

Tight relations between E marketing and Touristic offer today

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Abstract: Tourism today is one of the most dynamic and most complex socio-economic modern age phenomena. In a short time it has grown into an industry that makes an important share in trade balance of many countries, creates numerous jobs and provides innumerable opportunities for economic growth and development of each country. Business trends in the modern tourist market are characterized by two trends, namely globalization and intensive development of information and communication technologies. Information has become available worldwide, competition is global and unmerciful, competitive advantage is short-term, and guests are sophisticated, demanding and less loyal.

For this reason, tourism bidders are forced to adapt to these changes and develop their marketing strategies accordingly. Accordingly, there is a question arising: how to position consumers in the modern tourist market and convince them that certain offer is precisely what they are looking for. How to highlight and emphasize advantages of particular offer?

Keywords: Promotion, follow trends, E marketing services in tourism, promotion over Internet.

Introduction

The answer lies in the effective and creative promotion policy. Promotion is one of the main elements of a marketing mix, and its task is to inform potential and existing users about service existence, to influence the creation of positive preferences, and to stimulate the desired response. The successful business of each subject in tourism must be based on constant communication with consumers and adapting to changes in the environment. For this reason, promotional activities, as a specific form of communication with consumers, are of crucial importance in modern business.

The aim of this paper is to point out the importance of promoting tourism services and show the effective promotion management in theory and practice, all of that in order to emphasize its contribution to business advance and profit increase of each tourist provider.

Marketing promoters in tourism are all those who take part in the tourism market with their products and services and meet tourism needs through tourist spending. The heterogeneity of the tourist offer explains the large number and variety of marketing providers in tourism. They differ according to the type of tourism business they carry out, in terms of business volume, market position and type of tourist product they offer.

It can be concluded that the basic elements of a tourist product are accessibility, attractions, capacities, prices and image. Availability means that a potential tourist must have sufficient information about the product and that the product must be accessible to traffic.

Tourist attractions make the tourist product interesting and attractive. Tourist attractions are considered to be particularly appealing features, ie those resources that are to some extent adapted and accessible to tourist sightseeing and do not require special effort to be discovered and enjoyed.

- Capacity as part of a tourist product implies facilities providing services Accommodation, catering facilities and other facilities such as sports grounds, agencies, tourist bureaus and the like.
- Price is an important aspect of the tourist product, and for tourists it implies the sum of all the costs incurred by visiting a destination. It varies depending on the quality of the tourist product and depending on the season.
- When it comes to the image of a tourist product, it is the result of objective information and through the time of perception created. The tourist after the visit to the destination brings his attitude to satisfaction or dissatisfaction with what he expected from the visit, based on the previously created mental image or image.

In marketing, distribution systems traditionally use to move goods from producers to consumers, and in tourism, distribution systems are used to bring a client's product to a hotel, restaurant, airplane or some other tourist provider. Well-organized sales channels will be a successful business with a high market share than the one struggling to survive. Marketing communication is a dual process of information exchange between Participating in marketing.

Conversely, promotion is considered a single one During information or persuasion that affects an individual, company or someone Another organization to get started in the desired direction. Under the terms of promotion in Tourism should be considered as all activities of information, persuasion and reminders to which Tourist supply providers stimulate sales on the tourist market.

Internet marketing

Internet marketing is defined as "meeting market goals through the use of the Internet and technology-based ones". Every company in their marketing activities relies on the use of the Internet. The first step in Internet marketing is domain name registration, which is why the Internet site address has the role of "phone

number" for people trying to access it. Tourism companies then develop web sites that contain web sites, which are World Wide Web files containing text, images and sound. Websites thus represent the company in a similar way as the brochures are tractive.

Collecting information in tourism is a complex process and involves gathering information from a variety of sources, such as travel agencies, internet portals, videos, travelogues, catalogs and travel brochures, tour operators, newsletters, info points, social networks, carriers etc. Communication messages, How those broadcast by television programs, the Internet or other channels function as a recommendation to tourists, and in this sense their sociological role must not be neglected.

People want to appear on social networks and share their knowledge and experience and information with other users for various reasons. People usually become motivated to share important information with their online friends as they expect their experience to help or at least benefit.

Internet marketing in tourism

The place of promotion of hotel services takes the promotion of the institution, with particular regard to orientation towards experience and service offerings, and as the main media in promotional activities, highlights digital and electronic media that offer consumers multimedia content (videos, videos, etc.) about Hotel offerings and accommodation facilities, as well as additional facilities that are intended to attract potential hotel service providers. Regarding role and importance of marketing concept in modern hotel business, emphasis should be on marketing mix settings, optimum combination and strategic planning geared towards the market business concept.

Today, as a form of direct marketing, Internet marketing is increasingly used. Internet marketing represents a significant transformation in the conduct of promotional marketing activities, especially the use of electronic mail and Internet presentations. Internet marketing has significantly eliminated mediation.

The basic benefits that users have from the Internet are:

- Constant availability through affordable conditions,
- Global character,
- Providing a special value through price and product comparison,
- facilitates purchasing decision making based on the assessment of alternative products and service organization offers

Internet has significantly improved, accelerated and created new ways to promote tourism.

