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POSSIBILITIES OF SYSTEM ANALYSIS IN EXPERIMENTAL RESEARCH IN THE FORMATION OF NEW TOURISM MARKETS

Abstract: In the article, the authors pay great attention to the effective development of all spheres of public life in the modern world, analyze the reasons for spending a lot of effort to accelerate technical progress and use numerous innovations. But in order to achieve success in this, the authors believe that sometimes it is simply necessary to combine the incompatible, and most importantly, to be able to evaluate your own work with the help of an experiment. At present, a systematic approach to experimental research is the most effective way to obtain data. This direction is interesting and promising, because system analysis is used in the economic world every day, so system analysis in experimental research will always be in demand. The article also examines the problem of marketing research in tourism using a specific company as an example. The features and prospects for the development of marketing research in tourism are analyzed.

Key words: systems analysis, experiment, management, economics, methods, Marketing, marketing research, tourism, tour operators.

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Introduction

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Currently, the tourism sector is one of the most

dynamically developing sectors of the world economy and is one of the most promising areas in business. Tourism, as part of the service sector, is also gaining

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momentum every year and is one of the most promising areas. Tourism services are designed to satisfy certain needs: in recreation, entertainment, educational activities. And the growth in the consumption of tourism services indicates an improvement in the well-being and standard of living of the population. Now tourism is among the three largest export sectors of the world economy, second only to the oil industry and the automobile industry.

To reduce the degree of uncertainty and risk, a business enterprise (tour operator, hotel, etc.) must have reliable, objective and timely information. This is ensured by the implementation of marketing research - a marketing function that, through information, connects the enterprise with markets, consumers, competitors and other elements of the environment in which it operates.

It is the professional and competent conduct of marketing research that allows a tourism enterprise to objectively assess its market opportunities and choose those areas of activity in which achieving the set goals becomes possible with minimal risk and maximum certainty. The use of scientifically based methods and tools for conducting marketing research enables an enterprise to quickly adapt to dynamic changes in the market situation, as well as to develop clear strategic prospects for its activities.

The process of studying the marketing environment includes an analysis of the internal and external environment of a tourism enterprise, on the basis of which a conclusion is made about the marketing capabilities of this company.

Analysis of the internal environment allows us to evaluate the nature of the offered tourism products and their position in the market; the state of production capacities, equipment, research and development; the process of product sales; the level of development of the enterprise's connections and relationships with suppliers, intermediaries and consumers; the level of material and technical supply and financial and credit resources; communications with the external environment; the reputation (image) of the enterprise and its products; the level of employee interest in the successful operation of the enterprise; employee motivation, the full use of their abilities, etc.

The information base for analyzing the internal environment is the internal marketing information subsystem. Expert assessments, surveys of enterprise employees, business partners, and consumers are also widely used. One of the important modern areas of analysis is benchmarking — a way for an enterprise to evaluate its activities in comparison with a “standard.” This makes it possible to set more ambitious and at the same time realistic goals for the enterprise by analyzing standards that characterize the best business practices and comparing critically important elements of the enterprise's functioning with them.

As for the analysis of the macroenvironment of a tourism enterprise, in the practice of marketing

research it is most often carried out on the basis of a large grouping of factors: social (Social), technological (Technological), economic (Economic), political (Political). The initial letters of the English names of the factors formed the abbreviation of the methods of analyzing the macroenvironment: STEP analysis and PEST analysis, namely:

The first method is used in countries with developed economies and stable political systems; priorities are taking into account social and technological factors;

The second method is used to assess the macroenvironment in countries with underdeveloped or transitional economies, with priorities being political and economic factors.

Methods such as ETOM (Environmental Threat and Opportunity Matrix) and QUEST (Quick Environment Scanning Technique) are also sometimes used. These methods are based on expert assessments.

