

PROMOTION ANALYSIS OF MARKETING IN TOURISM

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Abstract

In this paper, an overview of the system of modern market economy was given, the dominant role of service, the service between the providers and the beneficiaries, it was mentioned that service cannot be seen or touched, cannot be physically possessed, and cannot be maintained, the role of consumers, they're dealing with tourism, have an impact for opening new jobs, for economic growth and for the development of each country. The way of doing business is the globalization development of information and communication technologies. Global level information, competition, advantages, their marketing strategies, promotion of marketing mix, creating positive preferences, promotional activities, contemporary business. Promotion analysis is an element of the marketing mix in tourism. The objective of this paper is to emphasize the importance of promoting tourism services and to show the efficient management of theory and practice promotion, marketing services in tourism the media, promotional tools, the internet, marketing communication, destinations (public and private sector, destinations, bidders and sales brokers) trends in marketing, new technologies in business and introduction of innovations. This paper has an introduction and a conclusion. This paper concludes with the conclusions regarding the promotion of tourism services, their importance in the business of tourism offers in tourism and for the future of tourism in general. Marketing Service, Marketing Definition, Services, Market Type, Work Intensity, Level of Contract with the Users, the qualification of service, products, distribution and pricing, promotion and education providers, media and various advertising, promotion of sales, the management of marketing activities in service companies, etc. Internal and External Marketing, the offering of equipment and technologies, contact staff and interactive marketing. The Service companies must act in co-operation with customers and this depends on the staffing ability involved in providing services and in- service delivery processes. It is known that services require integrated marketing activities to provide quality services and achieve competitive and productive differentiation.

Keywords: *market economy, quality services, promotion, tourism.*

1. MARKETING SERVICE

The importance of services is growing and these services are increasingly dominating the world's various economic branches. The service has become an indispensable tool to win the market. Therefore, the need for industry service business research and marketing service has increased. The application of marketing into the service companies is very important however, it is necessary to consider all service specifications about physical products.

The definition of services

Service is an activity where one party offers to another party and is generally inviolable and does not result in the possession of something.

Its production can and should not be related to a physical product.

Services are activities, benefits or pleasure offered for the sale of goods [1].

1.1. Features of the service

The service represents the result of the system and consists of three main elements such as: users, equipment and service personnel. When services are provided and used, there are some specifics regarding production, design, commercialization, and distribution. Services that have to do with the products differ by some important elements. Unlike products, services are intangible, heterogeneous,

inconsistent and have simultaneous production and consumption.

Discrepancy is the main element of the service because it can not be judged or seen before the purchase and can not be bought and brought home.

It is not possessed but used, so it is a rich experience. After its user experience, confidence and satisfaction is gained [2].

Knowledge, skills, and experiences of service providers are untouched and therefore users pay more attention to visible and touchable elements that have to do with the external and internal elements, appearance and behavior of employees, colors, music, etc. Based on these elements, the user appreciates the quality of service offered. Service is heterogeneous, because it depends on who is offered.

It is impossible for the same person to offer the same service to different consumers. The availability of services comes from different consumers, as each consumer is an individual for himself, and if a consumer is satisfied does not mean that the other will be pleased. Therefore, companies can not be assured that the service is provided properly or as planned.

Discrepancy refers to the fact that the service can not be sold, stored or returned. For this reason, experts who provide the service usually pay it even if the customer is not present. Simultaneous production and consumption means that in most cases the customer is present or participates in creating a service. Employees are also key factors in providing service and customer satisfaction. Another feature of the service is lack of ownership since the service can not be physical property.

1.2. Classification of services

Because services may be different they can not be placed in a particular category, same services fall into certain categories and those that remain outside a category. Classification of services is very important for marketing experts, as classification is the first step in how to act, the first step in developing a service strategy [3].

Services can be classified according to many criteria, where the most important are:

Market type:

- Individual users
- Business users
- Work intensity:
- Intensive-work
- In Contract level with users
- High
- Low
- Qualification of the service provider
- Professional
- Not professional
- The purpose of the Service Provider's
- Profitable
- Not- profitable

1.3. Service of marketing mix

The marketing mix usually consists of four main components: product, promotion, distribution and price, but the marketing service also includes time factors, and user involvement in the service process.

Therefore, the Service marketing mix consists of six components:

Products

- Where in the center is the marketing strategy? The product service consists of the product core that responds to the user's primary need and additional service elements that facilitate the use or add value to the product.

Time and place

- This means the decision on where and when the service is delivered to the customer and in what way is offered.

Price

- Service companies, in addition to the price, should also consider all other expenses while consumers have used the service such as other financial costs, time, physical and psychological fatigue.

Promotion and education

- It provides the necessary information and advice to ensure that the service is better than the competitors and in this way encourages consumers to use the service at a certain time. Promotion is accomplished through service personnel, various media, and advertisements, public relations, or promotion of sales.

