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Igor Smyrnov

## GEOMARKETING ASPECTS OF SUSTAINABLE TOURISM (ON EXAMPLE OF NATIONAL NATURE PARK «SYNEVYR»)

*Revealed geomarketing aspects of sustainable tourism on example of the National Nature Park «Synevyr» in Transcarpathian region of Ukraine. Submitted in comparison of the marketing mix (J. McCarthy), its alternative variant (author B.Loterbol) and author's draft of the marketing mix in tourism. Shown the peculiarities of the structure and using of proposed by the author the marketing mix variant in the tourism industry on example of National Park «Synevyr».*

**Key words:** marketing mix, tourism, NNP «Synevyr», product, pricing, advertising and sales policy.

**Ігор Смирнов. ГЕОМАРКЕТИНГОВІ АСПЕКТИ СТАЛОГО ТУРИЗМУ (НА ПРИКЛАДІ НАЦІОНАЛЬНОГО ПРИРОДНОГО ПАРКУ «СИНЕВИР»).** Розкрито геомаркетингові аспекти сталого туризму на прикладі Національного природного парку «Синевир» у Закарпатській області України. Представлено у порівнянні класичний варіант маркетинг-міксу (Дж. Маккарті), його альтернативний варіант (автор Б.Лотербол) та авторський варіант маркетинг-міксу у туризмі. Висвітлено особливості структури та застосування запропонованого автором маркетинг-міксу у туристичній галузі на прикладі Національного природного парку «Синевир».

**Ключові слова:** маркетинг-мікс, туризм, НПП «Синевир», продуктова, цінова, рекламна та збутова політика.

**Игорь Смирнов. ГЕОМАРКЕТИНГОВЫЕ АСПЕКТЫ УСТОЙЧИВОГО ТУРИЗМА (НА ПРИМЕРЕ НАЦИОНАЛЬНОГО ПРИРОДНОГО ПАРКА «СИНЕВИР»).** Раскрыто геомаркетинговые аспекты устойчивого туризма на примере Национального природного парка «Синевир» в Закарпатской области Украины. Представлено в сравнении классический вариант маркетинг-микса (Дж. Маккарти), его альтернативный вариант (автор Б.Лотербол) и авторский вариант маркетинг-микса в туризме. Освещены особенности структуры и применения предложенного автором маркетинг-микса в туристической отрасли на примере Национального природного парка «Синевир».

**Ключевые слова:** маркетинг-микс, туризм, НПП «Синевир», продуктовая, ценовая, рекламная и сбытовая политика.

The marketing mix in tourism like classical marketing mix is one of the main concepts of marketing theory that defines the components, tools and software variables used in tourism management and control of the tourism market. One distinguishes the classical model «4P» of marketing mix (product, price, promotion and place) and its modifications «6P» and «7P», as well as alternative model «4C» (customers value, cost, convenience, communication). In the existing literature on tourism marketing in most cases these models of marketing mix mechanically applied to the activities of the tourism industry and travel companies, despite the fact that tourism as a branch of service sector has its own characteristics and unique features, including the most important one i.e. the fixing and attention to tourism resources on basis of which tourism business create a product. Accordingly, the marketing mix in tourism must take this into account and in our opinion has to have an original, unique to the tourism industry model. Literature and publications on the topic of the article include both classic marketing dictionaries [1] and training manuals on marketing tourism that belong to Ukrainian authors [2; 3; 4], as well as publications of international and national scientific conferences devoted to development problems and prospects of tourism industry in Ukraine and in the world [5; 6; 7; 8], recommendations of tourism field practitioners [9] and authors' copyright training complexes "Tourism Marketing" [10; 11].

