



ВОСКРЕСЕНСЬКА О.Є.

к-т екон. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: voskresenska.olena@kntu.net.ua

ORCID: 0000-0001-5465-3195

СОФІЄНКО А.В.

к-т екон. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: sofienko.alona@kntu.net.ua

ORCID: 0000-0002-6428-1732

ВЛАСЕНКО Н.А.

к-т техн. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: vlasenko.natalya@kntu.net.ua

ORCID: 0000-0003-4137-6357

КОКОРЄВА О.В.

к-т екон. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: kokorieva.olha@kntu.net.ua

ORCID: 0000-0001-9918-2278

ДОСЛІДЖЕННЯ ВПЛИВУ ЗАСОБІВ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ НА КОНКУРЕНТОСПРОМОЖНІСТЬ ТУРИСТИЧНИХ ПІДПРИЄМСТВ

Актуальність. Актуальність теми дослідження зумовлена загостренням конкуренції серед туристичних підприємств. На сьогодні велику роль в економіці України, відіграє конкурентоспроможність туристичних підприємств бо саме вона, є основним елементом, щодо ефективної діяльності зазначених підприємств на ринку послуг. Туристична діяльність, є одним з чинників який може вплинути на розвиток політичних, економічних, соціальних, культурних відносин і міжособистісних стосунків у міжнародному масштабі завдяки якому наповнюється бюджет країни. Тобто туристична галузь сприяє економічному розвитку, що позитивно впливає на державу та її розвиток.

Конкуренція змушує підприємства розробляти та використовувати нові засоби маркетингових комунікацій, приймати нові стратегічні підходи та застосовувати креативні маркетингові рішення, шляхом впровадження сучасних засобів маркетингових комунікацій.

Пошук нових підходів щодо удосконалення маркетингових комунікацій для підвищення ефективності від просування туристичних послуг стає все більш актуальним.

Мета та завдання. Метою статті є дослідження впливу засобів маркетингових комунікацій на конкурентоспроможність туристичних підприємств.

Результати. В даній роботі розглянуто стан ринку маркетингових комунікацій України. Досліджено обсяг маркетингових сервісів України. Проаналізовано витрати туристичних підприємств на маркетингові комунікації. Відстежено використання зазначеними підприємствами сучасних видів маркетингових комунікацій. Задля підвищення рівня конкурентоспроможності туристичних підприємств в статті запропоновано шляхи використання сучасних інструментів маркетингових комунікацій.

Висновки. Проведені дослідження показали, що туристичному агентству для покращення своїх конкурентних позицій необхідно звернути свою увагу на розвиток внутрішнього туризму. Завдяки цьому підприємство буде сприяти покращенню ситуації внутрішнього туризму в країні та в місті.

Запропоновані маркетингові комунікації мали значний ефект для підвищення маркетингових показників конкурентоспроможності, які є дуже важливими для підприємства, що працює в туристичній галузі.

Запропоновані засоби маркетингових комунікацій сприятимуть покращенню конкурентного становища ФОП «All Tours». Прогнозується, що значний приріст прибутку буде можливий завдяки налаштуванню засобів маркетингових комунікацій не тільки під конкретний сегмент споживачів, але й під кожного споживача окремо.

Ключові слова: конкурентоспроможність, маркетингові комунікації, маркетинг, туризм, туристичні підприємства.

VOSKRESENSKA O.Ye.

Ph.D. in Economics, Associate Professor
Kherson National Technical University
Beryslav Shosse 24, Kherson, Ukraine, 73008
E-mail: voskresenska.olena@kntu.net.ua
ORCID: 0000-0001-5465-3195

SOFIENKO A.V.

Ph.D. in Economics, Associate Professor
Kherson National Technical University
Beryslav Shosse 24, Kherson, Ukraine, 73008
E-mail: softyenko.alona@kntu.net.ua
ORCID: 0000-0002-6428-1732

VLASENKO N.A.

