

Internet marketing as new tourist's possibility

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DOI: 10.29322/IJSRP.10.02.2020.p9864

<http://dx.doi.org/10.29322/IJSRP.10.02.2020.p9864>

Abstract- The strong development of the Internet and technology has had an impact on all aspects of life and on all aspects of business. Rapidly developing computers and telecommunications technology has led to a significant increase in the use of the Internet and computer technology in modern business. The internet and social networks have completely changed the way tourists choose destinations. Tourists nowadays use the Internet in all stages of travel: from finding a destination idea, to choosing a hotel and booking, during a trip, and finally when completing a trip. The internet today is something that is understood in tourism, just as it is understood that the apartment has water or electricity. For good reviews and guest reviews, internet access has become necessary.

Index Terms- Internet, Marketing, Tourism

I. INTRODUCTION

The success of companies depends on their proper appearance on the market. To increase sales and reach potential customers, businesses use a variety of marketing methods. Marketing is a complex social and management process that aims to meet the needs of individuals or groups. Tourism business is highly variable and complex and therefore requires effective and thoughtful marketing. Changing economic conditions and consumer demands and new technologies are causing new markets to emerge. Technological development has enabled the development of modern tourism and new forms of marketing in it. The internet gives tourism companies a whole new way of doing business and gaining a competitive edge. Today, an increasing number of people and businesses are networked, which has an impact on economic developments. It is important to distinguish between internet marketing, e-marketing, digital marketing, e-commerce and e-commerce. Internet marketing uses the Internet and related digital technology in combination with traditional communication channels to achieve the set marketing goals. E-marketing, however, uses electronic communications technology as well as digital marketing. Using the Internet in tourism can be very easy and inexpensive to reach new tourists. With digital marketing, businesses can show what their offer looks like and be more accessible and accessible to potential tourists. The internet and social networks have completely changed the way tourists choose their destinations, agency and hotel. The smallest tourism companies with the help of Internet can go on the market and be

side by side with large companies. The emergence of websites, portals, blogs and social networks represents new areas of marketing that have overshadowed traditional forms of communication. Of course, classic marketing still exists, but new forms of digital marketing are emerging.

II. MARKETING & MARKETING MIX

In many cases, marketing is conceptually linked to sales and advertising. These two activities are part of marketing, but with them there are even more key activities. The marketing function assumes responsibility for servicing and servicing customers and for working and coordinating with intermediaries and other external organizations, companies such as various distributors of goods, products, materials, agencies and similar organizations participating in different economic environments. Kotler marketing defines it as a social process by which individuals and groups get what they need or want through the creation and exchange of products and values with others.¹ The marketing mix is a set of marketing elements or variables that are controlled by a company and combines them to achieve their goals in the market.² The core part of the marketing mix is the product. Product is a sum of benefits that organizations or end consumers are willing to pay for, without any doubt that the product and service can receive added value through the Internet. consumers. Products are divided into those who, with the help of new technologies, take on a new form of service, those who use the Internet only as distribution channels, and those whose delivery is not possible without physical intermediation.

With increasing competition, there is pressure on prices, which is why the Internet policy is significantly different. Distribution in the modern supply chain is an integral value chain. Supply chain management is done by coordinating all procurement functions into a single system that is accomplished through Internet technology. The last element of the marketing mix is promotion. It is a highly functional process for planning, executing and analyzing communications aimed at attracting, maintaining and multiplying clients. Promotion is certainly one of the parts of the web that has been most influenced by the Internet. With the marketing mix, it still binds people, physical evidence and processes. These elements are paramount in delivering products and services.

¹ Kotler, P., Bowen, J. and Makens, J. (2010) Marketing for Tourism and Hospitality, fifth edition, Prentice Hall, New York, NY

² Kotler, P., Marketing Management, (Millennium Edition), Custom Edition for University of Phoenix, Prentice Hall, 2000, p. 9.

