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## SPECIFICITY OF FUNCTIONING OF THE TOURIST MARKET AS A MARKET OF SERVICES

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**Abstract.** *In light of the increasing demand for tourist services in today's globalized society, there is a need for an in-depth study of the tourist market as a complex system of economic and cultural relations.*

*The purpose of this research is to uncover the key aspects of the evolution and functioning of the tourist market, to identify the main factors influencing its development, and to offer reasonable recommendations for optimizing the strategies of market participants in the face of growing globalization and changing cultural preferences.*

*The research aims to identify new opportunities and challenges arising due to the growing demand for tourist services in the context of globalization. It seeks to provide a foundation for the development of strategies aimed at the sustainable and efficient operation of the tourist market.*

*As a result of the study, it was found that the tourist market is a complex system that encompasses various stages and aspects, ranging from the production of services to the satisfaction of tourists' needs.*

*The article argues that the tourist market is a type of service market with several specific features that influence its functioning. These features include:*

*- the intangibility of tourist services, complicating their evaluation by consumers and their comparison with other goods and services.*

*- the inseparability of the production and consumption of tourist services, meaning that consumers and producers must be in the same place at the same time.*

*- the instability of tourist demand, making it difficult to forecast demand and effectively manage the tourist business.*

*- the heterogeneity of tourist services, i.e., tourist services can vary significantly in their characteristics, complicating their standardization and uniformity.*

*Based on the analysis of these features, the article substantiates several theoretical conclusions important for understanding the functioning of the tourist market. In particular, it has been proven that:*

*- the tourist market is a highly competitive market where success depends on the ability of enterprises to quickly respond to changes in demand and offer high-quality and competitive tourist services.*

*- the tourist market is a complex and dynamic market characterized by a high level of uncertainty, requiring companies operating in this market to be highly adaptable and flexible.*

*- the tourist market is an essential factor in the development of the country's economy, contributing to the creation of new jobs, increased income for the population, and improved living standards.*

*The scientific novelty lies in the comprehensive study of the specific features of the functioning of the tourist market as a service market. The research constitutes a significant contribution to the understanding of the tourism market. In particular, it emphasizes the importance of considering various aspects in its functioning, which are unique and relevant for the modern development of the tourism industry.*



*The results of the research can be utilized by practitioners and specialists in the field of tourism to enhance marketing strategies and adapt to changes in society and the economy. The research findings offer practical guidance for fostering effective interaction among tourism market participants and supporting the sustainable development of tourism enterprises. Taking these aspects into account can help optimize services and meet the growing expectations of consumers in this dynamic sector of the economy.*

*The practical value of the results also resides in the fact that they can be employed to develop the theoretical foundations of tourism business management. Enterprises operating in the tourism market can utilize these foundations to improve the efficiency of their activities.*

*Moreover, the content of the article can be applied in educational institutions for the training of specialists in the field of tourism. It will assist students in gaining a better understanding of the peculiarities of the functioning of the tourist market and acquiring the necessary knowledge and skills for successful work in this field.*

**Key words:** *services, market of tourist services, consumers of tourist services, globalization, tourist products, tourism, management of the development of the market of tourist services.*

**Introduction.** Modern globalized society is confronted with an increasing demand for tourist services, necessitating a careful study and understanding of the tourist market as a complex system of economic and cultural relations. The tourist market is shaped not only by economic laws but also by the influence of cultural and socio-cultural aspects that determine the choice and consumption of tourist services.

The relevance of research on this topic is determined not only by the growth of the tourism industry but also by the necessity to adapt to changes in modern society. Growing mobility, the development of information technologies and changes in consumer aspirations pose new challenges to participants in the tourism market. Studying the development and functioning of the tourist market as a service market is a key aspect for understanding its specifics and determining optimal development strategies.

The research is focused on identifying essential connections between the elements of market relations, consumers, and providers of tourist services. This opens up opportunities for further improving the functioning and development of enterprises in the tourism sector.

**Review of literature.** Tourism is one of the most significant sectors of the global economy, experiencing rapid development. In 2022, revenues from international tourism exceeded 1 trillion US dollars, marking a real-term increase of 50% compared to 2021, thanks to a significant recovery in international travel [1]. Concurrently, the tourist market is a type of service market that possesses specific features influencing its functioning.

Among foreign scholars who have studied the peculiarities of the tourism market's operation, notable works by Philip Kotler, John T. Bowen, James C. Makens [2], Angela M. Rushton, David J. Carson [3], Lalicic L., Önder I. [4], Baktash, A., Huang, A., De La Mora Velasco, E., Jahromi, M. F., Bahja, F. [5] and many others. These researchers have contributed significantly to understanding the dynamics, trends, and strategic management within the tourism industry.

Ukrainian scientists have also explored the specific characteristics of the tourism market. In our view, the works of scholars such as Gerasimenko V.G. [6], Kovalchuk S.V. [7], Taranenko I.V., Zadoya M.V., Kappes Y.P. [8], Vasylykevich L.O. [9], Zayachkovska G.A. [10], Shapovalova O.M. [11], Sakovska O.,



Kozhukhivska R., Kustrich L., Gomeniuk M., Podzihun S. [12], Balatska N., Radkevych L., Robul Y., Vdovichena O., Strenkovska A. [13], Marchevski I., Neykova K. [14], Ihnatenko M., Antoshkin V., Lokutova O., Postol A., Romaniuk I. [15], Piankov V., Kampo I., Milashovska O., Botsian T., Ivanenko V. [16] and others, are of particular interest.

