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**IMPLEMENTATION OF THE CONCEPT OF SOCIAL - ETHICAL  
MARKETING IN THE ACTIVITIES OF TOURIST ENTERPRISES  
ІМПЛЕМЕНТАЦІЯ КОНЦЕПЦІЇ СОЦІАЛЬНО – ЕТИЧНОГО МАРКЕТИНГУ В  
ДІЯЛЬНІСТЬ ТУРИСТИЧНИХ ПІДПРИЄМСТВ**

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**Abstract.** *The article proves that the effective functioning of tourist enterprises in today's conditions of conscious consumption should be based on the practical implementation of the conceptual foundations of social and ethical marketing. The main provisions and principles of the concept of social and ethical marketing are presented. Tasks have been determined, the fulfillment of which will contribute to the achievement by tourist enterprises of the basic provisions of the concept of social and ethical marketing. On the basis of real examples, the areas of activity of tourism business enterprises that adhere to the concept of social and ethical marketing in their practical activities are presented. It is emphasized that in the tourism industry, the concept of social and ethical marketing is best implemented in ecological (green) tourism, which determines the production, implementation, and improvement of ecological innovations that lead to the social and economic development of tourist enterprises, improving the well-being of the population, meeting the needs of tourists, and forming an ecological culture of society.*

**Key words:** *tourist business, tourist product, concept, conscious consumption, social-ethical marketing, implementation, charity, volunteering, ecological tourism, ecological innovations, eco-technologies.*

**Introduction.**

Under modern competitive conditions in which tourism business enterprises operate, there is a contrast between the socio-ethical program of transformation of society's values and the commercial component of the process. Tourism enterprises realize that today it is not enough to produce quality tourism products, the ability of tourism business entities to win the favor of consumers by satisfying their needs is extremely important. Such a situation dictates the importance of high communication activity and interaction with consumers for the tourism business. Therefore, in today's conditions, marketing acquires great importance, the main task of which is the production and effective sale of a tourist product for which demand is formed in the tourist market, in particular, the implementation of the conceptual foundations of socio-ethical marketing as a recognized norm of conducting tourist business.

Therefore, the implementation of the concept of social and ethical marketing in the entrepreneurial activity of tourist enterprises in the conditions of conscious consumption remains an urgent issue not only for scientists, but also for managers who understand the importance of the role of marketing in the modern management of tourism business enterprises.



### **Basic text.**

The marketing concept is intended to reflect the scientific content of business and marketing activities, which is based on a marketing idea and an effective marketing strategy of the enterprise. The modern concept of tourism marketing is aimed not only at satisfying the needs of consumers of tourist products, but also at purposefully influencing their consciousness and further choices, based on knowledge of consumer demand and its changes in the future. The modern interpretation of the concept of marketing provides every reason to talk about the complex integration of marketing in the tourism industry.

In terms of the concept of socio-ethical marketing, it is assumed that the tourist enterprise adheres to ethics in cooperation with employees and subjects of the business environment while simultaneously satisfying both its own needs and the needs of its consumers, as well as the needs of society as a whole.

The concept of social and ethical marketing is based on such provisions as meeting the needs of consumers, ensuring the well-being of society and making a profit for the enterprise. The achievement of these basic provisions is determined by the performance of a number of tasks by the tourism business enterprise:

- systematic marketing research of consumer needs in target Turin segments or markets;

- meeting identified customer needs in more efficient and productive ways than competitors;

- not to offer tourism products that may cause harm to an individual tourist and society as a whole;

- directing activities to preserve the environment and improve the well-being of target consumers and society as a whole, namely, providing tourists with reliable information about their transportation and accommodation, assistance in the event of any unforeseen circumstances, the use of modern energy- and resource-saving technologies in order to increase the level of environmental protection of hotels;

- to base managerial decision-making on ethical and moral principles.

