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DISTRIBUTION AS A MODERN FORM OF
MARKETING STRUCTURES IN TOURISM

Urgency of the research. The need to improve the management of services distribution and to create an efficient marketing system for the operation and development of enterprises in the market is due to the growing competition in the tourism industry against the background of demand reduction for services.

Target setting. It is important to study and justify the theoretical and methodological foundations, practical recommendations for managing the distribution of tourist services.

Actual scientific researches and issues analysis. The problems of the theory and practice of managing the distribution of tourism services are reflected in the works of foreign and domestic scientists such as J. Bolt, D. Bukhalis, D. Jobber, J. Lancaster, and G. Stewart. In the area of tourism: L. Balabanova [1], G. Calvin, F. Kotler, J. Majkenzi, C. Melnychenko [2], G. Mykhaylychenko [3], G. Osmolovsky, T. Primak and others.

Uninvestigated parts of general matters defining. The scientists do not have enough research on managing the distribution of tourism services, taking into account the factors of external environment, competitive influences, marketing innovations and modern IT technologies.

The research objective. An article is called to identify an efficient distribution system for tourism services that should be built based on their supply capacity, the channels for promoting tourism products (direct, indirect) and the formation of strategies.

The statement of basic materials. The article focuses on the development of theoretical and methodological approaches, practical recommendations on management of distribution activities of tourism enterprises. It is determined that the construction of an effective distribution system for tourism services should be carried out on the basis of their sales potential, channels for the promotion of tourism products (direct, indirect) and the formation of strategies. The usage of electronic distribution in tourism is considered.

Conclusions. It is recommended to form the strategic framework for the organization of distribution activities in tourism, focusing on traditional and new sale channels of tourism services, their mutual influence and development, ensuring the provision of advanced technology, and the development of global distribution, which certainly improves the quality of services.

Keywords: distribution; marketing of tourism goods (services); tourism product; tour operator; travel agent.

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ДИСТРИБУЦІЯ ЯК СУЧАСНА ФОРМА
ЗБУТОВИХ СТРУКТУР В ТУРИЗМІ

Актуальність теми дослідження. Необхідність удосконалення управління дистрибуцією послуг та побудови ефективної системи збуту, необхідної для функціонування і розвитку підприємств на ринку обумовлена зростаючою конкуренцією у туристичній сфері на фоні зменшення попиту на послуги.

Постановка проблеми. Важливим є вивчення та обґрунтування теоретичних та методичних засад, практичних рекомендацій щодо управління дистрибуцією туристичних послуг.

Аналіз останніх досліджень і публікацій. Проблеми теорії та практики управління дистрибуцією туристичних послуг знайшли відображення у працях таких закордонних та вітчизняних вчених, як: Дж. Болт, Д. Бухаліс, Д. Джоббер, Дж. Ланкастер, Г. Стюарт; у сфері туризму: Л. Балабанова [1], Р. Келвін, Ф. Котлер, Дж. Майкензі, С. Мельніченко [2], Г. Михайліченко [3], Г. Осмоловський, Т. Примак та ін.

Виділення недосліджених частин загальної проблеми. Науковцями недостатньо досліджені питання управління дистрибуцією туристичних послуг з урахуванням чинників зовнішнього середовища, конкурентного впливу, маркетингових інновацій та сучасних ІТ-технологій.

Постановка завдання. Стаття покликана визначити дієві системи дистрибуції туристичних послуг, які повинні здійснюватись на основі їх збутового потенціалу, каналів просування туристичних продуктів (прямих, непрямих) та формування стратегій.

Виклад основного матеріалу. Стаття присвячена розробці теоретичних та методичних підходів, практичних рекомендацій щодо управління дистрибуційною діяльністю туристичних підприємств. Визначено, що побудова дієвої системи дистрибуції туристичних послуг повинна здійснюватись на основі їх збутового потенціалу, каналів просування туристичних продуктів (прямих, непрямих) та формування стратегій. Розглядається застосування електронної дистрибуції в туризмі.

Висновки. Стратегічні основи організації дистрибуційної діяльності в туризмі рекомендовано формувати, зосередившись на основі традиційних і нових каналів продажу туристичних послуг, їх взаємного впливу і розвитку, що забезпечить надання передових технологій, розвитку глобальної дистрибуції, що, безумовно, підвищує якість послуг.

Ключові слова: дистрибуція; збут туристичних продуктів (послуг); туристичний продукт; туроператор; турагент.

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Urgency of the research. Research of the management process of services distribution and creation of an efficient marketing system for the operation and development of enterprises in the market is due to the growing competition in the tourism industry against the background of reduced demand for services.

Target setting. It is desirable to study the theoretical and applied fundamentals for managing the distribution of tourism services.