These Ukrainian academics have made notable contributions to the field by investigating the tourism market's unique features within the country, offering insights into local trends, consumer behavior, and strategic development opportunities. Their research enriches the global discourse on tourism, providing a valuable perspective on the intricacies of the market in Ukraine and the world.

Despite a significant number of publications, several unresolved issues persist, necessitating further research. Specifically, there is a need to systematize and analyze the relationships between participants in the tourism market, identify trends in its development, and provide practical recommendations for the effective functioning and development of tourism enterprises.

**Materials and methods.** Research methods encompass various theoretical and methodological approaches employed to analyze and elucidate the peculiarities of the tourist market. The study is grounded in the analysis of the works of both domestic and foreign scientists in the field of the economy and management of tourism activities, taking into account concepts and theories developed by these scholars.

The methodological foundation of the study includes:

- a systematic approach, used to analyze and comprehend the tourist market as a complex system object.
- a dialectical method, allowing the consideration of the tourist market in its constant development and interconnection.
- systematic and complex analysis, utilized to study the tourist market within the context of its intricate structure and the influence of various factors.
- classification and comparative analysis, applied to categorize and determine the main characteristics of the tourist market.
- a graphic method, enabling the effective visualization of complex relationships and trends in the tourist market.

The overarching methodological and theoretical basis of the research is characterized by a high degree of scientific validity and complexity of approaches. This enables the authors to conduct a deep and comprehensive analysis of the functioning of the tourist market as a service market.

**Results and discussion.** The creation of competitive advantages for any enterprise is impossible without understanding the features of the market in which it operates. The tourism market functions as a services market, with services constituting the vast majority of total sales in developed tourism markets.

In the modern sense, the concept of the «tourist market» is ambiguous among scientists, as there is no clear consensus on its essence. Different specialists consider it:

- a system of economic ties, embodied in the transformation of tourist and excursion services into a monetary equivalent and vice versa;
- consumers of tourist services who can purchase them now or in the near future.



Scientists view the market of tourist services as an area where a tourist product is sold, and economic relations between consumers and suppliers of such products arise. This concept is also defined as a category related to the economy of tourism, forming a complex of economic relationships and interactions between tourists, tour operators, travel agents, and other participants in the circulation of tourist services and money, expressing the interests of economic agents. The normal functioning of the market is ensured by conditions such as:

- 1) free competition among manufacturers;
- 2) freedom of choice for consumers;
- 3) quality and safety, ensured by the availability of the same conditions for all participants.

So, the «market of tourist services» is the sphere in which the provision of services and interaction between buyers and sellers takes place, presented in the form of economic relations.

To characterize the market of tourist services, it is necessary to consider its structure, understood as the interrelationships and relations between the constituent elements, as well as their internal structure. In the context of the tourist services market, this structure includes the interaction of elements such as demand and supply for tourist services, competition, prices, and quality of services.

The tourist market fulfills all the main functions of the market:

- determination of the territory for interaction between buyers and sellers;
- identifying the demand for specific services for a certain period of time;
- ensuring the mechanism of the circulation of goods and services within the framework of social reproduction.

Tourism activity is manifested in functions characteristic of the market of tourist services, such as bringing tourist services to end consumers, setting prices for such services, ensuring complete rest for consumers, and creating material incentives for work.

The effective functioning of the tourist services market is ensured by a system of economic mechanisms responsible for matching supply and demand, exchanging funds for specific services, and managing flows of finances and tourist services.

Services, as a type of activity, have existed for a long time. Researchers note that the market for services appeared earlier than the market for manufactured goods. The modern economic worldview is based on the introduction and widespread use of scientific, high-tech, and automated production, as well as information technologies. Although until the beginning of the second half of the 20th century, the service sector was an insignificant part of the economy, it began to grow rapidly during this period, and today services constitute a significant part of the gross domestic product (GDP) of many countries.

Despite the fact that the service sector became a leading branch of the economy only in the second half of the 20th century, economists have studied the concept of service throughout history.

Adam Smith, one of the founders of modern economic theory, in the 18th century, in his work «An Inquiry into the Nature and Causes of the Wealth of Nations» [17], noted that services are the result of unproductive labor, as they do not create material



goods. He argued that services «disappear at the moment of their provision» and do not add value. Adam Smith believed that remuneration for services is only the cost of labor, which is not intended for the creation of a specific product. His theory of services had a significant impact on the development of economic thought, leading to the consideration of services as a secondary branch of the economy for a long time.

Even before the active development of the service sector, it was determined that, despite the lack of a material form, labor is spent in the provision of services, which must be paid for. Services, similar to goods, have consumer demand and value. As a result of the theoretical consideration of the economic nature of services, this approach received a logical extension at the end of the 20th century.

Philip Kotler, John T. Bowen, James C. Makens, in their research on tourism and hospitality marketing, define a service as «any activity or benefit that one party can offer to another that is intangible and does not lead to ownership. Production of services may or may not be associated with goods in their material form» [2]. Thus, at the basis of the emergence of the service sector are human needs, for the satisfaction of which manufacturers appear, ready to satisfy them for a certain fee. Consumers form the demand for services, and producers contribute to their supply. As a result, services become an object of trade.