Process Marketing research of the tourism market includes an assessment of the market situation, determination of the market capacity and share, market segmentation and selection of the target market. Market research in the context of individual types of tourism involves an analysis of general characteristics, trends and factors of market development, market entities, volume, structure and dynamics of supply and demand, the state of competition, price dynamics, features of sales and advertising activities, etc.

The process of marketing research of a tourism product includes positioning of the tourism product, assessment of its competitiveness, study of its life cycle, optimization of the product range of a tourism enterprise, research related to the development and introduction of new products to the market, research of trade marks, research related to decision-making on setting prices for tourism products.

Marketing research of the competitive environment, analysis of the structure and dynamics of competitive forces allow identifying the most significant competitors of the enterprise. In order to develop specific marketing recommendations and expand the scope of the search for one's own advantages in the struggle, it is necessary to determine the strengths and weaknesses of competitors, assess their potential, goals, current and future strategies. The main element of marketing research of competitors is the construction of a competitive market map, which is a classification of competitors by the position they occupy in the market.

The Consumer Marketing Research Process includes an analysis of factors influencing the behavior of consumers of tourism services, research into the motives of their behavior, research into the decision-making process for purchasing a tourism product, assessment of the degree of satisfaction/dissatisfaction of consumers, and research

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into consumer attitudes.

Marketing communications research includes media research and advertising effectiveness assessment, testing and evaluation of promotional activities. Incentives sales development, research in the field of public relations, analysis of the results of participation of a tourism enterprise in exhibition and fair events.

In order to study the preferences of consumers in the field of tourism services, a marketing study was conducted. The object of the study is the company TEZ TOUR - one of the largest tour operators in the post-Soviet space, which in terms of the level of tourism services provided and annual turnover can compete even with leading European tour operators. The company TEZ TOUR has existed in the tourism market since 1994 and initially was engaged in organizing holidays only in Turkey. TEZ TOUR has a well-deserved reputation as one of the most high-tech companies in the Russian tourism market. Today, TEZ TOUR includes ten international companies that provide for the sending of tourists from Russia, Ukraine, Belarus, Romania, Bulgaria, the Baltic countries, Kazakhstan abroad and provide their services at the places of rest.

During the work, an analysis of secondary information was conducted based on an assessment of tourist reviews from information portals "www.holiday.by", "www.otzyv.by" and "tio.by". A customer survey was also conducted TEZ TOUR in three offices - in Minsk, Gomel and Kyiv. To determine the sample size, a calculation method based on percentage values was chosen, as a result of which the sample was 666 people. A deterministic method was used to form the sample, which is due to the limited funds and time, the lack of a complete list of the general population, and the difficulty in conducting a random survey. To form the sample, one of the types of deterministic sampling methods was used - convenient - this is a sample in which only those respondents are selected who meet certain formulated requirements. The main requirement for the respondent is that the respondent must be a user of tourist packages with a beach holiday from TEZ TOUR. This choice is explained by the fact that tourist services are an exclusive and expensive product that is not an item of mass consumption.

In the course of the work, attention was paid to marketing research of competitors, the tourist services market as a whole, communications and the effectiveness of the advertising campaign, but special emphasis is placed on the study of the tourist product and consumers. A detailed analysis of the factors influencing the behavior of consumers of tourist services, a study of the motives for purchasing tourist packages, and an assessment of the degree of consumer satisfaction were carried out. In the area of research of the tourist product, its life cycle and positioning features were studied.

During the analysis of the company's marketing activities TEZ TOUR, as well as during its own marketing research, identified some "weaknesses" of the company. In particular, it is worth noting the need to improve the range of services provided. This problem should include not only the relatively small number of tourist destinations in which the company operates, but also the feasibility of developing tours for different segments. There is also a real need to organize recreation in the winter, which will allow the company to level out the level of profit. Some problems were also identified in the development of an advertising campaign, as well as in organizing participation in exhibitions and fairs.

