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TOURISMOLOGY AND TOURISM SERVICES MARKETING: THEORY AND PRACTICE SYNERGY

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ТУРИЗМОЛОГІЯ І МАРКЕТИНГ ТУРИСТИЧНИХ ПОСЛУГ: СИНЕРГІЯ ТЕОРІЇ ТА ПРАКТИКИ

Amid the dynamic development of the tourism industry-driven by the increasing complexity of tourism phenomena, rapid changes in consumer behavior, global challenges and crises, as well as growing competition and the rising importance of innovation-there is a growing need for a comprehensive approach to the study of tourism processes. Tourism studies as a scientific discipline provide the theoretical foundation for understanding the socio-economic, cultural, and spatial aspects of tourism, while tourism services marketing offers practical tools for effectively managing demand, promoting, and positioning tourism products. The synergy between these two fields opens up new opportunities for the development of tourism practices that are consumer-oriented, innovative, and focused on sustainable development. Therefore, this article aims to examine the key aspects of the interaction between the theoretical foundations of tourism studies and the practical approaches of marketing in the context of developing competitive tourism services. The results of the study indicate that the synergy between tourism studies and tourism services marketing has become widely recognized as an effective interdisciplinary interaction, combining scientific knowledge with practical tools to create competitive tourism products. It has been proven that the synergy between tourism studies and tourism services marketing is manifested in the interaction between scientific (analytical, conceptual) and applied (practice-oriented, communicative) approaches, which enhances the effectiveness of tourism management. The main areas in which this synergy finds practical expression are: the creation of competitive tourism products; market segmentation and analysis of tourist behavior; ensuring sustainable development and social responsibility; the implementation of innovations and digital technologies; and the development of strategies for the growth of tourist destinations. The functional distinction between the roles of tourism studies and marketing allows us to identify that tourism studies focus on answering the questions: "What is," "Why it is so," and "What needs to be preserved," while marketing addresses the questions: "How to effectively present it," "How to promote it," and "How to implement it in the market". Integration of tourism studies with marketing helps move from theoretical scientific models to practical solutions that address consumer needs, creating competitive advantages for destinations, and ensuring the efficient operation of the tourism business in the context of globalization and digitalization.

В умовах динамічного розвитку туристичної індустрії, ускладнення туристичних явищ, стрімких змін у поведінці споживачів, глобальних викликів і криз, зростання конкуренції та ролі інновацій, зростає потреба в комплексному підході до вивчення туристичних процесів. Туризмологія як наукова дисципліна формує теоретичне підґрунтя для розуміння соціально-економічних, культурних і просторових аспектів туризму, тоді як маркетинг туристичних послуг забезпечує прикладні інструменти для ефективного управління попитом, просування й позиціонування туристичних продуктів. Синергія між цими двома напрямками відкриває нові можливості для розвитку туристичних практик, орієнтованих на потреби споживачів, впровадження інновацій та забезпечення сталого розвитку. Відтак, мета статті полягає в аналізі ключових аспектів взаємодії теоретичних засад туризмології та практичних підходів маркетингу в контексті формування конкурентоспроможних туристичних послуг. Результати дослідження свідчать, що синергія туризмології та маркетингу туристичних послуг набуває дедалі більшого поширення як ефективна міждисциплінарна взаємодія, яка поєднує наукові знання з практичними інструментами з метою створення конкурентоспроможних туристичних продуктів. Доведено, що синергія туризмології та маркетингу туристичних послуг проявляється у взаємодії наукового й прикладного підходів, що дозволяє підвищити ефективність управління туристичною сферою. Основні напрями практичного виявлення синергії туризмології та маркетингу охоплюють: формування конкурентоспроможного туристичного продукту; сегментацію ринку та аналіз туристичної поведінки; забезпечення сталого розвитку й соціальної відповідальності; впровадження інновацій і цифрових технологій; розробку стратегій розвитку туристичних дестинацій. Функціональне розмежування ролей туризмології та маркетингу дає змогу визначити, що туризмологія зосереджується на пошуках відповідей на запитання: "що є", "чому так є" та "що потрібно зберегти", тоді як маркетинг — на вирішенні питань: "як це ефективно представити", "як просунути" та "як реалізувати на ринку". Системне поєднання туризмології та маркетингу сприяє переходу від абстрактних наукових моделей до конкретних рішень, які здатні задовольняти потреби споживачів, формувати конкурентні переваги туристичних дестинацій і забезпечувати ефективне функціонування туристичного бізнесу в умовах глобалізації та цифровізації.