Promotion of the country through the Internet is done in various ways, from official state sites, through specialized tourist portals, hotel port websites, and to international web portals related to the promotion of tourism and hotels. On the other hand, Internet has basically provided tourists with a number of advantages,

most of which are reflected in the fact that a large amount of high-quality information can be found in one place.

Making a **web presentation** and providing the information you need is just one of the tasks. Much more important is the strategy of attracting guests and answering questions, bringing them, making them out of customers and keeping them.

The **task of marketing** is to manage the relationship with potential and previous guests, motivate them with attractive offers, promotions and prizes, and otherwise act consciously in order to achieve business benefits.

Through social networks and other specialized applications available on the Internet, guests can view accommodation reviews and give their opinion on the quality of the service being provided. Recommendations and advice given by previous guests to potential guests represent the most influential factor in the evaluation and choice of the hotel, as they give a look from the guest perspective and provide an indirect experience.

Online Offer via booking platforms- the way of today tourists

There are numerous online portals, as representatives of hosting consumers, that connects "hosts" who want to entertain a part of their home for a fee for "guests" who need accommodation. This platform represents a direct link between the offer (hosts) and demand (guests). Some are rented their room to people who could not find accommodation in hotels following a major conference held. There are over several millions site profiles available today, out of which over few thousands traps, to tens of thousands cities in over 190 countries. The number of overnight stays reached hundreds of millions.

Collaborative Consumption has been created thanks to the Internet and the ability to directly disseminate information to the entire population. Collaborative Consumption is one of the fastest growing markets. Ordinary people become micro entrepreneurs who rent or exchange their resources to earn revenue.

The popularity of this platform, in addition to aggressive expansion and quality bidding, has come from a simple, comprehensive and exhaustive search facility. In order to use the services of this portal, registration is required, which is completely free and is allowed to everyone.

On the home page is, always, a search engine where you need to enter the search parameters in terms of the desired destination, the date of arrival and departure and the number of guests. Results are shown in the left hand side of the list, and the folders on the right.

At the top of the site, the guest can choose a type of accommodation in the form of a full-time, private room or delimited room. It is usually also possible to filter the results by using the parameter in terms of price, number of bedrooms, number of bathrooms, additional content or the language spoken by the host.

In the header beside the host image one can find information about accommodation itself, such as the type of accommodation, capacity, number of bedrooms and the number of beds. In addition to this information there is also a rating of star ratings given by the previous guests on the basis of 5 criteria such as:

- overall experience,
- cleanliness of accommodation,
- host communication,
- accuracy of information,
- location and
- value for money.

The description of the accommodation is written by the host and in this section, beside the description of space and the general information in terms of reception and departure times, guests can also find information about additional amenities that enable potential guests, to find the type of accommodation that meets all of their requirements during the search. In addition to additional content, minimum nightly, cancellation policy, security deposit and security devices are also available.

Comments on site can be left on guest or host profiles only if there is a previous link between them in terms of booking and guest accommodation in the given rented object of the host. Comments have a significant influence on the perception of future guests about the space and the host, starting with the experiences of the previous guests.

Guests and hosts can leave comments on their experiences in the period of their stay, but usually in order to reduce the impact of the comment left by host or host guests, and vice versa, these comments will be released only when the guest and the host are left their comments, or after the deadline for comment, emphasized upfront.

There are 3 ways to book your stay: instant booking, prior approval and reservation request.

Instant booking does not imply prior communication with the host and guest can immediately reserve the accommodation if the dates listed in the search are free. Hosts can choose this type of booking to avoid communicating with guests and shortening the time of booking confirmation. If this kind of reservation is available, a light sign will appear at the end of the search.

Upon approval, the hosts provide guests who have come in contact. This reservation method is a reservation invitation that the host can send during the conversation. Before the approval is valid for 24 hours from the time of issue and the hosts can send more before the approval at the same time, the reservation confirmation will go to the guest who first confirms the reservation,

Reservation request is one of the most common types of reservation. In order to make a reservation request, the guest must enter details from his payment card or PayPal as the host has 24 hours to confirm the reservation. The guest will be charged a full sum when the host confirms the booking.

The payments

In order to ensure the safety of guests, online booking portal upon reservation and billing of guests, the funds is not delivered to the hosts immediately but after the expiration of 24 hours upon receiving guest payment, so that guests in case of any problems with the host or the accommodation can inform site and look for alternative accommodation.

The fee paid to online booking portal from guests is, usually, 10% of each transaction. Hosts are charged with, usually, 3% of the cost of the stay. Payment is made via internet and it is possible to pay by card or through some different internet payment service. Also, payment is, mostly, available in multiple currencies.

Development of the internet has increased opportunities for growth of hotel industry. Hotel managers are fully aware of benefits that internet offers in terms of advertising and therefore they are motivated to create more attention of their hotels in order to get more online reservations. They need to know how to achieve mutual interaction with guests. Hotel website or online presence allows hotel managers to easily stay and stay in touch with potential customers. Efficiently managed web sites can be the best media to create customer relationships, creating a hotel brand, retaining guests, and encouraging the oncoming visit of a hotel guest.

Without the use of information technology, hotel business would not be possible. Hotel chains depend on technology because the service process can not be imagined without operating the operating system for booking, e-mails, and the use of communication devices. Today, hotels need to have strong support for the system, so they can organize great events with video conferencing, the flow of the internet is fast and stable, where the image of the event can go directly to other parts of the world. All this provides information technology.

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