Marketing Mix (complex) is term that was first used by Neil Borden from Harvard Business School in 1964 with the aim of identifying key components, tools and software variables that marketers use to manage and control market. It was a "cake recipe" that would be tasted better than its individual components. The idea of the marketing mix was offered with the conviction that

every company should coordinate and integrate various marketing programs to maximize their effectiveness and efficiency. There are various models of marketing mix for different purposes, each with different components. The most famous and popular version of the model is the marketing mix called «4P», (proposed in 1978 by Jerome McCarthy) which components are Product, Price, Promotion and Place. Component «Product» includes the following features and characteristics of quality, style, design, packaging, service, warranty, warnings, life cycle, investment and profits. Component «Price» covers prices, discounts, public prices for credit and loan conditions. Component «Promotion» includes advertising, relations, direct marketing, promotional sales. Component «Place» means using the direct or indirect marketing channels, distribution of goods, territorial coverage of the market, retail, supply, logistics and order fulfillment.

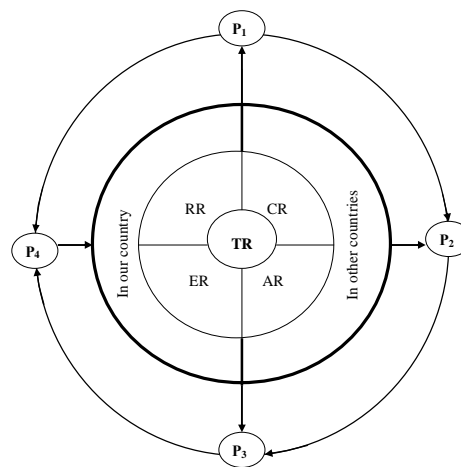
This model of marketing mix immediately attracted great interest and suggestions for additions. Thus, the proposed models were «6P» (plus policies and public – relations), and then – «7P» (added personnel, process and planning). Academician Bob Loterbol in 1990 proposed an alternative variant of marketing mix called "4C" – from the perspective and interests of the buyer: Customer value (value of the goods to the buyer), Cost (cost of the goods to the buyer), Convenience (goods' convenience to the buyer), Communication (buyer awareness about the product).

Despite the fact that sometimes the marketing mix model «4P» considered to be too simple for the current market situation and focused mainly on the traditional markets of consumer goods, yet for experienced and new generations of marketers it continues to serve as a model of an integrated approach to marketing planning and retains its importance for the development and implementation of integrated marketing programs of com-

panies. That is confirmed by Ukrainian [15] and foreign text – book on marketing [16].

As for the tourism marketing mix models, the available literature is mainly dominated by the mechanical approach of applying models of “4P” or “7P” to marketing activities of travel agencies and tourism industry as a whole, unfortunately, without considering distinct and unique tourism specificity as the only service industry (and type of business), which forms on the basis of tourism resources, the consumption of which is the basis for tourism development. Actually tourism business activity is the “sale” of tourist resources (TR), i.e. tourism products formed on them. If your TR is “sold” to your customers (residents), it is domestic tourism; if your TR is “sold” to non-resident buyers, it is a foreign (inbound) tourism; if TR is “ sold” to our citizens it is outbound tourism. That is why in the center of the model of the marketing mix in sustainable tourism should be not the consumer ( tourist), and not the staff (as some authors

propose), but tourism resources, as they define tourism specialization and the corresponding range of tours, their prices , specific promotional and advertising business , marketing channels and transport – logistics support (Fig. 1). Indeed, depending on the available tourism resources (in Fig. 1 they for convenience considerations are divided into three main groups, in reality there may be many more of them – see [4, 86-88 ]), the tourist destination's specialization determines the type of tourism product – “P1” (this can be recreational tourism (according to seasons), cognitive tourism, leisure tourism, etc.), that can be offered for sale. Accordingly, depending on where the resource is located (at home or in another country) and to whom it will be offered (to residents or nonresidents ) the specialization of tourism product is defined i.e. for domestic consumption (domestic tourism), for external use ( foreign tourism ) or consumption abroad (outgoing tourism).



