

ENSURING COMPETITIVENESS OF TOURIST BUSINESS ENTITIES BASED ON MARKETING APPROACH

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Abstract. The processes of reforms in various sectors of the economy are taking place in the conditions of the economic crisis, and tourist enterprises are no exception. The development of the domestic tourism market and raising the level of competitiveness of tourist business entities are relevant tasks in the strategic perspective. Competitive advantages are formed on the basis of effective use of all types of resources available to it. The influence of marketing factors on the process of formation of competitive advantages of tourist business entities is the most important factor in its further effective development. Competitiveness in modern market conditions is considered from the point of view of consumers, so marketing activity is an important stage in increasing their competitiveness. It is in the problem of marketing an analysis of the market situation, the definition of a competitive position and the development of recommendations for improving the competitiveness of tourist business entities. The purpose of the study is to develop theoretical and practical mechanisms for increasing the competitiveness of tourist business entities and the definition of marketing factors for its formation. Against this background and taking into account the features of the transformation of the Ukrainian economy it is necessary to study the possibility of adapted use of marketing tools for ensuring the competitiveness of tourist business entities. The article examines the characteristic features of agricultural enterprises; The mission of tourist business entities and the basic principles of management were summarized; The peculiarities of the formation of a strategy for the development of tourist business entities based on marketing are substantiated; It is proved that in practical marketing, the abstract value of the market is not used; The necessity is substantiated separately consider in the structure of the tourist market on its scale small, medium and large markets; Proposals are submitted to the introduction of fixed means of communication policy in the activities of tourist business entities.

Keywords: marketing, marketing tools, subjects of tourism entrepreneurship, competitiveness.

JEL Classification: F15; F52; P25; G34; M10; M11

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Introduction. In the conditions of globalization and exacerbation of competition in the market of tourist services, marketing becomes an instrument for supporting domination of tourist business entities, which is based on specialization and ability to create economic and cultural value. After all, in modern conditions, tourism is one of the developed branches of the world economy and forms of foreign economic activity and is the most dynamic branch in the world. The important and relevant tasks of the present are the outline of marketing tools to ensure the competitiveness of tourist business entities.

The strategic goal of the development of tourist business entities is the creation of a competitive tourist product that can maximally satisfy the tourist needs of the country's population, to provide a comprehensive development of territorial communities and the preservation of historical and cultural heritage on this basis.

In turn, the competitive advantages of tourist business entities are formed on the basis of effective use of all types of resources available. The influence of marketing factors on the process of forming competitive advantages of tourist business entities is the most important factor in their further effective development, and the competitiveness in modern market conditions is considered from the point of view of consumers, so marketing activities are an important stage in increasing the competitiveness of tourist business entities. It is in the problem of marketing. An analysis of the market situation, the definition of a competitive position and the development of recommendations for improving the competitiveness of the subject of tourism entrepreneurship and / or tourism product.

At the same time, during the period of a coronavirus pandemic, due to a number of obvious reasons caused by a deep crisis in tourism, there was a sharp decline in demand for tourist services to a critical level. Pandemic became a stress test, and forced all subjects of tourist entrepreneurship to seek new fundamentally different tourist products and has moderated their advancement both on both domestic and external markets.

That is why in the conditions of an unstable world economy, the issue of developing theoretical and practical mechanisms for increasing competitiveness The subjects of tourist entrepreneurship on the basis of a marketing approach led to a choice of research theme.

Literature review. The issue of marketing of tourist services are found both in the works of foreign authors, as well as among the works of Ukrainian scientists. Among them, this problem was disclosed: J. Khollovaya, I. Arankov, G. Bagiev, Yu. Ivanov, O. Zagorodnyuk, R. Phathutdinov, etc. In their works, it is necessary to use additional strategies for managing the marketing of a tourist product, namely the use of internal and interactive marketing tools. It should be noted that old marketing techniques often do not work, so representatives of tourist business are forced to show maximum flexibility in its activities, trying to diversify sources of income [1, p. 11].

