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THE MARKET OF TOURIST SERVICES UNDER THE CONDITIONS OF GLOBALIZATION PROCESSES

I. Trunina, G. Likhonosova
Kremenchuk Mykhailo Ostrohradskyi National University
vul. Pershotravneva, 20, Kremenchuk, 39600, Ukraine. E-mail: a.likhonosova@gmail.com
O. Hrechyshkina
Educational Institution "Polessky State University"
vul. Dnieper flotilla, 23, Pinsk, Brest Region, 225710, Republic of Belarus. E-mail: l_grechishkina@mail.ru

Purpose. The paper deals with the characteristics of the possibilities of the modern market of tourist services, in particular, via the internet advertising that provides the advertiser with the instruments for reaching the target audience on a global scale. It is stated that the Internet develops much faster than any other advertising means in Ukraine. **Methodology.** We have applied the expert forecasting of the use of the latest means of information policy to promote the tourism product. We have correlated the simulated result with the received through questionnaires of consumers of the tourist market. **Results**. It is proved that the use of social networks for the promotion of tourist products makes it possible to essentially cut the expenditure on the communication policy. The basic means of tourist business promotion in social networks are determined, namely: the creation of own Internet site, the creation of own page in the social network, promotions and contests in the social networks, virus marketing, target advertising, "the grapevine" among the participants of existing groups. **Originality.** The authors state that modern social networks allow the use of the latest advertising tools for tourist products, which becomes the basis for reducing the costs of a tourist enterprise to interact with the user of the tourist product. Proceeding from the actualization of the problem of promotion of a tourist product to the global market, the authors proposed the main means of visualizing tourism business in social networks. **Practical value.** The obtained research results suggest that there is a market segment in the field of tourism where the promotion of a tourism product without the use of the newest means of the Internet network becomes unprofitable and requires the attraction of additional financial sources that does not contribute to the formation of a positive tourist climate in the country. References 10, tables 1.

Key words: tourist product, tourist services market, marketing, globalization, advertising.

РИНОК ТУРИСТИЧНИХ ПОСЛУГ В УМОВАХ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ

І. М. Труніна, Г. С. Ліхоносова
Кременчуцький національний університет імені Михайла Остроградського
вул. Першотравнева, 20, м. Кременчук, 39600, Україна. E-mail:a.likhonosova@gmail.com
О. О. Гречишкіна
Навчальний заклад "Поліський державний університет"
вул. Дніпровської флотилії, 23, м. Пінськ, 225710, Республіка Білорусь. E-mail: l_grechishkina@mail.ru

У статті охарактеризовано можливості сучасного ринку туристичних послуг через залучення інструментів Інтернет-реклами. Емпірично доведено, що засоби інтернет-реклами туристичної послуги надають можливість виходу рекламодавця на цільову аудиторію саме в глобальному масштабі. Метою статті є розробка рекомендацій щодо розширення сегментів ринку туристичних послуг через використання маркетингово-інформаційного інструментарію просування туристичних товарів в умовах глобалізаційних процесів. В статті застосоване експертне прогнозування результатів використання новітніх засобів інформаційної політики для виведення туристичного продукту на сегментований ринок. Отриманий результат був порівняний із фактичним, що висвітлений засобами анкетування споживачів туристичного ринку. Обґрунтовано доцільність використання конкретних видів інтернет-реклами у туристичній сфері, беручи до уваги швидкість розвитку в Україні Інтернет мереж, спрямованих на конкретний ринковий сегмент чи конкретного споживача туристичного продукту. Авторами визначено, сучасні соціальні мережі дозволяють використовувати новітні рекламні засоби для туристичних продуктів, що стає підґрунтям зменшення витрат туристичного підприємства на взаємодію із користувачем туристичного продукту. Виходячи з актуалізації проблеми виходу туристичної послуги на глобальний ринок, авторами запропоновано основні засоби візуалізації туристичного бізнесу в соціальних мережах. Отримані результати дослідження дозволяють стверджувати про існування ринкового сегменту в сфері туризму, де вихід туристичної послуги без використання новітніх засобів Інтернет мережі стає нерентабельним та вимагає залучення додаткових фінансових джерел, що не сприяє формуванню позитивного туристичного клімату країни.

