

## Problems in the Development of Tourism

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**Abstract:** Marketing of tourism services is a set of methods and techniques aimed at identifying and meeting the needs of people. In the area of tourism services is the main problem areas poor infrastructure.

**Keywords:** tourism, marketing tourism industry, the problem of tourist marketing, tourism product, especially tourism marketing.

### INTRODUCTION

Tourism marketing includes the following main elements: service design, development of their organizational foundations (relationship between the production process and the sale of services), the price of services, advertising activity, sale and promotion of services.

Tourism marketing methods should be aimed primarily at identifying opportunities for better customer satisfaction as from the point of view of psychological and social factors, as well as to determine the optimal ways of financial activities of travel companies, based on available resources.

Marketing in tourism is a system of continuous coordination of the offered services with the services that are in demand in the market and that the tourist enterprise is able to offer profitably and more efficiently than a competitor does.

The definition of marketing opportunities allows you to select the most promising target markets for a travel company. This approach allows you not to spray marketing efforts, working for the entire market, and focus them on satisfying the needs of selected groups of customers that the company is able to serve and it is profitable for it. One of the most important tasks of marketing is to establish the maximum possible regularity in the activities of a tourism enterprise. This is ensured by choosing the optimal marketing strategy. This reduces the degree of uncertainty and risk in marketing activities and ensures the concentration of resources in the selected priority areas.

Strategies are specified in programs. The practical implementation of the marketing strategy is associated with the choice of means that ensure the materialization of the goals and objectives. Therefore, the most important place in marketing activities is the development of a marketing mix. This is a set of means of influencing consumers of the target market in order to evoke the desired response from them.

**Main part.** Considering the extreme importance of the marketing mix within the framework of the overall marketing strategy, private strategies are developed for all its main elements:

- product strategy;
- pricing strategy;
- sales strategy;
- communication strategy.

The product strategy provides for the development of a tourism product that best meets the needs of tourists, as well as the development and introduction of new tourism services to the market.

Pricing strategy involves determining the behavior of an enterprise in the market in the long term and pricing tactics for a shorter period in relation to each tourism product, as well as a specific market segment.

The marketing strategy includes the definition of channels, forms and methods of bringing the tourist product to the consumer.

The communication strategy determines the purposeful activities of a travel company to disseminate positive information about itself and its product. These activities include advertising, sales promotion, personal selling, promotion, as well as participation in trade shows and branding. In the context of the development of relationship marketing, the closest attention should be paid to the development of a communication strategy. Within its framework, it is necessary to provide not only classical events, but also measures for the formation and optimization of personal communications, interactions, and interactions.

Tourism marketing is characterized by the following fundamental tasks. Focus on effective problem solving consumers. The market is formed by consumers with specific needs, for which they are willing and able to satisfy. purchase a travel product. It is the identification of requests consumers in marketing is given special importance. Suggested products to the market should be considered by the enterprise taking into account how they can help in solving their problems.

Focus on a clear commercial result, that for the firm ultimately comes down to capturing the intended market share according to its long-term goals. Having formulated these goals determine the three main components of marketing activities: timing, resources, responsibility. Hence the focus on long-term forecasting of the entire marketing situation, starting from the solvent needs of the population and ending with their own opportunities in this perspective. Unlike the concept of intensifying commercial efforts, when the main task is to a temporary increase in volume, with a marketing orientation, the tourism enterprise needs longer periods of time for planning and implementing activities.

An integrated approach to achieving the set goals, since success is ensured only by the totality of means marketing, taken in interconnection and interdependence. Complexity means that certain

marketing activities (needs analysis, market forecasting, tourism product, advertising, sales promotion, etc.), taken by themselves, are not able to provide the effect that gives the use of marketing as a system.

Maximum consideration of the conditions and requirements of the selected market with simultaneous purposeful influence on it. The market orientation underlying marketing cannot be indifferent. In most cases, it is necessary to divide potential consumers into groups, which, on the one hand, must be as homogeneous as possible in many essential features, and on the other hand, be sufficiently represented to ensure effective marketing. This approach, called segmentation of the market, allows the company to adapt to the specific needs of customers, to dissociate itself (as far as it possibly) from competitors and develop your own marketing strategy. The maximum consideration of the requirements of the market should be organically combined with a targeted impact on it in order to ensure the preferential attitude of consumers to the proposed products and the company as a whole.

Activity, offensiveness, enterprise, which ensures a quick and effective response to changes in the external environment. relation to the firm environment. Without this, it is impossible to achieve commercial success and gain competitive advantages. Effective only an enterprise that creatively applies the concept of marketing in their activities, constantly looking for new ways to adapt to the ever-changing conditions of existence within this concept.

Producers in tourism are a significant number of independent and various in profile and specialization travel enterprises (tour operator, travel agency, hotel, restaurant, travel agency) with different purposes.

There are several levels of marketing: enterprises, public organizations and government agencies. Tourism is a complex system, a symbiosis of economics, politics, sociology, ecology and culture, therefore, in order to achieve a positive marketing effect, close coordination of marketing of various organizations in the tourism sector is necessary.

The constituent elements of the overall marketing system in the tourism industry are: the state, local authorities, national and local (regional) tourism organizations and enterprises.

Western experience shows that the joint efforts of private firms and official government tourism organizations in promoting the tourism industry give the greatest effect.

There is a close relationship between the various levels of marketing: the state, local authorities and associations take market data, including information from enterprises, and enterprises, in turn, base their marketing concepts on national and local tourism concepts. Marketing developments of the state are not a directive, but a recommendation, a guideline for the enterprise.

**Conclusion:** In conclusion. We can say that the specific role of supporting and developing tourism at the state and international levels is played by the state. The experience of different countries shows that the success of tourism development directly depends on how this industry is perceived at the state level, how much it enjoys state support. The state programs developed in a number of countries to stimulate inbound tourism provide tax benefits, simplification of the border and customs regime, the

creation of favorable conditions for investment in tourism, an increase in budget allocations for infrastructure development, advertising in foreign markets, and training.

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