The issue of the formation of competitive advantages of tourist business entities are also constantly in the focus of scientific and practical research. In particular, S. Gazuda characterizes the competitiveness as the benefits of a tourist product, may be associated either with higher quality of tourist services, or with lower prices on them, which is consistent with a market strategy within the enterprise [8]. According to S. Vasilchak and S. Semak, the formation of a competitive advantage serves as the basis of a marketing strategy, which will provide the enterprise of the tourist industry to achieve the level of growth and profitability of the highest than average on the market. In turn, this will provide a certain development of an enterprise in market conditions and its economic security [9]. At the same time, C. Grabovenka characterizes the competitiveness as a potential ability of the market in a certain period of time to meet the needs of consumers at a higher compared to competitors, which allows you to maintain / build a conquered market sector and provides an increase in the volume of the market as a whole. It is a competitive environment that forms the quality of a tourist quality, determining the volume and conditions of sale,

prices, advertising methods, sales stimulation, etc. [10]. S. Polkovnichenko in his writings proposes to consider the competitiveness of tourist services as a multifaceted category, which depends on both external and internal factors and is determined by the attractiveness of the tourism industry, its infrastructure and quality of the services themselves [11].

Consequently, most authors are compatible with the marketing strategy. Therefore, a modern market environment requires continuous improvement of theoretical and practical developments of increasing competitiveness on the basis of a marketing approach.

Aims. The purpose of the study is to develop theoretical and practical mechanisms for increasing the competitiveness of tourist business entities based on a marketing approach.

Methods. In the course of the study, such methods of research as: methods of induction and deduction; observation and generalization; ordering; graphic methods; methods of system-structural analysis; method of scientific generalization were used.

Results. The emergence and development of society is accompanied by the formation of the phenomenon of competition (from the late Latin *Concurrentia* - to face, compete), which is one of the permanent factors of its progressive forward movement. Competition forces tourist business entities not to dwell on the achievement, but constantly self-improvement, to reduce production costs, improve the quality of products (services) offered in the market, to increase its competitiveness. The concept of competitiveness by various domestic and foreign scholars are interpreted differently, indicating its complexity and ambiguity, as well as the need for further research in this area of knowledge.

G. Bagiyev notes that competitiveness is a set of qualitative and cost characteristics of the goods that can create advantages in front of the competitor's goods and meet the needs of consumers [2, p. 23].

Competitiveness is complicated, but at the same time, a condition for successful functioning in a market economy is required. It should be noted that it is a concept relative and can only be detected among the group of enterprises. This group is formed with the presence of certain features: entry into a single regional market of activity or its certain segment; availability of the relevant structure and assortment of services; FAZ FAZ Life Cycle Phases and Basic Strategic Development Goals [3, p. 122].

The competitiveness of tourist business entities at tactical and operational levels is characterized by: the effectiveness of the booking process, sale of tourist services and the proposed service; expansion of the assortment of services and providing the material and technical base; uniqueness of the tourist product; used forms of encouraging customers and influencing them.

Competitiveness affects the advantages in the warranty and post-warranty service, advertising, image, as well as market situation, fluctuations in demand. A high level of competitiveness of the goods indicates the expediency of its production and the possibility of advantageous sales [4, p. 11].

The actual problem of modern domestic theory and practice is the management of competitiveness of tourist business entities. International competition, globalization of markets, large-scale penetration of foreign goods to the Ukrainian market translate the problem of managing the competitiveness of tourist business entities to the number of priority managerial tasks, whose successful solutions will ensure survival and development of enterprises in a new environment. Lack of competition experience, a complex economic situation in the state, the unresolved number of methodological applications for the management of competitiveness of tourist business entities require additional research in this area.

The economic essence of tourist activity has an intangible nature. Subjects of tourism entrepreneurship offer a market its product in the form of a service, in production to which the consumer is involved. Thus, the source element in the interpretation of the term "competitiveness of tourist business entities" can be considered preferences and selection of consumers of tourist services.

In addition, tourist services are a system-forming element of the tourism industry, which gives grounds to assert - they have the ability to generate a multiplicative effect of influencing the related branches of the national economy.

Formation of competitive subjects of tourist business is possible only with the formation of a competitive market strategy by individual tourist enterprises of territorial communities, which contributes to increasing the competitiveness of the tourist potential of the region and the country. The behavior and success of a separate company depend on the identification of competitive advantages and development of a competitive strategy.