**Figure 1. Model of the marketing mix of sustainable tourism (authoring)**

Notes: TR – Tourist Resources, RR – recreational resources, CR - cognitive resources, ER – Event Resources, AR- artificially created resources

Tourism resources define the price of tourism products – “P2” (arrow from “P1” to “P2” indicates the sequence of marketing “steps” in tourism ). First of all, the price of tourism products (especially in international tourism) is affected by travel distance for tourism consumption. No wonder in the cost of long-distance travel 70-80 % is transport cost (aviation as usual). Thus, the closer to the tourist resources is the tourist place of residence, the lower is the price of the tour. For example, residents of Kyiv in order to visit Pechersk Lavra or Sophia Cathedral (which are on the list of UNESCO World Heritage Sites), need to spend on transport (if they have no their own cars) 3-5 UAH. But for the tour to Beijing (China) flight distance to several thousand kilometers (10 hours fly time) and cost several hundred dollars are required. The second factor that influences the price of tourism products is the level of infrastructure development of tourist resources and its modernity. So when this level is low the permit price will be lower, but the living conditions are worse, and vice versa.

The specificity of the resource base of tourism determines the characteristics of “P3” component of the marketing mix in tourism, i.e. promotional and advertis-

ing activities. Thus, the hallmark of tourism advertising is the ability to artistically portray those tourist resources that are offered for sale, such as ocean, beach, palm trees , famous cities and places, medieval castles, palaces and fortresses, unique natural sites and more. Moreover, the ad's rules allow the advertising to depict all of this in publications and advertising media better and brighter than in reality. So, choosing a particular tour, paying a price for it, getting all the information, a tourist falls through “P4” component to his long-awaited vacation spot where he uses tourism resources "to the fullest" (thus arrow from “P4” is directed to the center of the model, rather than from it, as in the case of “P1” – “P3”). That element “P4” in model of marketing mix in tourism means tourist destination, i.e. the location and use of tourism resources (destination). And the arrow from “P1” to “P4” suggests that there is a system connected with sales of tourism products with a direct or indirect distribution channels, transportation and logistics considerations and so on.

Let's illustrate the practical application of marketing mix model in tourism proposed by author on example of NNP "Synevyr." The resource base for tourism

development there includes such types of tourism resources, as:

I. Nature and recreation:

a) Lake, of Synevyr which is a real pearl of the Carpathians Region, poetically named Sea Eye; recognized wetland of international importance under the Ramsar Convention; one of the seven natural wonders of Ukraine;

b) mountainous terrain and climate;

c) mineral springs rich in calcium, magnesium, iron, bromine, particularly Kolochava spring (local name Borkut) with access to 5 places of Tereblyanska Valley, including one – in the NNP "Synevyr";

d) 3 ecological and local history trails: "Forest "Krasny" – Synevyr Lake", "Rafting Museum – Lake "Wild", "Kolochava";

d) 2 thematic trails "Kychera", "Berezovets";

e) 8 tourist routes: "Synevyrsky Pass – M.\* Kamyanka – Synevyrskye Lake", "Ostriky – Grebla", "Arpad defence line", "Kolochava – M. Strymba", "Ostriky – M. Hreben", "Sphagnum wetland Hluchany – Kosy Top", "W. Nehrovets – M. Periwinke – M. Prysloptsi – Forest of Suhar – W. Kolochava", "Forest of Kvasovets – M. Krasna – M. Menhul – W. Vilshana".

g) 120 rural households willing to develop rural green tourism.