Ключові слова: туристичний продукт, ринок туристичних послуг, маркетинг, глобалізація, реклама.

PROBLEM STATEMENT. Modern conditions for conducting economic activities in the field of tourism services create the need for a significant attention to the promotion of tourist products. First of all, such measures are used: sales promotion and public relations. But a special place among the promotional activities is tourism advertising. The urgency of the development of this topic is the need for a modern upgrade of approaches and methods and methods aimed at determining the needs of citizens regarding the level of quality of tourist services at the regional and national levels, as well as in providing recommendations for the creation and use of new organizational and economic measures of marketing activities of tourism enterprises subject to increasing globalization pressure.

EXPERIMENTAL PART AND RESULTS OBTAINED. The problem of the development of the tourist services market is considered in the papers of such scientists as: V. V. Bakaieva [1, p. 50–58], L. V. Balabanova [2, p. 15–25], A. E. Voronkova

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[3, p. 25–55] et al. At the same time, the papers of the following foreign scientists: B. Vaneken [4, p. 15–25], P. Doyle [5, p. 17], F. Le Pla [6, p. 15–25] et al. are of primary importance. However, the specific features of the organization and the use of the marketing instruments as to the realization of the tourist services under the conditions of globalization challenges are topical for the scientific research now.

THE PURPOSE OF THE ARTICLE consists in working out the recommendations as to the use of marketing instruments for tourist services promotion under the conditions of globalization processes.

Tourist advertising is an active means for carrying out the tourist company marketing policy as to the tourist product promotion, the enhancement of the links between the manufacturer and the consumer of the tourist product.

The purpose of the tourist product advertisement for the advertiser consists in providing the consumer with the information and having it published to increase the demand for the tourist products. As to the consumer, the tourist product advertisement enables him/her to save time and money during finding out the declared distinctive properties of the tourist product.

The enterprises providing tourist services use the following types of the tourist product advertising:

the image advertisement of the tourist product for the expansion of the sales volumes in the future;

the tourist product encouraging advertisement aiming not at the consumer's attitude to the tourist product but at the hope for the consumer's behavior;

the interactive advertisement of the tourist product - a promotional message about the tourist product that is personalized and aims at the dialog with the potential consumer via encouraging its response, and the tourist company tries to establish commercial relations on its basis. This type of tourist product advertisement tries to join the tasks of two previous forms: to create and image and, at the same time, to get a measurable behavioral response that makes it possible to assess the message effect immediately. This form of tourist product advertising has developed rapidly;

an advertisement of the tourist company (company advertisement) aiming at the generation or enhancement of the positive attitude to the tourist company of various audiences via the formation of the company image, the creation of the confidence climate. In this case it is necessary to know the special way of communication in the environment full of the tourist product advertisements;

sponsorship and patronage as a method for the improvement of the company image.

The task of the tourist product advertising is to hide in the shade of its own means, own methods and to promote the tourist product to the forefront in such a way that the advertisement itself should not be noticeable. The creator of the tourist product advertisement may be disappointed finding out that a potential tourist does not even suspect the existence of his/her best advertisement. The perfection of the tourist product advertisement is to hide it from the observer (the more perfect the tourist product advertisement is the less noticeable it is as an advertisement).

The conditions for the improvement of the efficiency of the tourist product advertisement:

• the role of the tourist product advertisement as a component of marketing pressure cannot be separated from other sales factors. As a rule, to make the tourist product advertisement successful it is necessary to have a differentiated tourist product sold at an attractive price via a well-adapted network of promotion and sale;

• the tourist product advertisement meets the need for information, so, it will be especially useful, when the consumer takes a difficult decision as to the purchase of an unfamiliar tourist product whose properties are not evident during a simple overlook;

• the tourist product advertisement is efficient when it is focused on the tourist product distinctive property providing its advantage over other tourist products and "positioning" it in the consumer's consciousness. Such properties may include a "promise" contained in the brand and its special features or symbolic value.

