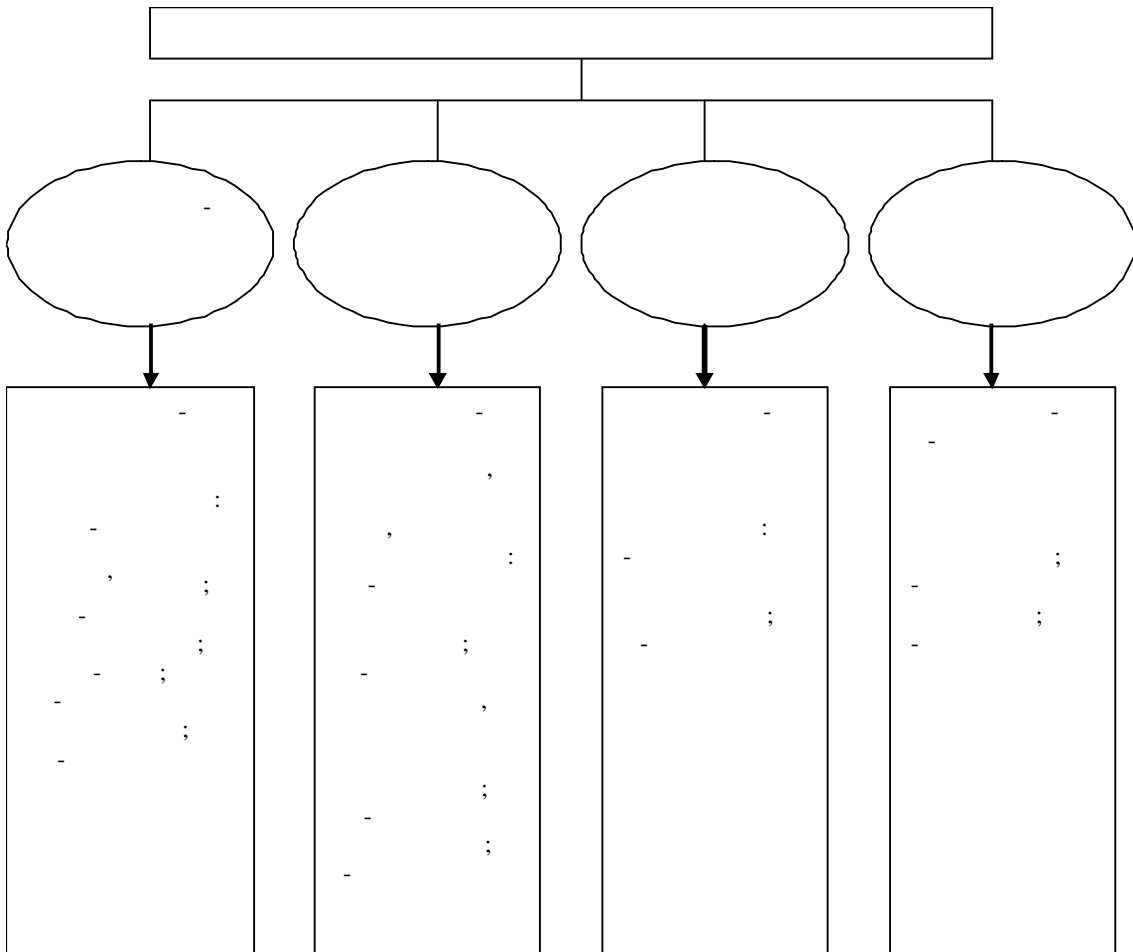


.1.

[1, .243]

, - , - . -
, - -
, , - ,



.2.

