

Bohatyryova G.

Candidate of Pedagogical Sciences, Associate Professor, Associate Professor of the Department of International Economics and Tourism, Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovsky, Kryvy Rih, Ukraine

Barabanova V.

Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Management, Marketing and Public Administration, Donetsk National University of Economics and Trade named after Mikhail Tugan-Baranovsky, Kryvy Rih, Ukraine

**SOCIAL-MARKETING PARADIGM OF DEVELOPMENT
OF MARKET OF TOURIST SERVICES IN UKRAINE**

Introduction. The modern market of tourist services in Ukraine needs to improve social-marketing instruments as an effective mechanism for shaping the demand of tourist services consumers. The problem of finding competitive advantages in the market of tourist services should be solved by the creation of a modern marketing environment, the main feature of which should be the implementation of the social-marketing paradigm, above all, in the social sphere of the tourist services market.

These are social changes that will activate the market of tourist services and promote the organic unity of the socio-ethical program of transforming the values of society and the commercial component of the process of providing tourist services.

In this context, the problem of travel product movement from manufacturer to consumer is updated due to high communication activity and interaction with consumers. Innovative, socially-driven initiatives will strengthen the economic incentives for developing a tourism product of high consumer value, will stimulate the increase in demand for tourist products and services. Changing the initial conceptual model of the problem statement for the development of the tourist services market we are changing, first of all, a set of beliefs, values that should be oriented towards the consumer, a system of communications with specific people; search of effective methods of transformation of the perception of the subject of tourist activity expectations of customers in the criteria of the desired quality tourist product. Changing the marketing communication policy requires social changes in the market of tourist services, activates the demand for a tour product by means of communications. Effective social-oriented marketing strategy in the market of tourist services is possible subject to the study of the impact of social marketing instruments s on the work of the tourist enterprise, taking into account communicative and social methods of increasing the effectiveness of marketing activities in the market of tourist services.

Social changes in the tourism market. The subject of research of social and socio-ethical marketing was made by F. Kotler, D. Akimov, M.G. Boyko, A.M. Kolot, M.M. Kudinova, O.O. Okhrimenko, O.F. Pavlenko, T.V. Ivanova, O.O. Tischenko and others. Domestic scientists G. Lozhkin, A. Mazaraki, S. Melnichenko, G. Mykhailychenko and others made a significant contribution to the development of the theory and practice of management of interactions with consumers of tourist services. Analysis of the marketing as a management concept in the tourist services market is carried out in the works of O.M. Azaryan, V.G. Voronkova, N.L. Zhukova, V.A. Quarterly and others. The study of marketing communications is devoted to many works of foreign and domestic authors. Among them G.L. Bagiev, J. Bernet, A. Voichak, G. Pocheptsov, V.M. Tarasevich and others.

Tourism today is one of the dynamic directions of socio-economic development of most countries of the world. Ukraine in the light of European integration processes is also actively developing in this direction. The need expressed by the society in the meaningful conduct of leisure today is clearly expressed in terms of expanding the range of tourist services. According to O. Lyubovtseva, it is important «to study the proposal as a reflection of the real conditions of the country for the development of the tourism industry» [14]. Tourist operators should take into account the demands of the society regarding the quality of the tourist product, the reliability and completeness of information about travel services, methods of providing this information, etc. Specific features of the tourist service provide for its other content content, which requires the planning and development of new marketing innovative approaches. Intangible nature of the service complicates the decision-making process of the consumer to purchase tourist products, increasing requirements to the level of professional competence of travel agents and tour operators; the separation of the place of sale of tourist services and place of consumption, which significantly increases the risk of inconsistency of the service received in its expectations; the impossibility of accumulation.

This situation is due to insufficient marketing education, ignorance of the leaders of tourism enterprises and staff, as well as insufficient practical experience in this area. In general, in the organizational structure 95.7% of tourist enterprises in Ukraine do not have a marketing department. However, the fact that it operates is not a proof of the priority of a marketing concept. The research confirms that authoritarian methods and reluctance to change outdated management guidelines prevail in the management of Ukrainian tourist enterprises. In other words, most directors of tourism enterprises (100% of the largest and large, 96% of average and 95% of small) are not ready to open access to all information at the enterprise and involve employees before making decisions and formulating the marketing policy of the company [17].

On marketing in tourism as an activity to stimulate the demand for tourist products accentuated the scholar O.A. Lozova [13]. Marketing as a «managed social process»

was defined by F. Kotler [10]. It is interesting to define the marketing of tourist services made by N.E. Kudla. The scientist noted that this is: «a complex of measures related to the definition and development of tourist products, as well as its promotion in accordance with the psychological and social factors that need to be taken into account in order to meet the needs of individuals and groups of people in rest, entertainments by providing them with housing, vehicles, food, leisure facilities, etc.» [11]. Environmental factors are not directly controlled by the travel company. However, they have a very significant impact on customer behavior. Therefore, they should always be taken into account not only when making a marketing decision, but also in everyday activities. In our view, environmental factors that are constantly to be studied and taken into account in their professional activities in the tourism business are presented on a continuous basis in Figure 1.

