

THE INFLUENCE OF SOME FACTORS ON THE DEVELOPMENT OF CONTEMPORARY TOURISM

UDC:338.486(497.751)
(Original scientific paper)

Arta Kadriu

University of Tetova, Faculty of Economics, Macedonia
Contact e-mail: arta.kadriu@unite.edu.mk

Abstract

Regarding that every major industry has marketing strategy; we can also say that this element plays an important role in the tourism industry as well. Based on the main marketing goal, which is identifying specific goals and customer needs in guiding the formation of the product and the services to fulfill it, we will bring through this work the techniques and the way of functioning when implementing the marketing in the function of gaining profit to tourist agencies.

One of the key elements of gaining touristic agencies besides marketing is the development of technology. During the introduction of four variables, such as product, price, place and promotion in the tourism industry, we will see the results of the tourism agencies. Regarding these data, we will analyze the way of functioning and improvement of the technological system which is closely related to the functioning of the tourist agencies in the world and here.

From this we can conclude that tourist agencies cannot develop tourism unless they have the right technology and marketing strategy that can lead to increased profitability and close relationship with the consumer.

Keywords: Tourism industry, marketing, technology, profitability, consumers.

INTRODUCTION

Analyzing the system as tourism develops in one region and compares it with the whole country, including the way of marketing in a way of increasing profits we can say that marketing is a very important element, whether it is from telemarketing, online marketing, brochures, surveys and others, all depends on the outcome for a company how effective it is and what kind of connection it has with consumers.

Rear-time marketing has become an important element for the development of a tourist destination, through which every tourist product comes to the consumer. The municipality of Tetovo is a tourist destination that needs good marketing.

In this paper we have analyzed the tourism resources, we emphasized the marketing plan and the SWOT analysis, which records what, should have a tourist destination and how marketing can play its role.

LITERATURE RIVEW (MARKETING PLAN AS THE CORNERSTONE OF SALES)

Identifying specific goals and customer needs in guiding the formation of the product and services to meet it. Having only great ideas is not enough; sales, advertising, promotions, and public relations strategies should be formalized in a marketing plan.

The marketing plan has several elements:

- It forces the manager to think ahead and use resources better to complete the product
- Defines responsibilities, coordinates and unites efforts to achieve their sales goals
- Creates awareness about problems and obstacles
- Identify opportunities to increase market share in some market segments and open up new opportunities in previously ignored areas
- Ensure that promotional sales and advertising are not lost due to efforts made at the wrong address

The marketing plan is a road map to success. It tells you who you are, where you are going, and how to get there. It expresses all the steps that need to be taken to acquire and retain customers, increase profitability in the business.

Five most important steps of the marketing plan:

- Conduct a marketing audit
- Choosing the lucrative market objectives
- Placing the brand
- Set goals and action plan
- Monitoring and evaluating the marketing plan

We know that the relationship between demand and supply for travel and tourism is the basis for understanding the role of marketing. It shows the relationship between the tourist demand of the market and the tourist offer of the product. Especially shows how the economic visitors sector is combined with the management of the demands of the visitors affected by the marketing. If we talk about the demand and the offer, we must emphasize that the Municipality of Tetovo has many tourism potentials, several of them are known, but there are other tourist potentials that are not so familiar to tourists. For a tourist destination to be successful in the tourism market it must go through the marketing mix. The marketing mix consists of 4 elements or well-known 4Ps, the product, the price, the promotion and the place.

1. Economic characteristics that influence the development of tourism

One of the key components that affect the normal function in the country and economic development. It can be said that the economy plays a key role when it comes to the development of tourism in the country. We know that the budget of each country depends on the incomes and expenditures of each individual, company, institution and so on, but the economic development or better say the economic growth of the country depends on the opportunities it offers.

There are some indirect forms that also have a major influence on the economy of the country:

- Changes in prices - tourism can sometimes increase the cost of housing and retail prices in the region, often on a seasonal basis.

