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TOURISM OF THE XXI CENTURY: GLOBAL CHALLENGES AND CIVILIZATION VALUES

**II INTERNATIONAL SCIENTIFIC
AND PRACTICAL CONFERENCE**

CONFERENCE PROCEEDINGS

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Proceedings of the II International Scientific and Practical Conference «Tourism of the XXI Century: Global Challenges and Civilizational Values» consider the main directions of development of hotel, restaurant and tourism business in a strategic partnership of education, business and public institutions. Branding creative technologies of tourist destinations are considered, and strategies and forecasts of the development of the hospitality and tourism industry in the XXI century are defined.

У матеріалах II Міжнародної науково-практичної конференції «Туризм XXI століття: глобальні виклики та цивілізаційні цінності» викладені основні напрями розвитку готельного, ресторанного та туристичного бізнесу в умовах стратегічного партнерства освіти, бізнесу, публічних інституцій. Розглянуто креативні технології брендингу туристичних дестинацій, визначені стратегії та прогнози розвитку сфери гостинності та туризму XXI століття.

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THE THEORETICAL APPROACHES OF STRATEGIC MARKETING IN TOURISM

The article is dedicated to researching theoretical aspects of the concept of strategic marketing in the field of tourism business. Special attention is paid for the learning of significance and position of strategic marketing in tourism. The foreign experience on researching of conceptual aspects of strategic marketing, as well as domestic one, has been learned and generalized.

Key words: *tourism business, the concept of strategic marketing, strategic management, marketing plan.*

Introduction. Globalization processes on international markets of tourism services demand to search effective strategic approaches in regards to competition on market considering adaptation to the existing functioning sphere's challenges. Most of the domestic tourist enterprises make decisions either intuitively or considering practical experience of existing leaders in the tourism services market. However, it is not always effective because of the different available potentials of tourism enterprises. There are some factors, such as uncertainty of the functioning sphere, growth and change of tastes of consumers of tourist services, the rapid development of information tourism technologies in the field of promotion and marketing of tourism products, which require the introduction of new mechanisms of marketing strategic planning.

Intensification enterprises' development in the hospitality industry demands from its owners searching, development and implementation of a mechanism for ensuring rapid response and adaptation to the functioning sphere, as well as searching of methods ensuring swift development of enterprises in this field. Despite the presence of fierce competition, the level of strategic orientation on tourism business enterprises is noted as low or none at all. Furthermore, the developed targets of

tourism enterprises, in general, are oriented only on internal potential possibilities, taking into account available resources. Most of the scientists emphasize the necessity of applying a marketing approach in managing all available areas of activity of the enterprise.

Analysis of recent researches and publications. Plenty of scientific works are dedicated to research problems of strategic marketing on enterprises by domestic, as well as foreign scientists. The most valuable achievements in the development of methodological aspects of strategic marketing are presented in the works I. Ansoff, R. L. Ackoff, Ph. Kotler, R. Koch, G-G. Lambin, M. Porter, A. Strickland, A. Thompson, J. Atkinson and others. However, these scientific developments are typical for the majority of manufacturing enterprises and are not adapted to the features of the functioning of the enterprises in the market of tourist services of Ukraine.

The aim of the article. The aim of this research is to learn and generalize existing approaches to the essence of the concept of strategic marketing for enterprises of the tourism business and also the separation of its characteristic features.

Results. The concept of strategic marketing appeared after the implementation of strategic management concept into business management practice. Those two concepts emerged due to the difficult process of management of the enterprise under conditions of unpredictable changes of external factors. Furthermore, growing variability of external conditions requires business to conduct researches and implement more complex adaptation mechanisms.

In the scope of strategic marketing concept, the theory of tourist market consumer's behaviour has improved, considering demographic, social, biological and physiological factors of their motivation. As a result, a consumer of tourism product compelled the enterprises to create new products of high consumption value, motivating by this the management to apply marketing methods.

Strategic marketing considers the needs of all tourism market users in the enterprise functioning sphere. The strategic marketing combines such specific features as gradualness, integrateness, perspective of new tourism products development and entering into new markets. Since the strategic marketing is based on the results of the analysis of enterprise strengths and weaknesses and forecast of available environment, than it sustains achieved market success and creates long-term perspectives of its development.

