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INFLUENCE OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF TOURISM ON THE FORMATION OF MARKETING STRATEGIES OF TOURIST COMPANIES

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First, the pandemic, and now military aggression, caused an unprecedented crisis in the domestic tourism industry and actively affects the recovery and development of world tourism. The closure of the airspace due to the war, the occupation of part of the territory of Ukraine, the destruction of the tourist infrastructure and the general economic situation, stress and unwillingness to spend money on travel. However, any crisis opens up new strategic opportunities. Crisis periods are characterized by the term "zero reference point" of tourism, which implies the need to rebuild the principles of the industry's functioning, search for new methods, tools and technologies for the benefit of systemic long-term development.

The orientation of tourism towards sustainable development, the concept of sustainable tourism determine the development trends of the tourism industry and the hospitality industry (T&T), the vectors of the participants' competition strategies: the balancing of economic, environmental and social goals, the priority of innovative and creative strategies; restructuring of business models based on the active implementation of various innovations and technologies; development of new tourist products; individual approach, «customization» of tourism.

The war between Russia and Ukraine, according to the forecasts of the World Tourism Organization, will lead to a decrease in global income from tourism in 2022 by \$14 billion. According to Eurocontrol data published on its WTO website, a drop in the number of flights is observed in certain European destinations after February 24, compared with the same period of 2021: it fell by 69% in Moldova, by 42% in Slovenia, by 38% in Latvia, and by 36% in Finland.

The main theme of the UNWTO report

Considering the main theme of the UNWTO report, the issue of sustainable development of tourism was given a lot of attention. The sustainability of tourism determines the general directions of the goals of marketing strategies: environmental sustainability, social sustainability, economic sustainability, consumer interests and tourist demand.

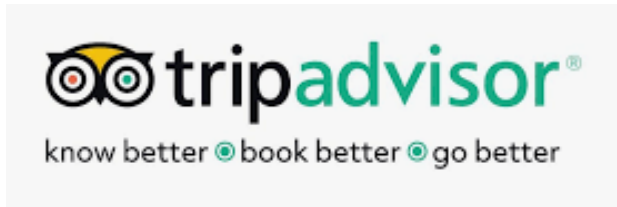
Modern trends in sustainable tourism marketing strategies

Now marketing strategies of sustainable tourism are being formed in the direction of achieving quality and qualitative changes that ensure the transition to a higher level of balance of economic, social and environmental development of the tourism industry.

Features of ISO21902 in the field of tourism

Among the trends of sustainable development of tourism, the concept of accessible tourism (accessible tourism for all) is progressing, which increases the value of travel, creates conditions for people from all walks of life to travel. This concept can be implemented through the ISO21902 standard, which promotes equal access and enjoyment of travel by people of all ages and abilities, making tourism accessible to all and sundry. The market for accessible tourism (barrier-free tourism) is a promising market segment of tourism, which is expected to generate revenues of €88.6 billion by 2025. This standard also outlines requirements and recommendations for traditional restaurants to provide tourists with a local, authentic culinary experience.

Tourist Internet aggregates Booking.com and TripAdvisor



When tourists go to a place for rest and travel, they go to a place where they are comfortable, where they can get a rest experience. Important indicators of the tourist reputation of a country are the ratings of the world's authoritative Internet aggregates working in the field of tourism - the Booking.com and TripAdvisor services. Booking.com annually determines the leading countries, whose tourist infrastructure (in particular, hotels and apartments) was most positively evaluated by guests.



The Tripadvisor service has its own rating of the winners of the Travelers' Choice Awards. The Best of the best is being formed - a list of 10 tourist destinations, where travelers from all over the world aspire. In the list of most popular destinations on Tripadvisor, Dubai has become the most popular destination in the world for 2022.

Ratings of the safest cities - Numbeo

Numbeo's crowdsourced global quality of life database ranks the safest cities. For example, in 2022, according to the Crime Index 2022, the safest cities in the world are: Abu Dhabi (UAE), Doha (Qatar), San Sebastian (Spain), Sharjah (UAE), Taipei (Taiwan).

Since the rating was made at the beginning of 2022, it also included, Kyiv - 242nd place.

The attractiveness and hospitality of local residents is a decisive factor in the choice of a travel destination and the formation of tourist flows. Therefore, research and ratings of countries and territories with the most friendly, friendly and smiling people are of great interest. The tourist portal Big 7 Media has compiled a rating of the friendliest cities on the planet.

New models and trends in tourism

- Increasing the role of national and regional tourism as a more popular alternative.
- Increased attention to sustainable development and responsible tourism.
- Technological innovation, digitalization of the tourism sector are changing the business model of suppliers and customer expectations.
- «Smart tourist destinations» comprehensively manage tourist trips, technical solutions based on augmented reality technologies improve the customer experience.
- Customers as the main source of information through online platforms.
- Cognitive tourism focuses on a journey that is inspiring, personalized and leads to new knowledge and self-discovery.
- Continued growth of the middle-income population and growing influence of the younger generation. By 2033, the middle-income population is expected to reach 4.9 billion.

The majority of marketing strategies of tourism operators today are formed in the direction of implementing and promoting the principles of sustainable tourism, which allow companies in the tourism and hospitality industry to obtain a number of competitive advantages and form a unique offer.

Generalization

When a tourist operator implements the principles of sustainable development, it thereby forms a loyal audience around itself, a community of brand advocates who will stay for many years, recommend and talk about the company, the resort, the city.

When a company preaches the values of sustainable development, employees are more willing to share them, stay with the company longer, and intangible motivation is included.