- Changes in the quality and quantity of goods and services - tourism can lead to a wider range of goods and services in this area
- Changes in ownership and other taxes - taxes to cover the costs of local services may be higher or lower in the presence of a tourist activity.
- The impact of the economic dimension on "social" and "environmental" - there are also economic consequences of most social and environmental impacts that are not usually addressed in economic analysis.

RESEARCH METHODOLOGY

During the preparation of this research paper, besides scientific literature, field investigations were used. The theory belongs to literature in the field of tourism which is used for further research practically on the field. The fieldwork faces the real possibilities and the real conditions that this place holds for tourism development.

Specificity and objectives of the research in the service sector

Market research must be conducted on at least three core segments:

- Exploring attitudes and consumer behavior
- Competition research
- Research of the internal public

Although field research is the most recent research, this type of research gives the most relevant results. The survey method is a method of quantitative research and it can be done by means of a personal interview, telephone interview, mail by mail or by e-mail. In the case of a well-made interactive site, the survey can be done on the Internet where the respondent can beforehand examine the questions before completing the site.

As highlighted, a number of information can be obtained through secondary sources. They also serve to set up a primary field research. If the method of interview is selected, there are several ways. In addition, we mentioned some of them below.

Field Market Research Procedures:

- Personal interviews,
- Telephone interviews,
- Post
- Online

Each of these ways has its own advantages and disadvantages, which actually concerns the speed of obtaining the data, the costs, the width of the research, etc. in the following figure we have the percentage of field market research procedure.

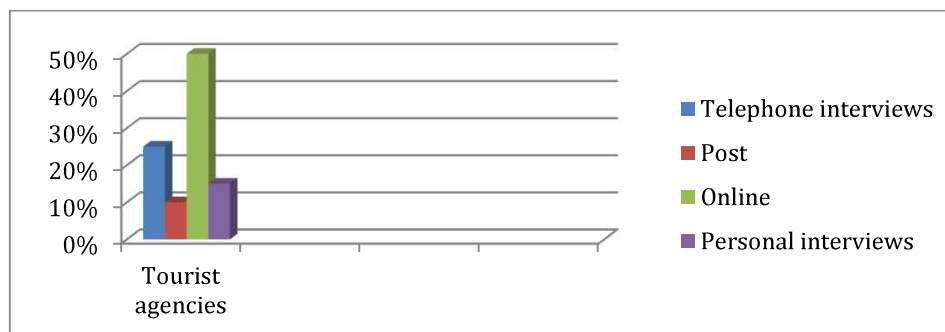


Figure no.1 Percentage of field market research procedure

Based on the data, 25% of travel agencies use marketing activities through telephone interviews, 10% of travel agencies use marketing across via post, 50% of travel agencies use online marketing, and 15% of travel agencies use personal interviews.

CONCLUSION

In this approach, we emphasized how important is the marketing for the development of the tourist destination Municipality of Tetovo. According to the tourist potentials offered by this region we can say that it is an ideal place for the development of many types of tourism.

Also, the way of marketing is indicated, we know that it's time to communicate online over the Internet, advertising or marketing through other forms is in decline compared to online marketing. The demand and supply should be in a good combination to have a good sale of the tourism product.

Through the marketing mix and SWOT analysis, it is well defined which are the weaknesses and capabilities of this region, which should be added and what should be paid more attention to the lack of competition in the tourism market.

REFERENCES

1. Parente, D. B.V. Bergh, A. Barban, J. Merne (1996) Advertising Campaign Strategy, the Dryden Press.
2. Simonovska L., promotional activities in tourism, quoted part, pp. 242
3. Videti npr. Clow E. Kenneth, Baack D. (2002) Integrated advertising, promotion and marketing communications, New Jersey, pp.5-7
4. Veljkovic S. (2009) "Marketing Services", Belgrade, pp.136.