5) Marketing controlling. The final step in the planning process is Marketing Controlling. To ensure that the planned measures work, the marketing concept defines certain control parameters. On the basis of these, the efficiency of the measures can be continuously assessed.

The effective use of design gives customers a reason to buy at home and not at your competitors. This is a valuable source of differentiation – a well-designed product or service will stand out from the competition.

In considering of all said above we can interrogate ourselves about how the marketing concept influences the development of tourism destinations in a competitive market, for this a comprehensive viewpoint to tourism marketing strategies is vital and valuable.

Presentation of the main material. The emergence of the market of tourist services, the need for the development of the hotel and tourist complex, the commercialization of tourism activities led to the need to introduce marketing principles in the activities of tourism organizations.

It decides on economic success or failure. Therefore, marketing always starts with the question of which customers you want to reach with your offer. Marketing can be derived from the English word “to market”.

Before initiating with the process of marketing, it is required for businesses to identify the trends and needs of the customers so that to bring quality services in the market.

The process of market research is required for each and every industry so that to get suitable and required information about the market circumstances and about the competitors.

With the help of effective market research, the current trends, habits and needs of the customers can be identified. Marketing tools require businesses to decide which marketing measures are best for their audience. In the marketing concept, entrepreneurs then specify an exact plan as to when and what measures are taken in marketing.

Since the needs of the target group, the characteristics as well as the purchasing behavior, as well as the compe-

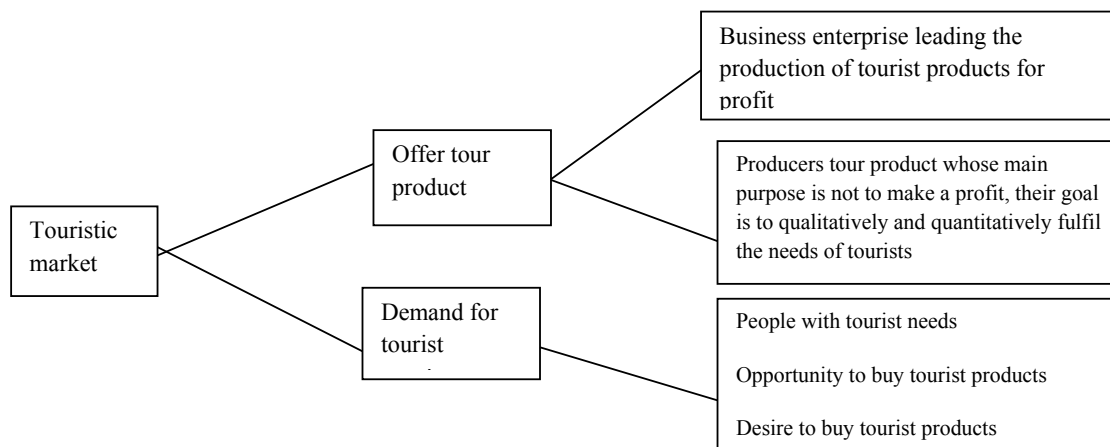


Fig. 2. The structure of the tourism market divided on different categories of tour companies' offer and the demand of the tourist

tion can constantly change, enterprises should deal continuously with the marketing innovations.

Various techniques can be used by tourism companies in their market research in order to identify the policies and strategies of their competitors. Tourism being a fast growing industry, it is required for companies to analyze the policies and strategies of competitors so that to capture the whole market.

Once the company understands the needs of the audience and examine competitors in competition analysis, they can then define clear marketing goals that are very important for efficient marketing. Only if goals for the marketing are defined, businesses can determine afterwards whether these were achieved.

The marketing goals are then followed by the strategy. Also, the marketing strategy should be reviewed regularly, e. g. to adjust the positioning. Once this step has been mastered in the marketing process, the heart of the game comes: businesses determine the most optimal marketing tools and create a marketing concept. As we can see in the figure 3, market research is not counted among the marketing instruments in system marketing. It is superior to all other marketing tools for the purpose of basic procurement and control.

This implies here, that the tourism companies would have to make the marketing concept of their destination, like a regular product the same as it is done in other industries; we are talking here about a tour product.