Actual scientific researches and issues analysis. In the scientific works of such scientists as J. Bolt, D. Bukhalis, D. Jobber, J. Lancaster, G. Stuart, L. Balabanova [1], G. Calvin, F. Kotler, J. Majkenzi, C. Melnychenko [2], G. Mykhaylychenko [3], G. Osmolovsky, T. Primak are reflected the problems of theory and practice in managing the distribution of tourism services.

Uninvestigated parts of general matters defining. However, the scientists have not sufficiently researched the issues of distribution management in tourism, and have not taken into account the factors of external environment, competitive influences, modern IT technologies.

The research objective. The article outlines modern distribution systems that should be implemented on the basis of rational choice of distribution channels and means of promoting travel services (personal sales, direct marketing, advertising, public relations, sponsorship, promotion, sales promotion, branding, product placement, event marketing, corporate website etc.), effective formation of agency networks (choice of distribution system types, choice of agency networks) and internal organizational distribution structures.

The statement of basic materials. Distribution (Lat. *distributio*) - marketing of goods (services), distribution of goods (services) through the sales chain. An effective distribution management system brings increased sales, profit and stability in the marketplace to the tourism enterprise. The distribution control object is the structure of the marketing organization to which the management activities are directed. Tourism and hotel enterprises, individuals who purchase services, are the subjects of distribution in the tourism market. In other words, it is the organization or persons who are the subjects of the tourism services market [4].

The distribution management structure is depending on the sales system used by the enterprise. The distribution management system is based on market research, close contact with producers, search for the most effective channels and forms of realization that meet consumer requirements, and monitor the progress of services realization in order to reduce the cost and accelerate realization. The backbone of the distribution management system is the marketing strategy of the enterprise, based on the choice of objectives and tactics to select market target segments, distribution system, marketing methods, market access methods and time, and formation of merchandise systems.

In the first stage of the development of distribution capacity, the business is faced with the tasks of product, personnel, innovation and information support for the distribution processes involving [5]:

- research of marketing-logistic market, consumers, competitors;
- use of innovative information technologies to form an enterprise database;
- introduction of innovative marketing technologies;
- development of personnel policies aimed at the effective implementation of distribution processes, staff selection, training, adaptation and motivation;
- establishment of an enterprise's contractual relationship with suppliers;
- development of a competitive range;
- determining the proportion of services in the range at different stages of their life cycle;
- assessment of the enterprise's services competitiveness;
- development of ways to improve the quality and competitiveness of services.

In the distribution Management phase, the enterprise management focuses on developing a marketing strategy; general marketing forecasts for segments of the target market; operational marketing plans; innovative marketing technologies and distribution networks.

The distribution management system requires organizational support for its operation, including the following steps: information support organization; sales organization; trade communications organization; legal and claiming work organization; organization of a study of domestic and foreign experiences; participation in scientific and practical conferences.

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In today's tourism business management to release tourism product, tour operators use different sales channels using counterparty channels, IT systems (Tab. 1).

Table 1

Establishment of an agency network for a tourism enterprise [6]

№ п / п	Types of agent distribution within distribution channel	Features for distributing agents within the distribution channel
Selection of distribution system types		
1.	traditional	No business related enterprises
2.	vertical	Integrative connected enterprises, have the same goals
Tour agency networks selection		
1.	direct	One level of intermediaries
2.	Presentative	Tour operator cooperation with regional market representatives, where the tourism is implemented
3.	sub-agency	The presence of sub-agents on intermediate level
Selecting distribution strategies through intermediaries		
1.	intensive distribution	The operator's tourism products are located in most travel agencies by regions of the state
2.	selective distribution	Agents are selected selectively (divided into multiple intermediaries, specialized dealers)
3.	exclusive distribution	Travel operator selects a number of intermediaries by exclusive distribution. This strategy is specific to special types of tourism services
Select the interaction directions (distributions)		
1.	high	Strategic interaction based on penetration
2.	low	A conventional relationship in which channel members act only in their own interest

Special conditions for the distribution of a tourism product through agency networks are geographic proximity to the customer, understanding client usage features, high sales planning requirements, focusing on strategic customers, search and develop relationships with agencies, marketing sales, and the high value of advisory services.

The classical (direct) travel agency network is represented by a product distribution scheme in which sales are carried out with only one level of intermediaries, namely travel agencies.

Selection criteria for the agents in the network may be determined by: business reputation, professional experience of key workers, stable financial management, territorial coverage, knowledge of markets, quality of services, internal system support for productions, pricing policies and growth prospects. This structure is characteristic of the national operators such as "Feeria Mandriv" (travel extravaganza), "Akkord Tour", etc.