Key words: tourism studies; functioning of the tourism business; marketing; marketing practices; consumer needs; innovation; sustainable development.

Ключові слова: туризмологія; функціонування туристичного бізнесу; маркетинг; маркетингові практики; потреби споживача; інноваційність; сталий розвиток.

PROBLEM STATEMENT

Amid the dynamic development of the tourism industry-driven by the increasing complexity of tourism phenomena, rapid changes in consumer behavior, global challenges and crises, as well as competition and the growing role of innovation—there is an increasing need for a comprehensive approach to studying tourism processes. Tourismology as a scientific discipline provides the theoretical foundation for understanding the socio-economic, cultural, and spatial aspects of tourism, while tourism services marketing offers practical tools for effective demand management, promotion, and positioning of tourism products.

The synergy between these two fields opens up new opportunities for the development of tourism practices focused on consumer needs, innovation, and sustainable development. The most common manifestation of this synergy is the creation of

themed tourist routes based on in-depth cultural and historical analysis of a region (tourismology) and their subsequent promotion through digital platforms using targeted marketing, Big Data, and social media (marketing).

The outlined integration of tourismology and marketing not only enables the development of a meaningful and authentic tourism product but also ensures its effective delivery to the target audience. Other common manifestations of this approach include the implementation of sustainable tourism concepts, which combine scientifically grounded principles of cultural and natural heritage preservation with modern marketing strategies aimed at the responsible traveler.

Thus, the synergy of theory and practice not only enhances the quality of tourism services but also contributes to the development of a competitive tourism environment on a global scale.

Table 1. Periodization of the development of synergy between tourismology and tourism services marketing

Stages of development	Features of synergy development	Key historical events
1960s–1970s: Emergence of Synergy	During this period, tourism became a rapidly growing industry in many countries around the world. Increasing competition in the tourism market required a deep understanding of tourist motivations and behavior (the domain of tourismology) and effective tools to influence consumers and promote tourism products (the foundation of marketing).	Establishment of the first tour operators. The beginning of studying tourist motivation in the sociology and geography of tourism. Implementation of the first advertising campaigns for tourist destinations.
1980s–1990s: Institutionalization and Convergence of Approaches	During this period, tourismology emerged as a distinct scientific discipline, while tourism services marketing actively developed within the framework of service marketing. There was a convergence of the theoretical principles of tourismology and the practical tools of marketing. This laid the foundation for modern synergy.*	The emergence of the first specialized tourismology programs at universities. Development of concepts for segmenting tourism markets and destination marketing.
2000–2025: Synergy as a Strategic Necessity	During this period, the synergy between tourismology and marketing becomes a prerequisite for the successful operation of the tourism business. Tourismology provides knowledge about motivation, cultural differences, and behavioral models, while marketing adapts this knowledge to the practice of service promotion, brand building, and fostering tourist loyalty.	The emergence of online platforms and the use of Big Data for analyzing tourist preferences. The development of CRM systems in travel companies. The creation of personalized tourist routes based on behavioral analytics.

Note / * Formed based on the integration of scientific understanding of tourist behavior with practical tools for demand management, market segmentation, and service promotion.

Source: compiled based on [2; 4–5].

ANALYSIS OF RESEARCH AND PUBLICATIONS

Specific issues related to the theory and practice of tourismology and the marketing of tourism services have been addressed in the works of N. Makovetska, Ye. Bortnikov, D. Lyuta [4], Yu. B. Zabaldina [1], L. S. Bezugla, A.I. Onyshchenko, D.V. Shadrin [1], D. Lyuta, A. Sydoruk, and F. Tovstopyatko [3]. These studies analyzed topics such as consumer behavior models, tourist motivation, the specifics of tourism product promotion, market segmentation, and tools for managing tourism demand.