A tourist product is a concept that is made up of many components. These are made up of tourist attractions; provision of means of transport, lodging and its associated facilities and sources of entertainment.

These components may be provided by one company or a group of companies in the tourism industry. It also involves the tourist enjoying these products from the time they step out of their houses till the time they get back home.

The tour product depends on variables such as time and space. The factor of seasonality is of great importance (the marketing activities of the travel agency will differ during the peak season and in the off-season).

In the off-season, for example, additional measures to stimulate demand are needed – low prices, various additional services, variation in various types of tourism, etc. In addition, the proposal is very static: for example, attachment to a specific place (camp site, airport, etc. cannot be moved to another location).

The process of preparing and maintaining the readiness of a tourist product, as well as the process of its promotion to the consumer market, requires the investment of funds from all entities directly or indirectly planning income from its sale. Unclaimed tourist product brings losses to business entities involved in its generation. The state belongs to such subjects.

Tourist product, along with the general specific characteristics of services inherent in their distinctive features:

1) a set of services for goods (tangible and intangible components), characterized by a complex system of relationships;

2) the demand for tourism services is elastic in relation to income level and prices, but largely depends on political and social conditions;

3) the consumer, as a rule, cannot see the tourist product before its consumption, and consumption itself is in most cases carried out directly at the place of production of the tourist service.

Koutoulas (2004) states that all components of the product and adds value and if they are not combined they will offer limited value or sometime no benefits to the consumers. For instance, generally hotel offers accommodation, food and beverage, reception service, quality service, bell desk, luggage facilities, spa, swimming Poole under one roof. It is the complete bundle of components that fully indulge consumer primary and secondary needs (Koutoulas, 2004).

Seasonality is an inherent characteristic of tourism and determines in to a large extent, the business strategies of the companies operating in the sector.

Being a service that is consumed in a majority in time holidays, we observe that there are large variations in demand according to the time of year in which we find

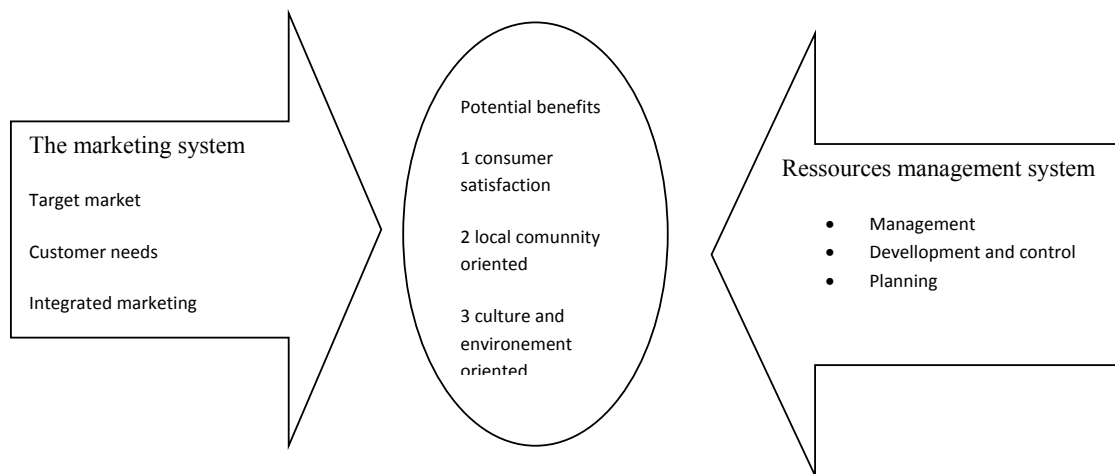


Fig. 3. Marketing concept for a tourist destination

ourselves. Since the establishment of paid vacations in companies in most countries of the world, has shown a tendency for people to enjoy these periods in the summer seasons, which coincide with those in which the weather is more benign.

As we have indicated previously, the tourism product is a set of material and intangible elements designed to meet the needs and consumer expectations. A fundamental aspect of the tourism product is its composition, because, as we have seen previously, there is a degree of high heterogeneity that hinders definition and conceptualization of the same.

Here we are looking on the management peculiarities of a tourist organization, which concerns tourism management.