A service is an economic category with certain features that define and describe its functions. Service, as an economic category, plays a special role because it is manifested in labor, which has its own consumer value and produces services in the form of activities, not things. In other words, in the non-production sphere, there is no transformation from the form of activity to the form of a product. Despite this, the result of such activity is services, and the production process corresponds to the process of their consumption. However, the disadvantage of this approach is a narrow understanding of the meaning of the service and its essence [18].

Service, as an economic category, is an economic relationship, so its definition as a social relationship between a seller and a consumer regarding the useful effect of labor is correct. In this regard, the service should be considered as an economic phenomenon with its own specifics.

A service is also a form of economic relations associated with a particular embodiment of labor, in the process of which consumer value is created. Its originality is expressed in some points:

- in the form of providing a service to the consumer, which does not have a material form;
- in the functional purpose of the service, which is to satisfy human needs [3, 4, 19, 20].

Consumer goods include those whose use is ensured by the interaction between the producer and the consumer and do not depend on who is the object of labor - the person himself or his thing. On the other hand, only those consumer values whose main function is to satisfy the needs of the population can be associated with consumer services.

Foreign scientists make a comparison between «service» and «goods». In particular, the American economist T. Hill [21] points out radical differences between these concepts. He believes that goods are tangible, and services are intangible.



According to the definition of T. Hill: «a service is a change in the state of a person or a product belonging to an economic unit, which occurs as a result of the activity of another economic unit with the prior consent of the first». So, taking into account the characteristic features of services, T. Hill claims that a service can lead to a change in the state of a person or an object that is a participant in economic relations, and this can be done with the help of conscious actions of participants. At the same time, contact is based on prior agreement.

N. Nicolaides defined a service as «a transaction that is not just a transfer of property rights to an object (tangible or not), it also covers a number of tasks performed by the manufacturer for the consumer. The performance of these tasks requires contact between them; the production and implementation of services cannot be separated from each other» [22].

Another point of view [23] defines a service as an activity, performance, and effort that is transferred to the buyer through actions, as opposed to a product that is physically owned. Each service includes a series of operations and has its own duration, which includes start, duration, and end. These characteristics correspond to the definition of the process, since the basis of the service is a complex of operations and processes.

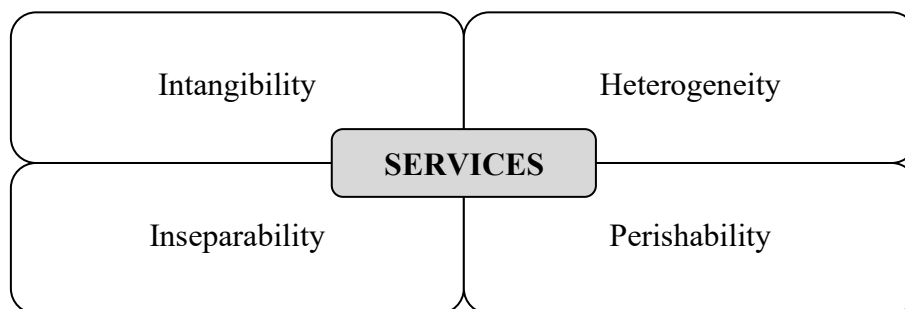
German scientists R. Maleri and U. Fritzsche gave the following definition: «services are intangible assets produced for the purpose of sale. It is the accumulated intangible assets that are those values that are intangible, not tangible, but have both a value and a monetary value, and can also be evaluated from the point of view of utility» [24]. According to their definition, services are values that are not physical objects but have value.

According to C. Gronroos, «a service is a process that includes a series (or several) of intangible actions that necessarily occur during the interaction between customers and service personnel, physical resources of the enterprise that provides services» [25]. This process is aimed at solving the buyer's problems.

French scientists Pierre Eiglier and Eric Langeard developed a model of the service provision system - servuction [26], which demonstrates the interaction of the main elements of the system. Servuction is an acronym from Fr. service – «service» and production – «production». The term «servuction» literally means «production of a service», emphasizing the differences in the service delivery process. Pierre Eiglier and Eric Langeard separate the processes of production of goods from the processes of providing services according to the degree of participation of the consumer in them. The buyer, as a rule, does not know exactly how the product was produced. At the same time, when receiving services, the client, on the contrary, is involved in the process and to some extent determines the final result.