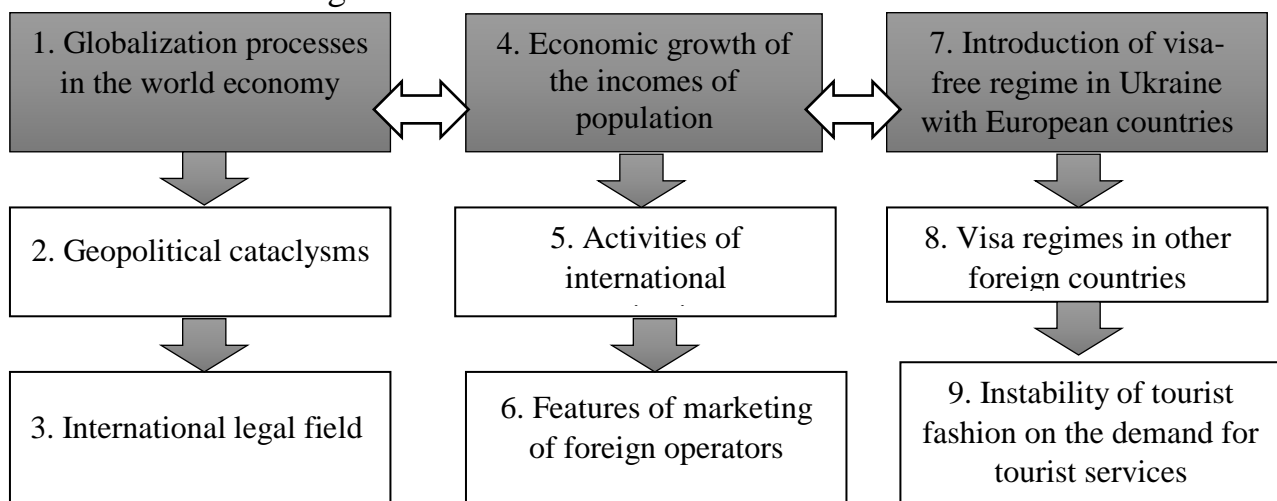


Figure 1. Factors of area of influence on the marketing of tourist enterprises of Ukraine

Source: compiled by authors

Social changes in the tourism market affect the effectiveness of tourist flows. Over the past ten years, Ukraine was visited in average by 20 million of citizens in a year 2007, 17.2 million people came to our country (9.7% less than in 2006), and by 2009 the tourist flow decreased (the impact of the global economic crisis), and from 2010 to 2014 the tourist flow began to increase. So in 2012, taking into account the holding of Euro 2012, our country was visited by 22.4 million people, which is 9.7% more than in the previous year. After Euro 2012 it became easier for incoming tourism operators to prove potential customers that Ukraine is a very interesting, new and promising area for tourism, with the corresponding infrastructure, national color. These facts positively influenced to increasing of tourist flows. About 3.4 million people (the highest number of tourists served by the subjects of tourist activity of Ukraine) fell on 2013 year, the growth rate of tourists increased by 9.0% compared with the previous year. In 2014, due to military actions in Donetsk, Luhansk Oblasts, the difficult

political situation and temporary occupation of the territory of the Autonomous Republic of Crimea, the tourist flow decreased significantly - by 8%, but starting from 2015, positive trends in its development were determined in the tourism business, the number of tourist arrivals increased on 3% compared to the crisis 2014 year.

While in the dynamics the number of citizens traveling abroad was not changed significantly during the analyzed period, a negative tendency is observed among foreign citizens who visited Ukraine: the largest drop in visits was for 2014-2015 years. In 2016-2017, the number of foreign tourists increased to 7% in 2016 and 10% in 2017 years. Thus, there is a steady trend of growth of tourist flows in Ukraine. Such a positive tendency gives an opportunity to talk about the gradual growth of the trust of foreigners to our country.

Ukraine is gradually becoming an increasingly attractive market for tourist services for foreign tourism companies with a great potential for its steady development. Ukraine has all the prerequisites for proper economic development through tourism, but it loses significantly in the competition, lagging behind the leading countries of the world in terms of the development of tourist infrastructure and the quality of tourist services. According to the components of the tourism competitiveness index in 2017, our state was among the dozens of countries with the lowest level of security and ranked the 127th position, in a favorable business environment - the 124th one, in terms of cultural wealth – the 51th, in health and hygiene are not all so bad , because it belongs to the top ten countries, ranked the 8th, with price competitiveness – the 45th, according to tourism service development indicators – the 71th, with the level of international openness – the 78th, for the infrastructure of air transport – the 79th, for land and port infrastructure - the 81th, with the focus on tourism –the 9th0, for natural resources – the 115th, for human resources and labor market - the 41th, for ICT readiness – the 81th, for cultural resources and business trips – the 51th, in terms of environmental sustainability – the 97th. In accordance with the general index of tourism competitiveness, Ukraine ranked the 88th position in the ranking of 136 countries [18].