When we speak about tourism management, we see a complex sector involving a wide range of economic operations. Tourism supply is one of the operations. It is highly reliable on the natural, artificial or man-made, operating, as well as the regulatory components involved in creating the tourism product.

The success of commercial activity in the tourism sector is first determined by an interesting tourist product. The term “product” indicates the quality of the essence of concrete and conceptual things (for example, the services of a guide familiarizing a tourist with a given locality or museum).

But the tourism product is a complex set of heterogeneous elements:

- natural resources (air, water, sun, landscape, etc.), historical, cultural and architectural attractions likely to seduce a tourist and encourage him to take a trip;
- infrastructures (accommodation structures for tourists, restaurants, leisure and sports equipment, etc.) which, in themselves, do not influence the motivation of the trip, but in its absence, obstacles to a trip;
- the possibilities of movement, which depend to a certain extent on the fashion of the different modes of transport used by tourists. These possibilities are estimated, most probably from the point of view of their economic accessibility, from the point of view of the speed of the movements.

When studying a tourism product, it is important to get a clear answer to the question “What does the tourist want to buy?”, after all, the tourism product has up to a point no appreciation for the consumer. People acquire not goods on the market, but their functional ability to satisfy a certain human need.

As we know, a tourist product is a service that meets the needs of tourists during their trip and that are subject to payment from them.

In practice, the concept of basic services and complementary services works. However, from the point of view of consumer properties, there are no significant differences

