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The article deals with the peculiarities of the modern state of development of the market of marketing communications of Ukraine. The key features of the internal factors and external conditions of functioning of the marketing communications tourist enterprises on the market.

**Keywords:** marketing communications, tourist companies, tourist services, the market of tourist services, the advertising of tourist services.

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This article describes a study that aims to explore the extent to which social media marketing is being used in the work of ukrainian enterprises.

**Keywords:** social media marketing, tools of SMM, social nets, social media

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