The only methodology for the analysis of competition and competitors to identify competitive advantages, comparing the competitiveness of tourist business entities and services (goods) today does not exist today [5].

Thus, it can be argued that the competitiveness of tourist business entities is the most important factor in ensuring the effective and profitable development of enterprises of hospitality. It is this category that determines the ability of tourist business entities not only in financial and economic and political conditions, but also in the financial and economic crisis. Management of competitiveness of tourist entrepreneurs on the basis of a marketing approach is a strategically necessary direction of development, which provides for a constant search for new types of advertising, new groups of potential customers and improving service.

The competitiveness of tourist business entities depends on the whole complex of factors that are classified by: external factors (macroducton and mesoservedes); Industry factors; factors of the internal medium (Table 1).

When forming the competitive advantages of subjects of tourism entrepreneurship, sectoral factors and factors of the internal environment of tourist entrepreneurs are most important. The state of development of the tourism sector has a direct and powerful impact on the level of implementation by the territorial community of its tourist potential.

Table 1. Complex of factors Competitiveness of tourist business entities

External factors of competitiveness of tourist business entities	Sectoral factors of competitiveness of subjects of tourism entrepreneurship	Factors of the internal environment of tourist business entities
1. International situation - military conflicts; International conferences, exhibitions, film festivals and other measures: tendency of life expectancy, level of integration; Availability of recreational and other technologies.	1. Competitors - quality, view, price of competitor services; image, advertising, level of service; organizational and technical level of production of major competitors; Financial position.	1. Market institutional environment - number of financial institutions and exchanges; the presence of a single regional information system; Structure of hotel services market.
2. Political situation - the stability of the political system in the country; criminal situation; level of democracy; Independence of the media; legislative activity; Bodies of tourism management and recreation, degree of their intervention.	2. Suppliers of products and services - sustainability; prices, pay conditions; form and delivery speed; the quality of resources.	2. Ecological state, recreational resources - quality of soil, water and natural resources; influence of ecology on the health of the population; Natural-climatic conditions.
3. Economic policy - the level of basic macroeconomic indicators (GNP, unemployment rate, inflation rate, real population incomes, country budget deficit).	3. Consumers (customers) are main consumers; constant consumers; The structure of consumers by gender, age, education, family, income.	3. Development of health - the progressiveness of medical equipment, personnel qualifications; Provision of health care services; Cooperation of health care institutions with means of accommodation.
4. Social-cultural policy - life expectancy; Life level of the population; fertility and mortality of the population, the structure of the population by sexual age, age, education, composition of the family, income; population density; Level of education of the population, provision of objects of culture (theaters, libraries, sports complexes, etc.); the attitude of people to the surrounding world; trends in the development of cultural values; Traditions of rest and treatment.	4. Marketing intermediaries (hotel brokers) - structure and strategy of intermediaries; terms of cooperation; reliability and constancy of intermediaries; Communication with credit and financial institutions.	4. Science and education - the level of education of the population of the region: the presence of special and higher educational institutions for the preparation and retraining of personnel in the area of hotel business.
5. New climatic resources are the main natural resources of the country; recreational resources; Characteristics of climatic factors of the country; Deficiency of resources by regions of the country .	5. Contact audience - attitude towards financial circles, media, state and municipal institutions, public organizations, population, etc.	5. Cultural environment - the degree of satisfaction of the needs of the population in cultural objects; availability of cultural and entertainment enterprises; Availability of a developed network of excursion objects
6. Legal and legal acts - legal acts on tourism and hospitality, taxation, development of entrepreneurship, foreign economic activity, legal acts regulating the relationship between the components of the country's economic system; region development programs; the quality of supervision of legal acts.	6. Associations, Alliances and Unions - Consulting, Joint Marketing Activity, Formation of Regulatory Legislation at the sectoral level.	6. Trade and public catering enterprises - progressiveness and demolition of trade equipment; equilibrium by skilled personnel; Value for money.
		7. Agriculture - the presence of own agricultural products; competitiveness of its own products; Quality and price of own products.
		8. Construction and industry - the rates of development of industrial and private construction; Pace of construction of hotel and tourist sectors.
		9. Economic and political situation - national, regional and urban legal acts in the field of hotel affairs and tourism, development of entrepreneurship and taxation.