PhD in Technical Sciences, Associate Professor
Kherson National Technical University
Beryslav Shosse 24, Kherson,
Ukraine, 73008
E-mail: vlasenko.natalya@kntu.net.ua
ORCID: 0000-0003-4137-6357

KOKORIEVA O.V.

Ph.D. in Economics, Associate Professor
Kherson National Technical University
Beryslav Shosse 24, Kherson, Ukraine, 73008
E-mail: kokorieva.olha@kntu.net.ua
ORCID: 0000-0001-9918-2278

THE RESEARCH OF THE INFLUENCE OF MEANS OF MARKETING COMMUNICATIONS ON THE TOURIST ENTERPRISES COMPETITIVENESS

Topicality. Today, the tourism industry is facing a number of specific problems related to the pandemic. Development and support of tourism in our country is a priority because this industry makes a significant contribution to the development of our country. Therefore, increasing the competitiveness of tourism enterprises is a strategic task today.

At the same time, the tourist resources that our country has are used irrationally. Tourism companies do not use marketing management at the appropriate level.

Importantly, marketing communications involve not only the impact of the company on the consumer, but also the feedback - the impact of the consumer, which is very important for the company. This connection allows the company to receive useful information that allows properly navigate in the business environment, as well as make adjustments to its activities, in particular, regarding the tools and actions of the communication complex.

Properly establishing marketing activities at tourism enterprises will strengthen competitive positions, will allow enterprises to focus on the needs of the market and the interests of consumers.

Aim and tasks. The purpose of the article is to study the impact of marketing communications on the competitiveness of tourism enterprises.

Research results. In this paper the state of the market of marketing communications of Ukraine is considered. The volume of marketing services of Ukraine is investigated. The costs of tourist enterprises for marketing communications are analyzed. The use of modern types of marketing communications by these enterprises is tracked. In order to increase the level of competitiveness of tourist enterprises, the article suggests ways to use modern tools of marketing communications.

Conclusion. Studies have shown that a travel agency needs to pay attention to the development of domestic tourism to improve its competitive position. Due to this, the company will help improve the situation of domestic tourism in the country and in the city.

The proposed marketing communications have had a significant effect on improving the competitiveness of marketing, which are very important for a company operating in the tourism industry. The proposed means of marketing communications will help improve the competitive position of PE "All Tours". It is projected that a significant increase in profits will be possible due to the adjustment of marketing communications not only for a specific segment of consumers, but also for each consumer individually.

Keywords: competitiveness, marketing communications, marketing, tourism, tourist enterprises.

Problem statement and its connection with important scientific and practical tasks. Today, the tourism industry is facing a number of specific problems related to the pandemic. Development and support of tourism in our country is a priority because this industry makes a significant contribution to the development of our country. Therefore, increasing the competitiveness of tourism enterprises is a strategic task today.

At the same time, the tourist resources that our country has are used irrationally. Tourism companies do not use marketing management at the appropriate level.

Importantly, marketing communications involve not only the impact of the company on the consumer, but also the feedback as the impact of the consumer, which is very important for the company. This connection allows the company to receive useful information that allows you to properly navigate in the business environment, as well as make adjustments to its activities, in particular, regarding the tools and actions of the communication complex.

Properly establishing marketing activities at tourism enterprises will strengthen competitive positions, will allow enterprises to focus on the needs of the market and the interests of consumers.

Analysis of recent publications on the problem. Research on the improvement of marketing communications at the enterprise is reflected in the works of many such scientists as: Naboka R.M. [1], Zaitseva O.I., Fursov A.M. [2], Vlasenko N.A., Voskresenskaya O.E., Vlasenko A.L. [4], Golovkina N.V., Shutovskiy D.O. [5], Kasyan S.Ya. [6], Krause O. [7], Patsalyuk K.O. [8] and others. Each of the scientists in his work explored different approaches to the management of marketing communications in enterprises.

Allocation of previously unsolved parts of the general problem. However, issues related to the study of the impact of marketing communications on the competitiveness of tourism enterprises still remain unresolved.

Formulation of research objectives (problem statement). The purpose of the paper is to study the impact of marketing communications on the competitiveness of tourism enterprises.

