

that leave the company are viewed by other employees and reason that they will also experience the fate of their predecessors.

That is why researching the reasons for leaving employees and managers from companies is important through outgoing tests, interviews, written reports, etc. These instruments are useful because they are best to learn from them, since they point to organizational errors and failures that need to be eliminated, in order to reduce the fluctuation of managers and employees and keep them as long as possible in the company.

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## **SOME ASPECTS AND PERSPECTIVES OF USING MARKETING IN TOURIZM**

**Abstract:** *Tourism is complicated and complex system, because its effective functionality is connected to activities of enterprises of different sectors. The Implementation of marketing concepts and principles in tourism is characterized by peculiarities, which is related to the specifics of this field. Mar-*

*keting identifies the needs of consumers correctly. Attracting tourists, growth of market share and profit can't be achieved without the effective use of marketing tools by enterprises.*

**Keywords:** *Marketing, Travel, Tourism, Service, Customer, Customer satisfaction.*

## **Introduction**

Development of tourism in Georgia contributes to the growth of the country's economy and reduces the level of unemployment [1, 17]. Tourism is not a new event for Georgia. Georgia as a tourist destination, was very popular In the past, In the existence of the Soviet Union. At that time the demand was especially high on medicinal tourism and sea resorts. But at that time marketing and other scientific directions or their usage in practice was not widely recognized [2, 424]. Marketing use in practice helps companies to draw consumers' attention to their products and establish at the market.

## **Literature Review**

An acceptable definition of tourism necessarily covers all relevant aspects of travel. In normal usage tourism and travel are terms that relate to exactly the same market and they are used interchangeably. Where, for the sake of convenience, tourism is used alone, it also means travel and tourism [3, 8].

21st Century marketing has become more and more important in the financial success of the companies. Cities, countries, regions are competing with each other to attract tourists [4, 7]. The marketers should determine which functions are required in the process of creating new services, what price to define, determine the required amount in advertising, in sales, in internet activities [4, 4].

Marketing is a manageable social process, through which individuals and their groups are getting what they need and buy what they want to get. [5, 5]. Human need is to understand that something is not enough for him. Human needs are very diverse and difficult.

The main form of marketing proposal on tourism market is tourism product, which is represented by various tourist services complexes, it aims to meet the wishes of tourists. According to the UN definition, specific destinations are the focus for a range of visitor activities, and a range of facilities required to support those activities. Such activities and facilities have a combination of economic, social and environmental impacts that are the basis for tourism policy and visitor management programs as well as marketing [3, 9].

International and local tourism markets research is the integral part of tourism's marketing. This gives the basis for planning and implementation of efficient marketing activities. Marketing promotes delivery of quality tourism products on the market, ensures demand stimulation. Travel and tourism in marketing should focus on building relationships with buyers, which implies the whole process of offering the best value for the tourists and its satisfaction. For defining and better understanding customer's needs, it is important to overview of conceptual meaning of two dimensions: service quality and customer satisfaction [6, 431].

It is important to create an attractive image for a tourist destination. The main components of the image of tourism region are: the image of touristic product; the image of visual characteristics of the region; the image of touristic business activities; the image of primary factors of infrastructure (displacement, accommodation, catering, security); the image of secondary factors of infrastructure (communication, entertainment, infrastructure adjacent to roads) [7].

### **Methodology**

In our study we used marketing research methods. In the work there are used the concepts of marketing theories, data analysis statistical methods, information existing on web-pages of certain Georgian organizations. In the research process we used secondary data. Secondary data are data that were collected for another purpose and already exist somewhere.

### **Analysis and Findings**

In recent years, the economic importance of tourism in Georgia is increasing. From 2009 to 2015, the growth rate of visitors in Georgia was one of the highest in the world: The total number of international travelers increased by 293% [8, 5]. In August of 2017 in Georgia 1,080,449 international travelers arrived. The growth rate is + 27.4% compared with the same period of the last year [9].

Marketing has great importance in enhancing the efficiency of the activities of different enterprises (organizations) within the tourism industry system. It should be noted that various enterprises and organizations of various fields function in the tourism system.

Georgia's tourism regulatory bodies play a major role in promoting Georgia as a tourist destination. They define the development of tourism market, promote tourism infrastructure, create attractive image of the country. Planning and implementation of their activities is based on marketing concepts. Marketing use is also important for tourism enterprises, companies offering various tourist products (services), for public tourism organizations.

Marketing should pay great attention to the study of the behavior of tourists, which gives us the opportunity to meet the needs and wishes of tourists, tourism products, determine the trends to improve their characteristics, identify sources of information used by tourists, help people make decisions about buying tourist products.

### **Conclusions:**

➤ Various enterprises and organizations within the tourism industry system differ from their marketing goals and content. Therefore, the use of marketing techniques and methods is characterized by its specificity in the organizations engaged in the tourism industry. However, for each tourism service provider organization is very important to know the essence of marketing, the principles of marketing and consider its.

➤ Today, hospitality and travel arrangements are closely linked to each other. They need marketers, who are well aware of the global aspects of tourism and have the ability to react to customer needs and their change.

➤ The tourist should have access to information about tourist destination, travel route, object, services that he (or she) should receive during travel, which has a big impact on his decisions.

➤ Services in tourism includes many components. Some of them are basic, while others seem to have less importance. But the satisfaction of the tourists is determined by the combination of all the elements and all aspects. That is why it is important to work efficiently at all levels of marketing, such as tourism enterprises, tourism service suppliers, public tourism organizations, tourism organizations of regions.

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## ДИНАМІКА АКТИВНОСТІ В СФЕРІ ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ

*Анотація.* В статті відзначено зростаючий тренд активності в сфері інтелектуальної власності в світових показниках поданих заявок на реєстрацію патентів, торгових марок та промислових зразків. Визначено найактивніші країни та компанії за поданими заявками, місце України за сумарним рейтингом з урахуванням зазначених показників.

*Ключові слова:* інтелектуальна власність, патент, торгова марка, промисловий дизайн.

**Актуальність.** Вплив інтелектуальної власності на розвиток бізнесу й економіки посилюється з кожним роком в наслідок активізації інноваційної діяльності, глобалізації її сфер реалізації, розвитку інформаційно-комунікаційних технологій та активного світового поширення мережі Інтернет. Результати досліджень демонструють синхронізацію змін темпів зростання ВВП до темпів зростання кількості заявок на патенти і товарні знаки [1].

В активах компаній зараз широко представлені технології (патенти на них), промислові зразки і бренди, які все більше визна-