Source: generated by the author based on [4-6,11]

The achievement of a sustainable competitive advantage of the tourist business subject is possible based on the implementation of the concept of internal marketing. In turn, the concept of internal marketing is to combine the motivation of employees and the formation of their professional knowledge, which is a source of high-quality services. The internal marketing system is aimed at considering the domestic market, which includes corporate culture, system, procedures, structures that exist within the tourist enterprise, personnel whose knowledge and skills, support and loyalty are needed to implement marketing strategies. Implementation of this concept of internal marketing will allow you to build the dependence of "Loyal staff - a loyal client - the profitability of tourism enterprises - sustainable competitive advantages", which requires, in turn, involve marketing assets of the subject of tourism entrepreneurship.

Consequently, the competitiveness of tourist business entities is formed under the influence of many factors, important belongs to marketing factors that make it possible to form advantages in a competitive struggle. Marketing factors form an individuality, that is, the ability of tourist business entities to have its own unique signs compared to competitors; Values - positive associations are important from the point of view of the local market [7].

Therefore, ensuring the competitiveness of tourist business entities on the basis of a marketing approach is the ability to create emotional commitment to consumers formed on the basis of individuality and value for consumers using marketing tools, better than competitors.

Another important and compulsory condition for increasing the competitiveness of tourist business entities is the correspondence of the quality of service and rational use of resources (minimization of expenses) while maintaining the required quality. Also, the service can not be competitive if it is not attractive to the consumer (Table 2).

Table 2 Basic parameters for assessing the competitive position of a tourist business entity from the point of view of the consumer

Factor	Characteristics of the criterion
Price	Ratio of price level with prices of major competitors. Pricing policy efficiency compared to competitors' policy
Quality	The degree of conformity of the structure. The degree of conformity of work. Staff qualification level. The level of safety of services provided. Degree of conformity of the content of buildings, structures, engineering and technical, etc. Equipment necessary norms, norms and rules operating in the tourism business.
Organization of service	Level of service. Level of interior design and exterior. Latitude of the spectrum of additional services. Availability and its services (booking system).
Marketing surroundings	The effectiveness of advertising events. Development and popularity of the brand. Efficiency of sales channels.

Source: develop by author

The main purpose of the tourist business entity is, with the help of thought-out strategic marketing planning, creating an effective brand that will increase the consumer segment and allow us to maintain profitability on a steadily high level. To date, this goal is implemented by introducing such a well thought out marketing, as creation and / or cooperation with network entities of tourist business. The network has many advantages. The most important ones are the high level of cognitive and large portfolio of unique proposals, high standards of service, advertising campaign or promotional actions apply to all network participants, and the positive image maximally promotes the promotion of tourism business.

However, the main task of business entities of the tourism industry remains the formation of a strategic marketing complex, which provides for preparation for the adoption of a managerial decision on commodity, price, sales and communicative policies. In practice, Ukrainian entrepreneurs do not use the entire set of marketing measures. They are developing a universal multi-mix marketing, and therefore it is expedient, in our opinion, there is an expert survey and on the basis of generalized indicators the priority of the elements of the strategic marketing complex within the territorial community is determined. The following indicators are used for monitoring: the quality of service, personnel competence, pricing policy, the image of the entrepreneurship, customer loyalty programs, internal atmosphere, preliminary experience of visiting enterprises, advertising politics (Figure 1).

