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. Завдяки підвищенню 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 якості та конкурентоспроможності, що дуже важливими для підприємства, що відбувається в туристичній галузі.
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 "Al 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.

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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., Shutovskyi 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].

| 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 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%                              |

Table 1

ECONOMIC INNOVATIONS
Vol. 23, Issue 3 (80)
Continuation of the Table 1.

| 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, % |
|------------------------------------------------|--------------------------------|--------------------------------|---------------------|--------------------------------|-------------------------------|
| 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, % |
|---------------------------------------------------------------------------|----------|----------|----------|---------------------------------|-----------------------|
| Expenses for ATL means of marketing communication, thousand UAH         | 37.97    | 52.75    | 33.35    | 14.78                           | -19.40                |
| Expenses for BTL means of marketing communications, thousand UAH        | 831.93   | 558.65   | 482.48   | -273.28                         | -76.17                |
| Total                                                                    | 869.90   | 611.40   | 515.83   | -258.5                          | -95.57                |

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

| AT L- means                                                                 | BTL-means                                                                 |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1) Advertising - ordering image videos on local television.              | 1) Sales promotion; "Expectations +" for new customers. Loyalty programs - "Golden Club", "Children’s" program, "Newlyweds" program. |
| 2) Radio advertising - recording and placement of audio clips on radio  | 2) Incentive programs - accrual of bonuses in the loyalty program "Golden |
| "Chanson", "Europe Plus", "Hit FM" and leading radio.                   | Club"                                                                     |
| 3) Outdoor advertising - the use of billboards, placement of promotional | 3) Direct marketing - monthly distribution of advertising booklets.       |
| offers on city lights, on billboards.                                   | 4) Merchandising. Availability of leaflets, posters, motivating photos in  |
| 4) Advertising on the Internet - creating a site optimized for search.    | 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 | – increase in net profit; – increase of the average price of a tourist package; – increase in the number of consumers in off-season periods. | - the percentage increase in profits; - the percentage increase in the number of consumers in the off-season; - number of tickets sold. | - development of customer incentive programs; - development of flexible discounts for consumers during the off-season periods. |
| Consumers | – expanding the range of services offered; – increasing consumer satisfaction. | - number of new services; - the number of positive feedback from consumers. | - 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 | – 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. | - time for servicing one client; - number of complaints about service; - the number of positive reviews on the site. | – automation of the control system; – improving the quality of customer service; – creation of an information system for assessing consumer opinions. |
| Training and development | - advanced training of employees; - increased employee satisfaction. | – staff training costs (as a percentage); – staff satisfaction index. | – 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.

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