

TOURIST MARKETING

Tourist marketing represents a complex of methods and the receptions focused on carrying out researches of the market, segmentation, the analysis, a choice of strategy and the solution of objectives.

Main objective of tourist marketing is an - identification of opportunities of the fullest satisfaction of needs of clients from the point of view of psychological and social factors, and also definition of ways of the most rational from the financial point of view of business management by the tourism organizations, allowing to consider the revealed or hidden needs for tourist services.

Marketing in tourist activity gives the grounds to firms to develop new, more effective types of tourist and excursion services, to improve technology of their production and sale for the purpose of receiving profit. The main function of tourist marketing is a purposeful impact on formation of recreational requirements, demand, development of the range of provided tourist services, free market prices, market segmentations.

The following stages enter into tourist marketing:

- studying of demand for tourist trips;
- studying of the main requirements of consumers to quality of tourist services;
- drawing up the programme of marketing on each concrete tourist product taking into account expenses;
- advertising;
- establishment of the top limit of the price of provided tours and profitability of their production;
- development of investment and assortment policy;
- definition of end desirable result (strategy) - level of the income and profit.

The main objectives of marketing of tourist firms are:

- analysis of factors of dynamics of consumer qualities of a tourist product;
- analysis and choice of the production technology of tourist and excursion services;
- studying of requirements and demand for each concrete tourist product;
- studying of behavior of consumers in the tourist markets;
- market segmentation;
- analysis of market condition of tourist services;
- identification and studying of possible competitors.

Quality of services of travel agency has to meet the following requirements: - - service it is easy to receive availability in a convenient place, in convenient time, without excessive expectation of its granting;

- skill to communicate - the description of service is executed in language of the client and is exact;
- competence
- the service personnel possesses demanded skills and knowledge;

- manner - the personnel is friendly, valid and careful;
- trustworthy
- it is possible to rely on the company and its personnel as they really seek to satisfy any inquiries of clients;
- reliability - services are provided accurately and steadily;
- responsiveness - the personnel creatively approaches to the solution of problems and satisfaction of inquiries of clients;
- safety - provided services don't bear danger or risk and don't give a reason for any doubts;
- tangibility - tangible components of service truly reflect its quality;
- the knowledge of the client - the personnel aspires as it is possible to understand better than need of clients and to each of them pay the maximum attention.

The tourist market – is an special system of the relations (economic, social, legal), connecting producers of a tourist product and consumers who are interested in a certain type of provided tourist services. Demand for tourist services represents confirmation of recreational needs of the people expressed in certain quantity of tourist trips and services which consumers can get at these prices of a tourist product

The offer of tourist products (services) - number of rounds (tourist and excursion services) which is exposed on the market at a certain price level. Modern consumers carefully treat new proposals of marketing specialists therefore it is quite difficult to attract and maintain interest to goods or service. Now for ensuring successful sale of goods or company services it isn't enough to watch only its quality and most to reduce the price.

The company has to convince the consumer of compliance of these goods them to requirements and desires. Thus, tourist marketing represents a complex of the organizational and administrative actions directed on development of new effective types of tourist and excursion services, their production and sale. The purpose and problems of marketing – improvement of quality of a tourist product, receiving profit, the accounting of the processes which are occurring on adjacent with tourist market, demand studying, establishment of the prices of tourist services, development of investment and assortment policy, definition of strategy of the company.