

MARKETING ROLE IN TOURIST OFFER DEVELOPMENT

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Abstract: The tourism industry is sensitive to global and regional political, economic and social events and phenomena, and has also demonstrated a strong response force and speed to regain the path of positive growth despite the not favorable state of the world economy and indicators the moderate development that it has performed, as well as the uncertainty highlighted in the demand in general and tourism in particular because of the low level of demand for this product category. In any marketing strategy that has four components of mix marketing: product, pricing, distribution, and promotion are needed, as they play a useful role, though they do not have the same weight. Some of these elements and, in some cases, only one of them has a determining role in comparison to competitors and, consequently, are the key factor to succeed. The role of the product, a better price, the sales force or the distribution network more efficiently than the competitors, the promotion policy, etc. may be the role. Distribution includes all possibilities, ways, and methods for dispersing products across market segments, locations to direct customer contact. Distribution is one of the mixing marketing elements. It has direct links to product policy, pricing and promotion policy. For the successful realization of the marketing strategy it is important to supply customers with certain products. Likewise, these products should be available in a certain amount, in certain places, and at the time when the consumer so requests.

In surveys of demand measurement in the tourism and travel industry, the use of some basic indicators is noted. Although the independent variables involved in tourism demand measurement models vary greatly according to the objectives and the field of specialization and research of researchers, the use of some basic indicators as a measure of tourist demand variables in its modeling and forecast makes it possible standardization of data and their unified reporting at the global and local level.

The variation of tourist achievement is the most used for measuring tourism demand at least in the last twenty years. Specifically, this variable is measured by the total tourist achievement from a source to a destination, which can further be disrupted in tourist achievements for holiday purposes, business travel achievements, tourist achievements for family and friends visits, tourist achievements by means of travel, such as air, sea, road and so on. Some studies also use destination spending as a demand-measurement variable, while other researchers are even more rigorous using tourist spending for specific categories and certain products and purchases in general. Other indicators used are tourism income, employment in the tourism and travel industry, as well as exports and imports.

Keywords: marketing, tourism, product.

ENTRY

Travel and tourism organizations are part of the service sector in the national and world economy. Though tourism trips are unique in terms of marketing, they reflect, apply common structural models that define marketing responses. The particularity lies in the somewhat different characteristics that this industry has from other industries that produce goods or services - standard, communication, price setting, promotion and advertising etc. where all these elements have something, let's say fantastic, about be presented to consumers at a time when they are really away from consumer momentum.

In general, tourism and travel industry services also differ in other elements of the service sector, and this is because it is more standardized and classified. These standards remain so ever, or for relatively long periods. Of course, here we are not dealing with elements of technical-technological standardization as in the industries of the production of goods sanctioned with national and international standard certificates (ISO, DIN etc.).

In addition to this classification, these classifications are the standards that guarantee the quality of service by the relevant standards-setting bodies, both nationally and internationally.

It is not easy to determine the point at which a service provider becomes a large-scale operator. This varies from different sectors of industry to the nature of their operations.

However, large-scale actions all over the world usually exhibit the following characteristics, which have important implications in marketing activities:

1. Manufacturing and sales of custom, repetitive, and guaranteed and controlled quality products.
2. Branding with strong advertising support and standard pricing ranging from country to country.
3. Products available in many countries (to be distributed)
4. Production and continuous validation throughout the year.

5. Most of the marketing undertaken by corporate headquarters, which controls and manages the activity of individual entities.

These features are common to most retail chains, fast-food, postal services, banks, rent a car, and hotel corporations. They do not apply only to tourism travel. We have to admit that there is a great similarity between large-scale service organizations and producers of goods produced by mass production processes. This standardization process should not be confused with creating conditions for massive consumption. It more means a tourist industry of scale, with a widely distributed and constantly controlled tourist product. This trend is more related to cost reductions through a range of standardized services, creating relatively cost-effective economies. Some special features of tourist services are:

1. Seasonality and other variations in demand patterns. This is a characteristic of most of the tourism markets for pleasure. This is because the demand for tourism and travel varies widely according to the seasons of the year. Thus, according to their place of residence, visitors prefer different seasons of the year to make their vacation. Some prefer to move in the summer and some others in the winter.