III. 4P CONCEPT IN TOURISM

The 4P (Product, Price, Promotion, Place) concept has been accepted in marketing and tourism. In tourism, it is very important to emphasize that these are services and not products. The service is in many ways different from the product. The service is intangible. she can't touch, try, buy and take her home, but she is first and foremost an experience. The service cannot be owned. The service is indivisible and incommensurable because the production time and consumption time match. One of the most important features of a service is its heterogeneity, which is said to be related to the human factor when providing services. Service depends mostly on who provides it, thus the quality of service depends directly on the human factor. Taking into account the specificity of tourism as a service, many point out that the marketing mix of tourism should take into account processes, people and the physical environment. Then it's a 7P concept.³

For the tourism product, the biggest problem is that it is necessary to travel because the product cannot be shown on the market before purchase. In tourism, the purchase of the product is done in the place where the tourist resides, while the product is consumed elsewhere. Some other product activities in tourism are carried out in the place of permanent residence. Separation of sales from consumption requires a special organization of sales made through intermediaries. Another important feature of sales in tourism is the payment before the arrival of tourists, or advance payment. Sometimes sales are conducted months in advance, which obliges bidders to set prices in advance.⁴ It is very important to know how to choose the right sales channels in tourism. Along with classic sales channels, new forms are emerging with the development of the Internet. A distribution channel is a collection of independent organizations involved in the process of bringing a product to the consumer. In tourism, a product cannot be transmitted, so the traditional form of distribution is not used. In this case, the distribution is made in the opposite direction and the consumer is moving towards the place of supply.

IV. INTERNET MARKETING IN TOURISM

Tourism is a service industry as such has a different application of marketing than manufacturing activities. In tourism, cooperation and coordination of entities involved in the provision of tourism services is important. Marketing in tourism includes analysis of the external and internal environment, defining the mission, goals and guidelines, establishing a strategy and tactics for the marketing mix, control of all implemented activities at the micro and macro levels.

Micromarketing explains how to manage the marketing process in a tourism company. In practice, this means constructing micromarketing models that are used to better meet the goals of the company. Macromarketing emphasizes how the composite

marketing mechanism of tourism works as a result and as a determinant of the economic and social environment. In practice, this means constructing a general model of the tourism marketing process that leads to the interest of society. For the tourism business, micro-level business is the most important. at the enterprise level. It is very important for the company to adapt to the environment. The marketing mix is a set of instruments used for marketing purposes to meet the needs of the target market and improve the position of the tourism product on the market. The basic elements of a marketing mix are product, price, promotion and sales and distribution.

The most common forms of internet marketing today are web site marketing, social networking, e-mail marketing and mobile applications. Tourism is not an unambiguous and simple phenomenon. There are a number of factors that affect tourism supply and demand and all of them are interdependent. Therefore, there is a great need to apply marketing, its techniques and methods for the purpose of tourism. With the development of tourism, the number of factors in the marketing environment is increasing. Marketing in tourism is social and managerial process by which individuals and groups get what they need and want, through the creation and exchange of products and values with others, and coherence of marketing activities of the business and tourism policy makers; orientation of marketing activities towards the basic and determining goal of satisfying the needs of selected consumer groups; market research, especially needs and motives, as well as market segmentation; market, etc.), the existence of limiting factors in achieving economic effects, which originate from the social and natural environment (impact on the local population, the environment, etc.).⁵

One of the tools of Internet marketing in tourism is the website. A website is a place where the customer can be shown who you are, what you do and what you offer. Given the number of users, the Internet makes it possible to attract new customers. When creating a website it is important to offer quality content because it certainly brings good promotion and therefore higher sales. A number of agencies have websites for booking accommodation. In tourism, information systems are used to provide clients with accommodation and services in advance. The reservation system is highly developed and in addition to booking accommodation, it uses agencies to form an online database that enables them to better manage capacity and get to know consumer behavior. The website needs to be easily accessible, and website optimization can help. The page should be easily accessible on search engines like Google, Bing, or similar to make it easier for people to see what they are looking for. Basic information technologies for reservations used in tourism are:

1. Computer reservation systems (Computer Reservation Systems - CRS),
2. Global distribution systems (Global Distribution Systems - GDS) and
3. Internet.

³ Needham, Dave (1996). *Business for Higher Awards*. Oxford, England: Heinemann.

⁴ Chaffey, D.: *E-business and e-commerce management: strategy, implementation and practice*, Prentice Hall, 4. izdanje, Chapter 8, p. 452.

⁵ Page J. S. & Connel J. (2006). *Tourism a modern sythesis*, Thomson Learning, London, UK

Booking information is available at any time to the hotel staff, travel agency, as well as to search clients. Certainly the most interesting thing about tourism today is to book online.