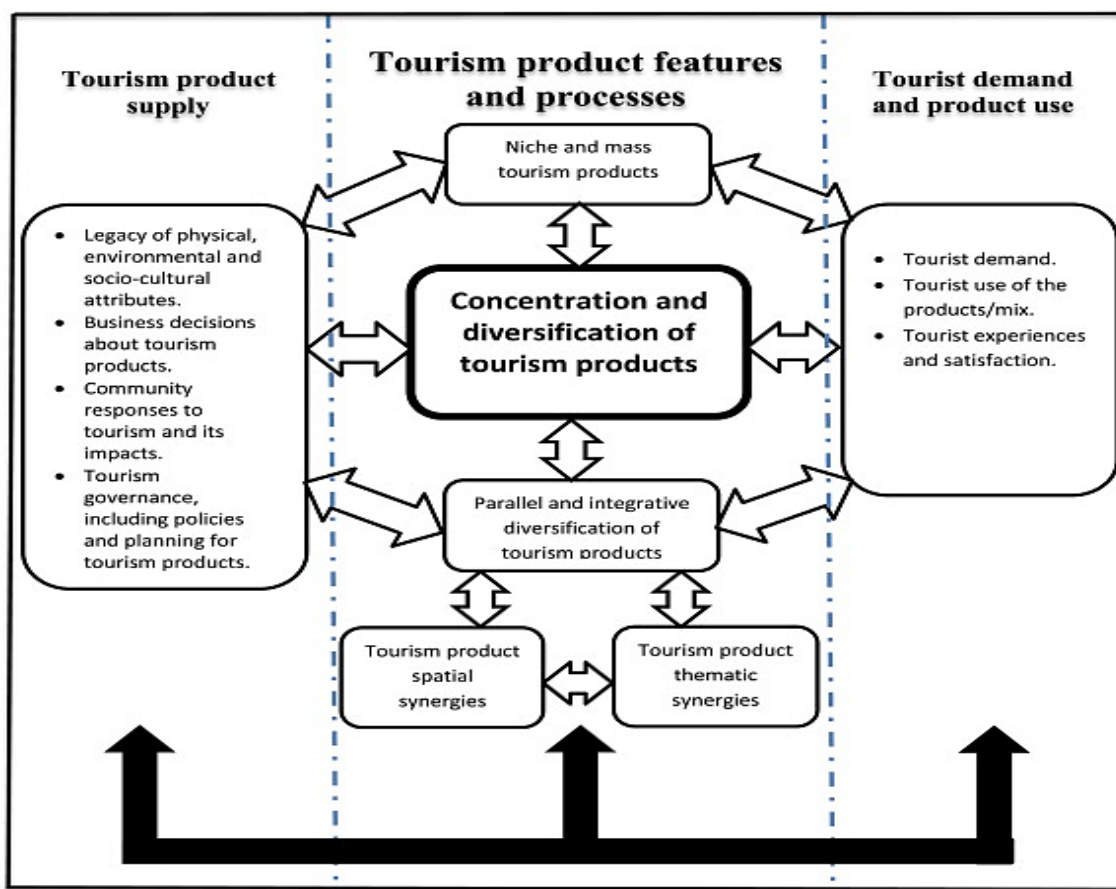


Fig. 4. Characteristics and processes of a tourism product

between them. Thus, the excursions included in the complex service are considered as the main services, but if the tourist buys them independently on the place of stay, they become already additional.

Thus, the difference between basic services and additional services lies in their causalities with the package initially purchased by the tourist or a set of tourist services.

Sometimes, a tourist product is associated with a tourist package (package or tour package) – a mandatory set of services provided during a visit to an individual or collective plan, which is of a serial nature and is offered for sale.

The tourism product includes only four essential elements: a tourist center, transportation, accommodation services and transfer. Indeed, by purchasing a package that includes four mandatory basic elements, the customer not only has significant discounts from the tour operator, but he can still ask the tour operator to extend it by including other services or to be able to do it directly to the tourist center.

Of course the tourist's satisfaction depends on the quality of tourist product, designed on several keys factors.

The tourist's satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before and during the trip. People go on holiday to satisfy one or several of their needs, whatever these needs are. To achieve satisfaction people try to behave in a rational way. They choose, for instance, activities that they expect will fulfil their needs satisfactorily.

This trend towards rational behavior shows that there are causalities between causes of displacement, choice and satisfaction.

By adapting marketing principles to the management of the tourism industry, companies will be able to provide quality products and avoid the development of unnecessary and unsustainable products.

Products in tourism can be "ideas", "services" and "goods". The tourism industry mainly serves the services.

Knowing that services are subject to innovation, the marketing concept of the tourism product should be subject to it.

Indeed, innovations in the tourism industry are increasing the use of new technologies in the hospitality and entertainment industries, the formation of a new tourism product and marketing. Innovation through the application of new management systems and the use of modern information-based tools and new materials can also significantly reduce the price of a tourism product. Thus, the basic principles of tourism marketing are as follows:

- 1) the focus on achieving the final practical result of tourist activities; effective implementation of tourism services in the market and the acquisition of a certain share of this market;

- 2) the focus of the tourist organization is not on a momentary, but on a long-term strategic result of marketing work; this requires special attention to foreseeable research, the development on their basis of the results of

new tourist services that provide high-profit activity of the company;

- 3) application of tactics and strategy of active adaptation to the requirements of potential buyers with a purposeful simultaneous impact on them.

Now, taking into account that the behavior of tourists and their purchasing process has changed so visibly in recent years, the concept of tourism marketing has also varied. What were once product, price and place now adds experience and emotions.

At present it is not enough to know the age, origin and social class of tourist profiles to segment a tour company's audience. Businesses can have to know their interests, challenges, goals and dreams to get their attention.

To create such awareness towards customers, companies need to know how to sell its offers effectively. Although great marketers know the systems and tools out there to help, but many tour or activity providers may not have sufficient experience when it comes to marketing, the utilization of the marketing mix elements could resolve this fill this gap.

The marketing mix is a combination of practical measures to influence the market or adjust the company's activities to the market situation, as well as a timely and flexible response to its changes.

If we define the economic propaganda as any form of promotional activity, as well as its effect of rapid capture of a wide audience, a large number of repetitions, then its importance are clear in the overall promotional activities of tourism organizations. Its resources are press, radio, television, direct mail.

The concept of the public in the process of value creation for the touristic offer is extremely important, which also highlights the promotional instrument, public relations that have a long-term interests for a given tourist organization.

There are many instruments of promotional mix, but the most important are: economic propaganda, public relations, sales promotion, personal selling, publicity and direct marketing. Here the main tool of the marketing mix (4ps of marketing) we may use is promotion.

In a word, the goal of the promotion is to incite preference for one or more services of the tourist organization, destination, which is achieved by transmitting a clearly defined, consistent message.

