

The World Tourism Organization has identified three main functions of marketing in tourism:

1. Establishing contacts with clients assures customers that the alleged resting place and existing client services, attractions and expected benefits are fully satisfied customers needs.

2. The development involves the design innovations that will provide new opportunities for sales.

3. Monitoring makes analysis of the performance to promote services and opportunities to the market and checks.

With the development of business tourism demand for business travel is growing too. They account for more than half of the income from the sale of hotel rooms.

So, making a conclusion, we can emphasize that tourism marketing has no significant specific differences from other types of marketing and traditionally focused on consumers' needs. Tourism marketing helps to inform and attract customers to a particular company and try to get more profit and advantage of competitors.

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## **MARKETING OF LUXURY GOODS**

There are two categories of goods, which are often confused: premium goods and luxury goods. The first one is expensive quality goods whose price conforms to the quality. These products are available to mass consumers. Luxury goods are unique and incredibly expensive.

The following criteria for classification of goods to this class can be pointed out:

1. Innovation (the results of implementation of technological, process and marketing innovations);

2. Design (including distinctive characteristics of brand recognition);

3. Prestige value (good purchase realizes the demonstrative motivations of the consumer as well as unique require, model rarity and point of sale);

4. Quality (the combination of functional, emotional and technological attributes)

Luxury goods are material products (or services) which have the set of unique, exclusive, functional and emotional attributes; hand labour is used for their production. Consumption and possession of these goods considers as positional purchases that can be inherited, the possession of which distinguishes the consumer of the mass market.

Consumers often perceive luxury goods as something laughing and scarce, so the value of the product for consumers is increased. The main problem for manufacturers is that by selling more goods they lose exclusivity, and as a result they lose the original consumer loyalty. However, it is possible to create an artificial or

even natural scarcity of goods.

- Natural rarity. It occurs due to limited resources. For example, the manual labor performance.

- The technological rarity implies possession of the latest novelties. For example, smart phones, the latest fashion collections.

- Limited edition is the artificial creation of rarity and deficit, control of production. For example, limited collection of bags.

- Rarity based on the information means the creation of special PR-events around the products.

For luxury goods there is the model of the marketing complex, which consists of six factors:

- product – high quality, style, historical heritage, and rarity;

- price – creates a collective image of quality and prestige around the luxury goods;

- sales personnel (people) - seller skills, bilateral personal communication, presentation of the brand history;

- passion – knowledge. The tendency of accumulation of luxury knowledge about brand;

- pleasure - purchase process should cause additional, increased pleasure.

Luxury goods are more expensive products or services in its category. They have a set of properties that meet the needs of the most demanding consumer in uniqueness, exclusivity and status and point out him/her from the mass of other consumers. Luxury goods have longer interest from the consumers.

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## **OUTRAGEOUS MARKETING**

Modern business is increasingly faced with such a problem as a lack of consumer response to traditional advertising messages. Therefore, to promote products and services unusual, sometimes even shocking tools are increasingly attracted, and one of them is outrageous marketing.

Outrageous marketing is a kind of "guerrilla" (low-budget) marketing. But if earlier it was advantageous only to companies with a limited budget, now a fierce competition in the market for goods and services increasingly leads to the outrageous that is used as a tool to promote by large cash-strapped companies. According to experts, this is because the modern market is oversaturated with advertising information, and the average consumer simply ceases to notice it. So the outrageous acts as a kind of stimulant of interest in goods that the traditional advertising is not able to provide.

This method, along with the fact that it certainly attracts the attention of the audience, is not without danger. According to legislative norms the advertising is considered unethical if it contains "offensive words, comparisons, images for the