## 10 музеев Колочавы

<p><b>Скансен «Старое село»</b> Музей архитектуры и быта под открытым небом воссоздаёт старинное село Верховины</p> 	<p><b>Контакты</b> kolochava.com</p> <p>Организация экскурсий: гуроператор «Ажю-тур»</p> <p>тел. в Киеве: (044) 285-09-85, 532-09-85</p> <p>тел. в Колочаве: (031) 462-41-81, (067) 215-09-85</p> <p>адрес в Колочаве: ул. Шевченко, 81-а</p>	<p><b>Церковь 1795 года</b> Деревянный храм Сопествие Святого Духа храм в стиле барокко построен без единого гвоздя</p> 	<p><b>Музей Ивана Ольбрахта</b> Музей известного чешского писателя, автора нескольких произведений про Колочаву</p> 
<p><b>«Чешская школа»</b> Школа с чешским языком преподавания работала в Колочаве в 1931–1938 гг.</p> 	<p><b>«Бункер Штаера»</b> Укрытие группы повстанцев Михаила Штаера, действовавшей в Колочаве в 1949–1957 гг.</p> 	<p><b>«Колочавские бокорашы»</b> Музей посвящён карпатским лесорубам и сплавщикам леса – бокорашам</p> 	
<p><b>«Советская школа»</b> Передаёт атмосферу обучения закарпатских детей в 60–70-х годах прошлого века</p> 	<p><b>«Колочавская узкоколейка»</b> Среди экспонатов – паровоз 1951 года, 10 вагонов, дрезины и инструменты путейцев</p> 	<p><b>«Линия Арпада»</b> Оборудован в пяти бункерах линии защиты венгерских войск во Второй мировой войне</p> 	<p><b>Воинам-интернационалистам</b> Посвящён 56 колочавцам, принимавшим участие в 14 зарубежных военных конфликтах времён СССР</p> 

Figure 2. Museums of Kolochava willage

II. Cultural and sightseeing:

a) 10 museums in the willage of Kolochava (Skansen "Old Village", "Holy Spirit" wooden church (1795), museum of Chek writer Ivan Olbracht, the Czech school, the Soviet school, Bunker of Shtayer, Kolochavski Bokorash, Kolochava's local raibw, Defence Line Arpad, Museum of soldiers-internationalists - Fig. 4);

b) Regional Transcarpathian cuisine (dishes like Bagach, Vurda, Krumpli, Tokan, Lotsi, Hombovtsi);

d) Transcarpathian wines, balsams and cheese

tasting.

III. Events:

a) Rplyanka Festival (the first was in June 2013) – in the local dialect "ripa" means potatoes; rplyanka – local dish of mashed potatoes, corn or wheat flour;

b) music festival "The Synevyr trembitas are calling";

c) regional festival "Vilshany Spivanochky (Singing)" (willage of Vilshana).

These kinds of tourism resources of Tereblyna Region, where the NNP "Synevyr" is, situated allow to develop many types of tourism i.e. relevant tourist products – "P1", in particular, on the basis of natural and recrea-

\* M. – mountain, W – willage

tional resources – the agro, green, eco, mountain skiing, recreational and therapeutic tourism, hyking and tracking, etc.; based on cultural and cognitive resources – cultural, cognitive, ethnographic, wine (eno), gastronomy (Travel & Food) tourism etc.; event-based resources – festival tourism.

“P2” component of the marketing mix means pricing, but it has its own characteristics with respect to NNP "Synevyr" and generally – to all tourism in Transcarpathia Region. As we know, it is located at significant distance from the central, eastern and southern parts of Ukraine, therefore, it entails higher transportation costs compared to local resorts. Considering this the component “P2” should be compensated by low local prices for tourist services in Transcarpathia region, taking into consideration that the local components of tourism services cost (i.e. wages, local prices of food and raw materials, transportation fares, etc.) allow it, because

they are much lower than in Kyiv and in other major cities of Ukraine. It is important to provide that services prices of NNP "Synevyr" were competitive in comparison not only with other regions of Ukraine, but also with local producers. According to the data provided in the source [12], the cost of accommodation and three meals a day at the NNP "Synevyr" is 150 UAH. / day. For comparison, the estates of rural green tourism of Tereblyanschyna Region in the summer (when the NNP "Synevyr" works) have prices of) 150-170 UAH., in the off-season - even 110 UAH. So there is something to think about. The estimated cost of recreational and tourist services for 1 person for 12 days' stay in the NNP "Synevyr" (along with additional services – Table 1.) is 2180 UAH., That certainly is a very competitive price compared with other objects of this type in Transcarpathia region and Mizhhirskiy area.