Based on the identified problems, the following recommendations were developed:

- increasing the number of tourist services offered skii directions;
- inclusion of excursion programs in the total cost tour bridge;
- offering new resorts within one touristic direction;
- organization children's And youth rest;
- organizing honeymoon trips for newlyweds;
- development of corporate tourism projects for large companies;
- provision discounts at condition preliminary reservation;
- conducting an advertising campaign to promote own chain of hotels Amara World.

Thus, measures were defined to implement some changes both in the existing tourist programs, and new unique tour packages were developed, which will allow the company to attract new clients. Efforts were also made to improve the company's sales strategy, advertising campaign, and pricing policy of the enterprise.

It is especially worth noting the problem associated with shortcomings in customer service and consulting in the company's offices. Thus, TEZ TOUR employees abuse professional terminology, which can put an ordinary consumer who has contacted a travel agency for the first time in a difficult position.

Conducted analysis and developed recommendations allow travel companies to strengthen their existing market positions and enter new segments, as well as gain significant advantages in the competitive struggle. The implementation of these developments will allow them to gain competitive advantages, reduce financial risk, assess the market situation, coordinate the implementation of strategy, increase the efficiency of operations and maintain the level of consumer confidence in the enterprise and the services it offers.

Main part

In the modern world, great attention is paid

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development of all spheres of public life, a lot of effort is spent to accelerate technical progress and use numerous innovations. But in order to succeed in this, scientists of the country must do their job not only quickly, but also conscientiously. They must collect information from all countries of the world, have a theoretical basis, not be afraid to combine the incompatible, and most importantly, be able to evaluate their own work with the help of an experiment. Many people imagine that an experiment is not a difficult task at all, which consists, for example, in combining chemical reagents that will eventually either explode or become a cure for all diseases. In fact, this is not so. An experiment is a very difficult job that can sometimes either bring huge profits, fame and happiness, or reduce many years of work to zero, harm the health of the scientist and destroy all the hopes he has built. Sometimes an experiment takes months, years, decades, and if it fails, no one will be able to cover the costs of it. That is why it is very important to do everything correctly from the very beginning.

So, the most effective way to build an experiment and then structure the information obtained in it is to use system analysis in experimental research. Think about it, in fact, system analysis is not only important in our lives, the fact is that we would not be able to exist without it. For example, a person with numerous symptoms, such as drowsiness, cough, nausea, irritability and fever, is admitted to the hospital. If we consider each of them separately, we can make hundreds of diagnoses, from a cold to cancer. If we treat them, the patient will either get worse or his condition will remain unchanged. And only a qualified and wise doctor will be able to connect all the elements of the mosaic and understand that he has a person with sleeping sickness, and if left untreated, there may be a fatal outcome. Such examples can be found in all areas of life. That is why it is important to understand what system analysis is and how it can help us develop in all areas, including through experimental research.

Experimentation is an integral part of any research. Imagine what would happen if, for example, cars did not undergo experimental driving. They could simply stop in the middle of the road, not start at all, or explode when trying to start driving. A scientist cannot rely only on theoretical knowledge, because we do not live in a book, but in the real world, where practice is everything. So, an experiment is a scientifically conducted experience or a method of studying a certain object in artificially created controlled conditions. Usually it is carried out to test a theoretical hypothesis, to establish cause-and-effect relationships and find problems. I would like to note that if you heard about a stunning discovery of a scientist that can turn the world upside down, but not a single experiment was conducted, then his theory can easily be called pseudoscientific, since it has no

practical support. Those familiar with the problem I posed, now remember another method of practical verification of theory, this is observation. But observation is much less effective than an experiment, since observation can only be carried out in natural conditions. During an experiment, the scientist directly intervenes in the existence of an object. He creates a certain world of his own, places the object in the necessary conditions and begins to observe its actions there. Thus, we can conclude that observation is an integral part of the entire experiment. An experiment has a huge number of advantages over observation, if we consider the latter as a completely separate research institute, such as:

- receiving the ability to study properties of an object that cannot be found in the natural environment;
- ability to reproduce the activity being studied by my object at any desired time;
- the scientist has complete and reliable information about the conditions in which the object is located, which will make the research more accurate;
- the ability to create artificial conditions that could hypothetically appear in the future;
- using scientific methods of studying the object, which will help to prove the reliability of the research.