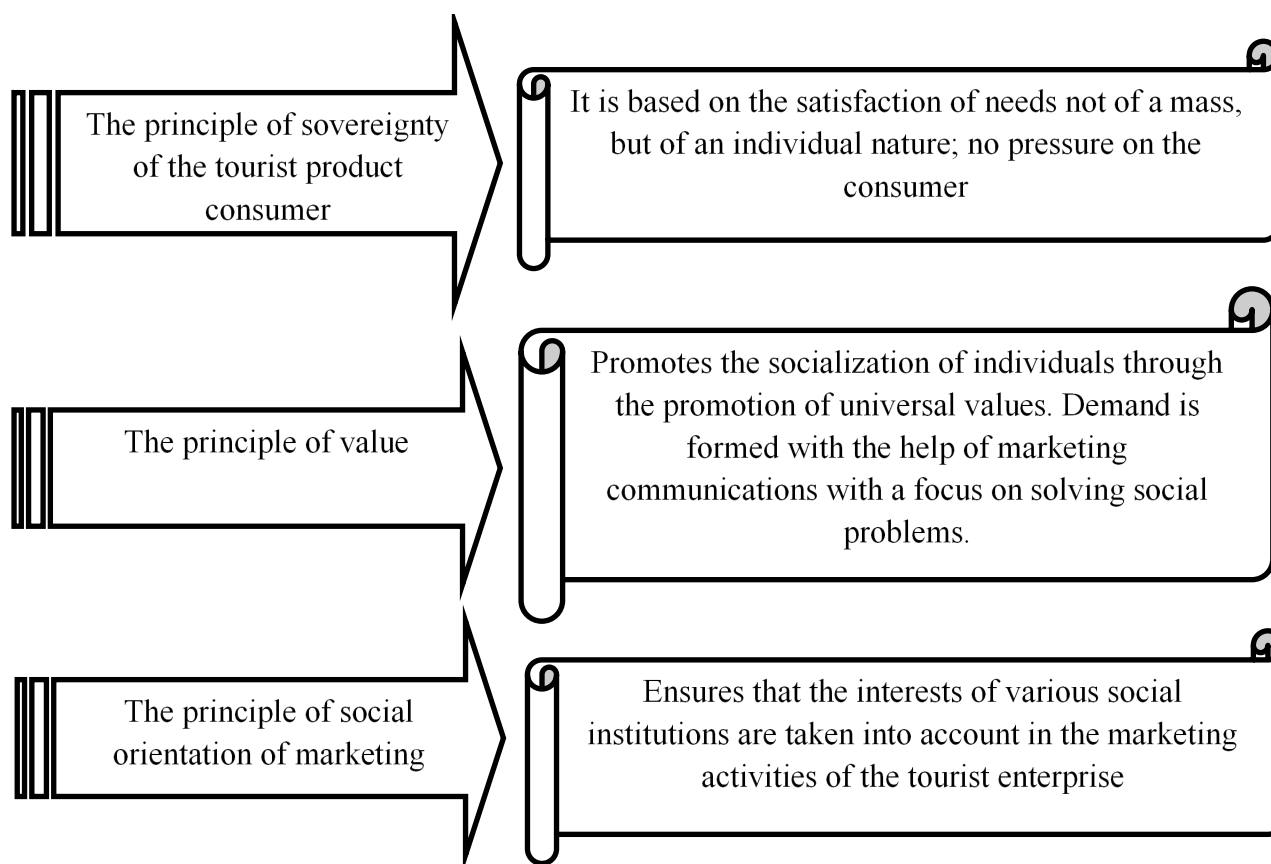
When applying this concept, the main thing to observe is balance, i.e. orientation to the three main economic subjects of production and commercial relations, namely: society (well-being of the population, its well-being, healthy lifestyle, ecology, etc.); consumers (satisfaction of individual needs); enterprise (receiving profits) [2, p. 396].

The effective implementation of the concept of social and ethical marketing by tourist enterprises requires their observance of the main principles (figure 1).

In addition to the ethical responsibility of the tourist business for the safety of the tourist products offered to the market, the objectivity of pricing, the truthfulness and reliability of informing customers, the sphere of social and ethical marketing is much wider. Adhering to the concept of social and ethical marketing in their activities, modern domestic tourism businesses actively engage in volunteer activities, take part in various socio-cultural regional or national projects, and contribute to the protection of the natural environment within the scope of their activities. The implementation of the concept of socio-ethical marketing in the activity of tourist enterprises is also manifested in their participation in various charitable events, in particular in the provision of charitable assistance for accommodation, treatment, rehabilitation and



food services for Euromaidan participants and their families, participants in the anti-terrorist operation zone in eastern Ukraine.