The representative agency network is used by the tour operator, which reaches international tourism markets (Fig. 1). The structure of the scheme remains the same, but another level of distribution is added between tour operators and travel as regional representatives of the tour operator, who performs the functions of consolidator by accepting and processing the order (booking) from tour agencies and other sales participants. For example, such a structure is used in enterprises such as TPG, TUI, TEZ TOUR, etc.

The representative agency network envisages the cooperation of the tour operator with the regional representatives of the markets in which the tourism is implemented. The main reasons for the use of regional representatives are their cooperation with travel agencies, the rapid reporting of information on the functioning of the local tourism market and the flexible changes in

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demand. In addition, cooperation with regional offices is an effective way to reduce costs by obviating the need for advertising and promotional campaigns, participating in local tourism exhibitions. All presentation functions are performed by a representative - regional consolidator.

In the modern tourism market, participants interaction is becoming more and more common in the form of franchising, which gives the right to sell packages on behalf of the tour operator. This model of tourism distribution is used by those tour operators which prefer the direct marketing of the tour products and the provision of common standards for servicing tourists.

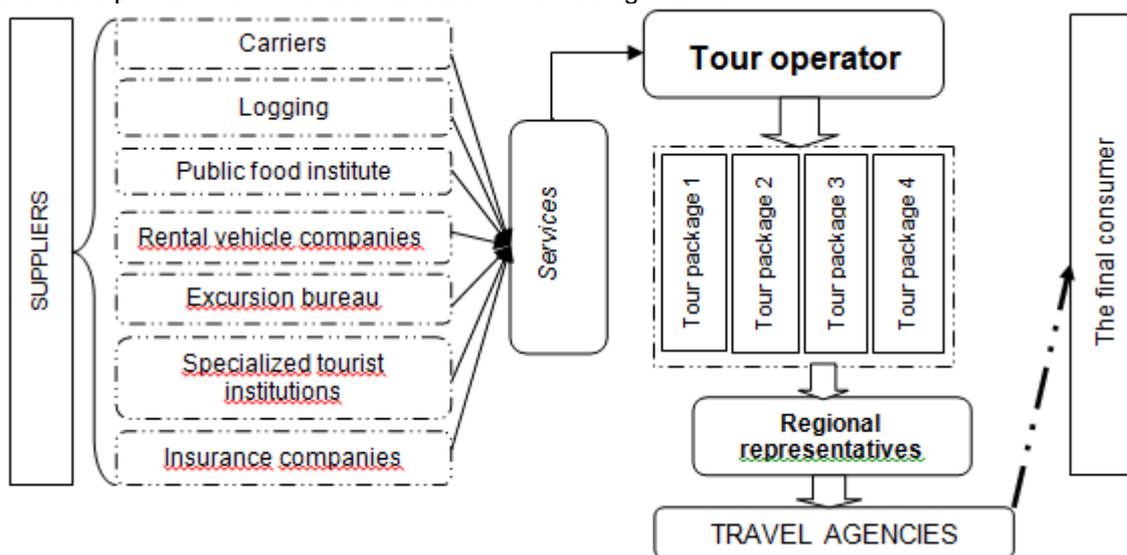


Fig. 1. Representative agent network

For franchising travel agencies, this form of cooperation with the tour operator has its advantages, in particular: using a known brand; sale of packages on the terms of an elevated commission; corporate communications and software; mentoring in the process of implementing travel services; recruitment assistance; legal and accounting support; getting the POS package of materials, etc. The advantage of the franchise tour operator is to establish its own independent regional offices, which activate sales and enhance its authority and popularize the brand. In addition, the tour operator receives lump-sum for the use of the franchise and monthly royalties.

The product implementation system provides for the use of intermediaries, which helps to reduce the cost of product distribution and to cover new unexplored markets. This pattern of interaction is seen as vertical integration in tourism.

Vertical integration enables the tourism organization to gain power at all stages of product creation and distribution, standardize service delivery processes and to control price and quality, and ensure high load of capacity. The "forward" vertical integration involves the integration of the enterprise with all the enterprises needed to form a tourism package. Vertical integration "backward" covers the integration of the tour operator with all enterprises involved in the marketing of the tourism product [7].

In the process of the wholesale consignments of product realization, there is a horizontal integration - the integration of the same enterprises belonging to one level in the value forming chain and which are competitors to each other (Fig. 2).

Tourism companies are fully integrated structures that bring together a wide range of firms offering different types of tourism services. They have, to a large extent, monopolized the market and become powerful inter-sectoral production and management complexes, including enterprises in the most diverse industries that serve the tourism business, transport, banking, insurance and other companies and realize tours through a wide network of tour operators and tour agencies in different countries [8].

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Now, traditional distribution channels in the tourism industry continue to be important as before, but there is a huge role for the Internet as a medium for virtual exchange of data and information, thereby changing the way business is done.

The latest concept of the distribution of a tourism product involves the use of information technologies and tools that allow enterprises to administer and manage the marketing of product.