In the process of conducting an experiment, we receive a lot of information, which then requires strict structuring. A scientist may calmly and without recording reproduce the obtained results, but for the study to become truly scientific, it is necessary to record the entire chain of its implementation with all the problems and features of the experiment that arise in the process. Then all the data must be processed and brought into a system so that it is fully thought out and can contribute to the development of scientific activity. This is what systems data analysis is used for. It would seem that it is needed only when building a structurally correct and error-free system. No, this is not so. Of course, if the experiment was successful, and the system is built and ready to be transformed into scientific work, the scientist needs to correctly analyze all the work done, draw conclusions and explain them using his own theoretical knowledge. But if the experiment failed, do not be upset. It is also included in the records and, using systems analysis, they figure out what the error was and what needs to be corrected so that the study does not fail completely. Oddly enough, the concept of systems analysis exists not only in science. It is important everywhere: in economics, so that when you see a problem, you can understand its cause; in writing scientific papers, so that you can write coherently and not jump from one thought to another; in medicine, as we noted earlier, and in many other ways. Thus, system analysis is understood as a scientific method. By knowledge, representing a sequence of actions to establish

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structural connections between variables or elements of the system under study. If we look at the application of systems analysis specifically in experimental studies, it is a set of methods based on the desire to build a holistic structure of the object under study as a single organism with all the elements that connect it and taking into account all the components of the system and analyzing the connections of the elements within it and with the entire external environment. There are many ways to consider the object under study. But, in our opinion, none of them can reflect it in such detail as the systems approach, which in turn has a number of distinctive features, namely:

- the object of study is a system. The scientist does not seek to investigate the functional characteristics of its parts. He looks at how this object functions as a whole;
- the object itself is part of something greater, since it is considered in the environment of its existence, although sometimes and built artificially;
- one and the same object is considered as a unique system, which, when viewed from different angles, can have different features and functions;
- the question of whether certain elements of the system play a key role in its operation and whether they can be excluded altogether is also considered.

Speaking about the variety of research methods and, indicating the advantages of systems analysis, stands for note that, basically, all known methods are part of the system approach, and system analysis is accordingly considered a generalizing concept for all of them. Thus, system analysis studies the object in all its manifestations, which is why it is used in all studies that contain an experiment and that simply represent theoretical work.

Components and tasks of systems analysis in experimental studies

Systems analysis in research studies not only the entire object as a whole, but also its components. But the system approach itself has certain subsystems. Thus, the parts of the system approach in research are data analysis and their synthesis into a single system. These are only the main subsystems. Scientists also attribute other methods of logical analysis and structuring of data to this category, such as deduction, analysis by analogy, induction, and also modeling, which I will talk about separately. The main feature of the system approach is not only the multiplicity of its systems, but also the so-called multi-level nature. These are certain stages of analysis that build a system like a house, from the foundation to the roof.

1. The first level is the description of the parameters, which consists of a full-fledged study of external qualities of an object. These are qualities such as color, height, shape, smell, and everything that can be noticed without additional means or using the most primitive calculations.

2. The second level is morphological

description, i.e. a complete study of the structure of the object. It occurs not only the designation of the parts of the system, but also the identification of the relationships between them. Here we can see how example, the color of an object is related to its shape. Unfortunately, this level, like any other, consisting of description, is not exhaustive and cannot show why the system does not function. However, after the first two stages, the object becomes not only familiar, but also sufficiently studied by us.

3. The third level is functional description. At this stage, the system is described from the point of view of its external functioning and functions. Here elements in relation to each other. We will learn how one element affects others, how it is negative for the improvement of the object, and whether it can be removed from the system at all.

