

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТОРГОВЛИ И ТУРИСТИЧЕСКОЙ ИНДУСТРИИ НА МИРОВОМ РЫНКЕ

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SOCIAL MEDIA AS FITNESS TOURS' PROMOTIONAL TOOL

Fitness tours are active sport and wellness tours, which include: fitness programs, varied wellness treatments, as well as healthy diets, which aim at weight reduction or sporty shape maintenance, which is the latest trend. Nowadays, amateur sport is becoming more and more popular and attracts millions for the purpose of self-improvement and self-development. Moreover, the analysis of Belarusian travel agencies offers has revealed that nowadays on the tourism market one can observe 8 operating travel agencies that are working on the development and selling fitness-tours, while in 2015 there one could distinguish only 3 travel agencies of the kind. Since the number of such offers is growing, it can be concluded that there is a steady demand growth, which predetermined the topicality of our research. Thus, at the moment fitness tours niche is not fully occupied, which shows good potential for the development if the demand continues to grow.

For active sales it is necessary to develop an effective plan to promote tourism products and to identify the right target audience. In accordance with the main objective fitness tours can be divided into two types with different target audience. The first type is fitness tour, the main purpose of which is excess weight loss. The second type — fitness tours which aim at "pumping" the muscles and bringing the body in tone. Usually, the second type differs from the first one in the level of physical activity intensity.

For the typical potential consumer of travel products description, various internet resources have been analyzed and, what is more, a survey has been carried out. The results of the survey have revealed that the target audience of fitness tours with the main goal of weight loss is represented by women, aged 35–50, with the income above the average. These are women who have problems with excess weight, but for various reasons are unable to cope on their own. As for the second type target audience of fitness tours, it can be estimated that these are men and women from 25 to 35 years, with the average and above average income level. Of particular value to this audience is an aesthetic component of the training results, namely, toned body.

Modern people spend a significant part of their day on the Internet, particularly in social networks. Therefore, promotion in social networks is

a very popular tool for marketing communications in the world, which can be effectively applied to promoting fitness tours.

The most popular social network in the CIS countries is "VKontakte". Gender structure of the users "VKontakte" is quite stable, 43.7 % of the authors are men, 56.3 % — women. As for the age structure of "VKontakte", we can note the growing number of users aged 25–34, accounting for 32.1 %. So, we can say that the promotion of fitness tours of the second type will be most effective in the social network "VKontakte".

The second most popular social network is "Odnoklassniki". Gender structure of this social network is stable — 69 % of users are female. Despite the fact that the largest segment of the social network audience is aged 25–34 years, the most active segment is constituted by people over 40 years. In this regard, the above mentioned social network can be recommended for the promotion of fitness tours targeted at weight loss.

Judging by the data researched, we can conclude that such a direction of the activities of travel agencies as fitness-tours can enhance the competitiveness of the tourism enterprises. According to the results of the study the most effective way to promote fitness-tours will be promotion via Internet and social media like "VKontakte" and "Odnoklassniki".

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INTERNATIONAL STRATEGIC ALLIANCES IN TOURISM INDUSTRY

International strategic alliances is a form of voluntary, long-term cooperation of companies based on contractual relations in the production of products and services to better meet customer needs and minimize costs. It promotes fast adaptation of partners to global changes taking into account each party's interests in the conditions of creation of integrated market space and toughening of the competition in the world markets.

Strategic alliances are formed in the automobile, computer, air transport, tourism industries, media, energy sector and others.

The tourism industry strategic alliances are widely spread as they help to create an integrated touristic product, which includes accommodation, meals, transportation, entertainment, etc. and do not require significant investment. Small and medium touristic companies are likely to cooperate within strategic alliances to create common to all participants booking centers, which will help to achieve a reduction of transaction costs in the interaction between many parties.

Hotel alliance is a special form of association of independent hotels or even hotel chains, the main purposes of which are to carry out joint marketing to increase the profitability of business, reducing the risks and