It is worth noting that although these works were not comprehensive and did not examine the synergy between tourismology and marketing as an integrated system, the authors repeatedly emphasized in their conclusions the existing gap between theoretical approaches and marketing practices. This highlights the need for an interdisciplinary approach that would integrate scientific understanding of tourism processes with modern methods of managing tourism services.

FORMULATION OF THE ARTICLE'S OBJECTIVES

This article aims to explore the key aspects of the interaction between the theoretical founda-

tions of tourismology and the practical approaches of marketing in the context of developing competitive tourism services.

THE PAPER MAIN BODY

Synergy (from the Greek *synergos* — "working together") refers to a phenomenon in which the interaction of two or more elements (such as people, structures, approaches, disciplines, etc.) produces a combined effect that exceeds the sum of their individual effects. Naturally, the emergence of synergy between tourismology and the marketing of tourism services represents a logical stage in the evolution of both tourism theory and the practice of its promotion.

The periodization of the development of this synergy between tourismology and tourism services marketing is presented in Table 1.

As a result of the periodization outlined above, the synergy between tourismology and tourism services marketing has become widely recognized as an effective interdisciplinary interaction that combines scientific knowledge with practical tools to create competitive tourism products. Among the key areas where this synergy manifests are [3–4]:

Table 2. Matrix of the manifestation of synergy characteristics between the theory and practice of tourismology and tourism services marketing

Synergy characteristic between theory and practice	Manifestation in tourismology theory	Manifestation in tourism services marketing practice
Complementarity	Analysis, classification, and explanation of tourism phenomena	Utilization of promotion, communication, and sales tools.
Tourist orientation	Study of behavioral models of different consumers, their needs, and motivations.	Personalization of offers and creation of customer-oriented products.
Scientifically grounded decision-making	Collection and analysis of empirical data, forecasting development.	Development of tourism products and strategies based on research
Innovativeness	Development of new concepts and technological solutions.	Implementation of digital platforms, VR tours, and interactive content
Systemic approach	Consideration of interactions among social, economic, environmental, and cultural aspects.	Comprehensive product management taking into account all stakeholders
Sustainable development	Formation of responsible tourism concepts.	Eco-branding, social projects, and promotion of responsible behavior
Flexibility and adaptability	Analysis of global and local trends, scenario planning.	Rapid adaptation of products and marketing strategies to changes in the external environment

Source: compiled based on [1; 3–4].

1. The processes of creating a competitive tourism product. Tourismology provides a deep understanding of the territorial, cultural, historical, and social characteristics of a destination, while marketing transforms these features into an attractive product tailored to the demands of various target audience segments.

2. Processes of segmentation and analysis of tourist behavior. Tourismology models tourists' motivational behavior, classifies travel types, and identifies factors influencing destination choice. Marketing utilizes this data to create personalized offers, implement effective advertising, and build customer loyalty..

3. Processes of sustainable development and social responsibility. Specifically, tourismology shapes concepts of sustainable tourism and the preservation of natural and cultural environments, while marketing leverages these principles to position companies as ethical brands, attract eco-tourists, and engage responsible travelers.

4. Processes of innovation and digitalization. Tourismology studies the transformations of tourism processes resulting from digitalization, while marketing implements digital solutions such as Big Data, CRM, user behavior analytics, and promotion through AI and social media.

5. Processes of developing tourism destination development strategies. Tourismology conducts SWOT analyses of territories, studies tourist flows,

infrastructure, and challenges, while marketing uses this data to develop branding strategies, PR campaigns, and products for both domestic and international markets.

The essence of the outlined processes clearly shows that synergy manifests in tourismology explaining "what is," "why it is so," and "what needs to be preserved," while marketing addresses "how to effectively present it," "how to promote it efficiently," and "how to sell it quickly." Together, they facilitate the shift from abstract concepts to practical solutions.