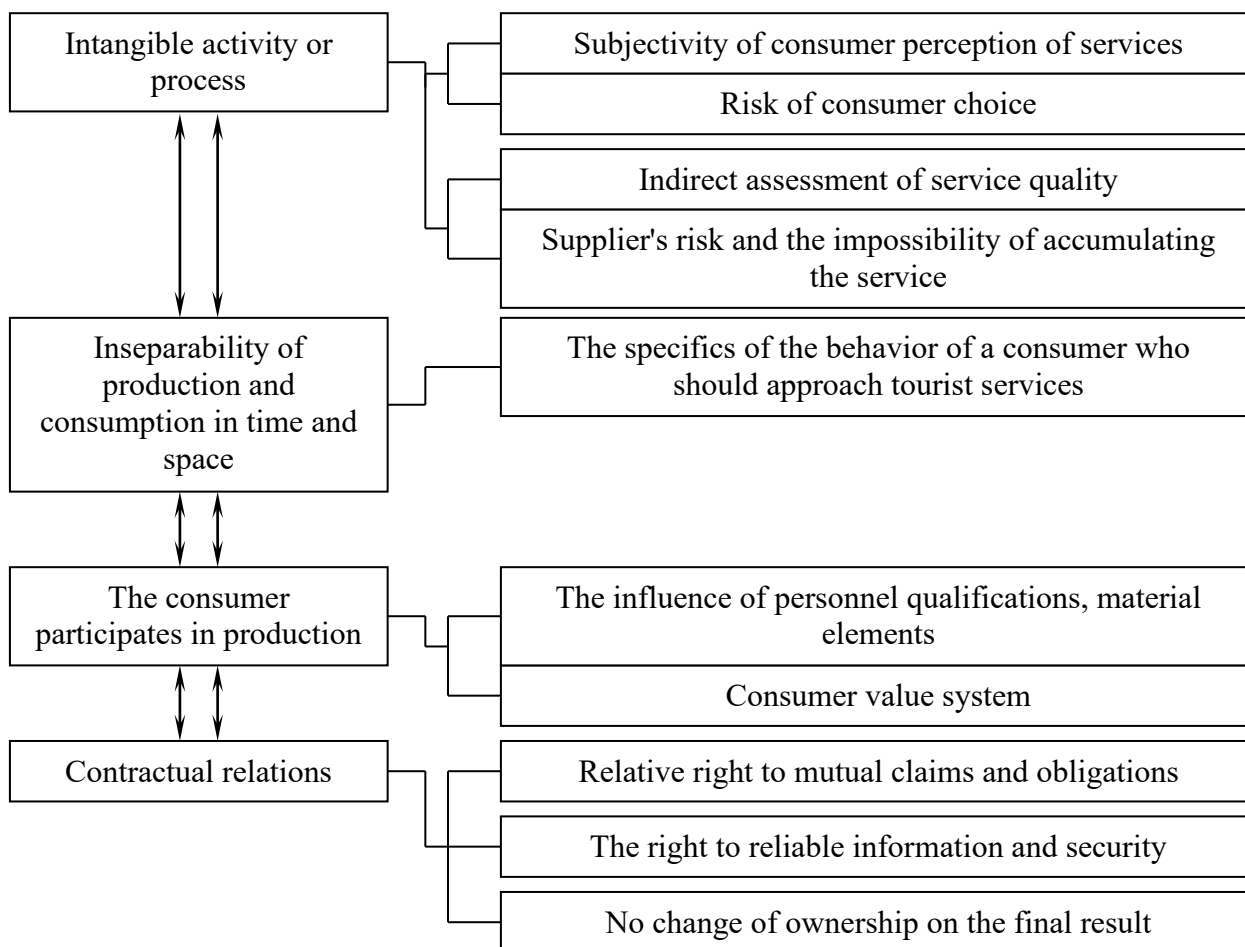
Tourism service is a service provided by tourism enterprises or service providers to meet the needs and expectations of tourists during travel [27]. The characteristics of tourist services are characterized by four features that distinguish them from material goods: immateriality, inseparability of production and consumption, variability of quality, and impossibility of storage (Fig. 1).





**Fig. 1. Main characteristics of services**

Source: Formed on the basis of [6-8]



**Fig. 2. Specific properties of tourist services [28]**

However, along with the main characteristics, tourist services have specific features, including:

- definition of well-defined tourist zones;
- creation of a tourist product with the participation of many organizations, each of which has its own goals and interests;
- the distance between the buyer and the place of consumption of the tourist service, which requires the tourist to incur additional costs for transportation, accommodation, etc;
- the dependence of the tourist service on temporal and spatial factors (the tourist service has a seasonal nature, that is, the demand for it changes depending on the season);



- the dependence of the quality of the tourist service on external factors (weather, natural conditions, politics, international events, etc.) (Fig. 2).

These features of tourist services affect the functioning of tourism enterprises (Table 1).

**Table 1 - The influence of the features of tourist services on the activity of a tourist enterprise**

Characteristics of the service	Features of the activity of a tourist enterprise
<i>Intangibility of services:</i> Services cannot be displayed, seen, experienced, transported, stored, packaged or studied until they are received.	To strengthen customer confidence, a service provider can actively increase the receptivity of its services. This can be done through promotional activities such as creating brochures, catalogues, websites etc.
<i>Inseparability of production and consumption:</i> a service can be provided only when a customer appears.	Many types of services require active interaction and direct contact between the consumer and the supplier. In this case, the client is not only the recipient of the service, but also participates in its creation. The client's involvement in the service process requires the supplier to be responsible for the quality and method of providing the service. The seller's behavior, professional level and knowledge during the customer's use of the service determine the likelihood that the customer will use it again.
<i>Variability of the quality of service provision:</i> the level of quality of service provision is variable and depends on the professionalism of the provider, his expertise, marked by the friendliness, courtesy and sociability of the staff, as well as taking into account the individual needs of each client.	Implementation and enforcement of service standards, as well as development of internal customer service quality control policy, including development of unique corporate identity such as company name, trademark, corporate color and logo. In addition, conducting systematic training of personnel to increase their professional level and improve the quality of service.
<i>Unstorability:</i> the service cannot be stored or stored, so there is a problem in balancing supply and demand.	The implementation of various price strategies, discounts and the use of other motivating measures allow you to regulate demand in such a way that it is evenly distributed over time. The establishment of a system of advance orders for services is also a factor contributing to this distribution.

