

MARKETING ACTIVITY IN THE SPHERE OF TOURISM (ON THE EXAMPLE OF «BONCHANCE» COMPANY'S WORK)

Marketing in tourism is a system of management and organization of activities of tourist companies to develop new, more effective types of tourist and excursion services, their production and sales in order to gain profit on the basis of improving the quality of tourist products and taking into account the processes in the world tourist market.

The most important in the marketing complex is the selection of a competent strategy that motivates the interest of the consumer of services, the choice of optimal methods of advertising, its visibility and accessibility and the identification of the best target markets for sales. Practically all types of advertising means are used in the tourism sphere: advertising in mass media, printed advertising in the form of travel catalogs, brochures, magazines, leaflets, outdoor advertising, direct mailing and Internet advertising.

Various types of marketing research should be used to identify consumer preferences. They are used to conduct market segmentation, identify the target audience of consumers. The role of marketing research in the activities of a tourist enterprise helps to promote services in order to maximize profits with the most effective satisfaction of the needs of the target group of tourists

Marketing activity of «Bonchance» company is aimed at forming strong and lasting preferences of actual and potential customers. The company uses elements of the concept of «marketing mix» or «4Ps», which is a set of marketing measures of influence on the consumer market including product, pricing, sales and communication policies. Our marketing model is based on multi-stage target audience outreach, email marketing techniques, flexibility of online training and discount offers.

The company promotes its services through contextual and targeted advertising, as well as accounts of invited experts. The company does not have its own website yet, but there are several «landing» pages, each containing its own unique offer.

The survey conducted in order to make a portrait of the client of «Bonchance» company and to study the market conditions and the level of competition showed that among the main ways to improve marketing activities we can identify: the creation of its own website with a recognizable design, its promotion through social networks; creation of accounts in the following social networks and messengers: Telegram, Instagram, VK; regular filling of social networks with interesting content; introduction of new, interesting promotions and discounts; holding offline events

with the involvement of leading experts in the field of coaching; improvement of payment options for services other than the Internet; integration of the obtained model of marketing activities into the activities of network travel agencies and tour operators.

A marketing model that combines traditional means of Internet promotion and email marketing methods will allow, with the right approach, to optimize marketing costs and strengthen the promotion of tours.