**Figure 1 – Principles of the concept of social and ethical marketing for a tourist enterprise**

*Source: systematized by the authors [1, p. 137]*

According to the official information of the Federation of Professional Unions of Ukraine [4], we have examples of confirmation of the practical implementation of the concept of social and ethical marketing by domestic tourism enterprises. In particular, economic enterprises of the PrJSC "Ukrproftur" system ("Prydniprovskiyi Children's Health Complex" of Cherkasy Region, "Ochakiv" Health Complex of Mykolaiv Region, Sanatorium-type Health Complex "Sunny Beam" of Mykolaiv Region, "Pereyaslavsky" Health Camp of Kyiv Region) are one was one of the first to actively participate in the provision of social assistance (free accommodation, rehabilitation and food services) and support to Euromaidan participants, victims of military operations in the East and South of Ukraine, family members of those killed as a result of these events, and families affected by the explosion of a multi-story building in the city Mykolaiv (in May 2014), providing assistance to 352 people.

Another example, refugees who were forced to leave their place of residence in connection with the anti-terrorist operation in the east of Ukraine from Donetsk, Luhansk Oblasts and AR Crimea, property complexes of PrJSC "Ukrproftur" (hotel complexes of the Society's system: "Tourist" in Kirovohrad, "Nova Kakhovka" in Nova Kakhovka, "Tourist" in Kharkiv; sanatorium "Primorsky" in Primorsk, "Irpın" in Irpin; "Camping" of Kharkiv region; boarding house "Slavutyeh" in Svitlovodsk; recreation



complex "Parus" in Berdyansk) were accepted for temporary accommodation and provided with all the necessary amenities for a total of 969 people.

The following hotel complexes, which provided shelter to single mothers with many children, whose husbands died in the area of the anti-terrorist operation in the east of Ukraine, protecting the territorial integrity of Ukraine, are worth noting separately, namely: Hotel "Tourist" in Rivne, Hotel "Rassvet" in Dnipropetrovsk, Hotel "Tourist" in Mykolaiv, "Prykarpattia" hotel in Ivano-Frankivsk, "Tourist" hotel in Poltava.

The global tourism sector generates up to 5% of carbon dioxide emissions into the atmosphere. It is the main greenhouse gas that negatively affects the ecology of the planet. That is why the trend towards ecotourism is becoming stronger today [5]. In the tourism industry, the concept of social and ethical marketing is best implemented in ecological (green) tourism. In Ukraine, ecological tourism is one of the promising tourist destinations.

Within green tourism, which is a kind of alternative to traditional commercial mass tourism, there is a focus on preserving the natural environment using ecological management methods. Under this approach, it is assumed that tourism business enterprises and tourists themselves take responsibility for preserving the natural environment and improving the well-being of the population of a particular area.

Today, ecological tourism covers all aspects of sustainable development based on four main principles:

- protection of the natural environment: involves the preservation of nature (landscape, wild animals, plants) and minimization of environmental pollution (air, water, ground) as a consequence of the activities of tourist enterprises working with the use of eco-technologies;

- minimization of the impact on the climate: reducing the impact of tourism on the climate and ensuring its maximum adaptation to the climate changes occurring on the planet;

- social development: improving the well-being of the local population is conditioned; support, preservation and development of cultural heritage and traditions of one or another region;

- economic development: ensuring the competitiveness of regional tourism business enterprises; integration of economy and ecology in the processes of preservation of natural territories, which in the future will ensure the growth of income from green tourism.

The embodiment of the ecological (green) direction of the concept of socio-ethical marketing is manifested in the activities of various domestic enterprises of the tourism business. Among such enterprises, it is worth noting the enterprises of the hotel industry. Recently, the number of eco-hotels in Ukraine, which are increasingly gaining popularity among consumers of tourist products, has increased significantly.

In particular, the first bubble - hotel in Ukraine: GM Eco Bubble Hotel - consists of five "bubbles" located in a calm and as close to nature area as possible - the tract of Horishkiv, the village of Yablunytsia near the Bukovel complex [6]. The hotel was built with minimal interference with nature. Features of the dome hotel: height of almost 1000 m above sea level; wild mountain forest for kilometers around; buildings



made of eco-materials.