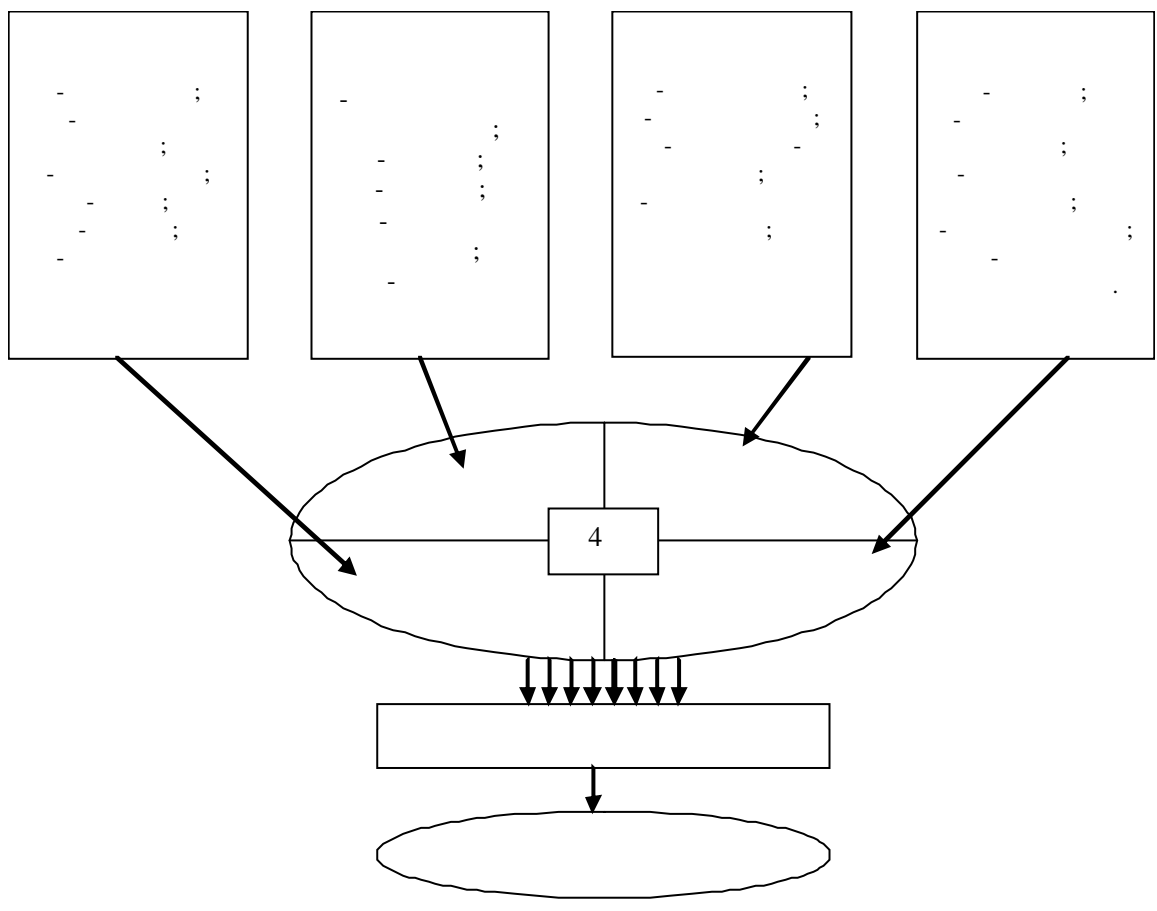
1. «

2. »

3. (

4.)

«4 » (.3).



.3.

3. () .

4. - -

5. - -

6. - -

1. - -

2. 1. - -
 (), // - 2009. -
 1. - . 242-250.
 2. , . . -
) / . . // .
 ; - 2009. - 5. - . 33-38.
) 3. , . . -
 // / . . - 2010. - 1. -
 . 38-42. -

4.	, .	-							
	/ . //	. - 2010. - 1.		. - 2008. - 4.		. 200-211.			
- . 77-82.			7.	, .		//			-
5.	- , . .		/ .	, .		//			-
	/ . .	-	2004. -	6. - . 80-85.					-
	».	633. - 2008. - . 474-481.	«	-		/ . .			-
6.	, . .		//	. - 2011. - 2.					-
			. 104-106.						

338.48 (477)

338.48 (477)

338.48 (477)

- **Globa Serhiy Vasylyovych**, senior teacher. Poltava national technical university named in honour of Yu. Kondratyuk. **Marketing in the field of tourist activity on the regional level.** A necessity of the use of marketing for increasing of competitiveness of the region and minimization of expenses in the field of tourist activity is grounded in the article, ways of increasing of the use of present natural resources with a maximal financial effect are outlined also.

Keywords: marketing environment, tourist services market, competitors, customers, tourist product, communications.

02.02.2011 .