Three levels of description are combined. Although each of them describes the object from its own side, together they represent a very specific theory or model of a certain object with precise data. All that remains for us to do is conduct an experiment. As you can see, we use system analysis from the first minute of the study, which allows us not to make significant mistakes if we correctly assess the relationships between the elements of the object of study. After collecting the data, the experiment itself is constructed, which can confirm the theory or refute it. If at one of the above levels we made a mistake and incorrectly determined the influence of one part of the object on another, the experiment may fail as soon as it begins, and we will have to do the work from the very beginning. System analysis in experimental research helps us not only not to make mistakes initially, but also to correct the mistakes already made. Earlier, I already talked about the multi-level nature of the system approach. But do not think that these three levels are a full-fledged study of an object or process. There are eight main stages of scientific work, if you describe it from the first minutes to the very end.

Identification the proposed problem. Formulation of the main goals and objectives of the study. This stage helps to determine the full importance of the research, assess possible costs and understand whether they will pay off in the future.

1. Description of the content of the study and setting of the only most basic task. On this stage, what we do next is determined. The scientist identifies all the actions for himself (and their sequence) that he intends to produce later. The formulation of the main task helps to direct his efforts completely in one direction. The remaining tasks, formulated at the first stage, will be solved as the research develops.

2. Formalization tasks. Now we begin to analyze our activities and connect it with problem solving. The question is, why do any work if it will not produce any practical results.

3. Study of the solvability of the problem. We begin to calculate how we can solve the problems

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setdachas and is it possible.

4. *Development of research technology.* A full description of the algorithm is in progress solutions to the tasks set with a story about the tools and methods used in this process.

5. Implementation of the developed technology. A full-fledged practical approach begins. The scientist changes theory into practice.

6. Analysis of results. Building a clear system, explanation of each of its elements based on the experiment and theoretical work.

7. Application of the results in everyday practice. For the first time, the scientist presents his research in its life. Who else but him should be the first tester of a scientific development.

Thus, system analysis is a very complex structural unit in any research. It requires maximum attention and accuracy, but if used correctly, it will bring not only profit, but also glory. Each of the stages I have written, and before that, the levels, is a complex system itself. It will take a lot of time to describe them. But I would like to note that every scientist who begins to conduct his own scientific research absolutely knows the composition of all these stages and handles them masterfully.

Tasks of systems analysis in experimental research

Previously, in each point we attached special importance to the fact that system analysis performs a huge number of tasks and is of great importance for each study. If we briefly describe the essence of the tasks of the system approach in experimental studies, then we can highlight the following, namely:

— construction of the main tasks of the general research, which are based on socio-economic and technical development;

— search reasons for possible problems of the object under study;

— analysis of previously obtained theoretical data and their application to our research and much more.

The main task of systems analysis, not only in experimental studies, but also in any other, is to construct an objective and holistic picture of the object or process under study in all the enormous diversity of its internal structure and external communication capabilities.

Conclusion

Thus, summing up, it can be noted that today the tourism market is a promising area for the implementation of many new marketing ideas, and companies that will apply marketing innovations will be able to significantly strengthen their market positions and take leading positions. And marketing research allows making decisions with a minimum level of risk and uncertainty. Currently, tourism plays an important role in the development of the economy of any country. The tourism industry is one of the most dynamically developing sectors of the economy. For the successful operation of any travel agency or

enterprise, reliable information about consumer preferences in the field of tourism services is necessary. Therefore, marketing research is of great importance at all stages of the activity of a tourism enterprise. Marketing research in the tourism sector is carried out to expand the clientele and, as a result, to obtain the greatest profit from its activities. Marketing research in the tourism sector is carried out in the following areas:

- studying global tourism market;
- analysis state tourism product;
- studying consumers;
- analysis activities of competitors.

These studies are conducted with the aim of identifying the company's "strengths" and "weaknesses" in relation to competitors in order to identify its advantages and eliminate its shortcomings in order to successfully operate in the market.

But quite often travel companies encounter difficulties in conducting marketing research, which are caused, first of all, by the specific nature of travel services.

