

MARKETING TECHNOLOGIES IN TOURISM

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Tourism is one of perspective directions in Ukrainian socio-economic and cultural development, specially it is actual in time of preparation to European football championship EURO-2012. Everybody knows that benefits from its organization are significant. We will have improvements in quality of life, additional foreign tourists inflow, growing of tourist attractiveness, economic process acceleration etc. Tourist industry is one of the main parts in the service chain for the organization of such a great event on the territory of our country; but Ukrainian tourism industry is generally considered to be underdeveloped. The tourist potential of Ukrainian regions is truly great but not realized, so decreasing in tourist industry efficiency is obvious. According to the experts of World Economic Forum in 2010 Ukraine took the 85th place among 139 countries in rating of competitiveness in the sphere of tourism and journeys. Ukraine had the 77th place in previous rating. So today the primary purpose of society is consolidating the efforts of those people who are interested in tourist industry development of our state. To break stereotypes a detailed plan of actions is considerable, the important role of elaborate tourist routes development is specifically distinguished. Review of printed and internet sources showed that marketing tourist product researches in the modern conditions connected with the organization of such a memorable event as EURO-2012 are not enough. The purpose of our investigation is to suggest directions for the improvement of marketing tourist activity with the use of EURO-2012 as an opportunity for receiving a lot of foreign citizens simultaneously.

Probable reasons for an unsatisfactory situation with tourist industry are: the insufficient number of tourist streams in the country; a poor tourist knowledge (particularly foreign tourists) about cultural and historical potential of the Ukrainian regions; not taking into account the acceptable level of infrastructure; ignoring perspective directions of innovative policy in the development of tourist routes etc. It should be noted that when developing new tourist offer, principles of marketing science should be used. It is planned with prediction of market demand, paying attention to the place and time and is addressed to the concrete consumers. Tourist managers should set advantageous prices for a tourist operator and its clients. Besides every tourist product needs to be successfully presented. All these are supported by high-quality services. Concrete measures consist in creating the historical route which begins in Kyiv and goes through Chernihiv and Novhorod-Siverskii to historically interesting cities of Sumy region (Hlukhiv, Putivl, Sumy, Romny). It is possible to suppose that in future this route called "From Kyiv Rus to Cossack Time" will become one of the most popular tourist proposals in Ukraine.