

Veres Somosi Mariann
Ph.D., Director of Institute, Full Professor
Faculty of Economics, Institute of Management Science
Piskoti Istvan
Head of Institute, Faculty of Economics,
Institute of Marketing and Tourism
Nagy Szabolcs
Ph.D.,habil., Vice-dean for
international Relations, Associate Professor
Faculty of Economics, Institute of Marketing and Tourism
University of Miskolc, Miskolc, Hungary

MARKETING FEATURES OF THE INTERNATIONAL MARKET OF TOURIST SERVICES

The tourism sector is one of the fastest growing industries in the global economy after the COVID-19 pandemic. This contributes to the growth of budget revenues at various levels, the creation of new vacancies, and the improvement of the cultural and educational level of citizens. International tourism, which has been particularly active in recent years, improves relations between states, contributing to economic growth and cultural exchange. Such activity in the field of tourism marketing emphasizes the importance of a detailed study of international tourism processes as an integral part of the world economy. It is important to outline that tourism generates more than 10% of jobs in the world, plays a role in the development of public infrastructure and the protection of cultural and natural reserves [1]. Analysis of international tourism shows that its roots come from Europe, where it, as a mass phenomenon, gained momentum and turned into a popular global industry of recreation and entertainment. The marketing dynamics of the global tourism market is determined by a number of factors that can be divided into two categories:

1. external factors that travel companies cannot influence directly: motivating, economic, political, natural-geographic, socio-cultural, environmental.
2. internal factors that tourism organizations take into account and use actively in their strategies: scientific and technical, innovative, intellectual potential and other resources.

The tourist market is a complex of services aimed at meeting the needs of people in recreation and leisure, and plays a significant role in the economy of many European countries. Effective development of tourism marketing requires a well-structured system, which includes tour operators, travel agencies, hotels, restaurants, and leisure facilities. The important element of this system is the organizers of tourist services that develop and sell a tourist product. The key factor in the quality of travel is the level of development of the hotel and restaurant industry [3]. In the structure of the tourist market, the main participants can be distinguished: tour operators, agencies

and tourists themselves. The main essence of the market is tourist services, while it is worth paying attention to the specificity of the tourist business, which distinguishes it from other sectors of the economy [4].

International tourism is characterized by several specific marketing features. The main feature is the need to comply with formalities. When crossing the state border, tourists are faced with the need to issue passports, visas, comply with customs and currency regulations, as well as medical requirements. These procedures are established by countries to ensure national security, control migration and other aspects. Control bodies monitor the compliance of tourists' actions with the established regime, vaccination requirements, rules for the transportation of various items and currency transactions. The big difference in monetary systems, the presence of language and cultural barriers make international tourism different from domestic tourism [1].

The second important marketing feature of the tourism market is that many tourism resources (such as climate, natural landscapes, healing springs, cultural heritage sites) are in fixed locations. Tourist services are also marked by locality, so tourists have to travel to avail them. The modern world is witnessing the formation of mass tourist flows, which prompted the creation of specific tourist zones with different levels of recreational activity.

The third feature of international tourism is related to its economic impact, in particular on the country's balance of payments. Foreign tourists, buying goods and services, bring foreign currency income to the budget of the host country, improving its balance of payments. This process is often called active tourism. On the other hand, when local residents go abroad as tourists, this can cause an outflow of domestic currency, showing as a liability in the balance of payments. Such tourism is called passive.

The fourth feature is that a number of factors such as economic, ethnic, cultural and moral influence the choice and behavior of the tourist. These factors form specific national patterns of tourist behavior. Regarding the countries of the European Union, special emphasis is put on the preservation of native culture and the support of ecological tourism. The main principles of this approach include [3]:

- sustainable use of natural resources so as not to harm them;
- protection of the natural and socio-cultural diversity of the territories;
- comprehensive planning with the integration of ecotourism into the general development strategies of the region;
- promotion of the local economy and active participation of local communities in tourism activities so that they benefit from tourism;
- development of environmental education for visitors, cooperation between various organizations and staff education;
- reduction of excessive consumption and responsibility for costs.

Marketing segmentation of the tourist services market plays a key role in the orientation of the tourist product. It allows to focus on specific consumers, responding to the main principle of tourism marketing such as focus on the client.

The tourism business, due to segmentation, focuses its efforts on the most profitable market segments, which increases the effectiveness of advertising campaigns, stimulates sales and other marketing activities. The main advantages of tourism market segmentation include [2]:

- determination of the most attractive market niches;
- the ability to satisfy the needs of tourists much better;
- selection of effective marketing strategies;
- assistance in achieving the company's business goals;
- optimization of budget costs and resources;
- reduction of commercial risks.

Different methods of market segmentation are widely used in the tourism business: geographic segmentation: taking into account the region, size and type of settlement, features of the landscape and climatic conditions; demographic segmentation: paying attention to parameters such as age, gender and family status of a person; socio-economic segmentation: analysis of education, religion, beliefs, employment and income of a person; psychographic segmentation: classification based on social status, lifestyle and personal characteristics; behavioral segmentation: taking into account travel motives, user experience, brand loyalty, purchase mood, expected benefits from the tour product and frequency of service use.

This approach to segmentation allows companies to understand the needs of their customers more accurately and offer them the most suitable travel products.

Therefore, the main characteristics of international tourism include its ability to bring significant income to the country's budget, as well as compliance with various formal requirements for participants. It is important to single out that international tourism is unevenly distributed on a global level, as this sector is mainly aimed at higher income demographics. The tourism market is characterized by its complexity, having numerous features, categories and subcategories.

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