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SEGMENTATION OF THE MARKET FOR SERVICES IN TOURISM.

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The market of tourist services must always develop. In turn, the development implies the satisfaction of the needs of various categories of clients. Different categories of clients. For efficient implementation of the goal of tourism development. In the market research of the tourism industry in the marketing research market research, travel agencies use the process of market segmentation.

The purpose is to characterize the process of segmentation of the market of tourist services. On the basis of the goal the tasks are: the concept of segmentation, the disclosure of the classification of segmentation and evaluation of each segment, detailed description of the segmentation process.

Segmenting the market for tourist services can solve the following problems:

- determine the most important consumers of tourist products;
- to establish the relationship of all functional departments of the enterprise with marketing activities;
- to increase the competitiveness of tourist products and the enterprise as a whole;
- to increase sales by applying efforts to the selected market segment, and as a consequence, increase profits.

When choosing a segment of the target market

The travel agency divides the market into different segments and in accordance with its goals develops tourism products for consumers of this segment. In order to effectively strengthen its position in the market, the market segmentation process must meet the following requirements:

1) measurability of allocated market segment, i.e. it is necessary to segment, i.e. it is necessary to evaluate from to evaluate quantitatively the capacity of a market potential, a segment share in it and to define solvent demand;

2) the chosen market segment must be large enough to ensure the profitability of the product or service.

2) the chosen market segment must be large and provide the profitability of production and sales of tourist products;

3) the segment of the market must be

3) selected segments of the market must be accessible for the company's activity;

4) availability of possibility to influence potential consumers.

On each market segment, homogeneous needs are formed. The higher the volume of a homogeneous group is, the easier it is to attract forces to meet the needs. If a travel firm provides services to several market segments it is necessary to develop an individual marketing program for each of them. Therefore, a travel firm must master the methods and principles of the development of regional marketing programs. It is possible to consider several variants of methods of segmentation of the market of tourist services. In the first case, a tourist firm, considering the package of offered tourist services aimed at consumer needs ineffective, can pursue a strategy aimed at the market as a whole. In this case, the demands, and preferences of consumers remain unaccounted for.

As a consequence, the enterprise can be deprived of the main part of the profit.

In the second case, as a result of research carried out by the marketing specialist of the enterprise, it is possible to determine the change in the needs of customers depending on their level of income. In this case the enterprise divides the market into segments depending on the level of income.

The enterprise divides the market into segments depending on the level of income and offers individual products to each segment. In the third case, for example, the company can determine whether there are some differences between young and elderly customers (regarding the types of tourist products, terms of consumption, their duration). Here the enterprise can divide the market into two segments according to their age. In the latter case, along with the level of income, the enterprise takes into account the age of customers. In this case, the enterprise can divide the market for tourist services on two grounds into several segments. The greater the number of segmentation attributes, the greater the accuracy of market segmentation. The number of segments increases, but the volume of each segment is small.

According to the Pareto rule, if 20% of consumers in a selected market segment purchase 80% of services, then the segment is effective. In this connection, the marketing specialists of the enterprise, having identified customers with a homogeneous need, should strive for deeper penetration into this segment. When selecting a target segment of the market, it is rational to conduct a survey among buyers. In this way, it is possible to identify a group of buyers with homogeneous needs.

After selecting the segment, the company evaluates whether it has made the right choice. To do this, it must obtain answers to the following questions:

A) the quantitative indicator of the market how many tourist products, and at what price can be sold?

B) accessibility of the segment - is it possible to enter this segment market?

C) profitability of the segment - the amount of profit after introduction to the market

D) protection from competition - will this segment of the market succeed?

Having received answers to these questions and having evaluated them, the enterprise decides on the problems of ensuring the competitiveness of its products in the chosen

market segment.

Marketing uses demographic, geographic, socio-economic, and psychographic attributes when segmenting the market.

Socio-economic attributes imply the segmentation of consumers by social, professional, educational, or income level. A person's socio-cultural environment shapes interest in goods and services. People of a certain social group play an appropriate role in society, and this affects purchasing power. The level of activity and education significantly affects the demand and behavior of consumers in the market.

The highly educated tourist quickly perceives the innovations in the tourist market, is the most informed, and at the same time has high requirements for the volume and quality of the provided services. The level of consumers' income plays an important role in the tourist market. However, there is no grouping according to the generally accepted income level. Despite this, according to many researchers, the main criterion for a person's belonging to a certain class is the level of their income. In tourism marketing, the level of income is widely used as a socioeconomic factor in market segmentation.

Psychographic segmentation includes a set of characteristics that determine the lifestyle of the consumer. Psychographics studies people's lifestyles and is manifested in their activities, interests, opinions, and actions. Psychographic segmentation makes it possible to obtain information for planning, creating, and selling tourist products.

the tourist enterprises. According to the lifestyle of consumers, the following segments can be distinguished:

- consumers who are looking for peace and quiet;
- People who appreciate high-quality services;
- active consumers who are engaged in sports;
- People who like an adventure.

Conclusion

In general, market segmentation for a travel firm is a tool in order to increase demand in the travel services market. In addition, the results of market segmentation will be the impetus for creating a new marketing program and developing new tour products, because in today's economy, each product can be successfully sold to a particular customer but not the whole market.

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