

business. Only companies that are able to respond quickly to changes in the economic environment and make clear and informed decisions can succeed.

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DEVELOPMENT OF MARKETING IN TOURISM

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Резюме – в статье описываются главные функции маркетинга в туризме и влияние маркетинга на потребителей.

Resume – the article describes the main functions of marketing in tourism and the impact of marketing on consumers.

Introduction. Marketing has long been seen as a function of business management, namely as a means of creating and maintaining competitiveness. Marketing makes it possible to manage innovation and market relations between the company, its consumers, partners, and competitors. Tourism, by its main characteristics, does not differ fundamentally from other forms of economic activity. Therefore, all the essential provisions of modern marketing can be fully applied to tourism. Tourism is one of the fastest growing and most profitable industries in the world today, and marketing plays a key role in the success of the tourism business. Marketing in tourism is understood as a system of continuous management of production, realization of the tourist product and coordination of the offered services with the services in demand in the market.

Main part. The growth of the travel services industry is driven by growing population and income. Marketing in tourism not only helps to attract tourists, but also forms a unique image of the company. A tourism brand should reflect the unique features and values of the product or service offered, as well as evoke an emotional response from potential customers. A creative approach to brand promotion, use of modern media technologies and social networks, as well as building partnerships with other companies in the industry, will help to attract new customers and strengthen market positions. Another of the significant factors of tourism is building an exclusive travel product and experience. Tourists increasingly value not only the journey itself, but also all accompanying services

such as entertainment, excursions, and emotions. Thus, tourism companies need to improve their services by recognizing the changing needs of customers.

The development of the national economy is positively influenced by tourism, which also raises foreign exchange earnings and improves the balance of payment. Marketing in the tourism industry serves three main functions: public, regional, and individual. Publicly, it ensures the proper functioning of the tourism market and offers tools for businesses, like access to financing and compliance with regulations. Regionally, it manages tourism demand and pricing. Individually, it stimulates the creation of new customer desires. However, if we consider that tourism is one of the most important sources for social benefits and attracts external capital, then it accounts for 10 % of world investment. Tourism still represents one tenth of the world's consumer budget. Keeping the tourism sector stable is crucial to maintaining its growth in terms of popularity.

In the evolving business landscape, companies must transition from a consumer-focused culture to a market-oriented approach to stay ahead in the competition. When crafting marketing strategies for enterprises in the tourism sector, such as hotels, travel agencies, and tourist resorts, it is vital to acknowledge the unique characteristics of intangible products. Incorporating various aspects of the marketing mix, including service delivery, interpersonal communication, and physical surroundings, becomes imperative. The foundational components of the marketing mix should be leveraged to adapt to the changing demands of the market. In this connection, the main issue is to establish the relationship between customers' needs and requirements and the processes used internally to create a concept of client value in tourism designed to satisfy these needs.

The Customer Value Model has five main parts that determine the customer's perception of value and satisfaction: the quality of the product as used, the quality of the service offered through the technology, the image of the company, the price, and the relationship between the supplier, the customer and the company's contact person.

Conclusion. The utilization of the Internet in the tourism industry is extensive and diverse. Online tourism resources, similar to TV shows, possess distinct characteristics. They are more prominent and provide more detailed information compared to television programs, offering a vast array of details on tourism services and deals. Travel agencies are highly engaged in leveraging social media for marketing to allure customers. To effectively manage a business and secure a robust competitive stance, tourism enterprises are seeking innovative approaches. In this way, tourism marketing will enable you to: find new profit opportunities and analyze more effective ways of doing business.

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THE PINK TAX IN BELARUS

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Резюме – данная статья рассматривает налог на «розовое» в Беларуси, который представляет собой надбавку к товарам, продаваемым женщинам.

Resume – this article describes the pink tax in Belarus, which is a surcharge on goods sold to women.

Introduction. The pink tax is a surcharge on goods sold to women, although they are essentially identical to their "male" counterparts. For example, deodorants for men and women of the same brand may have the same composition and volume, but the female counterpart will be slightly more expensive. As a rule, the sale of such products includes roses, sequins and flowers, therefore such an allowance is called a "pink tax".

The main part. In December 2023, the New York City Department of Consumer Affairs conducted a study on price differences for products that target men and women. The researchers selected 24 stores, they selected 794 individual products in 35 categories. To minimize the differences between men's and women's products, the products that are most identical in appearance, composition, brand, and packaging were compared.

The study found that in all categories, women's goods are more expensive than men's: 7 % more toys and accessories for girls; by 4 % – clothes for girls; by 8 % – clothing for women; by 13 % – personal hygiene products; 8 % – health products (canes, corsets, compression stockings).

Examples of the existence of a pink tax in the health sector prove that this applies not only to those areas where women seek diversity. The painkiller Nurofen Forte and separately Nurofen Express Lady with the same active ingredient are sold in Belarus. Pills in a pink package allegedly act against menstrual pain and at the same time cost twice as much. In 2016, Reckitt Benckiser, the manufacturer of Nurofen, was fined in Australia for misleading consumers in this way. In principle, the pills are not intended for a specific type of pain. Initially, the company was supposed to pay \$ 1.7 million, but later this amount was increased to \$ 6 million [1, p. 104].

It is assumed that the higher price of goods and services for women is related to the amount of effort and resources invested in their production. This was referred to in American surveys of the 1990s about the price of hairdressing services. And regarding the prices at dry cleaners, it was claimed that men's clothes