The tourist product advertisement can mostly influence the markets with expanding global demand: it enhances the tourist product diffusion, serves as a demand catalyst. At the markets in the stage of maturity the tourist product advertisement aims at a dialog and influences only a certain part of the market;

Thus, the basic market of the promoted tourist product is to be sufficiently big to compensate for the tourist product advertising campaign expenditure, and the tourist company is to have the required financial resources at its disposal so that the intensity of the tourist product advertising should help to overcome the barriers of perception, namely:

• the promotional message concerning the tourist product is to be the final product of a number of investigations;

• the study of the object of the tourist product advertisement, the tourist company;

• the study of the consumers and the target market of the promotion and sale of the tourist product;

• planning the tourist product advertising (the determination of the aims, tasks, work provision);

• the determination of the cost estimates;

• the choice of the tourist product advertisement form and its terms;

• the composition of the texts, scenarios, etc. of the advertising messages;

• making the tourist product advertising message;

• the organization of the tourist product advertising functioning;

• the analysis and stimulation of the efficiency of the tourist product advertising.

Depending on the aim of the tourist product advertising it can be divided into three groups:

• the image of the tourist product advertising;

• the tourist product advertising aiming at the creation of the attractive image of the tourist company and its tourist product. Its types:

• commercials on television;

• billboards;

• transport advertising;

• advertising on the pages of newspapers and magazines;

• participation in charity events.

The tourist product stimulating advertising is encouraging the need for the purchase of the proposed

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tourist product.

The following types of the tourist product stimulating advertising are used:
• advertising repeated in newspapers and magazines;
• direct postal mail;
• radio advertising;
• participation in exhibitions;
• television commercials.

The Internet is becoming one of the most efficient means of communication under the modern conditions. The Internet is the ideal means of advertising for the companies dealing with tourist business. The network makes it possible to inform the multimillion target audience as to the company services with minimal cost. Besides, the advantage of the Internet advertising consists in the fact that it enables transforming text, graphic, audio- and video-information as well as estimating the efficiency of the measures due to the feedback to the target audience. It is the Internet that can be the "breakthrough" of Ukraine into the advertising space of the countries of the world, making foreign potential clients familiar with the possibilities of Ukrainian tourist business, the advantages of the rest at the leading resorts of Transcarpathia steppe zone, etc., the prospect of the rest in the system of "green tourism", etc.

The trend to the growth of the number of users is also observed in Ukrainian sector of the Internet. In 2012 the number of the Internet users in Ukraine became 2.5 times as big [7]. Such popularization of the network with the population causes the necessity for its use in the activity of the tourist companies as there must be tourists among the Internet users. In this connection there arises the task of the determination of the promising directions of the use of the global network Internet in the practical activity of the enterprises of the tourism industry.

Under the modern conditions the tourist companies can use the Internet by four methods:
• to create a web page and put the information about the company and its services on this page;
• to advertise on the Internet;
• to take part in social networks, in forums;
• to communicate via the electronic mail (including promotional e-mailings [8, p. 54–57]).

The unique properties of the Internet make it possible to use it as the efficient method for carrying out promotional campaigns.

Carrying out the tourist company promotional campaign in the Internet requires a systematic planned approach, beginning with the formulation of the particular targets of the company, methods and used measures, and ending with the assessment of the efficiency, the analysis of the results and working out recommendations for the performance of the future promotion campaigns.

To organize an efficient promotion campaign the following is to be determined:
• the basic purpose of carrying out the promotional campaign;
• the main task of the promotional campaign;
• advertising targets;
• the amount of the target audience and potential buyers;
• the methods for the assessment of the efficiency of the promotional campaign.

The special features of the advertisement on the Internet consist in the fact that the company web-server is its central element. All the complex of promotional measures is built on its basis. The aim of the server is placing the information about the company on the Internet. The owner of the web-server faces the fundamental tasks:

realizing his/her own idea on the web server performing particular functions;

advertising the server in order that the consumers find out about its availability and the possibility of visiting it.

Thus, a two-level approach is performed, when the web server contains the information about the tourist company and its tourist products, and advertising efforts are directed to attracting visitors to the server of this tourist company.