An analysis of the comparative dynamics of persons who traveled abroad and those who visited Ukraine during 2007-2017 years, a figure. 2 indicates that in the tourist flows in 2012-2013, the ratio was about 49% to 51%, while in the period 2014-2017 years, the share of persons traveling abroad was 65% compared to 35% of those who visited the country.

One of the important factors in increasing the flow of tourists from Ukraine to Europe is the introduction of a visa-free regime for Ukrainian citizens, first of all those who used the services of travel companies. After all, far from all Ukrainian citizens have a good command of foreign languages and have the appropriate skills to organize independent travel abroad. At the same time, travel companies are working in more competitive environment now and therefore have to not only improve their services

(travel) they offer to the Ukrainian population, but also look for new tourist routes and interesting channels for the promotion of tourist services.

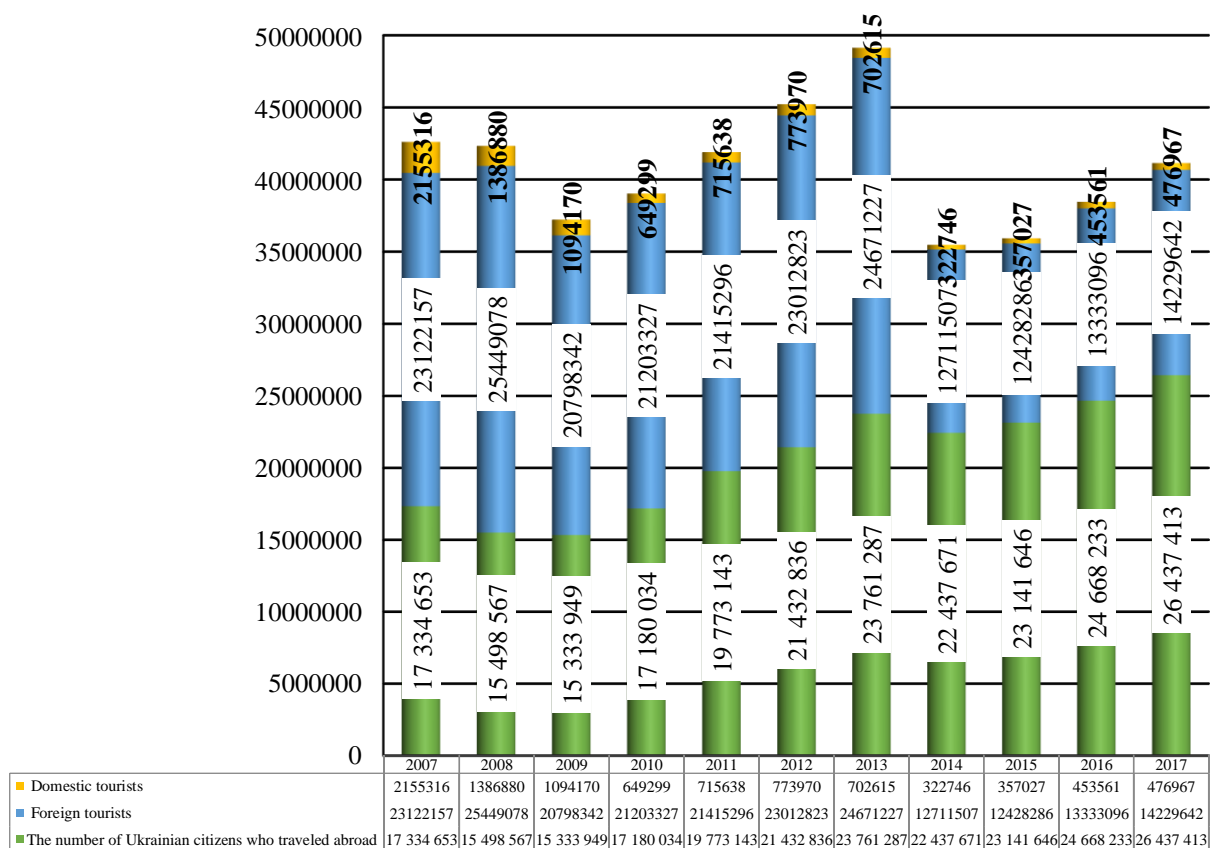


Figure 2. Chart of tourist flows in Ukraine in 2007 – 2017

Source: compiled by authors according to [18]

Formation of consumer demand for tourist services by means of marketing communications. Establishing effective communication channels for providing information and creating a positive image of travel services requires a reassessment of the importance and role of marketing and its instruments. Study of the problem allows to state that the social marketing aspects of the sphere of tourism activity require the development of more «effective instruments, a single administrative space capable of ensuring the integrity of the management system of the market, the effectiveness of the relationship of its components, coordination and interconnection of any subject of tourism activity» [9].