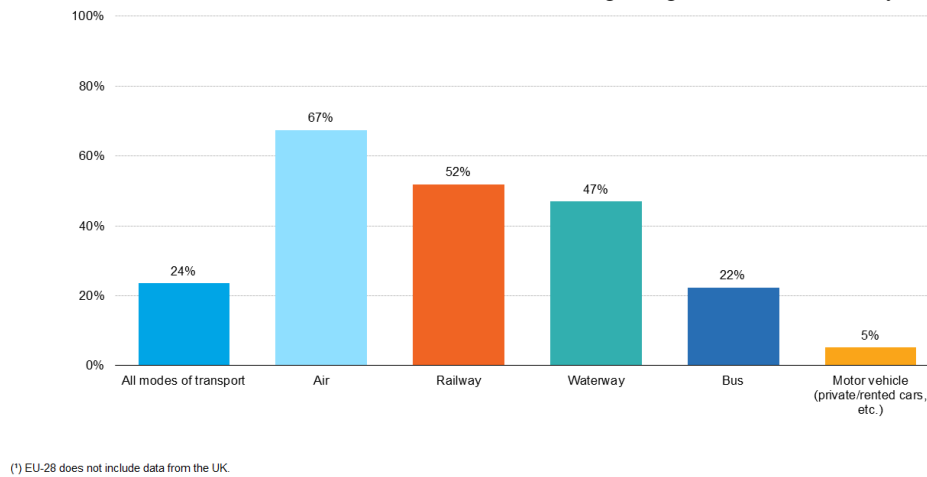


Figure 1. Online booking for transport (% of all trips, EU-28, 2014)⁶

In 2014, accommodation was booked online for 55 % of the trips of EU residents who stayed in rented tourist accommodation.

In 2015, 39 % of the EU population reported having used the internet for purposes related to travel or travel accommodation.⁷

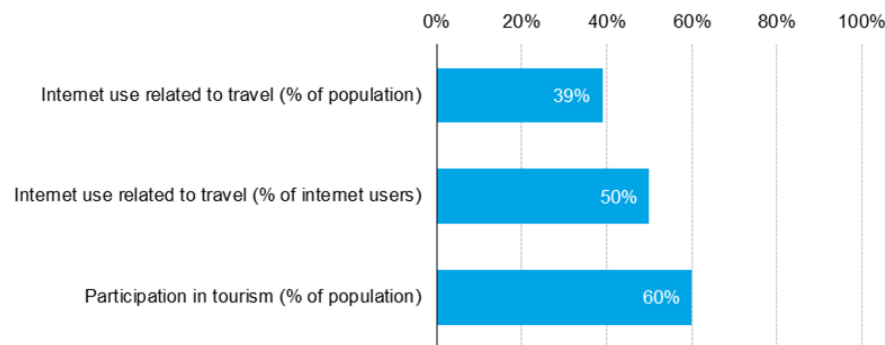


Figure 2. Internet use related to travel (% of all trips, EU-28, 2014)⁸

According to the 2015 survey on ICT usage in households and by individuals, 39 % of the EU 28 population (aged 16 to 74) reported having used the internet for purposes related to travel (or travel related accommodation services) in the three months preceding the interview. When excluding non-internet users from the analysis and looking only at the relevant sub population of internet users, half of these had used the internet for travel purposes. Indeed, it is very likely that those not participating in tourism will not use the internet for searches or purchases related to travel. In 2014 (most recent data) 60 % of EU residents participated in tourism while 40 % did not make any tourism trip of at least one overnight stay away from home.⁹

Through the website, people can find the content of a particular agency and find out what it offers and how much it will cost. All this lacks regular communication with clients, what with existing ones and with potential ones. Tourist agencies make up for this by communicating with social networks. Social networks allow interaction between individuals via the Internet. An important feature of social networks is that they allow the sharing of image, video and textual content. In addition to sharing information quickly and being more connected to people, social networks offer advertising, branding, finding business partners, developing new ideas, and more. This type of marketing has

⁶ Eurostat, Statistics on ICT use in tourism, https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics_on_ICT_use_in_tourism&oldid=420578

⁷ ibid

⁸ Eurostat, Statistics on ICT use in tourism, https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics_on_ICT_use_in_tourism&oldid=420578#out_of_10_Europeans_look_online_for_travel_related_information

⁹ Eurostat, Statistics on ICT use in tourism, https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Statistics_on_ICT_use_in_tourism&oldid=420578#out_of_10_Europeans_look_online_for_travel_related_information

grown dramatically because of the ability to approach individuals individually and communicate directly.

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