2. High fixed costs, related to the necessity of fixed capacity at all times, regardless of the usage rate. When analyzing the gains and losses in tourist activities, generally there is a high level of fixed costs associated with the maintenance and utilization of touristic structures, especially related to the moments, when they are ready and not used, as well as a low cost level variable in relation to fixed ones. Hence, they often try to convert some fixed costs by classifying them into fixed variable costs.

3. The interdependence of tourism products. Most visitors intend to combine more than one service at a break. They choose between accommodation, travel, attractions, natural beauties, facilities, culture, check-in facilities, health insurance and other insurance, vacancy ownership, choice of many destinations etc.

1. INTERNATIONAL TOURISM

Statistics on world economic development show a galloping growth and a very important effect of tourism in the world and local economies. These developments and trends have stimulated entire regions around the world to increase the number of tourist destinations and to support investments for the development of tourism both in financial instruments as well as in local, national and regional development policies as well as wider cooperation. This has made modern tourism today a key factor in economic and social progress at all spatial levels. It is now without any hesitation the industry leader in increasing export earnings, creating new jobs, and developing and upgrading infrastructure. Like any other product, it is part of the trend of internationalization and globalization. In particular, tourism product as a form of service product is highly internationalized and, as an international form of service trading, its form of 'inbound tourism' is already one of the major categories of world trade volume.

Referring to the local and national data and resources, for many countries the expenses of tourists and visitors in general related to food, local transport, entertainment and leisure time consumption, their sporting and recreational activities are a very important contribution in the economies of the visited destinations, creating a lot of employment, seasonal or permanent, and increasing the opportunities for their development. Meanwhile, the distribution of international tourism achievements still shows a higher concentration of achievements in the summer months.

2. DEMAND FOR TOURISM

In surveys of demand measurement in the tourism and travel industry, the use of some basic indicators is noted. Although the independent variables involved in tourism demand measurement models vary greatly according to the objectives and the field of specialization and research of researchers, the use of some basic indicators as a measure of tourist demand variables in its modeling and forecast makes it possible standardization of data and their unified reporting at the global and local level.

The variation of tourist achievement is the most used for measuring tourism demand at least in the last twenty years. Specifically, this variable is measured by the total tourist achievement from a source to a destination, which can further be disrupted in tourist achievements for holiday purposes, business travel achievements, tourist achievements for family and friends visits, tourist achievements by means of travel, such as air, sea, road and so on. Some studies also use destination spending as a demand-measurement variable, while other researchers are even more rigorous using tourist spending for specific categories and certain products and purchases in general. Other indicators used are tourism income, employment in the tourism and travel industry, as well as exports and imports. While forecasting and modeling of demand is based on secondary data, the validity of data is closely related to geographical coverage. In the tourism industry there is still no standardization in their global reporting collection. The most developed countries in search and measurement of demand both in the destination and in the countries of

origin of tourists are the United States of America, Great Britain and France. Other countries measure more tourist achievements at destinations, or just international tourist movements. The basic data on the assessment of tourism demand at the international and global level, upon acceptance of the TSA and the imposition of its use by UNWTO globally, USA, EU and Asia are those that make periodic measurements of tourist demand as well as its structure based on the above indicators.

3. UNPOLLUTED AREAS AND TOURISM

Increasing the quality of life and the continuous evolution of the quality standards of citizens' perception have influenced very importantly the tourist offer at every level and form. Today's modern tourist demands on hygiene, food safety, public order, destination safety, environmental protection obligation, destination management and touristic structure, as well as the organization of the hospitable environment for a more complete offer both by the tourist product and the creation of sufficient conditions for spending leisure and entertainment, on the other hand the expansion of the consumption of tourist product throughout the year, indicate a continuous growth of a segment of a new market in the tourism industry, for tourism based on uninhabited but preserved areas, both in terms of wildlife and cultural assets preserved over the years. This segment, recently classified as a segment of ecological, cultural and social tourism or otherwise sustainable tourism, has been growing ever since. This tourism is also called alternative tourism, which is seen as a form of tourism that is in harmony with the natural, social and community values of the tourist environment, while also allowing both the tourists and the host community to enjoy mutual and mutual experiences, such as in terms of leisure time consumption, entertainment, and services, as well as cultural values and beyond in a protected and conserved natural and cultural environment. It has become fashionable to address the development of tourism in the context of sustainability, alternative tourism, green tourism or ecotourism, names or classifications that have a special meaning for different people but most of them are merely models based on environmental protection, or often forms of marketing improvement of the tourist offer today.