The marketing concept of management involves a radical change in the system of marketing influence methods of the formation of market demand for a tourism product, among which strategic decisions, marketing instruments and communications, content marketing, etc. acquire significance. In this case, it is important to take into account the adaptive possibilities of the market of tourist services to social changes, and therefore the adaptive approach is characterized by situational development and is characterized by great flexibility, fast time management of the object, the presence of feedback. It is

in this direction there are changes of properties of the system of marketing communications, instruments of social marketing; an effective communication model of marketing of tourist services is formed on the basis of the subject-subject interaction of the tourist services provider and the subject - consumer of travel services.

One of the mandatory conditions for the implementation of the concept of social marketing is the availability of constant contact with consumers who support the company, caring for the satisfaction of their individual and social needs; the refusal of enterprises to manufacture and sell goods that can harm the consumer and society as a whole. That is why social marketing can be considered a new philosophy of communication between the subjects of the tourist market, when all of them (and not only consumers) seek to improve the quality of their own lives [20].

Social marketing activities are aimed at a more in-depth study of a motivation and psychology of consumers and other market participants in order to identify opportunities for influencing them, envisaging the creation of new types of tourist product, technologies, improvement of forms of product promotion, distribution channels and methods of entering new markets. In the tourist market people buy not only goods or services, but their functional capacity to satisfy a particular human need. That is why one of the tasks of the social-marketing approach is to provide and disseminate information not about the properties of the tourism product, but about the real benefits for the client. It is important to study and form the needs of buyers and to meet them with the help of more effective methods than competitors, provided the welfare of all members of society. This problem is able to be solved by social marketing, because this kind of marketing «involves the development of social programs aimed at raising the level of perception of certain sections of population of social ideas or practical actions» [1].

As can be seen from Figure 3 in the social marketing model, the social marketing instruments we have identified represent the social communication system that affects consumer demand.

In particular, measures to support tourist brands in the Internet space are of great significance today: in the context of the announcement on the pages of search engine results; contextual advertising on the sites of travel companies; video and animated rich media ads. So advertising messages should attract the attention of the consumer, arouse interest in the product, cause a desire to get it and stimulate the consumer to act (in accordance with the concept of step-by-step advertising by E. Lewis, 1898). As our research has shown, today social media as a new space of existence of consumers of tourist services, which give an opportunity to create client databases, seek their segmentation and differentiation by subjects of the market of tourist services (social bookmarking, social cataloging) are becoming important.

