

**Тимошенко Юлія Вікторівна**

Київський національний університет

технологій та дизайну (м. Київ)

**Науковий керівник – к. філол. н., доцент Сиромля Н.М.**

## **THE ROLE OF A TRAVEL AGENCY INTERIOR DESIGN IN TOURISM PRODUCT PROMOTION**

In the context of globalization, tourism is one of the leading spheres of economic activity, which determines the interest of different countries in its development. Today in the world economy tourism has taken the leading position and is one of the largest and dynamic sectors of the economy. High rates of its development, large volumes of foreign exchange earnings actively influence various sectors of the economy, which contribute to the formation of its own tourism industry.

The state of development of the tourism industry in Ukraine is currently only at the initial stage. Tourist organizations work in the conditions of fierce competition for the client [2]. The intensification of competition between organizations leads to the fact that each travel agency faces the problem of finding their own market research, market positions, creating and promoting an attractive product, selecting qualified personnel, and attracting potential customers [1, p. 42].

High-quality services can be offered to their customers only by those companies that purposefully form an image in the audience's view, highlighting certain value characteristics and designed to have a psychological effect on consumers for advertising purposes. Only a positive image increases the competitiveness of the company, attracts consumers and partners, accelerates sales.

The image of a tourist company is a complete picture of what the company presents to the client. And, first of all, the image of a travel agency depends on the interior design of the company. The company's interior is of great importance as a

marketing ploy. The situation in the office very eloquently speaks about the reliability and respectability of the company, not just the directions of its activity. In fact, when contacting a certain travel agency, the client trusts it not only his money, but also his life and health.

To our mind, the ideal office should have a number of rooms occupied by the Chief Executive Officer (CEO), accountant and managers of tourism and advertising, directly leading the sale of tourist tickets. A waiting room for tourists, a staff kitchen and a bathroom are also required. The conclusions were made by a good example — this is the office of the Tour Operator «DAV CLUB», in which the author works. We consider that it complies with all the rules and norms of a travel agency interior design for both a travel agent and a tourist.

Before developing an office interior design, it is necessary to clearly represent the image that needs to be created. What is the priority look of the travel company - is it friendly or strict, conservative or fashionable, expensive or cheap. The selected image should fully correspond to the goal that the head of the travel company wants to achieve.

Special studies have scientifically established that form and color also emotionally affect a person. Simple geometric shapes are faster perceived by humans and are better remembered compared to complex irregular shapes. Forms of lines have a certain effect on the perception of information. It is believed that vertical or straight horizontal lines are associated with calm, clarity and even solidarity, and curved — with grace and ease [3, p. 325].

The author believes that the interior of the travel company can be done in juicy colors to create a cheerful mood with an atmosphere of freedom and positive. For decoration of walls it is possible to choose, for example, the world map from interior vinyl stickers — it is modern and stylish, it allows to have in the office interior its zest, as well as real photos from travels from the given firm, various certificates and diplomas.

The workplace of employees should be convenient for both the employee and the visitor. Comfortable chairs and a table of interesting shape will help the potential customer to relax and discuss comfortably all the conditions of the trip [5].

Recreation area: if visitors have to spend some time in anticipation — let this spending time be comfortable, because the idea of a future client is about a travel company from the moment he crosses the threshold. Comfortable sofa, armchairs, a small table with advertising leaflets and albums with photos of resorts — this is enough to create a good impression [4, p. 11].

Among the main functions of the agency's interior design are the functions of trust, identification and advertising effectiveness. Permanent elements of the interior save the consumer's time, simplify the process of making a purchase of services for him and evoke positive emotions associated with the name and image of the enterprise.

Thus, tourism businesses are those businesses whose successful operation depends largely on the quality and harmonization of the interior design. And undoubtedly, the creation of a developed tourism industry is important as one of the effective directions of structural restructuring of Ukraine's economy.

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