An outline of the main results and their justification. The development of marketing communications in Ukraine is influenced by political and economic instability. At this stage, there is a sharp deterioration in the consumer sector, declining purchasing power, declining business activity, there is a depreciation of the national currency, all this leads to a reduction in the cost of marketing communications. In the current circumstances, the priority means of marketing communication will remain Internet advertising, personal sales, and sales promotion, which do not require large funds.

To select the most effective tools of marketing communication one should consider the state of the market of marketing communications in Ukraine in table 1 for 2020 and the forecast for 2021 from the All-Ukrainian Advertising Coalition [9].

Table 1

The state of the market of marketing communications of Ukraine

Means of marketing communications	Results of 2019, UAH million	Results 2020, UAH million	Percentage of changes 2019 to 2020	Forecast for 2021, UAH million	Percentage of changes 2021 to 2020
1	2	3	4	5	6
TV advertising, total	7 329	9 269	26%	11 526	24%
Direct advertising	6 355	8 071	27%	10 089	25%
Sponsorship	974	1 198	23%	1 438	20%
Advertising in the press, total	1 355	1 612	18,9%	1 843	14,4%
National press	816	965	18%	1 101	14%

Continuation of the Table. 1.

Regional press	224	277	24%	321	16%
Specialized press	315	370	18%	421	14%
Radio advertising, total	480	578	20%	715	24%
National radio	348	418	20%	518	24%
Regional radio	47	54	15%	65	20%
Sponsorship	85	106	25%	133	25%
OOH Media, total	2 692	3 493	30%	4 307	23%
Outdoor advertising	2 263	2 923	29%	3 601	23%
Transport advertising	327	444	36%	553	25%
Indoor advertising	102	127	24%	152	20%
Advertising in cinemas	40	48	20%	58	20%
Digital (Internet) Media advertising	2 145	2 520	17%	3 772	50%
Advertising media market in total	14 041	17 520	25%	22 221	27%

Source: generated by the authors based on materials [9]

According to the expert assessment of the International Association of Marketing Initiatives (IAMI), the market of marketing services in 2020 showed a positive trend in its development + 17%, and reached a total of more than UAH 5 billion. There is an increase in all directions. The volume of consumer marketing has increased by 20%, because it is also effective to communicate with the consumer in retail. Event Marketing grew by 25% due to event-marketing activity of brands in national and international events and large-scale festivals [2].

In 2021, the trend of market recovery is expected to continue after its fall in the period 2014-2015. The largest percentage growth in Event Marketing is + 30%, which is due to the development of festival culture in Ukraine. Given the inflationary processes, in general, the growth of the market of marketing services is projected at + 18% (Table 2).

Table 2

The volume of the market of marketing services in Ukraine

Marketing services	The volume of 2019, million UAH	The volume of 2020, million UAH	Changes 2020/2019,%	Forecast for 2021, million UAH	Changes 2021/2020 forecast, %
Trade marketing (Merchandising, Trade promo, Personnel motivation and control programs)	1 700	1 955	15%	2 248	15%
Loyalty marketing (Mailing, DB management, Contact-Center)	850	935	10%	1 029	10%
Consumer marketing	950	1 140	20%	1 368	20%
Event Marketing and Sponsorship	920	1 150	25%	1 495	30%
Non-standart communications (life placement, ambient media)	128	141	10%	155	10%

Source: generated by the authors based on materials [9]

Experts of the Ukrainian Public Relations Association (UAPR), following their colleagues from other segments of the communications market, also decided to revise the methodology for forecasting the volume of the PR services market. Therefore, the figures for 2020 are significantly different from previous data. There are two fundamental changes in the methodology:

1. The data of the rating of PR agencies, compiled in accordance with their declared income, are taken into account.

2. The volume of the market takes into account not only the commercial segment, but also the public (non-commercial) segment of the PR market. The figures take into account only the amount of the agency's remuneration and those client budgets that are not transferred to other contractors and therefore will not be duplicated in other sectors of the advertising market. The total market volume of PR services for 2020, including commercial and public (non-commercial) segments, is UAH 900 million. The market volume forecast for 2021 is a growth of 10% of the commercial segment and the preservation of the non-commercial sector is equal to UAH 953 million [9].