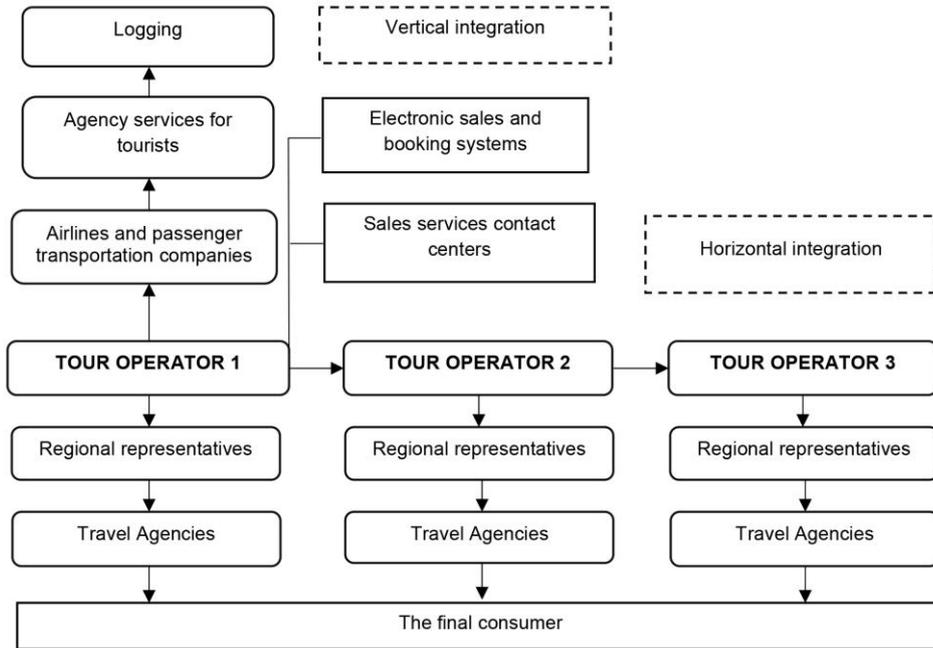


Fig. 2. Vertical and horizontal integrated business structures of the tourism company (tourism concern) activities

With the development of Internet communications, there is a growing focus on a composite agency network, which is characterized by the presence of information intermediaries between tour operators and travel agents in the form of a consolidated database, represented by tourism portals of specialized tourism companies.

Current trends and peculiarities in the operation of tourism business, the specifics of its production and servicing processes are forcing tourism companies to take radical innovations in the IT sector in order to optimize the operating and distribution activities.

Thus, in addition to the real market for the international tour operator, which is represented by an extensive network of initiative tourist enterprises, agencies, travel agents, sub-agents, distributors and other intermediaries, the virtual marketing sector today is the most promising and innovative electronic sales tool, actively influences the travel services price of tour operator and reduces not only the cost of the tour, but also the chance of errors due to high manufacturability and consolidation of all intermediaries distribution processes.

Tourism portals, which are the "virtual tourism shops" that accumulate the offers of tourism companies and act as their "informational mediator", according to the main segments are involved in the tour-operator trading distribution system recently occupy a significant place in distribution activities of tourist enterprises. For example, the "IT Tour" is a system that consolidates the search and reservation of the tour offered on the market by the leading tour-operators of Ukraine and other countries and is designed primarily to elevate the efficiency of the travel agents. The system is online, which makes it much easier and cheaper to find and reserve tourist packages and individual services, as well as to compare price quotations, additional characteristics. In order to improve the efficiency of the IT Tour's marketing activities, it is suggested that the extension and additional modules and showcases, which raise agency sales in the Internet, cover hot offers, realize search for tours with minimal prices [9].

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Partner programs are also gaining popularity: The tourism enterprise site hosts a service module that sales certain service, which is actually provided by other businesses, the enterprise receives its reward for each customer involved, and its revenue will depend on the efforts made to promotion and popularization of the service, but the possibility of obtaining another instrument to attract additional client is highly relevant in the present circumstances. For example, the Trip My Dream services, which has been in place since 2015, has the main goal of finding the best and most profitable destinations and tours [10] for its users. The uniqueness of the service is that with a search for cheap airline tickets and travel offers in these areas, the service searches for best recreational ideas based on the specific budget and tastes of the user. After specifying the specific amount, that the customer is willing to spend on vacation, date and type of rest (sea, mountains, travel, fitness, etc.), Trip My Dream makes suggestions based on this data.

Conclusions. In today's context, the strategic framework for organizing the distribution activities of tourism enterprises is recommended to be shaped by focusing on traditional and new channels for the sale of tourism services, their mutual influence and development, provide advanced technology, global distribution, and tourism content through various distribution channels, which certainly improves the quality of services provided.

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