Abstract: The marketing strategy of a tourism enterprise is the philosophy of managing an enterprise on marketing principles. Its purpose is to develop key ideas, management solutions and tools for analyzing the market, social environment and resources of the tourism enterprise. The article analyzes the basic principles and methods of the marketing strategy formation for the tourism industry enterprises. It is found that the marketing goal of the enterprise is to conquer the market share and maintain market positions and it necessitates the formation of a strategy. In turn, implementation of the marketing strategy of the tourism enterprise is aimed at creating an attractive tourist product. It is determined that the specificity of marketing policy in the tourism sphere consists of the multilevel marketing complex of the enterprise. The basic tasks and necessary conditions for implementation of the marketing strategy of the tourism enterprise are determined. It is summarized that the effective marketing strategy of the tourism enterprise ensures the success of its commercial activity, profitability and becomes an economic development guarantee.

Keywords: tourism, marketing, strategy, consumer, efficiency, profit

INTRODUCTION

Today, the tourism industry is the industry that is dynamically developing in the world economy. Given the severe competition on the world market for tourism enterprises, the issues of strategic planning of their activities and the formation of the marketing strategy for enterprise management are relevant.

MATERIALS AND METHODS

Such researchers as A. Balabanyts, S. Briggs, A. Durovich et al made a significant contribution to the study of theoretical issues of marketing development in tourism. However, theoretical issues and practical recommendations for the formation of key principles for the formation of the marketing strategy for tourism industry enterprises are poorly researched. The relevance of these problems has led to the choice of research topic. The theoretical and methodological basis of studies is the main principles, developments of domestic scientists and foreign experience of the theory and practice of marketing management and personal assessments of the author. The analytical, monographic, abstract and logical methods of studies are used.

The main objectives of the article are to identify and formulate principles and methods of the marketing strategy forming for tourism industry enterprises under the conditions of economic globalization for developing an effective activity of the enterprise, taking into account various factors of influence.
RESULTS

The tourism company produces services due to material and intangible values acquired on different conditions. These values allow creating services. Material conditions of the tourism enterprise development are the state of the infrastructure complex of providing tourism; and non-material ones are the motivation that determines the specific client benefits. The marketing strategy of the tourism enterprise must take into account both the material and the non-material conditions of its development.

The main tasks of the marketing strategy of tourism industry enterprises are: (1) development of the perspective marketing policy; (2) planning of the enterprise marketing taking into account available resources; (3) organization of marketing process, management of marketing programs, means of work and marketing relations; (4) coordination and control of the enterprise divisions' activities.

The specificity of the marketing policy in the tourism sphere is the multilevel marketing complex at the enterprise. It is based on the study of the potential demand for its services, the capabilities analysis for its satisfaction, the creation of an optimal service that meets demand and makes possible to generate profits, formation and expansion of the client base, improvement of service quality, provision of uniform annual profitability, etc. Necessary conditions for the marketing strategy implementation for the tourism enterprises are the analysis of market opportunities, choice of target markets, development of corresponding marketing complex for them, marketing measures and evaluation of their efficiency, involvement, customer retention and expansion of the customer base. As part of the marketing strategy of the tourism enterprise, the main element is the creation of a tourism product that is qualitative and attractive to the consumer (Balabanyts, 2009). The success of the commercial activity of the entire enterprise depends on it, as well as the formation of an optimal range of tourist services (Briggs, 2005). The process of the marketing strategy creation for a tourism enterprise can be developed in calculations or in the "entrepreneurial" model of planning based on prediction of market trends or the scenario approach (Durovych, 2003). The strategy based on calculations is more risk-protected and requires highly skilled professionals, objective information on the state of the market and time for development. An important condition of the marketing strategy formation for enterprises in the tourism industry is the market demand estimation and resources of the territory. To do this, it is necessary to develop a plan that links the goals and resources of the destination with the opportunities of the surrounding market and social environment. It determines, which tourism product can be created on the basis of existing resources, which consumer is focused on, how it will progress and what additional resources are needed for this.

DISCUSSION AND CONCLUSION

In our opinion, the main issues to be focused on, when developing the marketing strategy for a tourism enterprise are: (1) priorities and directions of the enterprise development; (2) need for the capital and resources; (3) market and its segments; (4) efficiency of return. The emphasis on the above issues gives the tourism enterprise a number of advantages, viz. ability to forecast perspectives of the enterprise
development, to plan resources rationally, to avoid bankruptcy risks, to update and improve of a tourism product, to replenish the list of services and to increase their quality in accordance with the market conditions, expansion and identification of weaknesses of the enterprise.

In view of our analysis of the existing forms and methods of the marketing strategy development for the tourism industry enterprises, such principles should be distinguished: (1) the enterprise mission formulation reflecting the main content and reason for the enterprise's existence; (2) marketing objectives development; (3) the analysis of internal and external environment; (4) the analysis of strategic alternatives; (5) the definition the marketing period terms; (6) an establishment of marketing goals: the final (strategic) and intermediate (tactical) ones; (7) the development of measures aimed at achieving intermediate and final goals; (8) a direct implementation of the strategy; (9) a control system development (monitoring) in the course of the strategy implementation; (10) control over the implemented strategy; (11) assessment of the implementation and effect of the introduction of an innovative marketing strategy.

The obtained information in the marketing analysis process will serve as a basis for a tourism product development. The most effective tool for the strategic analysis forming the marketing strategy of the enterprise is SWOT-analysis (identification of strengths and weaknesses of the innovative tourism product and establishment of opportunities and threats) (Kozhukhivska, 2011).

The goals and objectives are formulated, the tourism segment is chosen, the tourism product is described, as well as the brand structure and the choice of the positioning concept are carried out on the basis of the analysis results. The next step is to develop a plan to achieve goals and budgeting. At the final stage, the control and activities coordination for the tourism sector enterprises are carried out, as well as the evaluation of the implemented strategy. Consequently, the effective marketing strategy of the tourism enterprise ensures the success of its business, profitability and becomes a guarantee of the economic development.

REFERENCES