4. DYNAMIC BUSINESS ENVIRONMENT: INDIVIDUAL MOTIVATIONS AND PURCHASING BEHAVIOR

The tendency to travel and tourism explains the general level of demand generated in different countries, but does not explain the individual choices of the tourist product carried out by different people. To shed light on the reasons why and how consumers make their choices in tourism, the motives leading to the decision to choose should be considered. In addition to the external factors we have analyzed, many decision-makers are required for marketing executives to also understand how internal psychological processes affect individuals in the choices they make between different destination destinations and particular product types resort. Knowing these processes is very important because they are the ones that guide the behavior of consumers and will help us make the right marketing decisions.

Internal psychological marketing processes are known in terms of buying behavior.

Psychological or internal influences affecting individual choices are known with the term motivation. If we were to analyze a potential buyer who had a fairly high propensity to travel, we would understand which motivating factors would affect his choice among the types of vacancies, how long before he would think he would decide on the vacancy he or she can spend his money on vacancies when he can buy other things that have a longer range of use and may be even more needed for everyday life. A complete and accurate answer to satisfy at once all the dilemmas of this customer is difficult and profoundly stochastic. But when we manage to deepen the division of people according to the tendencies and tastes of specific products, according to the needs they want to fulfill with each kind of vacancy and activities that they prefer to find in tourist structures, we will be better able to formulate the product or product package and communicate the benefits derived from their use to a target audience of potential visitors.

If we were to refer to Synergy Consulting UK, which has made valuable studies in this respect, as well as many other research institutes, we would divide the population into three major core groups that are related and help the understanding of many realities in shopping behavior, including travel and tourism. There is also another division made by VALS - USA (Values And Life Style) in eight categories, but the first division into three groups is more general and in principle the same ideas or theories are preached - to divide the market according to tastes and behaviors:

Under conditions of a social and collective environment burdened with binding elements that impose life styles with very limited individual freedom of action, where entrepreneurial skills for fun and leisure time, desires for absolute relaxation and for free flow activities, demand for environmental spaces or untouched destinations and away from urban noise, the desires for elements with a high level of consumer attractiveness - culture and history, so

the combination of motivations to increase the propensity to travel varies significantly due to their importance, the growth of the latter mentioned in this paragraph, the dynamism of demand for the tourist product is very high, and so is its mobility related to the time span of tourism preferences. In this situation special importance is given to the cultural assets and natural attractions that the destinations have for attracting as much tourist achievements.

RECOMMENDATIONS

Based on what is presented above, we can draw some conclusions, and that:

- Organization of the tourism sector is still moderately low and keeping low prices for tourism products and services.
- There is an already consolidated growth of this industry in our tone and European space,
- The tourism industry has continued to make an important contribution to the Gross Domestic Product,
- The delayed development of tourism and the modernization and low standardization of this industry in the country are good premises for the development of environmentally friendly tourism models such as eco-tourism, active tourism, city tourism, sustainable tourism and in harmony with the environment resort.
- The service of transport in general and the tourist in particular, is aggravating for the environment and in non-standard modern conditions for the provision of this service.
- Installation and institutionalization of the measurement and control of parameters regarding the quality and recovery of the environment in general and tourism in particular, and the application of the integral indicator of ecological footprint would make the tourist industry and measurable travels qualitatively for tourists modern, but at the same time it would enable the application of today's modern standards.
- The Active Tourism Concept is the most acceptable model for city tourism, where local communities utilize their cultural and social resources for tourism purposes by guaranteeing a better quality of living and living and also having a cultural development more in harmony with cultures and environments and other social in the world.
- Draft at any local level a joint plan of urban tourism development in full coordination between the local hospital cultures.

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