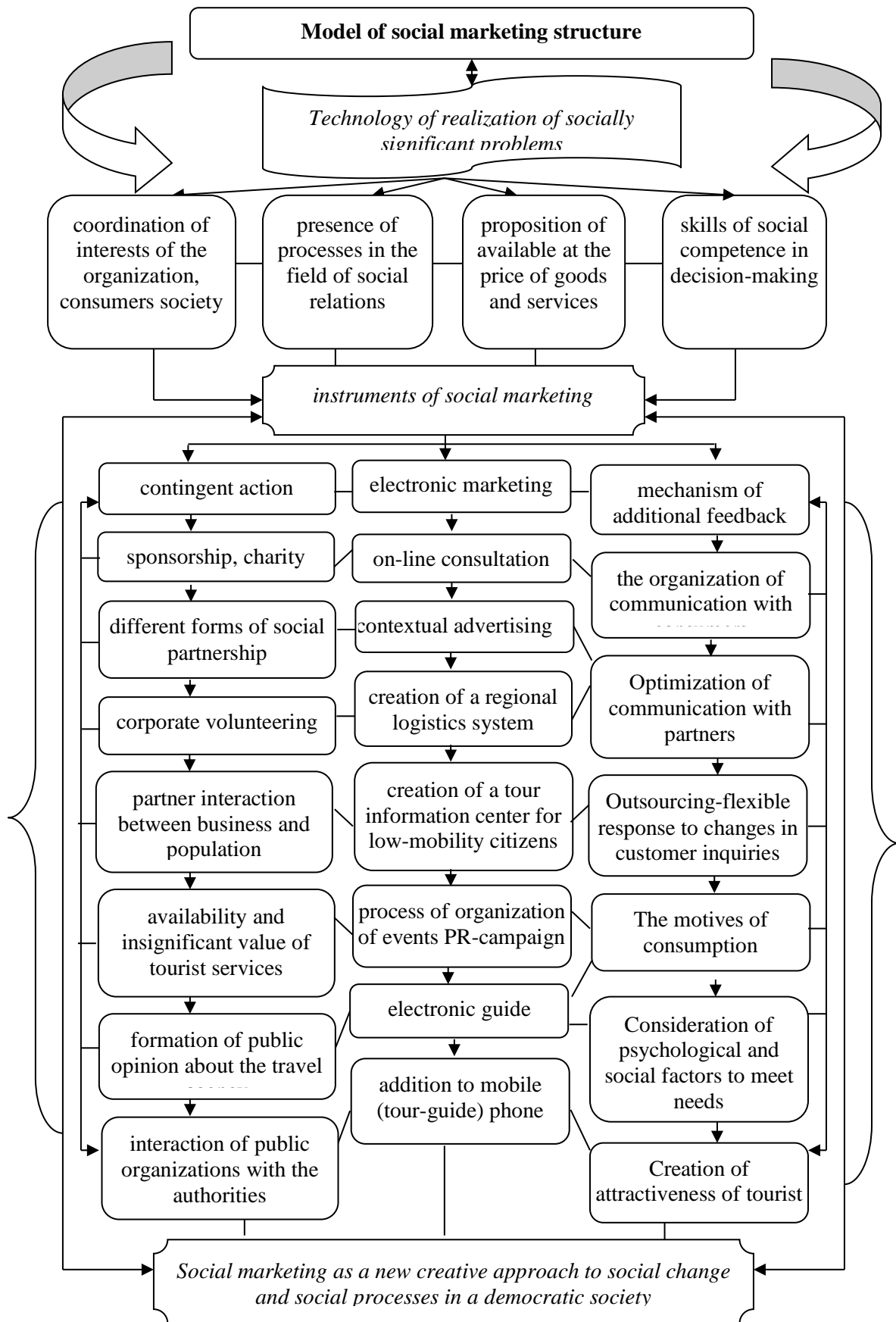


Figure 3. Model of the structure of social marketing in the market of tourist services

Source: compiled by authors on [2-4, 7-10]

In this context, we are interested in the opinion of J. Andrik, director of the company «Aerobilet» (business development company B2C in the CIS and Eastern Europe), which is a participant of many innovative projects, has high-level experts in the field of IT technologies and management of tourism business. He points to a significant increase in the share of the travelers who are turning to network resources before the trip. These are: information sites, online travel agency websites, search engines, airline and hotel sites, traveler reviews and social networking sites. As practice shows, the results of such search are not always positive. The main reason the author calls is low-quality Internet resources of tourist business. Figure 4 shows the comparative results of online sales in England, Russia and Ukraine in such a segment as: business trips, hotel reservations, weekend and holiday trips, airline tickets booking).

The most effective development of these segments is developed in England, where: business trips make up 78% (in Russia - 38%, in Ukraine - 11%); hotel reservation - 77% in England; 25% in Russia; 26% in Ukraine; sale of airline tickets - England 85%, Russia - 56%, Ukraine - 27%, figure 4.

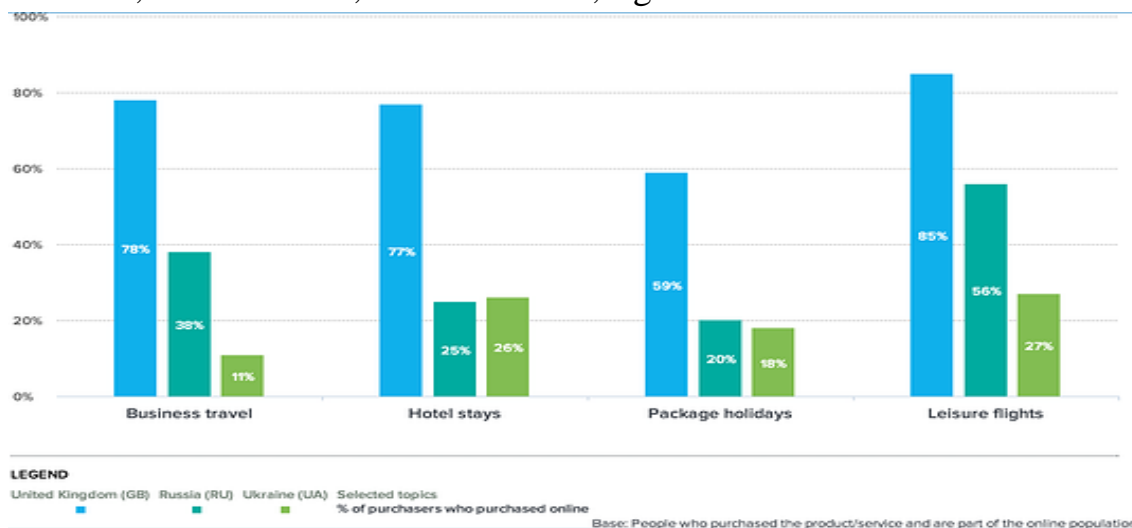


Figure 4. Comparative results of online sales in England, Russia and Ukraine
 Source: compiled according to [17]

As you can see, the indicators for this type of tourism services in Ukraine are low, and therefore most companies do not use new information technologies. With the advent and development of the Internet, the psychology of consumer is changing, the functions and policies of tourism enterprises are changing too. According to some specialists, tourist enterprises over time will be retrained into guides on computer networks, that is, the main task of tourist enterprises will help in finding the necessary information on the Internet.