Process

Provides service delivery and operating system. Service processes differ from one another, from complex ones to simple ones, and those that are standardized or personalized for users. However, in all cases, their design should be good, otherwise, they may result in misunderstanding, if they offer services in a not effective way, wasted time and disappointed customers.

Physical environment

- Shows the environment in which the service is provided and in which the company and the users interact with all tangible components that facilitate service delivery.

People

- All are involved in service delivery and have an impact on customer perception (company staff, other users in the service environment).

Productivity and Quality

- They are viewed as two sides of the same currency. Productivity is important for reducing costs, while quality is key to differentiating services, satisfaction, and loyalty to customers.

2. Marketing promoters in tourism

Marketing promoters in tourism are all those who, with their products and services, participate in the tourist market, and through tourist consumption, they meet the needs of tourists. The heterogeneity of the tourist offer explains the large number and the variety of marketing promoters in tourism. They differ by the number of tourist activities they perform, according to the market position, and the type of tourist product they offer. Marketing promoters in tourism can be classified into four large groups, and they are [4].

1. Individual economic enterprises
2. Non-governmental institutions (organizations)
3. Tourist destinations,
4. State (state bodies and institutions).

All the promoters' groups can act individually, in association with any other group, or all

promotional groups can act together. In the end, a common promoter is usually required, who is also the coordinator of all contracted marketing activities. When it comes to a country or region, it is usually a common national or regional tourism association, while in certain economic entities, as common promoters are relevant professional association.

2.1. Marketing mix instruments in tourism

Marketing preparation is a set of marketing tools that has in purpose to meet the target market needs, achieving goals and supporting or strengthening the position of a tourism product in the target market. The basic marketing tools are the so-called 4P-products, pricing, promotion and sales, distribution [5].

All of these instruments contain some sub-instruments that can also be mixed. Some authors think that 4P concept is not enough for the success of business in tourism, they have also mentioned 3P additional instruments such as people, physical appearance, and processes. The concept of 4P is globally acceptable when it comes to the level of tourist destination, so all these instruments will be clarified in more detail.

2.2. Internet promotion

The Internet provides fast and easy access to customers, suppliers, distributors and business partners, making it easy to send and receive order and payment information, which improves logistics, efficiency and leads to considerable savings. Also, the internet is a powerful tool to build customer relationships.

It can be concluded that the internet for tourism companies represents;

- place for interactive communication
- tools that affect consumers
- Online store
- tools for building relationships with customers
- unlimited advertising space
- Data source for customers
- site for market research

According to the number of reviews, the three main portals in tourism are TripAdvisor, Booking.com and Expedia.com., taking into consideration the importance of content created by the users themselves, social networks are an important place where products or services are best recommended by different friends or people. This is also why social networks today are one of the most important communication channels with all sectors of economy and tourism.

2.3. Fairs

The fair as part of the general promotion can be treated as (medium transmission) of economic propaganda, as a tool for promoting sales and as a form of personal sales eg, personal communication with the market. These represent the retail market where all those who are interested in tourist offers and requests are gathered [6].

2.4. Sponsorship in tourism

Sponsorship means the transfer of money, things, knowledge and organizational services to athletes and sports organizations (sports sponsorships) artists and cultural institutions (cultural sponsorship) as well as social and environmental factors (social and ecological sponsorship) so that important economic countermeasures can be realized on that basis [7].

2.5. Promoting "word-by-word"

Communication word by word is a powerful source of information for every purchase, but also

for planning a trip. Empirical research, which should determine in what way and based on which information have to make decisions for vacation, which show that most of this decision is based on the information and conversations that tourists use to make decisions by getting opinions from their closest people, etc [8].

Conclusion

Today tourism service providers are faced with a large and new number of marketing challenges that come from environmental changes and changes in the behavior of tourists. Globalization, strong competition, market supply, more sophisticated tourists that require adapting to new environments and new marketing strategies. Promotion, as a unique form of communication with the market, plays a very important role in tourism. It requires creative promotion, creation of new services, and interactive relationship with customers. All of this makes selling more efficient. Media in the global database are accessible with a single click. Where users can create content as they wish, read and follow the information they need, leave comments. To maximize the effects, the promotion must be tailored to the consumer, his or her characteristics and preferences.

It can also be concluded that the company must effectively, should develop its promotional policy and realize integrated marketing communication as it promotes itself through various mediums and web sites. Promotional activities need to be more creative to promote promotional messages in advertising spaces and to consumers. It can be concluded that all the research hypotheses are accepted and that promotion plays an increasingly important role in the marketing of tourism services. For successful performance in today's world and the highly competitive tourism market, it is needed constantly to follow trends, to invest in marketing and promotion and apply new technologies to business.

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