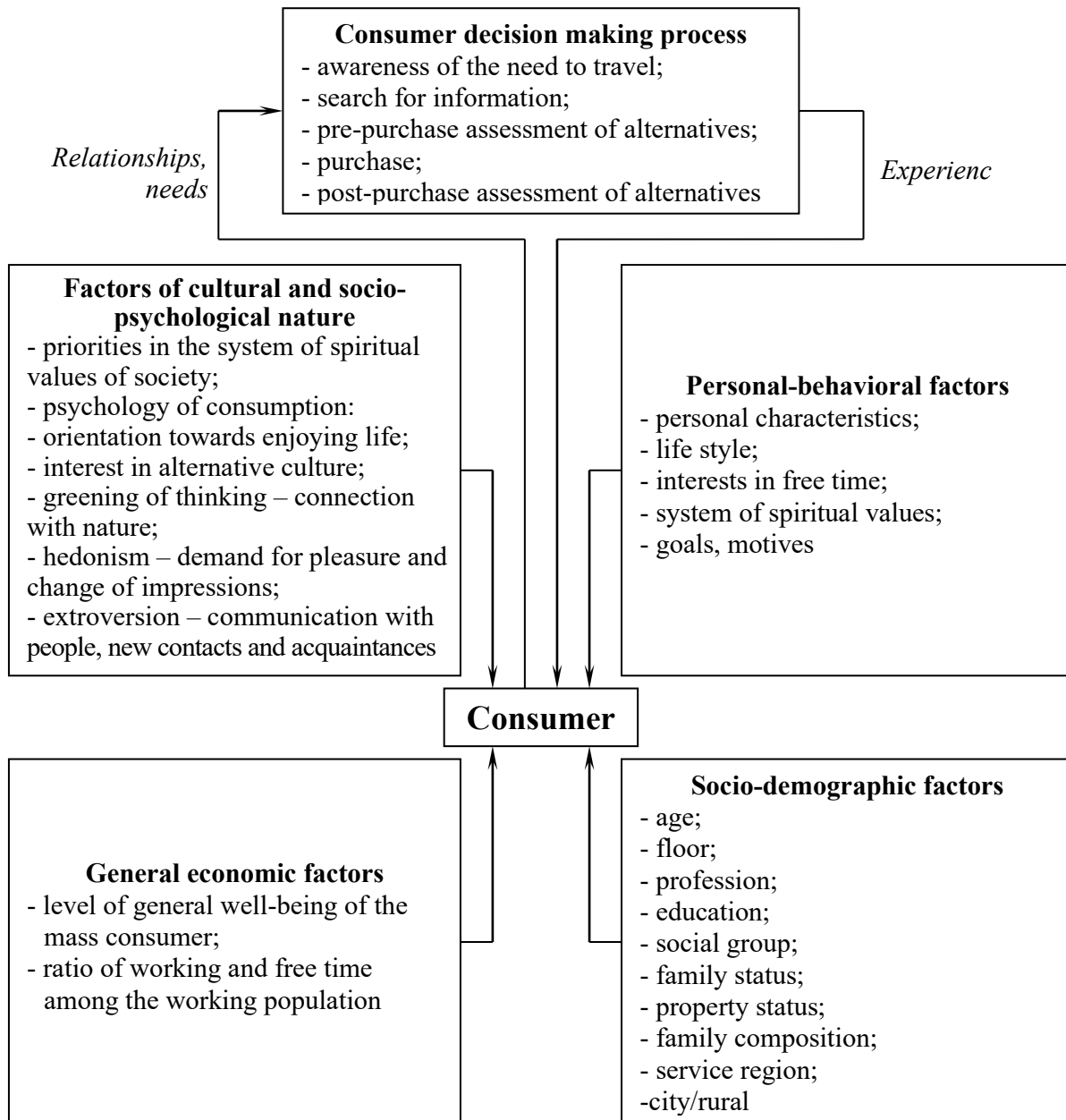
Source: formed by [6, 28-30]

When studying the peculiarities of the tourist market, great importance is attached to the analysis of not only the concept of «tourist service» but also «tourist demand». In the concept of tourism demand, the main emphasis is placed on consumers, whose needs and desires tourism enterprises seek to satisfy.



The specificity of the functioning of tourism enterprises is manifested in the difficulties associated with the subjective assessment of the quality of tourist services by the consumer. This assessment depends on various factors, such as general economic conditions, cultural and socio-psychological context, socio-demographic aspects, and personal-behavioral factors.

Changes in the psychology of consumption significantly affect the demand in the field of tourist services. Factors such as awareness, a high level of education, demands for comfort and quality of services, individualism, ecological orientation, mobility, physical and intellectual activity during recreation, as well as the desire to receive a variety of experiences, have a significant impact on the formation of demand (Fig. 3).



**Fig. 3. Model of consumer behavior in the market of tourist services**

Source: Formed on the basis of [31]

The totality of these factors forms the basis for the emergence of behavioral characteristics of consumers of tourist services. These features can be determined using such indicators as:



- ✓ the number of tourist trips during the studied time period per inhabitant.
- ✓ preferences in choosing a destination.
- ✓ the preferred method of organizing a trip and selecting a hotel category.
- ✓ tourist's perception of the cost of hotel services and tours.
- ✓ understanding of the trade brand of the tourist enterprise.
- ✓ interpersonal interaction of the tourist.
- ✓ the role of external influences in the process of choosing a place of residence, purchasing a tour etc.