It should be noted that the characteristics of the synergy between the theory and practice of tourismology and tourism services marketing can be defined as features of effective interaction between scientific foundations and practical tools that contribute to the development of the tourism sector. Among the key characteristics of such synergy are [1; 3]:

1. Complementarity (mutual supplementation of theoretical and practical approaches).

2. Focus on tourist needs (combining consumer behavior analytics with practical personalization mechanisms).

3. Scientifically grounded decision-making (use of empirical data in strategic planning).

4. Innovativeness (implementation of new forms of interaction with tourists based on scientific research).

5. Systemic approach (consideration of the complex interaction of all tourism stakeholders and factors).

6. Sustainable development (combining environmentally and socially oriented strategies with the promotion of responsible tourism).

7. Flexibility and adaptability (responding to external environment dynamics through the integration of analytics and marketing solutions).

The matrix showing the manifestation of the characteristics of synergy between the theory and practice of tourismology and tourism services marketing is presented in Table 2.

In particular, in the context of complementarity, it is important to highlight that it manifests in the combination of the theoretical foundations of tourismology—such as systems analysis, classification of tourism resources, modeling consumer behavior, and explaining the dynamics of tourism phenomena—with the practical tools of marketing: positioning, promotion, communication strategies, and sales of tourism products. This combination makes it possible to [6]:

- Clearly define the nature and patterns of development in the tourism sector.

- Determine algorithms for the effective implementation of solutions adapted to specific market conditions.

- Maximize the potential of the tourism product—from a scientifically grounded idea to its successful commercial realization.

Regarding the focus on tourist needs as a characteristic of the synergy between tourismology and tourism services marketing, it is important to note that this manifests in the close interaction between the theoretical scientific approaches of tourismology and the practical tools of marketing. This interaction not only allows for a deeper understanding of the modern tourist but also enables the development of tourism products and services that are maximally adapted to their individual expectations, needs, and behavioral characteristics.

On one hand, tourismology as a science provides a conceptual foundation for analyzing tourism phenomena, taking into account the social, cultural, psychological, and economic aspects of travel. It offers the necessary tools for:

- Comprehensive research into tourist motivations, which may vary depending on age, social status, nationality, personal values, and more.

- Building behavioral models that reflect typical decision-making scenarios tourists go through when choosing, planning, and undertaking trips.

- Analyzing cultural differences that determine the unique demands of representatives from various countries and regions.

- Studying emotional and psychological factors that play a decisive role in the perception of tourism service quality and the formation of tourist loyalty.

On the other hand, tourism services marketing applies this knowledge in practice by developing effective strategies for positioning, communication, branding, and promotion. Through marketing tools, it becomes possible to accurately identify target consumer segments, determine their needs, and, accordingly, develop an attractive, competitive, and value-rich tourism offering.

Scientifically grounded decision-making, as a characteristic of the synergy between tourismology and tourism services marketing, manifests in the development of tourism products, routes, and territorial development strategies based on empirical research, spatial analysis, sociological surveys, statistical data, and other tourismological indicators.

Theoretical conclusions obtained are transformed into concrete marketing decisions—defining the target audience, forming a unique selling proposition, and selecting communication and promotion channels. As a result, management actions in the tourism sector rely not on intuition or standard approaches but on deeply researched characteristics of tourism markets, consumer behavioral patterns, and the potential of destinations. This enhances the effectiveness of project implementation and contributes to the sustainable development of the industry [6].

Innovation, as a characteristic of the synergy between tourismology and marketing, is manifested in the ability to create new, unconventional solutions that combine scientific validity with modern approaches to information presentation. An example is intelligent personalized tourism platforms that, through data analysis and behavioral models, generate unique routes tailored to the interests and needs of each traveler, thereby enhancing the effectiveness of marketing campaigns. That is why, thanks to this characteristic, products emerge that are based on in-depth theoretical analysis of tourist resources, consumer behavior, and industry development trends, yet are simultaneously implemented through innovative marketing tools—digital platforms, virtual tours, augmented reality, interactive maps, and personalized content.

Thus, the theoretical foundation of tourism studies becomes the basis for implementing digital and technological solutions that:

- Enhance tourist engagement (in particular, allowing users to interact with cultural and other heritage through interactive mobile guides created based on tourismology data);

- Provide an emotional connection to the product (specifically, combining virtual reality with scientific or historical facts);

- Expand access opportunities to tourist resources (notably, providing access to tourist and cultural sites from various parts of the world, supplemented by scientific explanations, 3D tours, and user behavior analytics).