It is of crucial importance to determine the specific instrument of a defined promotional activity, budgets and media (and within it the vehicle).

For the success of a commercial promotion for the marketing of tourist services, a certain minimum of incentive measures is required, which are implemented in conjunction with advertising and other commercial activities. Large tourist firms (wholesalers and tour operators) usually have full-time sales promotion services that study the effectiveness of the measures taken earlier and give recommendations on the most effective methods. The non-promotional methods for promoting a tourist product include:

- personal (personal) sales through an agent;

– direct distribution of information and work with various databases (the formation of permanently maintained databases of a stable clientele, on the basis of which information about specific tours is delivered to the client, etc.);

– direct marketing (telephone marketing, mailing – information of prospective corporate clients);

– sales promotion – at the same time, clients are offered, for example, coupons for discounts, various contests and prizes are held for tour buyers, bonus programs are implemented, and objects with corporate style elements are distributed;

– propaganda or organization of public relations – an indirect proposal (organization of cultural events, where information about the company's tours is distributed, where representatives of the media are invited).

The incentive measures are planned on the basis of an overall marketing strategy and the selection of the most effective means. Like advertising, sales promotion activities are carried out within calendar time. These terms, both in national and international tourism, can be periods of active sale of tourist trips for the next year, dates that coincide with major tourist events.

If the promotion of a tourist product is carried out simultaneously with an advertising campaign to introduce a well-known product (for example, an elite car of a popular drink), this only increases the company's credibility.

Strategically, many companies are also taking into account the methods and techniques their competitors use to develop their plans. Driving can compete with a competitor to apply other promotion methods.

The tourist enterprise must determine the exact time of product's implementation and duration. If the program is short, it is very difficult to achieve efficiency, and conversely, if the program is designed for an excessively long period of time, the impact will gradually decrease, and this can damage the image of the company.

Here we can see is that global competitiveness and tourism concentration creating numerous challenges and problems in the creation of consumer loyalty and sustainable competitive advantage in the tourism product market. The problems are evident in demand management and creation of unique image of a particular tourist destination. Involvement of a great number of different organizations in creation and marketing of tourism products of a tourist destination makes it difficult to align their different interests and aims.

Research and meeting tourists demand their segmentation and the choice of target factors. Tourist segmentation in the process of choice and usage of tourist product is connected to numerous problems. Consumers, under contemporary conditions, in order to save time and reduce expenses, often combine business trips with leisure, and leisure trips often include elements of business trips.

And of course as we described earlier, with the high amount of time marketing research process added to traditional ways of promotion of a tour product take to set up it will be difficult for tourist companies to catch up with a

marketing strategies with the use of traditional marketing as described above.

Marketing and promotional strategies can provide businesses with a number of benefits, ranging from upticks in sales to brand building and increased market share. An entire industry exists due to the fact that businesses benefit from marketing efforts. These same strategies, when overused or poorly conceived, can also yield unintended disadvantages that adversely impact the bottom line, tourist product or the company's reputation.

Because of the risks that sales promotions have to create price sensitivity and potentially tarnishing the brand, these are really only effective as short-term strategies. The problem is that many business owners will implement sales promotions to draw more customers in, but when the promotion is done, customers are gone. Launching a promotion takes time, energy and capital investment. If the margins on products are significantly reduced during the promotion and there was no integration of the promotion into a long-term sales strategy, then promotions will fail the long-term business goals.

Consumers will come in for a cheap product, and then they'll leave until there is another promotion. Business leaders need to look at how promotions capture the attention of consumers and how they define exactly how to keep that attention for long-term success. Otherwise, the promotional marketing strategy may seem as if it generates a lot of company interest, but that it will never produce the needed results.

Traditional marketing focuses more on revenue and bottom lines than on improving the lives of customers. This creates disconnect between the people behind the services you offer and the customers.

Today, customers prioritize relationships when choosing services; they want to know the people behind the advertisements.

