

**Introduction.** Aroma marketing is one of the most effective marketing areas that aims to maximize customer engagement. Patrik Suiskind in the book "Perfumer" wrote: "Who has a smell, he has the hearts of people." Scope of aroma marketing is diverse: cooking, fast food, cafes and restaurants, souvenir shops, cosmetics, beauty salons, car dealerships, hotels, travel companies, etc., and different scents are used for different establishments.

**Materials and methods.** In the process of research methods of analysis and synthesis were used.

**Results.** Aroma marketing has become widely used in various business areas. It became quite active in the tourist and hotel industry. We can experience French cuisine in Provence from delicious authentic dishes through to finest gourmet dining in stunning restaurants or enjoy the spicy diversity and wonderful Mediterranean seafood of Turkey or the Asian delights of Bali. Fascinating sites explore the psychological and mood enhancing effects of essential oils. Fabulous sites from different countries offer everything you could ever need from finest essential oils to botanical skin care, consultancy, education, cleaning products and professional services. The power of the essential oils is used in conjunction with the asanas to experience new areas of perception and to be able to dive deeper into the practice of aroma yoga.

There are various types of aroma marketing, which are used actively in companies: flavoring rooms with clean aromas; aroma design of premises with mixed aromas (compositions); professional selection of flavors taking into account business sphere; aroma-scaling (neutralization of odors); seasonal flavoring; flavoring activities; aroma rendering (the main component of aroma rendering is the development of an aromatic type). The use of aroma technologies in the field of hospitality in the West has become self-evident. The great networks of world-famous hotels, such as the international hotel chain of Swissotel Hotels & Resorts, the second-largest hotel chain of the Holiday Inn and many others, have long and successfully used flavors to strengthen their brands and enhance the loyalty of guests. Recently, serious hotel chains began to show interest in purchasing their own "branded" scents, which are created by leading perfumers of the world specifically for each client and are nowhere else used. There was a notion of "smell of the brand". It is with the help of flavor that you can add an additional level of status to the hotel. Quite effective is the use of aroma marketing in the tourism business. Exotic scents of tropical forests, smells of the seaside or mountain paths carry customers to distant lands and favorite vacation spots. The aroma of coconut milk is the most popular in this segment and the smell of the sea and exotic fruits increase the number of sold trips by more than 10%.

**Conclusions.** Consequently, aroma marketing is not a future, it's a present, for the successful management of tourism and hotel business, its use is quite promising in order to increase the number of customers, thereby increasing the profit of the enterprise.

### **References:**

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