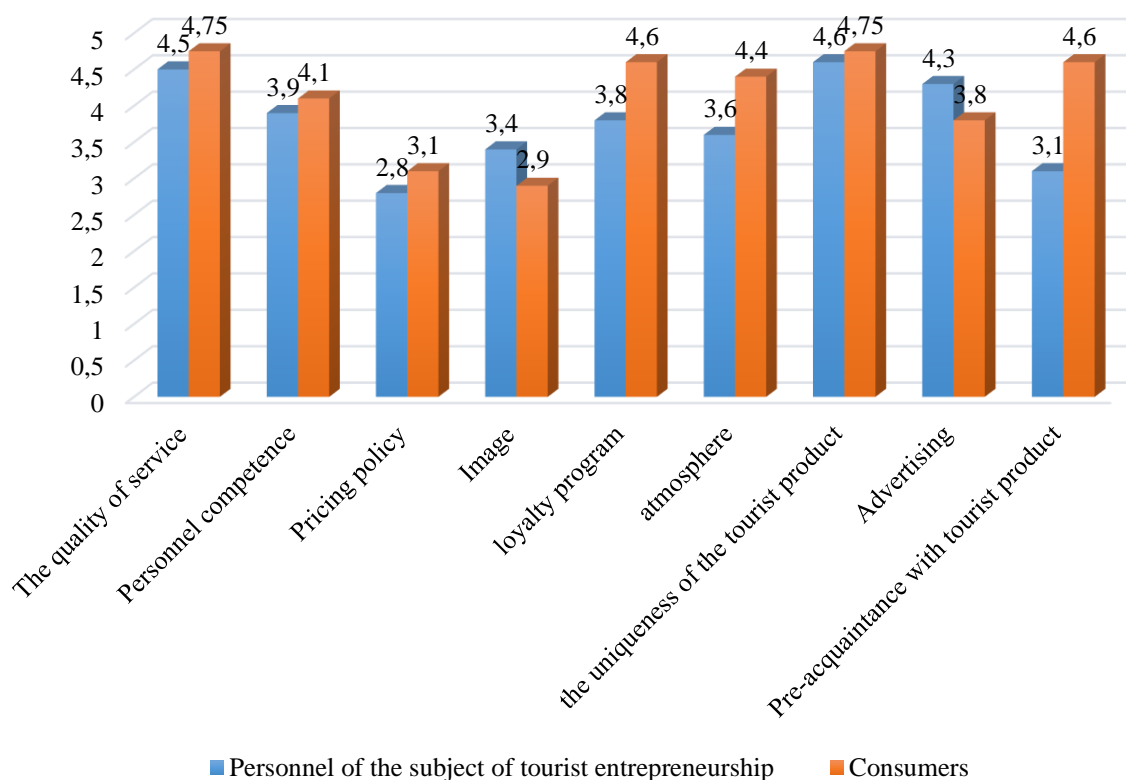


Figure 1. Evaluation of the priority of the indicators of the strategic marketing complex according to marketing research

* The evaluation was carried out in a 5-point scale

Source: develop by author

Consequently, from Fig. 1, we can conclude that one of the important indicators in the opinion of consumers is the quality of service and the uniqueness of the tourist product, the loyalty programs took the second place, but advertising in the opinion of consumers does not play a leading role. Although it affects them. This analysis is appropriate to make every territorial community and each subject of tourist business in the form of a short questionnaire questionnaire. Because it is an effectively developed strategic marketing complex creates favorable conditions for the formation of successful marketing strategies, the implementation of which will ensure not only the acquisition of competitive advantages, but also the prosperity of the organization in general.

Conclusion. Consequently, today under the conditions of severe competition before subjects of tourism entrepreneurship, there is a rather complicated task: how to keep their positions in the market and maintain the effectiveness of their activities. Usually, the leadership of most organizations is held a series of measures to increase their share in the market, reducing costs for the purpose of realization of price competition and others. After introducing on the market of any product in the consumer, there is a certain impression - positive or negative, which is inevitable.

The competitiveness of tourist business entities is the ability to provide tourist services at the expense of competitive advantages. It acts as a major factor in ensuring the effective and profitable development of tourist enterprises and determines their ability to function not only in current financial and economic and political conditions, but also in the financial and economic crisis. It can be argued that competitiveness is the most important factor in ensuring effective and profitable development of enterprises of hospitality. In the course of the study, it was found that the competitiveness of tourist business entities depends on external factors (macroduction and mesoservedes); Industry factors; factors of the internal environment.

Reserves of growth of competitiveness of tourist business entities need to be sought in internal factors of development of enterprises that characterize production and economic activity; Features and specifics of hotel services; quality of consumer services; Marketing activities. The proposed ways of increasing the competitiveness of tourist business entities for each group of factors, namely: quality of service; uniqueness of the tourist product; Loyalty and advertising programs. But it should be noted that measures one of the directions will not increase the level of competitiveness, they must wear a comprehensive character.

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