The relevance of marketing research in the field of tourism is that in connection with the growing role of tourism in the world economy, it is necessary to generalize scientific developments in the tourism sector, the experience of Russian and foreign entrepreneurs in tourism. The famous scientist F. Kotler gives a general definition of the term "marketing". Marketing is a type of human activity aimed at satisfying needs and requirements through exchange.

Marketing in tourism is an activity based on the planning and development of tourism goods and services, their sale and promotion, as well as increasing demand for them and pricing.

Needs, preferences and desires change very often. It is impossible not to notice that opinions about the best types of recreation change with the same speed as fashion for prestigious vacation spots. Taking into account the fact that business tourism is currently developing very quickly, it can be said that the number of business travelers is also increasing. In addition, more than half of the income from the sale of hotel rooms comes from business tourism. Therefore, each travel agency should be aware of all the changes that occur in the tourism services market, and, what is important, develop a reaction to each of them: failure to perform these functions can lead not only to the loss of a significant portion of potential and regular customers, but also to a decline in the overall image of the company. As we know, in the tourism industry, the result comes down to the tourism product. In essence, a tourism product is any service that can satisfy certain needs of tourists and is subject to payment from them. We can classify the following types of services as tourist services: transport, hotel, excursion, utility, intermediary, household, etc. However, the concept of "tourism product" can be considered both in a narrow

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and in a broad sense. A tourist product in a narrow sense is the services of a certain sector of the tourism industry (for example, a hotel product, a transport company, etc.). The term "tourism product" in a broad sense is usually understood as a set of goods and services that form a tourist trip or are directly related to it. A basic tourist product can be called a comprehensive service, that is, a standard set of services that is sold in one "package". Undoubtedly, the demand for tourist services is quite elastic in relation to prices and income levels and in most cases depends on various political and social conditions. As a rule, the consumer does not have the opportunity to see the tourist product before consuming it, and the consumption itself most often occurs directly at the place of production of the tourist service. We will add that the tourist product depends on such factors as time and space, it is characterized by fluctuations in demand.

In order to reduce the degree of uncertainty and risk, a tourism organization needs to have reliable, objective and, most importantly, timely information. Marketing research ensures the implementation of this goal.

It should be noted that successful marketing research and obtaining good results depend on a number of areas that are most typical when studying the work of tour operators:

1. by compiling ratings, identifying the most popular brands in tourism;
2. the opportunity to evaluate a new, but already well-known destination on the market for a specific tour operator;
3. the process of developing and introducing new tourist destinations to the market, studying the level of interest and attitudes of potential tourists;
4. monitoring possible paths of development and promotion of a particular direction;
5. analysis of the effectiveness of a travel agency's advertising campaign;
6. selection of the most preferred media channels for tourists;
7. identify development trends in the regions;
8. to identify the degree of interaction between

travel agencies and tour operators;

9. carrying out quality control of tourism products offered by the operator;

10. detection of any possible problems in the functioning of the organization.

There are some specific features of conducting marketing research in the tourism sector, these include the following:

— the need to conduct marketing research is often associated with the fact that the problem has already appeared and urgent measures must be taken to prevent it (as a rule, it is already too late);

— When conducting research, tour operators do not take into account the fact that the volume of tasks set often exceeds the capabilities of one marketing department;

— the possibility of leakage of research information to competitors raises concerns among research customers;

— The difficulty of working with respondents in the tourism sector is that you first need to find the right respondent to conduct the survey, and then somehow "force" him to provide the necessary information.

Currently, the tourism industry is far from being the most developed in terms of marketing research. Even the simple need to obtain such statistical data as tourist flow statistics can be accompanied by many problems. The situation is not improved by the large number of scientific papers with the results of various studies in the field of studying tourism services. Travel companies still suffer from a lack of reliable information. The complexity of marketing research is also due to the fact that there are a large number of travel companies operating in the market.