Table 1

*Determining of estimated cost of recreational and tourism services in NNP "Synevyr" [12, 16]*

Number	Objects	Service content and oriented cost
1	Building №1 housing 48 beds, kitchen and 20 places for eating.	Ground floor: 1 room for 3 persons, 1 room 7 persons. First floor: 1 room for 3 persons; 5 rooms for 4 persons each; 1 room for 5 persons. Second floor: 1 room for 2 persons; 2 rooms for 4 persons each. Home Infrastructure (2 showers, 8 sinks, 4 toilets)
2	Building №2 housing 24 beds.	Ground floor: 4 rooms for 3 persons each. First floor: 4 rooms for 3 persons each. Home infrastructure.
3	Building №3 housing 9 beds	Ground floor: rooms for 3 persons each with home infrastructure.
4	Building №4 housing 36 beds with a conference hall	Ground floor: conference room, home infrastructure. First floor: 8 rooms for 3 persons each; second floor: 4 rooms for 3 persons each.
5	Building №5 housing 3 beds	1 room with 3 beds with home infrastructure.
Total: 120 beds		Price for 1 persons a day – 60 UAH., 12 days -720 UAH.
6	Kolyba "Kvasovets" – restaurant type enterprise with ethnic cuisine and service with seats for 40 persons and 4 pavilions with 16 seats.	Food service based on etnocuisine and ehnoservice actions, such as: Breakfast: banosh (20 UAH), tea with rosehip berries; Lunch: mushroom soup (20 UAH): bohrash (18 UAH), raspberries tea; Supper: trout (17 UAH.), strawberries tea.
		The cost of food for 1 person per day – 150 UAH, 12 days – 1800 UAH.
7	Health-medical complex with elements of ethnic and ritual performances	Mineral water, bath with mineral water (70 UAH), massage (30 UAH), health drinks and more. Total cost – 100 UAH.
8	Recreational and sports facilities	60-minute horseback riding (20 UAH); Fishing services with preparing trout (60 UAH); use of sports equipment (10 UAH / hour). Total service cost – 90 UAH.
9	Cognitive – recreational and sports tourism	Guided use of trails: thematic (10UAH), environmental (10UAN). Tourist routes: 2-day hike with overnight (110UAH). Total cost – 130 UAH.
		Supplements cost for 12 days – 320 UAH.
Estimated cost of touristic – recreational services for 1 person per 12 days – 2180 UAH		

The communication component of the marketing mix in tourism – “P3” (promotion, advertising, PR, etc.) also has to be effectively used in the work of the NNP "Synevyr." First of all it concerns advertising. The de-

velopment of the tourism product has several features that defines specificity of travel services: first, tourist services, unlike traditional products, do not have stable properties, such as quality, taste, usefulness, therefore

require priority development of such features of advertising as information and propaganda: Second, the specificity of tourist services necessitates the use of visual tools that fully illuminate an object of tourist interest. It is in tourism that advertising has to use principle "better to see once than to hear a hundred times." For example, the quality photo is able to make a much greater emotional impact than eloquent narrative. Therefore, advertising in tourism branch should always use photos, video and other multimedia materials.

In addition, high-quality and professionally made advertising provides a double effect: on the one hand, it helps tourism businesses to develop new markets, expand sales, on the other - to increase the income of tourism enterprises, through which it is possible to provide adequate staff salaries (which in turn, increases the interest of personnel in joint activities).

Promotional offers by NNP "Synevyr" developed by teacher of Department of Tourism of Kiev Drahomanov Pedagogical University are Iwashko Y.P. related with Kvasovets forest, NNP "Synevyr", food service on the basis of ethnic and ritual performances, health and medical services, cognitive services, ethnographic tourism in Kolochava village. There is successful, in our opinion, development of advertising leaflet [12, 30]. NNP "Synevyr" should advance such advertising in the Internet space, as well as in neighboring areas - Lviv, Ivano-Frankivsk, and as in other regions of Ukraine. A positive feature from the point of view of popularization of tourism and recreational services of NNP "Synevyr" is that the Cabinet of Ministers of Ukraine defined as promising sights for building of sports facilities for Olympic training, including ski lifts and infrastructure village of Synevyr and village of Synevyrska Polana (mountain Kamyanka) and village of Kolochava (mountain Strymba). In 2005, Mizgirya district council won the All-Ukrainian competition of projects and programs of local governments. With the project "Revival of the Carpathian village", the activity of the Mizgirya Center for Entrepreneurship is activated. The project was started in 2006 when the sector of tourism of local Administration and the Center for Regional Development "Trembita" prepared materials and conducted 12 training sessions with the owners of rural estates, tourist facilities staff, students of Mizgirya professional lyceum which were