Indeed aspects of marketing such as research, publicity, advertising, merchandising and sales all play a part in increasing awareness of tourist product enterprises are selling. Forms of traditional marketing include placing advertisements in newspapers and magazines. Radio commercials, telephone sales, direct mail and door-to-door sales also fit into this category. Although these marketing methods have been successful in the past, they all have disadvantages, especially with the rapid increase in Internet usage.

As far as the time went, traveling consumers have changed their values and lifestyles, these changes are also noticeable in demographic changes.

The experience economy is increasingly seeing travel companies and operators creating opportunities to mix traditional style journeys with crowd and challenge-based experiences.

This obliged companies to adopt new tourism management in terms marketing activities.

New tourism management requires personalized attention, yield Management, market segmentation and innovative pricing.

Also it should allow a flexible design of a tour product which takes into account all the aspects mentioned above.

These requirements can be matched only with the help of information technologies which can be manage information resources that companies need to set up a more effective tour product.

Conclusions. As we said earlier the marketing concept consists of an actual analysis, the marketing goals to be achieved, the marketing strategy, the planning of measures of the individual marketing instruments and a description of the monitoring options as to whether the goals are achieved.

In the tourism sector the use of the marketing concept principles, sets up the conditions in which the tourism product is conceived.

Although tourism product the success of commercial activity in the tourism market is determined, first of all, by an attractive tourist product, it needs to be designed according to the customers' desires and promoted accordingly.

But with the traditional ways of marketing promotion, and the time it may take to investigate the consumer behavior and design tour product using traditional marketing ways it may not match the market expectations.

Information technology can be driving the evolution of new tourism products introduced as a result of new strategic management modes in a more competitive and turbulent environment. Through ICT, companies have control over information. This allows the tourism company to control its product, business, financial, human and information management systems. Therefore, through the use of ICT, the information management system is increasingly recognized in the theory of strategic management, as a new key variable of competition within companies in the field of tourism, in the medium and long term. For that, the use of information resources by tourism companies becomes necessary in their management system.

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МАРКЕТИНГОВА КОНЦЕПЦІЯ РОЗВИТКУ ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ, ХАРАКТЕРИСТИКИ ТА ОЧІКУВАННЯ ТУРИСТИЧНОГО БІЗНЕСУ

У статті розглянуто науково-методичні підходи маркетингової концепції, концепції туристичного продукту. Справді, як реальний виклик для самої компанії вона виражає погоджену єдність своїх різних стратегічних орієнтацій, поважаючи корпоративну культуру та будучи засобом зробити ієрархічну структуру більш гнучкою та більш ефективною. Однак динаміка бізнесу привела до того, що маркетинг загалом і дисципліна зокрема відповідають за творче й інноваційне використання ресурсів компанії для досягнення конкретних цілей. Ця оцінка може бути помічена в секторі туризму, де маркетингова концепція відіграє вирішальну роль. Метою статті є вивчення змінних, у яких поняття маркетингу може впливати на реалізацію маркетингових стратегій туристських компаній, та умов, за яких ці стратегії можуть бути ефективними.

Ключові слова: маркетингова концепція, турпродукт, маркетингова стратегія, ринкова орієнтація, стратегія просування.

МАРКЕТИНГОВАЯ КОНЦЕПЦИЯ РАЗВИТИЯ ТУРИСТСКОЙ ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИСТИКИ И ОЖИДАНИЯ ТУРИСТСКОГО БИЗНЕСА

В статье рассмотрены научно-методические подходы маркетинговой концепции, концепции туристического продукта. Действительно, как реальный вызов для самой компании она выражает согласованное единство своих различных стратегических ориентаций, уважая корпоративную культуру и являясь средством сделать иерархическую структуру более гибкой и более эффективной. Однако динамика бизнеса привела к тому, что маркетинг в целом и дисциплина в частности отвечают за творческое и инновационное использование ресурсов компании для достижения конкретных целей. Эта оценка может быть замечена в секторе туризма, где маркетинговая концепция играет решающую роль. Целью статьи является изучение переменных, в которых понятие маркетинга может влиять на реализацию маркетинговых стратегий туристских компаний, и условий, при которых эти стратегии могут быть эффективными.

Ключевые слова: маркетинговая концепция, турпродукт, маркетинговая стратегия, рыночная ориентация, стратегия продвижения.