The Russian tourism business is a unique phenomenon to some extent. Tourism itself is an unusual thing and incomparable with any other product or service. In 2023, the number of Russians traveling abroad with tourist purposes amounted to 8,293,000, and in 2024, 8,522,000, which clearly demonstrates high indicators. Below is a table showing the tourism destinations among Russians (table 1).

Table 1. Number of Russians making tourist trips in 2023-2024

Country	2023, people	2024, people
Austria	142209	131829
Bulgaria	182708	195409
Germany	413446	403973
Egypt	1177800	1217960
Spain	401920	410380
Italy	468805	358640

In order to study the preferences of consumers in the field of tourism services, a marketing study was conducted. The object of the study was the company

TEZ TOUR, which is one of the largest tour operators in the post-Soviet space. The level of services provided and the annual turnover of the company

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

compete with leading tourist tour operators. This organization has existed in the tourism market since 1994 and its initial activity was organizing holidays in Turkey. TEZ TOUR has a well-deserved reputation in the Russian tourism market.

Marketing research was carried out on the basis of tourist reviews on information portals "www.holiday.by," "www.otzyv.by" and "tio.by".

A survey of clients in large cities was conducted - Minsk, Gomel and Kyiv. To determine the sample size, a calculation method based on percentage values was chosen. As a result, data from 660 people were used. A deterministic method was used to conduct the sample, which was due to the limited funds and the lack of a complete list of the general population, the difficulty in conducting a random survey. In the process of this sample, only those respondents are selected who meet certain requirements formulated by the company. The main requirement for the respondent is the availability of a tourist package with a beach holiday from TEZ TOUR. This choice is explained by the fact that the services of travel companies are an expensive and exclusive product, and not an item of mass consumption.

During the research, attention was paid to competitors, the tourism services market as a whole, the communication process and the effectiveness of the advertising campaign, but special emphasis was placed on the study of the tourism product and its consumers.

A detailed analysis of the factors that influenced consumer behavior in the field of tourism services was carried out, the motives for purchasing tourist packages and assessments of the degree of consumer satisfaction were studied.

In the process of studying and conducting the research, attention was paid to the life cycle and positioning features.

The analytical process and marketing research helped to identify some of the "weak points" of TEZ TOUR. In particular, such a point as improving the range of services provided was noted.

This problem can be attributed to the small number of tourist destinations in which the company operates, as well as the feasibility of developing tours for different segments. The need to organize recreation in the winter period was highlighted, which

would allow the company to increase profits. Problems in the development of advertising and exhibition events were noted. Based on the above aspects, I would like to provide the following recommendations, namely:

1. increase the number of tourism destinations;
2. include exclusive products in the total cost of the tour;
3. offer new resorts within one tourist destination;
4. organize recreation for children and youth;
5. provide organizing honeymoon trips for newlyweds;
6. develop corporate tourism projects for large companies;
7. provide discounts for advance booking;
8. to conduct advertising campaigns to promote our own chain of hotels Amara World.

As a result, changes were introduced into the existing tourist programs, and new tour packages were developed, allowing the company to attract new clients. An effort was made to improve the company's sales strategy, advertising and pricing policy of the enterprise. Particular attention should be paid to the problem associated with shortcomings in service and providing consultations to clients in the company's offices. It was revealed that TEZ TOUR employees abuse terminology, which puts ordinary consumers who first contacted the travel agency in a difficult situation. The conducted research allowed the company to strengthen its existing positions in the market, enter a new segment and gain significant advantages in the competitive struggle. The implementation of these developments allowed to obtain competitive advantages, reduce financial risks and assess the market situation, as well as coordinate the implementation of the strategy, increase the efficiency of operations and maintain the level of consumer confidence in the enterprise and the services offered to them. Thus, summing up, it can be noted that today the tourism market is a promising area for the implementation of many new marketing ideas, and companies that will apply marketing innovations will be able to significantly strengthen their market positions and take leading positions. And marketing research allows making decisions with a minimum level of risk and uncertainty.

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