According to analysis of available literary sources, the strategic marketing should be considered as a new concept of business marketing activity with its own terminology and methodology, which is closely related to the management and marketing of tourist services. Particularly, in order to make management decisions, the goal setting, planning, and prediction should be implemented, which, at the same time, are necessary to solve information and analysis problems of strategic marketing.

To a certain extent, marketing could be considered as the realization of a separate function of management, which are directed on monitoring of changes in the

macroeconomics system, analysis of external factors and development of certain indicative management decisions [1, p. 12].

The successful enterprise activity is possible only if it is directed to achievement of practical final result of production and marketing activity in the modern competitive market. This result could be achieved by the interconnected implementation of strategy and adaptation for potential consumers' needs and demand as well as by the purposeful influence on them. Marketing management directs enterprise activity on achievement of long-term result in order to capture a part of market and increase sales volume.

Thus, marketing has a key role in the strategic planning industry of any enterprise by ensuring implementation of leading methodological principles, which stipulates the orientation of enterprise strategy on the needs of important groups of consumers. And, with reference to this, development of a marketing strategical plan to identify and involve the needed market segments [4].

The concept of strategic marketing in tourism has the following specific features, which define its differences from marketing and management:

- orientation not only to the customer, but also to the key market participants in general, such as consumers, rivals and decision-makers.

- direction on providing the interrelation of type «organizational culture – strategy – tactics»

- creating and implementation of enterprise's long-term perspectives, is philosophy of an enterprise's business which covers not only one subunit, but all functional units and levels of the enterprise.

Consequently, strategic marketing is a part of marketing management and strategic enterprise management. It is mainly aimed at the development of the marketing strategy for the achievement of the enterprise marketing targets considering its capabilities and market requirements.

Moreover, the enterprises' needs in strategic marketing are directly related to necessity, such as:

- to carry out their activities on clearly defined strategic opportunities;

- to develop and realize the system of monitoring and analyse of competitiveness;

- to increase adaptive capacity to change within external environment;

- to review and optimize regularly their own business portfolio.

So, the application of the concept of strategic marketing will allow achieving significant success enterprises in the tourism business. The main advantages of applying of the concept of strategic marketing are the following ones:

- 1) development of the general effective strategy of marketing activity for the subject of tourism industry;

- 2) directing the tourism business entity from inert reacting to the influence of market factors on active decisions and actions;

3) analysis and evaluation of the efficiency of each strategic business unit of enterprise in the tourism business;

4) formation of optimal sales channels for tourist products [3, p. 30].

The needs of enterprises in strategic marketing are directly related to the needs of:

- carrying out its activities on clearly defined strategic possibilities;
- developing and realizing a system of monitoring and analysis of competitiveness;
- increasing of adaptation possibility to change in the functioning sphere;
- viewing and optimizing its own business portfolio regularly.

To sum up of determining the nature and content of strategic marketing it is necessary to pay attention to the social value of strategic marketing. Strategic marketing is searching for a better opportunity to meet needs. Strategic marketing is «desiring» to maximize the quality of the product to the needs of consumers, which in turn is the basis for increasing demand on target segments.

In the result, society gains the following main benefits:

- the economic effect in the form of an increase in savings due to lower prices (as a result of increased sales);
- saving resources from the point of view of optimal use of the enterprise, which is caused by economies of scale [2, p. 57, 58].

Therefore, the essence of strategic marketing provides applying of management and marketing principles in the tourism organization on a higher quality level that provides designing and implementation of travel companies development strategies for achievement advanced and effective long-term goals [3, p. 23].

Conclusions. The main principles of strategic marketing on tourism business enterprises are understanding of consumer's needs; fighting for consumers with the help of a conceptually new quality tourism product; arrange the market needs and the existing potential of enterprises; orientation on long-term targets in close interaction with a general enterprises strategy; adaptation of the enterprise in terms of impact of external factors by monitoring external environment and rivals assessment systems; taking into account strategic capabilities and landmarks in the enterprises activity.

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