

The problem of unemployment in our country need much attention and it still plays an important and negative role in the Ukrainian society.

## References

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## PROFESSIONAL SKILLS AND COMPETENCIES OF A MARKETING SPECIALIST

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We all have heard the word “marketer” before, but do we know what it really means?

The term “marketing” has appeared recently in the economic literature, and its emergence is associated with the beginning of economic transformation. In Western countries, this term has a long history. It is the result of the evolution of industrial relations from a “wild” to a “civilized” market [1, p. 264].

It is important for the modern specialist to be able to act consciously in the certain situation, to plan life goals and achieve them, to act fruitfully in the educational, professional fields, namely to be competent.

Competence is the most important quality of a specialist. It is a significant factor for achieving high results in their professional activity, using the knowledge, skills, experience and personal qualities, as well as the ability to constantly improve their own creative potential [1, p. 284].

The aim of the article is to review the basic competencies of a professional in marketing. The first competence is information. It includes the following:

- Finding, monitoring and processing of information
- Collection of information about the internal and external environment
- Identification of market segments [1, p. 283].

After gathering and analyzing some information, the marketer starts to work on the marketing strategy.

The second competence is planning, which is characterized by the search for new ways to improve the enterprise.

The role of the marketer here comes down to the following competencies:

- Development of marketing strategy
- Developing pricing strategies [1, p. 297].

The third competence is communication. It is the process of transmitting information about a product to a target audience. In the field of marketing communications, it is possible to identify the following competences:

- Development of advertising campaigns
- Organizing PR campaigns to attract partners and investors
- Development of the corporate identity [1, p. 271].

Summing up all of the above, we can stress, that a successful marketer should have the following qualities:

1. Creativity
2. Leadership qualities
3. Stress resistance

4. Communicativeness
5. Responsibility
6. Purposefulness.

In conclusion it should be noticed that the competencies listed above are a tool for the professional, quality work of the marketer. That is why, to become a competent marketing specialist, you need to improve your skills and abilities constantly.

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### **PROSPECTS FOR TOURISM DEVELOPMENT IN ZAPORIZHZHYA REGION**

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In recent years, the importance of regional tourism economy has increased in terms of market relations, since the tasks of organization of resort and tourist activity today should be solved both nationwide and regionally. For Zaporizhzhya region, development of resort and tourist activity is one of the priority areas for ensuring economic growth, increasing revenues to the local and state budget of Ukraine. The mentioned above advance will provide an improved standard of living for the population, will become a factor in reducing unemployment in the region and will stabilize the consequent economic growth [1, p. 11].

The purpose of this article is to identify promising types of tourism that can be developed in Zaporizhzhya by using the results of SWOT analysis of the tourism industry in this region. Today, tourism is one of the most profitable sectors of economy, which is constantly and dynamically developing in the current conditions of globalization, contributing to the solution of the entire complex of socio-economic problems. First of all, tourism development plays an important role in solving social problems as in many countries of the world. For instance, it is through tourism that new jobs are created, high living standards are maintained, and preconditions are created to improve the country's balance of payments. Thus, tourism in the present world economic system occupies the leading position and is an integral part of the development of the world market [2, p. 18]. The modern development of tourism in Ukraine is characterized by the presence of deep contradictions in its organizational structure, the direction of development, the state of qualitative and quantitative characteristics.

In Zaporizhzhya region, tourism is a promising direction for the development of small and medium-sized businesses. It is an actual and promising source of increase in budget revenues at different levels and the opportunity to create new jobs in places with multiple sights. Rural tourism is a promising attraction in the region. This is evidenced by statistics on the rural estates number. Today, there are 30 establishments in Zaporizhzhya region providing services for temporary accommodation, traditional agricultural activities, developed transport infrastructure, intercultural appeal of the region, availability of eco-friendly products grown by local farmers (which enables gastronomic tourism promotion), and more. A problematic issue in the field of rural tourism is the lack of a legal framework, which makes it impossible to carry out activities in this field in full.

Therefore, Zaporizhzhya region, having such tourist and recreational potential, should enter the world tourism market, thus attracting both foreign tourists and investors. Green (rural) tourism is the most beneficial and prospective type of tourism in the region. In addition, it will have a positive impact on the growth of demand for local industry products, the state of the construction industry and infrastructure in the region. Green tourism will also solve employment and environmental problems.