The eco-mountain hotel "Kovcheg" is located in a picturesque, ecologically clean corner of the Bukovyna Carpathians, on the top of Mount Megura, the height of which is 1313 meters [3]. The peculiarity is that the eco-mountain hotel has a completely autonomous energy system, which is provided by wind generators and solar panels, the availability of hot water is achieved using solar heat collectors. The hotel's power supply system is built in such a way that in the event of a sharp drop in current production, due to significant cloudiness or lack of wind, a backup diesel generator is included in the work. Also, the mountain eco-hotel "Kovcheg" successfully passed environmental certification and received a certificate that confirms the compliance of the management system and the quality of the provided temporary accommodation (accommodation) services with environmental criteria in accordance with the requirements of the international standard ISO 14024.

Eco-hotel "Friend House" is located in the village of Kirovskoe, Dnipropetrovsk region [5]. The idea of the hotel: the main highlight is that this eco-hotel is built according to a special project from biodegradable materials. Before construction, a special analysis of the information and energy field was carried out. Thanks to this, the hotel began to look as if it appeared by itself. The materials from which the building was built are exclusively environmentally friendly: clay, wood, shell, reed. The width of the windows is such that it allows to maintain the level of illumination, as on the street. The interior of the rooms in some places resembles a cave with numerous holes, where sunlight penetrates, which creates a special atmosphere in the room.

Based on the essence of ecological (green) tourism, it becomes obvious that the development of this direction in tourism, unlike others, requires much lower costs for the development of market infrastructure. At the same time, it is the ecological orientation of tourism business enterprises that determines the complex use of various resources, environmental safety and the availability of recreational resources, which is extremely relevant in the conditions of total private development of natural corners of certain regions of the country. At the same time, it is important to understand that the effective management and correct organization of ecological tourism should lead to a balance of ecological, social and economic interests of the region or the country as a whole, which is actually the basis of the concept of social and ethical marketing.

### **Summary and conclusions.**

Summing up, it should be noted that the implementation of the concept of socio-ethical marketing in the activities of tourist enterprises operating in conditions of conscious consumption, in highly competitive tourist markets and markets with high mobility, contributes to their socio-economic development, increasing competitiveness and strengthening market positions.

Among the directions of the concept of socio-ethical marketing, environmental (green) tourism, which on a global scale is an effective tool for stable socio-economic development of both tourism business enterprises and rural areas and their infrastructure, is gaining special importance in today's conditions. Ecological tourism carries out the production, implementation and improvement of various green (ecological) innovations that allow reorienting outdated cleaning technologies to modern eco-technologies of the new generation, which ensure the comprehensive use



of natural raw resources and allow to minimize production waste as much as possible. At the same time, it is important for tourism enterprises to be aware of a wider range of application of ecological innovations in tourism. In particular, the use of green innovations in the tourism industry ensures the satisfaction of tourists' needs for recreation and rest in an ecologically clean environment with the simultaneous improvement of the quality of the environment, the formation of ecological culture. Therefore, based on the essence of ecological innovations, it is quite clear that today they are becoming an increasingly attractive way of financing the tourism business of the region or the country as a whole, which is developing using the concept of social and ethical marketing.

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**Анотація.** В статті доведено, що ефективне функціонування туристичних підприємств в умовах сьогодення, усвідомленого споживання має відбуватися за практичної реалізації концептуальних основ соціально – етичного маркетингу. Наведено основні положення та принципи концепції соціально – етичного маркетингу. Визначено завдання, виконання яких сприятиме досягненню туристичними підприємствами базових положень концепції соціально – етичного маркетингу. На реальних прикладах представлено сфери діяльності підприємств туристичного бізнесу, що додержуються в своїй практичній діяльності основних положень концепції соціально – етичного маркетингу. Зазначено, що в туристичній індустрії концепція соціально – етичного маркетингу якнайкраще реалізується в екологічному (зеленому) туризмі який обумовлює продукування, впровадження, вдосконалення екологічних інновацій які призводять до соціально – економічного розвитку туристичних підприємств, підвищення добробуту населення, задоволення потреб туристів та формування екологічної культури суспільства. Наголошено, що ефективне управління та правильна організація екологічного туризму має призвести до балансу екологічних, соціальних і економічних інтересів регіону чи країни в цілому, що власне й становить базис концепції соціально – етичного маркетингу.

**Ключові слова:** туристичний бізнес, туристичний продукт, концепція, усвідомлене споживання, соціально - етичний маркетинг, імплементація, благодійність, волонтерство, екологічний туризм, екологічні інновації, еко – технології.

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