willing to open their own businesses in rural tourism. Consultants during the training were from various business organizations of Transcarpathia region and Ukrainian government.

During the first stage, the number of participants covered by training, was more than 100 people. During training sessions Advisor for organizers and owners of tourist centers, was developed and distributed among the participants'. It covered questions of the regulatory work of rural and green tourism (R&GT); R&GT certification rules; the R&GT efficient operations landscape planning, hygiene and security of agro estate, holidaymakers catering, the rights and obligations of rural households; emergency aid on rural and green tourism routes, etc. [12].

"P4" component of marketing mix in tourism in relation to the NNP "Synevyr" has its own problems that are common to the development of tourism in the area. In particular: a) the absence of the master plan; b) completion of Mizgirya land sharing and land monetary valuation; c) improving of area service infrastructure; d) strengthening of communicational accessibility of territories that are perspective for the development of tourism and recreation (e.g. poor roads, lack of telephones, etc.); d) marking out the statutory mechanism for marking routes for active forms of recreation (like hiking, horse riding, cycling, etc.).

**Conclusions.** Proposed in article author's model of marketing mix in sustainable tourism takes into account the specific characteristics of sustainable tourism and its mandatory binding and attention to tourism resources and, at the same time has as a basis the classical model of the marketing mix. In our opinion, this model of marketing mix in sustainable tourism can be recommended for use in the educational process in the course "Marketing Tourism", which confirms the author's many years of experience teaching this discipline to future managers tourism field at Kyiv National Taras Shevchenko University [10] and Kiev National University of Culture and Arts [11]. This model of the marketing mix for sustainable tourism should be used in promotional and marketing activities of the NNP "Synevyr" as an integral part of its business development strategy. This will allow effectively promote and advertise tourism resources and opportunities of NNP "Synevyr" at Ukrainian and foreign tourist markets.

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### Summary

#### Igor Smyrnov. GEOMARKETING ASPECTS OF SUSTAINABLE TOURISM (ON EXAMPLE OF NATIONAL NATURE PARK «SYNEVYR»).

In the tourism marketing as marketing in general, one of the main concepts is a marketing mix that defines the components, tools and software variables used in tourism management and control of the market. This is distinguished classical model of marketing mix “4P” (product, price, promotion, place) and its modifications “6P” and “7P”, and alternative model “4C”. As for tourism marketing, the available literature is mainly dominated by the approach of applying mechanically models “4P” or “7P” to the marketing of tourism companies and tourism industry as a whole, unfortunately, without taking into account a distinct and unique specificity of tourism, which basis is tourism resources, the consumption of which is the basis for tourism itself.

So in the center of the marketing mix models in tourism should be not a consumer (tourist), and not the staff, but tourist resources themselves since it involves specialization of tourism and relevant range of tours, the price, the specific promotional and advertising activities, marketing channels and transport and logistics support. Indeed, depending on the available tourism resources, tourism specialization of destination is determined by the type of tourism products – P1 offered for sale. From tourism resources depends the price of tourism products – P2. Specificity of tourism resource base determines the characteristics of P3 component of the marketing mix in tourism, ie promotional and advertising activities. Element P4 of marketing mix in tourism means place of location and tourist resource consumption (destination). Thus, the author's model of marketing mix in tourism takes into account the specific characteristics of sustainable tourism and its mandatory binding and attention to tourism resources and at the same time has as a basis classical model of marketing mix.

**Key words:** marketing mix, tourism, NNP «Synevyr», product, pricing, advertising and sales policy.