The advertising and communication industry of Ukraine in 2020 continues to grow and recover. An increase in the advertising media market by a quarter of its volume, and non-media by about a fifth, can serve as a good indicator of media development in Ukraine.

Let's analyze the costs of the enterprise for marketing communication activities for the last three years on the example of PE "All Tours" (Table 3).

Table 3

Expenses of the tourist enterprise PE "All Tours" for marketing communications

Indicator	2018	2019	2020	Absolute deviation, thousand UAH		Relative deviation, %	
				19/18	20/19	19/18	20/19
Expenses for ATL means of marketing communication, thousand UAH	37,97	52,75	33,35	14,78	-19,40	38,94	-36,77
Expenses for BTL means of marketing communications, thousand UAH	831,93	558,65	482,48	-273,28	-76,17	-32,84	-13,63
Total	869,90	611,40	515,83	-258,5	-95,57	-29,71	-15,63

Source: generated by the authors based on materials [10]

In 2018-2020, the travel company's costs for marketing communications decreased. In 2020, compared to 2019, the cost of ATL marketing communications decreased by 19.4%. However, the cost of BTL marketing communications decreased by 76.17%. However, the number of new customers increased by 6%, which indicates the right marketing actions to attract new customers.

It is worth noting that travel companies are different from other companies, so to stimulate sales, they can use slightly different means of marketing communications.

Therefore, the travel agency PE "All Tours" uses its own developments in the field of marketing communications. For PE "All Tours" it is important to use ATL and BTL means of marketing communications, which are listed in Table 4.

Table 4

PE "All Tours" uses such modern types of marketing communications

ATL- means	BTL-means
1) Advertising - ordering image videos on local television. 2) Radio advertising - recording and placement of audio clips on radio "Chanson", "Europe Plus", "Hit FM" and leading radio. 3) Outdoor advertising - the use of billboards, placement of promotional offers on city lights, on billboards. 4) Advertising on the Internet - creating a site optimized for search.	1) Sales promotion: "Expectations +" for new customers. Loyalty programs - "Golden Club", "Children's" program, "Newlyweds" program. 2) Incentive programs - accrual of bonuses in the loyalty program "Golden Club" 3) Direct marketing - monthly distribution of advertising booklets. 4) Merchandising. Availability of leaflets, posters, motivating photos in the office 5) "Sundress marketing". Through active activities, the travel agency is often learned through "sundress marketing", customers receive emotions and pass them on to family, friends and acquaintances. 6) SMM marketing. The travel agency constantly maintains pages on social networks Instagram, Facebook, Twitter.

Source: generated by the authors

Marketing activity is the driving force for the effective operation of any enterprise. The organization of effective marketing is implemented as an orderly system, because its organization requires many elements that are interconnected.

With the help of well-formed marketing activities in modern market conditions, enterprise management will have a positive effect only if the mechanism of the marketing policy management system is provided [4].

To maintain competitiveness in the market, the travel agency needs to improve the marketing activities of the enterprise (Table 5).

Table 5

Ways to increase the competitiveness of the travel agency PE "All Tours"