Paid advertisements can be placed on servers with good traffic. The advertisement may be in the form of text inserts or graphic images (banner advertising). The size of the tariff for placing advertisements depends on the server traffic, particular page, the number of exposures and may vary within very wide limits.

Another important problem of the companies of tourism industry consists in looking for web servers of companies and information of the fields that are of marketing interest for a particular tourist company. Consider some methods that can be used by the tourism industry companies for obtaining the required information [9, p. 135–164].

Looking for information with the use of search systems is a rather common way of looking for information nowadays. Depending on the specific features of the search both foreign (www.yahoo.com, www.altavista.com, www.google.com), and Ukrainian (www.i.ua, www.meta.ua, www.topping.com.ua) systems can be used.

Such search systems include the indices of a great number of the Internet web servers. On the one hand, it is an advantage and on the other hand – a disadvantage as any machine request is answered with a lot of information, wherein only a small part is useful and it takes a lot of time to filter it.

The use of "Yellow Pages". "Yellow Pages" is an analog of commonly known telephone directories in the West (one of them – www.yellowpage.com). As a rule, "Yellow Pages" contain brief information about the company business type; its logotype, 1-2 illustrations and complete information about the company contact details. Thus, "Yellow Pages" can serve a good starting point for the search of companies dealing with the determined type of commercial activity [9, p. 134].

The search with the use of thematic web servers. In the Internet there are Jump Stations for practically every field of knowledge; they contain collections of hypertext links with information resources in this field. Usually, such web servers contain a great number of links and are used as starting points for the search of information about the determined subject.

Search by the links placed on web servers. The practice of the links exchange among the servers is common in the Internet; obviously, it is performed on the mutually profitable basis for the business partners and can serve for the sequential navigation in the Internet

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aiming at the search of the required information.

Another way of getting information, which also may be of interest for the tourist company, is marketing research of the Internet users – the existing or potential consumers. The following research methods can be singled out. Questionnaire of the visitors of the web server. If the company web server has a good traffic, the server visitors can be proposed to answer the questionnaire placed on it. As answering a questionnaire requires some efforts, sufficient motivation for convincing the server visitors to spend several minutes on answering it is necessary. An advertisement about drawing a tour (or another prize) among those who answered the questionnaire may serve as such motivation. Questionnaire in the Internet can also be used if the web server is not visited very often or does not exist at all. In this case a questionnaire can be ordered to a company that has a sufficiently popular web server with the target audience of the company. Survey with improved return index. This type of survey can be used on servers where the questionnaire is required (e.g. when the users are registered to get the access to the paid services). In this case it is not recommended to ask a lot of questions, it is sufficient to use one or two items. This way is rather efficient due to a high share of returned questionnaires.

Survey at television conferences. To perform a survey using a television conference, at first, it is necessary to work out the following:
• to find television conferences with interested audience;
• to follow discussions at these television conferences for some time;
• to take an active part in the discussions;
• to place questions to be answered in the television conference [10, p. 52-55].

To analyze the information about the visitors of the tourist company web server the log-files and cookie-files can be used.

Log-files are supported by the supplier of the services of the access to the Internet – the provider. Such files contain information for every request of the web page or a graphic object in the server, namely:
• the domain from which the visitor came;
• the date and the time of the visit;
• the command, the request file, the link via which he/she got to the server;
• the type of the used browser and platform.

The log-file does not contain the information about the visitor's e-mail address, it just indicates the name of its domain, but it may be of significant interest if the domain characterizes the user's geographical region.

The provider of the Internet services can install special software that performs the statistical analysis of the data, automatically generates reports and then sends them via the e-mail to the owner of the server (the tourist company).

The use of cookie-files can be considered the most promising method of the interaction of the tourist company with the user. Cookies are small files on the user's computer enabling the tour company web server to identify this user. When the user visits the web server, the server requests the unique identification number of the browser. If the browser does not have such identification number, the server gives it to this browser by means of passing a cookie-file with some unique number. This process is called passing the cookie.

