

# THE ORGANISATION OF THE EFFECTIVE PROMOTION AND SALES OF TOURIST PRODUCT

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**Formulation of the problem in general.** The significant part of travel agencies in the Donetsk People's Republic are currently working in economically difficult conditions. Due to the low flow of customers, the heads of many travel agencies do not have much profit and therefore do not invest in advertising of their business, as it is believed that advertising is quite expensive and is not always effective.

The way out of this problem can be found in the use of marketing technologies that make it possible to optimally use the resources of a travel agency, especially money, for the effective promotion and sale of a tourist product.

**The purpose of the study** is to analyze the best options for promoting and sale of tourist product using the example of the Donetsk People's Republic.

**Presentation of the materials of the main study.** Since tourism is an area of service provision it is necessary to talk first of all about marketing of services. Its uniqueness lies in the fact that the object of marketing are services, and the service market is not identical to the commodity market.

Marketing is an activity, an organizational function and a set of processes for creating, promoting and providing offers of value to customers, clients, partners and society as a whole, as well as for the exchange of these offers [1].

Marketing is one of the most important tools used to achieve the goals of a tourism enterprise. The activities of the enterprises are based on three basic principles: customer focus, goal focus and the focus on a systematic approach to solving problems.

The need for marketing activities is determined by:

the existence of free competition between organizations;

the opportunity for buyers to choose similar goods and services from various manufacturers;

good consumer awareness of the available goods and services;

organization goals, which can be expressed in measurable terms [2].

Marketing objectives:

research, analysis, assessment of the needs of real and potential buyers;

marketing assistance in the development of a new product (service);

maintenance service;

marketing communications;

research, analysis, assessment and forecasting of the condition of real and potential markets;

research of the competitors' activity;

sales of goods (services);

formation of the assortment policy;

formation and implementation of the pricing policy of the company;

formation of the company strategy [3].

The development and adoption of measures to advertise a product of a travel company can accelerate the way out of a crisis, change the perception of the company's image in the eyes of consumers, and, in addition, serve as a kind of prevention of difficult situations in the future.

With the onset of economically difficult situations, travel companies increase attention to their marketing strategy. It is obvious that when a company is experiencing a crisis situation, the budgetary funds that are allocated for promotion are the first to suffer. Nevertheless, there is an opinion that it is during the period of difficulties that advertising tools significantly help to maintain the required number of sales, and, accordingly, their use contributes to the continued successful existence of a commercial organization.

The key area of activity of the companies operating in tourism sector is the promotion of tourist product on the market, as well as advertising and implementation of tourist services. The key to success of the travel company to lies in delivering of the necessary information to the potential consumers and encouraging them to respond.

The crisis situation forces many organizations that are notable for the inefficiency of the economy, marketing, or customer service to leave the market. The workflow continues only in the companies that work well and fully satisfy the needs of the customers.

Considerable popularity in the conditions of poor material support of a travel company is gained by viral marketing and promotion through social networking sites. These tools help companies to attract potential customers with the help of other consumers. These tools have a number of drawbacks, but their main advantage is the relatively low price with a very high degree of individualization. The recommendations of other consumers allow us to provide a high level of trust in the organization, which cannot be achieved through using bright expensive advertisements.

In travel agencies of the Donetsk People's Republic, it is advisable to establish marketing departments with qualified employees. The personnel in these departments will be engaged in the strategy of improving the organization activities, conduct their own marketing research, develop the most suitable methods for a particular company to stimulate sales, organize advertising campaigns, properly build public relations, and also form the corporate identity of a travel company.

In addition, there is a need for the management of travel agencies to organize advanced training courses for marketing staff, as well as to ensure that the staff is able to quickly adapt to the new conditions, participate in specialized seminars and develop their own proposals.

The managers should stimulate and guide employees of the marketing department, take into consideration their developments and organize meetings based

on the results of ongoing research to further take measures to resolve the current problems.

The exchange of experience with foreign partners, especially with those countries where marketing is a major part of the tourism services sector, will greatly benefit. It is also necessary to provide company employees with organization of marketing activities literature, as well as provide them with all the necessary tools for conducting high-quality marketing researches. In addition, funds should be allocated for attending any kind of events to discuss marketing activities in the tourism industry.

**The conclusions.** Consumer preferences are highly individualized. This must be taken into account in marketing strategies. The advantage remains on the side of those travel agencies that not only provide a choice, but also offer customers something unique. The main task of marketing is to offer a person such a value that he or she will not be able to acquire somewhere else. The development of marketing reached a certain maturity at the moment when all self-respecting travel companies began to use marketing tools, and various educational institutions began to responsibly train personnel for prestigious professions with long-range outlook.

It can be asserted that the role of marketing in conducting business is fundamental: with its help it is possible to optimize the work of the organization, occupy newly opening niches and, among other things, attract investment in the business.

#### The list of the references

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