Directions	Strategic goals	Indicators	Ways of implementation
Financial resources	<ul style="list-style-type: none"> - increase in net profit; - increase of the average price of a tourist package; - increase in the number of consumers in off-season periods. 	<ul style="list-style-type: none"> - the percentage increase in profits; - the percentage increase in the number of consumers in the off-season; - number of tickets sold. 	<ul style="list-style-type: none"> - development of customer incentive programs; - development of flexible discounts for consumers during the off-season periods.
Consumers	<ul style="list-style-type: none"> - expanding the range of services offered; - increasing consumer satisfaction. 	<ul style="list-style-type: none"> - number of new services; - the number of positive feedback from consumers. 	<ul style="list-style-type: none"> - introduction of new types of tourism: ethnic tourism, adventure tourism, photo-tourism, hobby tourism, nomadic tourism, historical tourism; - development of a system for assessing consumer feedback on the quality of service.
Internal business processes	<ul style="list-style-type: none"> - reducing the duration of the purchase of a tourist voucher; - improving the customer service process; - simplification of the process of booking a travel package via the Internet. 	<ul style="list-style-type: none"> - time for servicing one client; - number of complaints about service; - the number of positive reviews on the site. 	<ul style="list-style-type: none"> - automation of the control system; - improving the quality of customer service; - creation of an information system for assessing consumer opinions.
Training and development	<ul style="list-style-type: none"> - advanced training of employees; - increased employee satisfaction. 	<ul style="list-style-type: none"> - staff training costs (as a percentage); - staff satisfaction index. 	<ul style="list-style-type: none"> - staff training program; - program to determine the level of staff satisfaction; - creating the most comfortable conditions for employee development.

Source: generated by the authors

Thus, the main competitive advantages of a travel agency include: the ability to provide customers with a better and more attractive travel product compared to competitors; profitability of the agency; the possibility of successful long-term development for both owners and staff. If we assess the competitiveness of the enterprise at a specific (actual) time, we should highlight the importance of the following indicators: innovation; uniqueness of the service; efficiency of the booking process, sale of services and the offered service; client-oriented agency (forms of encouragement and stimulation of clients) [3].

For the travel agency "All Tours" an important way to increase the effectiveness of marketing activities is to improve advertising policy. The company needs to create new interesting proposals that will be offered to consumers through Internet resources and by increasing sales costs.

The important factor is to improve the existing site of the travel agency.

Disadvantages of the Internet site:

- inconvenient site navigation;
- congestion of the site with unnecessary information;
- insufficient information about the travel agency;
- small number of distribution of permits by types of tourism;
- outdated customer feedback information.

Thus, the improvement of the website of PE "All Tours" is an opportunity to increase the customer base.

The main goals of modern tourism are cognitive, recreational and entertainment. In addition, people go on health trips, as well as professional, business, sports, wedding and guest trips. That is why the best addition for the travel agency PE "All Tours" is photo-tourism, hobby tourism, ethnic tourism, nomadic tourism, historical and adventure tourism.

Conclusions and perspectives for further research. Marketing communications are one of the most important tools in the fight for customer attention in the arena of travel services; they can inform and interest

the consumer. Properly selected advertising on the Internet always brings a positive effect in the information and involvement of new consumers, due to which sales will increase.

Studies have shown that a travel agency needs to pay attention to the development of domestic tourism to improve its competitive position. Due to this, the company will help improve the situation of domestic tourism in the country and in the city.

The proposed marketing communications will have a significant effect on improving the competitiveness of marketing, which is very important for a company operating in the tourism industry. The proposed means of marketing communications will help improve the competitive position of the tourist enterprise. It is projected that a significant increase in profits will be possible due to the adjustment of marketing communications not only for a specific segment of consumers, but also for each consumer individually.

The implementation of the proposed measures will help increase the client base of the travel agency and improve all financial indicators.

ЛІТЕРАТУРА

1. Набока Р.М. Особливості маркетингового управління персоналом готельних підприємств. *Науковий вісник Херсонського державного університету*. 2014. Вип. 5 (2). С. 191-194.
2. Зайцева О.І., Фурсов А.М. Використання інструментарію маркетингу вражень в індустрії гостинності. *Вісник Хмельницького національного університету*. 2019. Вип. 3. С. 86-90.
3. Воскресенська О.Є., Садохіна О.І. Ситуаційний підхід до управління туристичними підприємствами. *Економічні студії: науково-практичний журнал*. 2018. С. 32-37.
4. Власенко Н.А., Воскресенська О.Є., Власенко А.Л. Забезпечення конкурентоспроможності підприємства через дизайн зовнішньої реклами як засіб маркетингової комунікації. *Збірник наукових праць «Економічні інновації»*. 2021. Том 23. Вип. 2(79). С. 43-50.
5. Головкина Н.В., Шутовський Д.О. Інтегровані маркетингові комунікації організації: головні переваги впровадження. *Вісник Київського національного університету технологій та дизайну*. 2013. № 4. С. 116-123.
6. Касян С.Я. Маркетингові комунікації у процесі формування конкурентних переваг підприємств. *Економічний простір*. 2013. № 77. С. 174-182.
7. Краузе О. Інтегровані маркетингові комунікації підприємства. *Соціально-економічні проблеми і держава*. 2008. С. 104-109.
8. Пацалюк К.О. Маркетингові комунікації в сучасному менеджменті. *Вісник Житомирського державного технологічного університету*. 2013. № 1. С. 294-295.
9. Українська асоціація маркетингу. URL: <http://uam.in.ua/>
10. Всеукраїнська рекламна коаліція. URL: <https://vrk.org.ua/>