For a quantitative assessment of the level of use of Internet resources by travel by companies, we used the technique of a British specialist Anthony Jordanson, who suggests to assign to each of the possible means of using the Internet, involved in the

tour company, a coefficient of -5 to +5, depending on the intensity and quality of use. According to this methodology, we calculated the total coefficient of efficiency of using Internet resources by tourism companies in Ukraine. With the aim to investigate such a problem a group of experts - experts in the field of Internet technologies (10 people) – were chosen. At the previous stage, together with the experts, the research objects were identified.

For the analysis, a representative group of nine Ukrainian tourist companies (Join UP, Anex Tour, TPG, TEZ Tour, Coral Travel, Pegas Touristik, TUI Ukraine, Accord Tour, GTO Travel Company) were chosen. The average expert evaluation concerning the usage of Internet resources by enterprises of the tourism business among the 9-TOP companies in the tourist services market in Ukraine is presented in Table 1.

As you can see, the following three companies came to the top three of the leaders - TUI Ukraine, TEZ Tour, Accord-Tour. Some of the companies present new services to the clients in the market of tourist services, namely: Travel Sim (roaming services), virtual 3D tour at TUI Ukraine offices (total factor 51), virtual reality in offices, offers tours in an online loan at 0%.

Innovations of some companies were interesting. In particular, the travel company TUI Ukraine launched the «Regular flight» program - online booking of tickets on regular flights; Coral Travel has introduced the Coral + Instant Booking System, which is compatible with various mobile devices 24 hours a day. This company is recognized as the best in 2017 thanks to participation in state tourism development programs aimed at providing social assistance to orphanages, veterans through cooperation with charitable foundations. The company TPG produces an online magazine Travel, which thoroughly covers the latest news on the tourist market, thematic materials of tours to different countries. TEZ Tour Company (total factor 43.5) introduced the system of excursions under the program TEZ BONUS in the direction of Turkey and Egypt; has a site where the materials are covered in three languages (English, Ukrainian and Russian), exhibits accompanying materials for tourists (sights, phones of support services of tourists, etc.). The company also invites tourists to participate in the project «Voluntary registration of citizens of Ukraine», whose purpose is to prevent and promote citizens of Ukraine in cases of unforeseen events during travel. Interesting is the activity of the Accord Tour Company as a leader in bus excursions and tours (total factor 40.5), which is almost the only company offering economy tours in Europe, with social programs for students and schoolchildren. The company offers the social oriented project «Tour-exchange», which takes into account all the requests of the average consumer of travel services of various age and social categories regarding the organization of tour services during the tours (this involves taking into account opportunities to purchase a tour at an affordable price, at the most convenient time, with advance booked tickets, etc.).

Table 1 Estimation of the level of use of Internet resources by tour operators according to the method of Jordenson

Name of means of using Internet resources	Join UP!	Anex Tour*	TPG	TEZ Tour	Coral Travel	Pegas Touristik	TUI Ukraine	Accord Tour	GTO Travel Compan
Website of the travel company	+2	+3	+4	+5	+4	+3	+4	+5	+3
E-mail subscription	+3	+3	+3	+4.5	+3	+3	+4.5	+4	+3
Banner and Contextual Advertising	+1	+4.5	+5	+4	+3	+1	+5	+4	+2
Participation in joint projects and advertising on well-known tourist portals	+2	+3	+4	+4	+4	+2	+5	+4	+2
Exchange links with other businesses and resources	+4	+4	+4.6	+4	+4.9	+2	+4	+4.6	+2.5
Integration into the system of Internet reservation, module on-line booking	+2	+3	+4	+5	+4.6	+2	+4.5	+4.9	+4.5
Virtual tours: 3D tours in the offices of the company	0	0	0	0	0	0	+5	0	0
Contextual mentions	2	+3	+3	+3	+3	+2	+3	+3	+1
Online counseling online survey	0	+4	+4	+4	+3	+1	+5	+5	+2
Advertising in social media	+2	+3	+3	+2	+2	+3	+4	+4	+3
Mobile site	+1	+1	+1	+2	+5	+1	+3	+3	+2
Total coefficient	20	31.5	36.6	43.5	36.5	20	51	40.5	25

Source: compiled by authors according to [17]

As we see, there is a clear tendency to increase this indicator depending on the status (rating) of the travel company; by constantly expanding the spectrum of use of new Internet resources, the company thus forms stable competitive advantages of enterprises and strengthens their own competitiveness. Researches that we have done, suggest that there is a direct relationship between the use of IT in the activities of tourism enterprises to ensure the effective implementation of marketing functions, to determine the prerequisites for ensuring the quality of tourism services in the context of usage information technology.

