

ROLE OF MARKETING IN TOURISM

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Marketing is considered as a function of business management, as a way of creating and maintaining competitiveness. Marketing makes it easier to control the process of creation ideas and the market relationship between the firm, its consumers, and its competitors.

The main aspects of tourism are not radically different from other forms of economic activities. All the basic rules of modern marketing can also be adapted for tourism.

Tourism is one of the highest and most productive economic sectors in the world today, and marketing play a central part in the success of the tourism industry. Marketing in tourism is meant as a complete system of production management, realization of the tourist supply and matching of the services proposed with the services demanded by the market.

The growth of the travel services industry is driven by growing population and income. Marketing in tourism not only helps to attract tourists, but also forms a unique image of the company. A tourism brand should reflect the unique features and values of the product or service offered, as well as evoke an emotional response from potential customers. A creative approach to brand promotion, use of modern media technologies and social networks, as well as building partnerships with other companies in the industry, will help to attract new customers and strengthen market positions. Another of the significant factors of tourism is building an exclusive travel product and experience. Tourists increasingly value not only the journey itself, but also all accompanying services such as entertainment, excursions, and emotions. Thus, tourism companies need to improve their services by recognizing the changing needs of customers.

The development of the national economy is positively influenced by tourism, which also raises foreign exchange earnings and improves the balance of payment. Marketing in the tourism industry serves three main functions: public, regional, and individual. Publicly, it ensures the proper functioning of the tourism market and offers tools for businesses, like access to financing and compliance with regulations.

Regionally, it manages tourism demand and pricing. Individually, it stimulates the creation of new customer desires.

However, if we consider that tourism is one of the most important sources for social benefits and attracts external capital, then it accounts for 10% of world investment. Tourism still represents one tenth of the world's consumer budget. Keeping the tourism sector stable is crucial to maintaining its growth in terms of popularity.

In the evolving business landscape, companies must transition from a consumer-focused culture to a market-oriented approach to stay ahead in the competition. When crafting marketing strategies for enterprises in the tourism sector, such as hotels, travel agencies, and tourist resorts, it is vital to acknowledge the unique characteristics of intangible products. Incorporating various aspects of the marketing mix, including service delivery, interpersonal communication, and physical surroundings, becomes imperative. The foundational components of the marketing mix should be leveraged to adapt to the changing demands of the market.

In this connection, the main issue is to establish the relationship between customers' needs and requirements and the processes used internally to create a concept of client value in tourism designed to satisfy these needs.

The Customer Value Model has five main parts that determine the customer's perception of value and satisfaction: the quality of the product as used, the quality of the service offered through the technology, the image of the company, the price, and the relationship between the supplier, the customer and the company's contact person.

The utilization of the Internet in the tourism industry is extensive and diverse. Online tourism resources, similar to TV shows, possess distinct characteristics. They are more prominent and provide more detailed information compared to television programs, offering a vast array of details on tourism services and deals. Travel agencies are highly engaged in leveraging social media for marketing to allure customers. To effectively manage a business and secure a robust competitive stance, tourism enterprises are seeking innovative approaches.

In this way, tourism marketing will enable you to: find new profit opportunities and analyze more effective ways of doing business.

References

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