

*Секція 7. Проблеми менеджменту та маркетингу в нових умовах
господарювання*

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**INNOVATIVE MARKETING APPROACHES TO PROMOTE THE
CONSUMPTION OF TOURIST PRODUCT**

The success of any tourist destination in a market economy largely depends on how intensively modern marketing technologies are used to increase the competitiveness of it. To achieve high competitive advantages in the market, travel companies develop and use innovative technologies. You can see this by analyzing the tourism market: the top best companies in the industry are those companies that use modern technologies. Examples of technological innovations in tourism include electronic reservation systems, electronic ticketing systems, virtual travel agencies, real-time tracking of a luggage, augmented reality, which gives you the opportunity to get acquainted with your destination before arriving there and so on. There is increasing talk of Blockchain technology being deployed by countries with advanced tourism. With its help, tourists will be able to interact directly with service providers, minimizing the need for third parties or intermediaries. Another trend in the travel industry is the development of iBeacon technology. With it becomes possible to send information to users depending on their location [1]. An important area of the Internet use in tourism is the virtual tourism development. These can be trips to museums or other places of interest for users without having to leave their home using a computer webcam. With 3D technologies and capabilities such as Google Earth, you can visit the farthest corners of the globe and even space.

The domestic tourism industry, despite its huge potential, is far behind the world leaders. Although, according to the latest report of the World Economic Forum-2019, Ukraine has risen to 10 positions compared to last year's report, ranking 78th out of 140 possible for attractiveness to tourists [2]. Thus, the country is on par with such recognized centers of international recreation as the Dominican Republic, Sri Lanka, Tunisia and Albania. The most visited destinations among foreign tourists is the Carpathians, Kyiv, Lviv, Odesa, Chernigiv. Foreigners who come to Ukraine as tourists are primarily interested in gastronomic tourism, and in the second or third place – attractions and entertainment, although of course, the unique features of each region where foreign travelers come here play their role [3]. In September 2019, President of Ukraine V. Zelenskyi stressed the great prospects of the domestic tourist industry: the construction of a new resort town on the Black Sea, the Carpathians will be transformed into the Eastern European Alps and the construction of an amusement park similar to the famous Spanish park “Port Aventura” is planned [4].

An example of an innovative travel company in the Ukrainian market is “Deinde”, which organizes atypical country trips. The founder of the company was engaged in selling electronic currency and delivering food until he realized that the Ukrainians in the East and the West did not know each other badly. Then the idea came up to organize tours in Ukraine. To begin with, Alexander and his business partner rented coworking and did most of the work on their own. Already on the first day, the announcement of the opening of a new tourist operator without advertising gathered 1,000 subscribers on Facebook. Then they started sending out invitations to their tours to famous people. It was not a regular delivery. A drone carrying a postcard flew to the people. People, in turn, posted photos on social networks and distributed information about “Deinde” agency. The first tour was made in Odesa. It was a party in the sea format.

Thanks to Facebook advertising, 50 people went to Odesa. As a result, this tour proved to be self-sustaining, and businessmen reinvested the profits they made in other trips. During the first year of work it was possible to launch and organize 10 trips around Ukraine. Among them a party-tour to Odesa, gastronomic tour in Zakarpatye, skiing holiday in Bukovel, wine tour to Lviv, white water rafting in Mygiiia (village in Mykolaiv region, a real mountain country among the steppes, here the canoeing ranks 2nd in Ukraine in difficulty of swimming), etc. The next year they organized 30 tours of Ukraine. In the future, the number of tours increased to 50, and the annual turnover of the company amounted to \$ 150,000 USA [5].

Recently, the Ukrainian online hypermarket “Rozetka” announced the launch of the virtual travel agency “Rozetka.travel”, which will make it possible to book and pay for a tour online without a visit to a travel agency. However, when paying for a tour with a card the money is only blocked, and if the tour operator does not confirm the application within 10 minutes, then the money is returned to the account. If the tour is confirmed, the money is sent to the tour operator’s settlement account. After purchasing the tour, all documents (travel contract with tour operator, airline tickets, voucher for hotel accommodation, health insurance, etc.) are displayed in the client’s personal office and duplicated into an e-mail box. Such travel companies as “Anex Tour”, “TUI”, “Tez Tour”, “Pegas Touristik”, “Mouzenidis Travel” and others have already joined to rozetka.travel [6].

Different online services have emerged for tourists, which make it possible to save and earn money during a tourist trip. Crowdshipping, sometimes referred to as crowd logistics, applies the concept of crowdsourcing to the personalized delivery of freight. Crowdshipping can be conceived as an example of people using social networking to behave collaboratively and share services and assets for the greater good of the community, as well as for their own personal

benefit. [7]. Payment for the service may be airport transfers to the hotel, tours, etc. or cash, depending on the arrangement. Crowding services invite everyone to register and apply – either for parcel posting or transportation.

The use of innovative technologies is a prerequisite for competitiveness in the tourism market, and in unstable conditions it should be seen as a condition of survival. Clients become more demanding, so a company that offers consumer the most interesting and innovative product, has good chance to replenish its customer base.

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