Social marketing involves the development of programs in the interests of the entire society, which have advertising, promotion, reputation to meet the interests of large groups of people, the totality of which is a society. The main objective of social marketing is to reconcile the interests of the organization, consumers and society as a whole, and therefore the formation of mechanisms of regulation of social processes should become a priority in implementation. Only by taking into account the specifics of the emergence and flow of exchange processes in the field of social relations, social marketing as a technology for solving socially significant problems will be implemented effectively [8].

As the analysis showed, the number of enterprises of the sphere of tourism of social orientation in Ukraine in 2017 significantly decreased compared with 2014,

which confirms the relevance of adoption of programs for social development of regions, and in particular social tourism, Fig. 5.

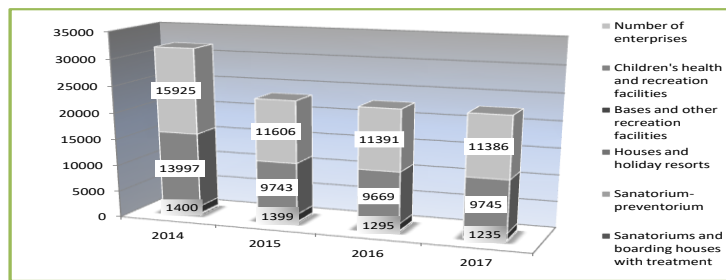


Figure 5. Number of enterprises of tourism sphere of social orientation in Ukraine

Source: compiled by authors on the basis of [18]

Figure 5 illustrates the steady decline in the number of tourism enterprises in the social trend (by 29% in 2017 relative to 2014). Thus, social tourism needs support at the state and regional levels.

Modern marketing views the tourism market as an object that is constantly evolving and changing under the influence of human activity. In this case, organizations are no longer passive actors of the market, and active participants in its development [6]. Systematic information from the consumer of tourist services provides material for the adoption of effective management and marketing decisions by the management of the tourist enterprise. We have developed a structural and functional model of demand management for a tourist product in the context of implementing a social marketing paradigm. The structural and functional model consists of a system of social and marketing factors for the creation of an economically attractive tourist product, to which we attributed the instruments of marketing communications, because they help to establish information links between the subjects of the tourist services market.

In the structure of these links, we considered more effective communication channels for the formation of the demand for tourist services through social media (online content publications, advertising on the Internet, social bookmarking services, etc.). Our research and the results confirm the effectiveness of most of these instruments, which have a clear social orientation. At the same time, it is desirable to intensify the creation of regional logic systems, tourist information centers for the little mobile citizens, effective in conquering consumer attention and managing customer experience, and demand for services should become an electronic guide and tour guide in the form of an appendix to a mobile phone.

