

# E-marketing as new tool for attracting tourists in Libya

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**Abstract-** Today application of modern systems of information and communication technologies directly affects the development of all business systems and the improvement of business processes to work economic development of society and economy in general. Marketing campaigns alone are not enough to succeed businesses in the market, they already have to own a product or service great quality. Influenced by digital technologies most tourist agencies are going through a digital transformation process, from the use of digital technology in customer relationships to its use across the organization, while changing the demands and expectations of everyone key participants: from customers, employees to the organization. We are frequently talking over the Internet to companies to decide if they will and how to get involved in, like whether that inclusion is profitable for the company, and if it is, to find the best methods of engaging in networks. Increasing usage of the Internet reduces traditional media's effectiveness as people give up their time for other activities such as watching TV and reading newspapers or magazines to the Internet. E-marketing is less costly compare to traditional advertising media with increased exposure and without geographic boundary for Internet users, more personalized and more targeted audience, more accurate as it can be updated timely with minimal effort and cost. Additional advantage of e-marketing is easier way to collect and track customer information.

**Index Terms-** e-marketing, Libya, tourism

## I. INTRODUCTION

Modern business is characterized by rapid changes that must be followed and react accordingly. Considering this fact, it is clear that there was a need to shorten the time to perform certain business processes. Computer creation and the development of the Internet have made implementation possible e-business, which has unexpectedly accelerated business processes and it has given special importance to this topic, so it speaks to its actuality. Mass media affect the business activity of all business entities and economic activities in the world, and thus affect the development of tourism and hotel industry as its component part. In the context of lightning business, activity the field of marketing is developing at a rapid pace. Marketing is a real, exciting activity to which we are exposed daily, which involves the use of all masses media and communications to reach consumers and users of services. The achievement of these goals is assisted by a whole series of marketing activities in tourism and hotel industry. Electronic business has made its biggest contribution in the field of electronic

commerce, e-banking, as well as Internet marketing.

Application of modern systems of information and communication technologies directly affects the development of all business systems and the improvement of business processes to work economic development of society and economy in general. The ultimate goal of their implementation is improving the standards and quality of life of individuals. As no segment of social life and development can be imagined without the use of information systems, especially the Internet, so is the development of tourism as well significant industries of strategic interest globally (in all countries and economy) cannot develop without the use of modern information technologies. Information systems have entered all pores of tourism and have become a significant success factor tourism companies. Information systems have changed ways of doing business and ways the dissemination of information on tourism businesses has directly influenced the increase their productivity as well as the new relationship between tourism providers and users service. Using social networks has made it easier to choose destinations and more active participation of users of tourism services who become part of business operations the tourism companies themselves. They directly influenced the development of marketing, new ones products, service distribution as well as market positioning and competition.

## II. DEVELOPMENT AND IMPLEMENTATION OF E- SERVICES IN TOURISM

Technological development and information advancements have led to increasing awareness of the broad consumer aspect that is becoming more demanding in determining their needs, both in other areas and in tourism. The taste of tourist consumers service changes over time and becomes more subtle and pronounced, especially when they are in the question of tourist travel. This is the reason why tourism companies also provide they use a variety of strategic tools to meet consumer needs at the same time ensure growth, development and, if possible, increase in profitability. Bearing in mind expansion of tourism industry development globally, information and communication technologies (ICTs) are becoming a major strategic planning tool and development at all levels. One of the greatest achievements of information and communication technology is precisely because it enabled equal access to the tourist market for all tourists to businesses regardless of their size and scope of business — which means through internet and large tourism systems and SMEs have equal access international tourism market. This status is made possible by everyone innovating and developing websites that allows them to

expand their competitiveness and secure growth. As tourism, service is a central place in tourism systems are occupied by service users, so the pace of development of tourism business strategies enterprises, especially in the area of distribution, must be adapted to the pace of development change to track and implement tourists' experiences in creating businesses model and the effective use of its capacities. The development of ICT has led to digital communications and their use in modern business do not represent more a matter of choice but a need. According to Haloway (2004, 198) electronic communications to the tourism industry provide four major benefits:

1. the ability for principals to interact with consumers, means directly,
2. the most cost-effective business, with a great cost reduction distributions and reservations
3. the possibility of convenient, effective and regular contact with consumers
4. the speed at which communications are unmatched in any other to the medium.

In the tourist services distribution system, reservation systems represent a very significant element controlling the demand for a tourism product without bid changes. They also make it possible to predict the future demand it can lead to an increase in supply. Internet marketing is emerging as an extremely adequate and quality vision interactive communications between service providers and their current and potential customers or users. This way travel agencies like an important tourism entity in Libya have the opportunity to serve their clients instructions to be informed in detail before deciding on the purchase process quality, price and other parameters of services / goods offered by tourist agencies, without having to be physically present. With the introduction of digital marketing strategy and email marketing saves time as well as money for all participants on the electronic market, no matter what role you are in.