The use of the cookie-files makes it possible to follow the information about the user's behavior in the Internet, due to which the web server can perform various functions as to the individual interaction with every user. Cookie-files can also be used in advertising to eliminate multiple display of the same advertisement to the user and also to track the number of displays of the advertisements of the same type to the user. In this case the absence of the reaction to the advertisement may prove its inefficiency or the absence of any interest of this user in the proposed advertisement. The owners of the web servers may enter into treaties with each other as to the common use of cookie-files which enables companies to understand and meet every client's needs as completely as possible. Cookie-files provide the server owners with the possibility of personification of the appearance of the servers and improve their functional ability. The main problem of using cookies consists in the adherence to privacy as they enable collecting personal information about the users. In this aspect cookies represent great danger and can be regarded as a potential deadlock in the attempt of better understanding the consumer's needs [10, p. 31-33]. Constructive and disruptive qualities are presented in Table 1.

Table 1 – Cookie constructive and disruptive qualities

Constructive qualities	Disruptive qualities
• ensuring the implementation of marketing policies and a personal approach to each consumer; • the ability to find a salesperson; • individualization of sales; • increase sales by sharing cookies by different businesses; • testing of the effectiveness of marketing communications; • development of an individual web server; • interconnection of several servers; • creation of a database of personal information of consumers.	• lack of confidentiality; • search for browsers, not specific users; • specialized software is capable of removing the cookie; • cookie destruction features in the browser; • the use of certain tools that neutralize the collection of personal data.

CONCLUSIONS. Based on the foregoing, modern globalization challenges become the basis for the use of the Internet, primarily as a means of effective marketing policy for the provision of tourism enterprises. The Internet allows businesses in the tourism industry to discover new ways of working through modern technology, and also provides continuous access to partners and the latest information resources. Currently, Internet is not widely distributed in Ukraine for effective online marketing, and if the company operates in the external tourism market, the use of the Internet becomes a prerequisite for the existence of such an enterprise.

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РЫНОК ТУРИСТИЧЕСКИХ УСЛУГ В УСЛОВИЯХ ГЛОБАЛИЗАЦИОННЫХ ПРОЦЕССОВ

И. М. Трунина, А. С. Лихоносова

Кременчугский национальный университет имени Михаила Остроградского

ул. Первомайская, 20, г. Кременчуг, 39600, Украина. E-mail: a.likhonosova@gmail.com

Е. А. Гречишкина

Учебное заведение «Полесский государственный университет»,

ул. Днепровской флотилии, 23, г. Пинск, 225710, Республика Беларусь. E-mail: l_grechishkina@mail.ru

В статье охарактеризованы возможности современного рынка туристических услуг путем привлечения инструментов Интернет-рекламы. Эмпирически доказано, что средства Интернет-рекламы туристического продукта предоставляют возможность выхода рекламодателя на целевую аудиторию именно в глобальном масштабе. Целью статьи является разработка рекомендаций по расширению сегментов рынка туристических услуг посредством использования маркетингово-информационного инструментария продвижения туристических товаров в условиях глобализационных процессов. В статье приведены результаты экспертного оценивания эффекта использования новейших средств информационной политики для продвижения туристического продукта. Полученный результат сравнен с фактическим, который в свою очередь освещен средствами анкетирования потребителей туристического рынка. Обоснована целесообразность использования конкретных видов интернет-рекламы в туристической сфере, учитывая скорость развития в Украине Интернет сетей, направленных на конкретный рыночный сегмент или конкретного потребителя туристического продукта. Доказано, что использование социальных сетей для продвижения туристических продуктов позволяет также значительно уменьшить расходы на осуществление коммуникационной политики предприятий туристической отрасли. Исходя из актуализации проблемы продвижения туристического продукта на глобальный рынок, авторами предложены основные средства визуализации туристического бизнеса в социальных сетях. Полученные результаты исследования позволяют утверждать о существовании рыночного сегмента в сфере туризма, где продвижение туристического продукта без использования новейших средств Интернет сети становится нерентабельным и требует привлечения дополнительных финансовых источников, что не способствует формированию положительного туристического климата страны.

Ключевые слова: туристический продукт, рынок туристических услуг, маркетинг, глобализация, реклама.

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