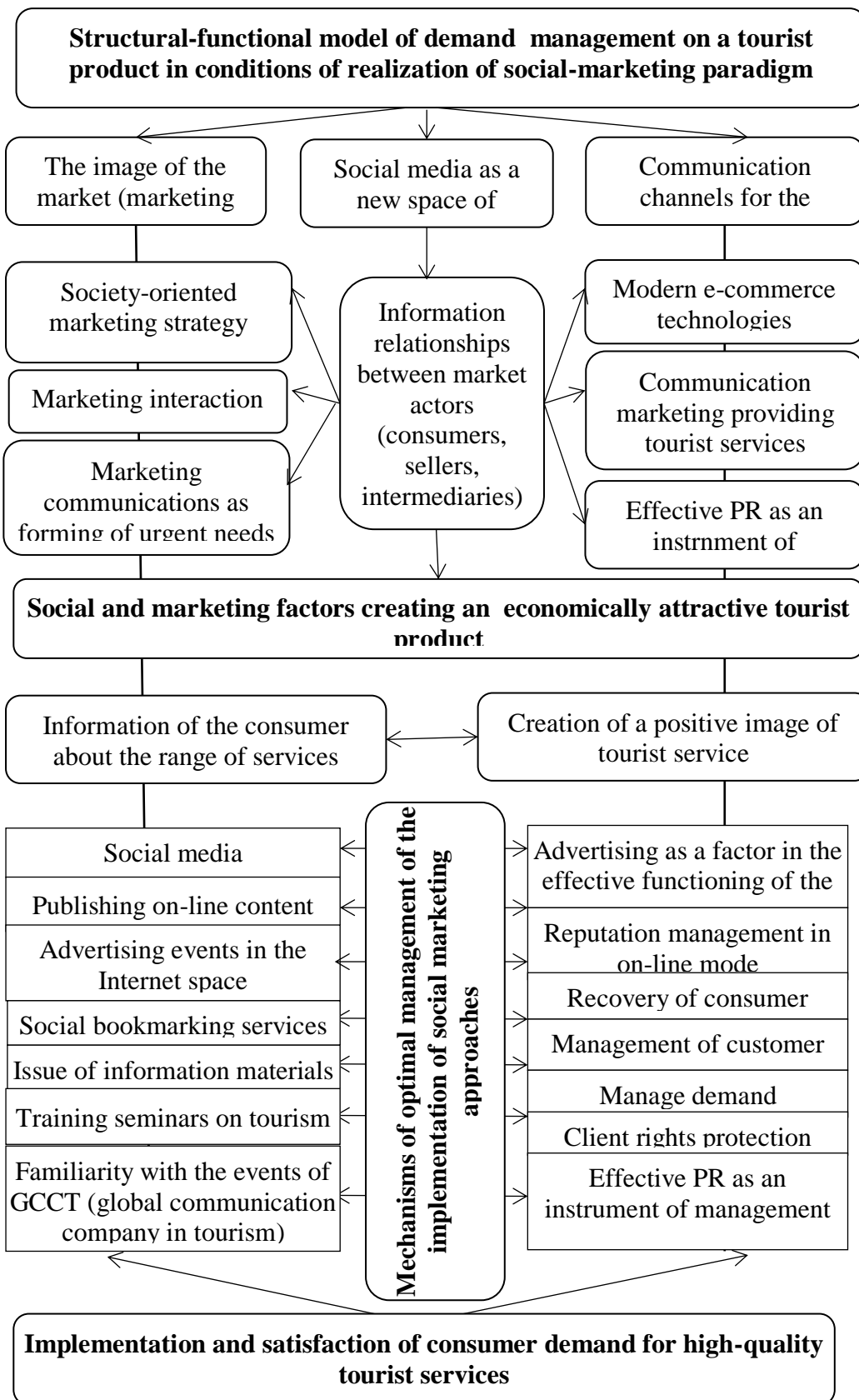


Figure 6. Structural-functional model of demand management for tourist services in the conditions of realization of social-marketing paradigm
Source: compiled by authors

The developed structural and functional model of demand management on a tourist product provides the purposeful influence of the control system on the object of management, and in the result the object passes to another state and accelerates the mechanism of optimal management of the process of realization of social marketing approaches to the market of tourist services. It is the management of the process of implementing the above-mentioned approaches in the whole set of factors determined by us will enable to realize and fully meet the demand of consumers of various categories for quality travel services. The socially-oriented marketing paradigm for managing this process will determine the interaction and interrelationships between social marketing factors and the impact on the creation and implementation of a tourism product that will be competitive in the modern market. Due to the simulation of the process, we can identify the patterns of influence of social marketing instruments on the motives of consumption of tourism product, the degree of satisfaction of the needs of consumers of tourist services. It is also important in the simulation process the ability to trace the causal relationships between the behavior of consumers and the nature of the impact of modern social marketing communications on their demand.

In the process of our research, we demonstrated the benefits of social marketing, whose system of instruments places the interests and needs of people first. The study showed that systematic work on the implementation of social marketing instruments will have a positive impact on the work of travel agencies, and will direct them to keep social responsibility and ethical social norms. Electronic communication instruments, successful pricing policy, dialogue and flexible response to changes in consumers' requests will enhance the attractiveness of tourist services and enhance the social effectiveness of the tourism market in Ukraine.

CONCLUSION

Modern marketing environment of the tourist enterprise is impossible without taking into account the requirements of the social sphere of the market of tour services. This sphere requires innovative, socially-oriented initiatives on interaction with consumers in the direction of increasing the demand for tourist products and services. In this context, the company's marketing communications policy needs to be changed, which should take into account the potential impact of social marketing instruments. They will allow you to change the content of the tour service qualitatively, which will affect the effectiveness of tourist flows in general.

We considered the social and marketing approach to the processes of development of tourist trips as a new way of constructing relations with consumers of tourist services. Changing the properties of the system of marketing communications involves the creation of a new communication model based on the subject-subject interaction of the manufacturer of tour services and the subject of the consumer. The basis of this

interaction is the dissemination of information not about the properties of tourism products, but about the real benefits and benefits for the client. The author's model of social marketing presents the instruments by which it becomes possible to create a quality tourism product. First of all, this task is performed by high-quality Internet resources that affect the competitiveness of the tour company. Our analysis of using Internet resources by Ukrainian travel agencies has shown that it is the expanding range of new Internet resources and technologies that allows companies to take advantage of the tourism market.

Today there is a steady tendency to reduce the number of enterprises in the sphere of tourism of social orientation. So, the social marketing approach requires support and effective managerial decisions. The structural and functional model of demand management for a tourism product, developed by us, includes a set of marketing communications, social media and other communication channels for demand formation, which is based on a socially-oriented marketing paradigm. The main factors of this paradigm are an innovative model of interconnections between market subjects and defined mechanisms for optimizing the management of the implementation process of social marketing approaches. It is precisely on the condition of simulation of these mechanisms possible solution of the problem of satisfying the demand of consumers for quality and affordable travel services.

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