### III. D-MARKETING & E-MARKETING

Today, the Internet is the most significant electronic technology, the perfect match telecommunications and information technology. A combination of these technologies also called electronic technology. The internet connects businesses, educational institutions, government agencies, individuals, provides a number of services such as: email, document transfer, e-sales, research, music, video, news, etc. Internet marketing represents the use of the Internet and other digital technology to achieve marketing goals and is supportive modern marketing concept, while e-marketing strategy needed, given that it provides guidelines for setting up a sustainable internet marketing activities of organizations that integrate with its others marketing activities that support its business goals. Digital or d-marketing is a term similar to e-marketing and includes usage all digital communication channels from: digital TV, Internet, mobile phones and other forms of digital media. D-marketing as a term is broader than e-marketing because it covers different forms reach of potential target groups, not just based on usage Internet. The capabilities that digital media provide to marketers can be include: advertising medium, direct response medium, platform for sales

transactions, distribution channel, customer service mechanism, mechanism for building and maintaining customer relationships (newsletter, research etc.). Internet marketing can be divided into two basic parts: the buyer & product.

### IV. POSSIBILITIES OF APPLYING E-MARKETING IN THE BUSINESS OF TOURIST AGENCIES IN LIBYA

As someone involved in internet marketing, it's a job to connect the two entities with the help of marketing techniques. It does not matter how the customer will connect and product, but then when they connect; it comes to that moment charge. Certainly, it is not necessary for the consumer to buy something. E-marketing has two basic forms:

1. CPS (Commission per Sale) marketing or "Commission Per Sale" and then it is commission earned by purchasing a product / service known as an affiliate marketing.
2. CPA (Commission per Action) marketing or "Commission Per Action", i.e. commission earned due to a certain form of action by the buyer, i.e. application to use a specific product / service, filling in questionnaires, etc.

E-marketing offers numerous benefits for all entrepreneurs, businesses, organizations, and even individuals, because it provides them with various opportunities to market your products and services at a far lower cost of promotion than that achievable through traditional marketing. In digital marketing, as in every other form of fashion Business, it is best to have your strategy, but also to define it before you set about implementing the same. If a particular company, i.e. tourist agency wants to win loyalty targeted consumers, it is essential to work on personalizing communication. One of the latest trends in marketing is the human-to-human approach, based on creating a personal relationship between the brand and the consumer of the company. E-marketing is precisely because of the possibility of direct contact with the target customers have become a key segment of the development strategy of almost every business. Therefore, the most noticeable change is in the role of clients / customers. From mere observers what happens in the offer of certain companies, now they are given the opportunity to they become the creators (to some extent) of the products / services they want. In that way comes the realization of Alvin Tofler's (Tofler, 1980) prediction that the development of technology enable "prosumer" (producer and consumer - consumer). Within the same person, the functions of product creators came together and its consumer. Prosumer's have an active role not only in the development phase products but also production, distribution and use. As long as the Web tools technologies have not enabled inactivity, ie. virtually unlimited giving comments, suggestions and more from customers / consumers, creating content which company would communicate with the environment was in the hands of itself businesses, media centers and the press. Starting with the terms Internet and Web, authors Consoli and Musso (2010) created term "marketing strategy". Basically a new marketing strategy that is relies on the use of Web technology tools lies the fact that the process product innovation is far more transparent, i.e. in continuous interaction all

those interested in the process, namely: employees, partners and customers, i.e. clients. The most powerful influence in this respect is the social networks, through which a large number of participants by setting up multimedia content has the influence of no not only to the business of a particular company, but also to realize a very strong one impact on society on a global scale, given the limitless access to the given contents. Creating the perfect content attracts tourist consumer groups, well such activities affect the business as they optimize digital marketing strategy to maximize efficiency. In doing so, establishing systems measuring key marketing performance indicators, which are from of utmost importance for creating and implementing an effective marketing plan. Use of digital technology in different parts of business and private life has become a part of everyday life, whether on social networks and virtual communities, whether using smartphones for payment, information on products and services, whether in direct activities marketing. And while for tourist agencies, digital technology provides a strong foundation for faster and an almost disruptive development, at the same time it is an increasing challenge to adapt different ones parts of the business with new technologies. Specifically, influenced by digital technologies most tourist agencies are going through a digital transformation process, from the use of digital technology in customer relationships to its use across the organization, while changing the demands and expectations of everyone key participants: from customers, employees to the organization.

#### V. CONCLUSION

Internet and social media has revolutionized all areas of social life and not only influenced the development of parts of the base and superstructure but have also changed the consciousness and flow of communication between people. As in other areas, so in tourism, economic development and the way of doing business is changing greatly social media. One of the broadest aspects of using social media is reflected in one of the most important areas of successful business without which one cannot imagine surviving in a huge competition by looking at the global market, which is field of marketing. Social media has changed the way marketers can they send messages about their brands - from mass

audience messages to intimate ones conversations. Marketing is becoming more prevalent in social media, so are marketers they need to keep in mind that social media for most people is social, a not the marketing experience. While traditional marketing media offers the mass method consumer communications, social media offers more methods of addressing consumers one-on-one. Users get the opportunity to quickly share experiences with huge numbers of people, which influences word-of-mouth communication. This process, no not only can it, but it also affects the profits of various companies, and therefore tourism companies. Unlike traditional advertising, e-marketing has more advanced ways of addressing and communicating with consumers. With the development of technology internet users as well as consumers are offered new ways of using it instruments and platforms such as: blogs, microblogs and publishing sites content that can be accessed through an increasing number of devices such as: computers, laptops, smartphones, e-readers, tablets and netbooks.

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