The systemic approach, as a characteristic of the synergy between tourism studies and marketing of tourist services, manifests itself through the consideration of the interconnections between social, economic, ecological, and cultural aspects of tourism in the development, promotion, and implementation of tourist products. This approach assumes that each tourist product is created not in isolation but within an integrated system that includes all stakeholders: tourists, local communities, businesses, authorities, ecologists, cultural experts, and others [4–5].

In practical terms, this means that the promotion of tourist services is based not only on the attractiveness of the destination but also on consideration of its real potential, infrastructure capacity, ecological impact, and the social readiness to welcome tourists. Tourismology provides the analytical and methodological foundation for understanding the interaction of elements within the tourism system, while marketing offers the tools to bring a balanced product to the market.

An example of this synergy is the development of rural green tourism in the Carpathian region of Ukraine, where the creation of tourist routes takes into account environmental protection restrictions, local culture, the needs of the local population, and the region's economic prospects. At the same time, marketing campaigns focus on the values of ecotourism, authenticity, and sustainability, while tourism studies help adapt these products to demand and international standards.

Sustainable development, as a characteristic of the synergy between tourism studies and marketing of tourism services, manifests in the harmonious combination of theoretically grounded principles of responsible tourism with practical tools for their implementation. At the theoretical level, tourism studies formulate concepts of sustainable development, encompassing issues of preserving natural and cultural heritage, social justice, economic balance, and the involvement of local communities.

At the same time, marketing of tourism services ensures the implementation of these ideas in concrete practices—through eco-branding, social initiatives, targeted marketing campaigns, ecological certification of products, and educational activities for tourists.

The synergy lies in the fact that scientific understanding of sustainability mechanisms transforms into effective ways to influence consumer behavior, shape new values in tourism, and promote ethical consumption models.

Flexibility and adaptability, as characteristics of the synergy between tourism studies and marketing of tourism services, manifest in the ability at the theoretical level to timely and accurately analyze global and local trends — changes in tourist behavior, socio-economic shifts, political risks, technological innovations — and at the practical level, to adapt the tourism product to new conditions.

Specifically, tourism studies provide analytical tools for trend monitoring, scenario forecasting, and identifying factors that influence tourist demand. In turn, marketing promptly transforms these insights into changes in communication strategies, market reorientation, modification of offers, and utilization of relevant promotion channels.

For example, during the COVID-19 pandemic, it was precisely the synergy of tourismological analysis of the new reality (changes in demand, increased importance of safety, isolation, digitalization) with marketing practices (focus on local trips, "safe tourism," promotion of online tours, and staycation products) that allowed many companies to remain in the market.

CONCLUSIONS

The research results indicate that the synergy between tourism studies and marketing of tourist services has become widespread as an effective interdisciplinary interaction, combining scientific knowledge with practical tools to create competitive tourism products. Based on the obtained results, the authors have formulated the following conclusions:

1. The synergy between tourism studies and marketing of tourist services is manifested in the interaction of scientific (analytical, conceptual) and applied (practice-oriented, communicative) approaches, which enables an increase in the efficiency of tourism sector management.

2. The main areas in which this synergy is practically manifested include: the formation of a competitive tourism product; market segmentation and analysis of tourist behavior; ensuring

sustainable development and social responsibility; the implementation of innovations and digital technologies; and the development of strategies for tourism destination development.

3. The functional division of roles between tourism studies and marketing allows us to determine that tourism studies focus on answering the questions: "What is," "Why is it so," and "What needs to be preserved," while marketing addresses the questions: "How to effectively present it," "How to promote it," and "How to sell it on the market."

4. The systematic integration of tourism studies and marketing facilitates the transition from abstract scientific models to concrete solutions capable of meeting consumer needs, creating competitive advantages for destinations, and ensuring the effective operation of the tourism business in the context of globalization and digitalization.

The prospects for further research lie in the in-depth study of mechanisms for integrating tourism studies and marketing tools to create adaptive, personalized, and sustainable tourism products in the context of the industry's digital transformation.

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