REFERENCES

1. Naboka, R.M. (Ed.). (2014). *Osoblyvosti marketynhovoho upravlinnia personalom hotelnykh pidpriemstv* [Features of marketing management of personnel of hotel enterprises]. *Naukovyi visnyk Khersonskoho derzhavnoho universytetu*. Vyp. 5 (2). S. 191-194. [in Ukrainian].
2. Zaitseva, O.I., Fursov, A.M. (Eds.). (2019). *Vykorystannia instrumentariiu marketynhu vrazhen v industrii hostynnosti* [Using impression marketing tools in the hospitality industry]. *Visnyk Khmelnytskoho natsionalnoho universytetu*. Vyp. 3. S. 86-90. [in Ukrainian].
3. Voskresenska, O.Ie., Sadokhina, O.I. (Eds.). (2018). *Sytuatsiinyi pidkhid do upravlinnia turystychnymy pidpriemstvamy* [Situational approach to the management of tourism enterprises]. *Ekonomichni studii: naukovopraktychnyi zhurnal*. S. 32-37. [in Ukrainian].
4. Vlasenko, N.A., Voskresenska, O.Ie., Vlasenko, A.L. (Eds.). (2021). *Zabezpechennia konkurentospromozhnosti pidpriemstva cherez dyzain zovnishnoi reklamy yak zasib marketynhovoї komunikatsii* [Ensuring the competitiveness of the enterprise through the design of outdoor advertising as a means of marketing communication]. *Zbirnyk naukovykh prats «Ekonomichni innovatsii»*. Tom 23. Vyp. 2(79). S. 43-50. [in Ukrainian].
5. Holovkina, N.V., Shutovskyi, D.O. (Eds.). (2013). *Intehrovani marketynhovi komunikatsii orhanizatsii: holovni perevahy vprovadzhenia* [Integrated marketing communications of the organization: the main advantages of implementation]. *Visnyk Kyivskoho natsionalnoho universytetu tekhnolohii ta dizainu*. № 4. S. 116-123. [in Ukrainian].

6. Kasian, S.Ia. (2013). Marketynhovi komunikatsii u protsesi formuvannia konkurentnykh perevah pidpryiemstv [Маркетингові комунікації у процесі формування конкурентних переваг підприємств]. *Ekonomichnyi prostir*. № 77. S. 174-182. [in Ukrainian].

7. Krauze O. (Ed.). (2008). Intehrovani marketynhovi komunikatsii pidpryiemstva [Integrated marketing communications of the enterprise]. *Sotsialno-ekonomichni problemy i derzhava*. S. 104-109. [in Ukrainian].

8. Patsaliuk, K.O. (Ed.). (2013). Marketynhovi komunikatsii v suchasnomu menedzhmenti [Marketing communications in modern management]. *Visnyk Zhytomyrskoho derzhavnoho tekhnolohichnoho universytetu*. № 1. S. 294-295. [in Ukrainian].

9. Ukrainska asotsiatsiia marketynhu [Ukrainian Marketing Association]. Retrieved from: <http://uam.in.ua/>

10. Vseukrainska reklamna koalitsiia [All-Ukrainian Advertising Coalition]. Retrieved from: <https://vrk.org.ua/>