

## SUMMARIES

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### **THE MODERN CONCEPT OF MARKETING OF INTERNATIONAL TOURISM SERVICES: AN INTERDISCIPLINARY APPROACH**

The tendencies of marketing of Ukrainian enterprises in the global tourism market, namely the practical use of traditional and pragmatic approaches to marketing, transfer theory of general marketing in tourism and its applications, identifying the features of tourism marketing and their development are determined. View of the above, found starting points for the development of the modern concept of marketing of international tourism services.

Proved that it is necessary to take into account the following aspects: tourism more than any other sector of the economy is subject to the influence of non-economic factors, marketing of international tourism services covers traditional marketing at the micro-level and marketing at the macro-level, the specific nature of tourism services and their production, marketing of international tourism services related with international marketing, cultural dimensions play an increasingly important role in marketing of international tourism services.

Established, that the marketing activities of tourism enterprises is a systemic phenomenon, that is based on the use of the theory and practice of different types of marketing. The formation of the modern concept of marketing of international tourism services influences the basic theoretical disciplines, which is its methodological basis: marketing, services marketing, international marketing, intercultural marketing, tourism marketing, which by means of their tools support the implementation of its tasks. Marketing of international tourism services is subconcept of marketing, therefore its trends influencing the formation of his theory. Features of services play an important role in the development of the marketing of enterprises. International marketing directs the activities of tourism enterprises on the foreign markets. Global standardization of tourist offer led to increasing importance of cross-cultural marketing.