For a tourist enterprise, it is important to effectively influence the consumer of tourist services, which is impossible without careful study of the decision-making process regarding the purchase of a tourist product by a potential tourist.

The consumer's decision to purchase a tourist product involves the evaluation and selection of one tourist product from a number of alternatives and the selection of an appropriate set of services offered by tourism enterprises.

The process of purchasing a specific tourism product begins long before the actual transaction of purchase and sale. The consumer's decision is determined by a variety of factors and solves different tasks, but it has a stable structure that includes the following stages:

- I. Awareness of the need to travel and formation of the purpose of the trip.
- II. Information search.
- III. Evaluation of alternatives before purchase.
- IV. Purchase and consumption.
- V. Evaluation of the level of satisfaction with consumption [9].

The choice of a specific tourist service is based on motivation, which is one of the key factors influencing the decision-making process regarding travel. Consumer motivation appears as an internal force that remains invisible and implicit but functions as a stimulus and leads to specific manifestations of behavior, determining a specific direction of this behavior.

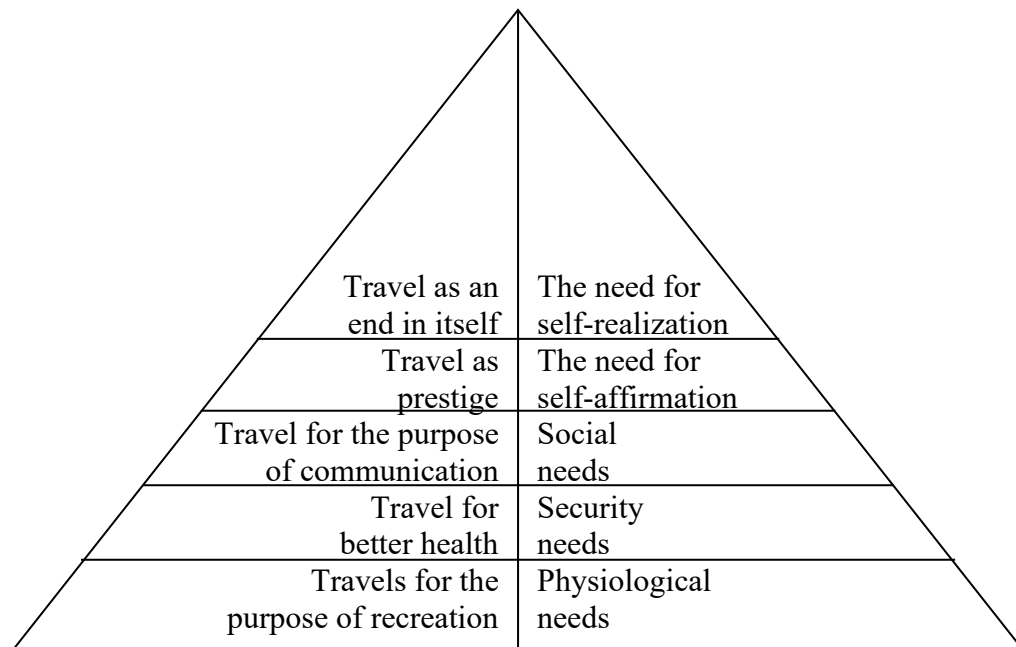
It is generally believed that consumer behavior in the process of purchasing goods and services is influenced by various factors, such as cultural, social, personal, and psychological. Psychological factors include features of the consumer's personality, his motivation, as well as ways of processing and assimilating information. We agree with the opinion of Zayachkovska G.A. regarding the fact that when analyzing the motivations of consumers of tourist services, it is advisable to use Abraham Maslow's theory of motivations (Fig. 4).

Based on the hierarchical order of each need, the role and place of influence on the travel decision are determined. The motivation to travel and the satisfaction of different levels of needs are determined by lifestyle and other factors. In the event that the lower levels do not satisfy the recreation needs, they pass to the higher levels, and the consumer may be partially satisfied or dissatisfied at all levels of the hierarchy of needs.

Psychological factors include the model of attitude formation towards the product or manufacturer and lifestyle. Social factors include the influence of social group leaders, reference groups, and family. Cultural factors determine the main requests and behavior of consumers.



The process of buying tourist products begins with the awareness of the consumer's need and desire to buy certain services. The emergence of a need is influenced by motives, stimulus-responses, and stimuli such as advertising, feedback from friends, and social networks. Tourism businesses can stimulate awareness of needs at this stage by revealing the subconscious motives that influence the purchase of tourism products.



**Fig. 4. Motivation of consumers of tourist services according to the theory of Abraham Maslow [10]**

Gathering information about travel products includes searching for the consumer. The scope of the search depends on the degree of satisfaction with previous tourism products, and the sources of information can be personal, commercial, and public sources. The influence of these sources of information depends on the nature of tourist products and the individual characteristics of the consumer.

The evaluation of travel options is based on the expected benefits, and it depends on the needs, values, and lifestyle of the consumer. Values determine the consumer's attitude towards various tourism products, but they also limit the choice according to their value attitudes.

An important role is given to the behavior of tourists after the consumption of tourism products because satisfaction or dissatisfaction affects repeat purchases, the formation of a positive image, and customer recommendations [10].

Identifying, understanding, and exploiting the motives of tourists is a key strategy for the tourism industry. This strategy is aimed at meeting market needs and creating tourism products that meet the requirements of specific market segments. The motives of tourists should be the focus of activity of tourism enterprises, taking into account the fact that the developed tourist product should satisfy the demand.

An important element is a dual and complementary approach. On the one hand, it involves the careful study and use of consumer motives, focused on their needs and



preferences, to develop specific tourism services. On the other hand, it involves an active influence on existing motives and their formation.

It is practically impossible to perceive all the needs and wishes of different consumers in tourist services due to existing differences in tastes and preferences. Therefore, segmentation, or grouping of tourists according to certain characteristics, is carried out. People in these segments have similar reactions to the actions of tour operators.

There are no strict rules for segmentation; each travel company develops its own strategy depending on its services and other circumstances. However, it is important that tourism companies, by distinguishing market segments, identify groups of customers with different needs and attitudes towards tourism services to identify different behavior patterns of purchasing tourism services.

When defining consumer segments in the tourism market, it is important to take into account a number of features that are characteristic of the tourism sector:

1. In the tourism sector, persons who consume services and make purchases can act as direct users and as customers.

2. The decision to purchase tourist services may vary depending on the purpose of the trip, availability of free time, duration, and frequency of rest.

3. Interest in group travel may differ from the individual needs of each group member.

4. The motivation of tourists may differ depending on the time when the decision to buy a tour and book it is made.

The main purpose of tourism market segmentation is to ensure the accuracy and adaptability of the tourism product, as it is difficult to satisfy the needs of all consumers. Segmentation implements the principle of marketing - customer orientation, and its correctness determines success in a competitive environment [32-33]. This approach makes it possible to increase the effectiveness of sales strategies, advertising, sales promotion, etc. A tourist enterprise, having concentrated its efforts on the most promising segment, can choose the optimal marketing mix for each segment, which takes into account the requirements and features of the product.

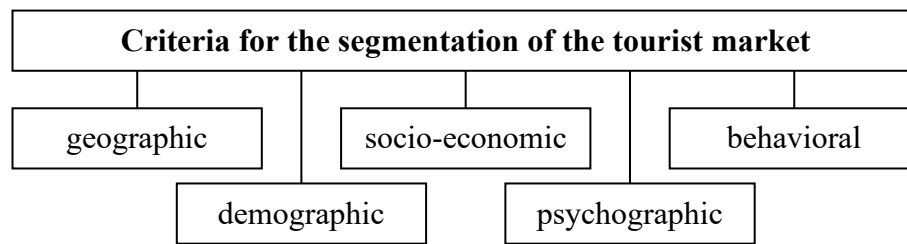
Advantages of tourism market segmentation include:

- Definition of the target market.
- Full satisfaction of tourists' needs.
- Selection of optimal marketing strategies.
- Achieving company goals.
- Improvement of management efficiency.
- Increasing competitiveness.
- Cost optimization.
- Risk reduction.

The tourism market segmentation strategy allows the tourism enterprise, taking into account its strengths and weaknesses, to choose such marketing methods that will ensure the concentration of resources in those areas where the tourism product has maximum advantages or minimum disadvantages. When defining the segments and the target market, it is important to take into account the scale of the tourist market and its development trends.



The most common criteria for the segmentation of the tourist market are presented in Figure 5.



**Fig. 5. Criteria for the segmentation of the tourist market**

Therefore, the criteria for the segmentation of the tourism market, which are most widely used to define consumer groups, include geographic, demographic, socio-economic, psychographic, and behavioral criteria. The traditional features that determine these criteria are combined to create unique segmentation categories that have a special application in the field of tourism. The segment of the tourist market by consumer groups is formed on the basis of the coincidence of several characteristics among specific consumer groups.

In the vast majority of cases, the segmentation of the tourist market is carried out according to several criteria to more accurately take into account the various requests and motives of consumers when developing a new tourist product.

When choosing a tourist service, the consumer is guided by a whole set of motives, and only some of them have a significant impact. These motives are combined into complex complexes of feelings and desires, which significantly affect the mechanism and result of the consumer's final decision. Thus, a potential tourist can make a decision to purchase a tourist service that meets several motivational factors at the same time.

Understanding the motives of tourists is key to ensuring the matching of supply and demand, as well as to increase the competitiveness of the enterprise by meeting the specific needs of the tourist in the appropriate tourist product [34].

When creating and implementing tourist services, enterprises must take into account the ratio of the main and additional reasons for travel, which determine the choice of a tourist. This will help them effectively plan, develop, and implement tourism services. Scientists classify motivational results as follows [35-37]:

- a situation where there is one clearly defined and predominant motive that is decisive in the choice. In this case, the main purpose of the trip is defined as the main motive, and the rest of the purposes are secondary and are taken into account when choosing a tourist service;
- a situation where there is one main motive and several secondary or expected results, the choice of which may depend on the circumstances during the journey;
- a situation where there is one main motive and several well-defined accompanying results.

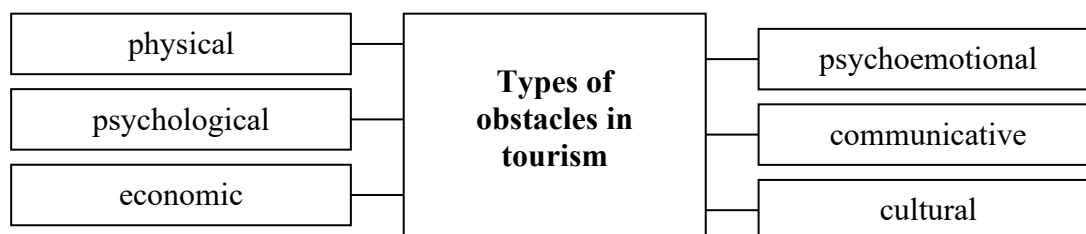
Therefore, tourism enterprises face the task of creating tourist services that take into account various motives and are advantageously distinguished from those presented on the market. This is possible only if the tourist service is developed taking



into account the individual characteristics of consumers, which satisfies their key needs. This approach helps not only to attract customers but also to keep them, creating loyal customers. The challenge is to effectively influence customers, overcome their fears and apprehensions about future travel, and increase the level of satisfaction from the tourist vacation.

Scientists [11, 38-39] single out six types of obstacles that reflect psychological barriers that arise among tourists (Fig. 6):

- physical barriers, characterized by fears related to adaptation to the climate, poor health, intolerance to meteorological conditions, and diseases that may occur during long-term displacement;
- psycho-emotional obstacles that arise due to fear of nervous tension, emotional disorders, stressful situations, and mental discomfort, which is associated with fears about living conditions, services, and other factors;
- psychological obstacles, formed on the basis of negative information received from official sources and mass media, as well as through negative reviews of those who have already visited the country;
- communication barriers arising from lack of knowledge of the language, inability to use local means of transport, and fear of a dangerous criminal situation in the country of visit;
- economic obstacles, characterized by fears about future financial expenses, possible lack of travel funds, high costs, or possible fraud;
- cultural obstacles are formed due to ignorance or non-acceptance of the national and cultural characteristics of the country in which the trip is carried out.



**Fig. 6. Spectrum of tourist psychological barriers**

In addition to general barriers, it is important for tourism companies to consider the individual characteristics of each tourist, such as nationality, socio-economic status in society, age, gender, language, education, and tourist experience.

Nationality determines the degree of adaptation of the tourist to the new cultural environment, while the difference in national cultures is inversely proportional to the adaptation to the new culture.

Socio-economic status in society is an important indicator for the characteristics of a tourist, and basically, the lower it is, the fewer opportunities for adaptation to other conditions.

A language barrier can arise even if the tourist speaks the language of the host country, due to various dialects, accents, slang, and accompanying gestures.

Age, gender, and education also influence the perception of another country's culture. As a rule, young people, men, and persons with higher education adapt more easily to new conditions.





Tourist experience plays a significant role in a tourist's adaptation to a new environment, and the greater the experience, the easier the adaptation.

Taking these factors into account by tourism enterprises improves their image and shows a high level of professionalism. Therefore, the attitude of tourism enterprises to consumer motivation and consideration of possible travel obstacles becomes key in the fight for the client and leads to further diversification of tourism and personalization of consumer requests. This includes creating tourism services with excellent quality, innovation, and image. In the end, those tourism enterprises that fully take into account the peculiarities of consumer perception of services and use marketing technologies to optimize this process gain a competitive advantage.

### **Conclusions.**

The tourist market is a complex and multifaceted system embedded in the general context of economic development. Its specificity lies in the fact that it covers various aspects, starting from the production of tourist services and ending with the satisfaction of the needs of travelers in their places of temporary stay.

The tourist market operates in accordance with the economic laws of commodity production and circulation, but at the same time, it is unique in its specificity, as it combines supply and demand to ensure the purchase and sale of specific tourist goods and services. Simultaneously, the tourist market includes not only economic relations but also the interaction of cultures, lifestyles, and other aspects that determine travel and the consumption of tourist services. The modern tourist market is determined not only by actual consumers but also by potential ones, which makes it dynamic and flexible in accordance with changes in social and economic conditions.

One of the primary limitations of this study is its focus on the general trends in the development of the tourism market, which may not account for the specificities of individual regions or niche market segments.

Therefore, the development of the tourist market requires a deep understanding of its specifics and constant adaptation to changes in society, the economy, and the cultural environment. Effective functioning and development of tourism enterprises can be achieved only by ensuring interaction between all participants in this market.

Based on the results obtained, we propose the following steps for further development of the tourism market:

- 1) development of adaptation programs for tourism enterprises to adjust to changing market conditions;
- 2) creation of innovative tourism products tailored to new consumer needs and expectations;
- 3) enhancing the cultural competence of workers in the tourism industry to better understand and meet the needs of international tourists.

Promising directions for research into the specifics of the tourism market's functioning as a service market, in our opinion, include:

- researching specific segments of the tourism market and their potential for development;
- analyzing the impact of global environmental changes on the tourism industry;
- developing sustainable development strategies for tourist regions, taking into account the preservation of cultural heritage and natural resources, among others.



This approach will not only expand theoretical knowledge about the tourism market but will also contribute to the development of practical recommendations for its future growth.

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