
THE IMPORTANCE OF THE MARKETING RESEARCHES IN THE FIELD OF TOURISM

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ABSTRACT

Tourism is one of the fastest growing industries in the world and is also one of the best ways to boost a country's economy. With more and more destinations realizing this and seeking to attract more tourists, the industry is becoming increasingly competitive. This is why it's now more important than ever to ensure that your marketing strategy is up to scratch.

Keywords: marketing, tourism, services, research, advertising, hospitality.

Introduction

Tourism marketing has many different names — destination marketing, concept marketing, experience marketing. Many of today's marketing experts refer to tourism marketing as a subset of digital marketing. Social media, e-newsletters, automation and pay per click ad campaigns play healthy roles in successful tourism marketing plans. Traditional marketing concepts also are vital — such as press releases, blog articles, travel reviews and cross marketing with other businesses. Highly effective marketing plans for tourism-related businesses have a clear understanding of the characteristics, the motivations, the behaviors, and the experience of each and every traveling customer. Marketing toward tourists is about showing them how they can temporarily escape their normal, hectic lives for a change of venue and entertainment. The purpose behind tourism marketing is to promote the business, make it stand out from rivals, attract customers, and generate brand awareness. Many modern tourism marketing strategies make use of the internet, with websites, online adverts, email and social media platforms often playing a key role. As it is one of the world's largest industries, the tourism industry is extremely competitive. This means that businesses operating within the industry need to find ways to stand out from rivals, promote themselves as being the best option for tourists, and highlight some of the things that make them different, or superior.

Marketing is the process of getting a product from the idea and development stage into the hands of the consumer. Thus, virtually any method or system used to facilitate this process is considered a marketing tool. Marketing tools like cost accounting are used to price products. Marketing tools are also used to design packages, to assess consumer satisfaction and to promote a company's products and services.

One of the key ways those involved with tourism management are adapting to the pandemic is by placing a greater focus on customers in the local area, or in neighboring countries. This is because the travel restrictions that are in place, and the overall reluctance to travel internationally, has made local customers a safer target demographic. You can start by emphasizing features of your business that are likely to appeal to local customers. For instance, rather than highlighting aspects like the weather and local attractions, which primarily appeal to international visitors, you might instead focus on your facilities, your ability to host events, or your luxury services. For hotels, cafes and similar businesses, you may also appeal on the basis of providing locals with somewhere to carry out remote work, and you can do this by promoting your work-related facilities and your wi-fi.

Today, virtual reality tours can usually be enjoyed through any of the major web browsers and viewed on a computer, mobile or tablet. The enjoyment can be further enhanced if users have access to a VR headset. Virtual reality tours can be especially effective as a tourism marketing component, because they allow users to get a sense of what they can expect when they arrive. This can be an especially powerful tool during the booking process, when customers may start to have second thoughts, and when a little extra persuasion can make all the difference. Tourism marketing contributes to the growth of local and national economies worldwide. In fact, one-fifth of all global jobs created over the past decade have been within the travel sector. Nearly 10 percent of all jobs are supported by this industry. The more people visit a city or country; the more money they spend. This helps grow the local economy and attracts investors. New hotels and vacation resorts open their doors, leading to the creation of new jobs. As the local infrastructure and services improve, the number of tourists increases even more. Even though tourism is probably the world's largest industry, only 5% of total market research turnover is in travel and tourism, indicating the relative underuse of research in the industry. The intangible nature of tourism and the lack of a truly free market place certain limits on market research's relevance, but the article suggests that the major barriers to its effective use are managerial attitudes and a lack of appreciation of how effective research can lead to increased profitability. In addition, the very areas where research would be most beneficial may well be those where it is most unlikely to be used: in understanding consumer motivations and in planning for the future.

The tourism industry is broad and varied, with many tourism businesses promising wandering travelers a little slice of paradise on their trip. When developing your tourism-based business, it's important to conduct market research so you have a comprehensive understanding of the industry, your customers, your competition and your growth strategy.

The local tourism industry provides many opportunities for small businesses, such as travel guides, hotels and hostels, restaurants and tour operators. The significance of tourism on local businesses depends on many factors including how well the business can market itself to its target audience.

The economic benefits of tourism to a country affect many areas of enterprise even if they are not directly in the tourism industry. For example, if your small business sells outerwear and you're located in a cold climate, you may find that tourists make up a significant portion of your customers simply because they don't have the proper clothes for their trip when they arrive. Many people who live in warm climates don't own winter parkas, for example.

Conduct research to understand the market around you and how it is affected by tourism. Whether you operate directly in the tourism sector, such as by running a bed and breakfast, or indirectly by offering goods and services in which tourists may be interested, it's beneficial to understand how your business is affected by tourism. By conducting tourism research, you may be able to identify a new segment of your audience.

Through effective market tourism research, your business can develop a growth plan and implement it to achieve your goals. You can conduct tourism research to try out new products and services on a small scale before launching them to your audience. This may help you to fine tune the details, improve your offerings and provide customers with something no one else does.

For example, if your tourism business provides guided foodie tours of your local neighborhood, you can develop specific themed tours based on research of your target market. Find out if they want to

see vegan restaurants, for example. Run a few smaller tours to make sure your customers are happy with the places you're taking them, and then launch the service on a wider scale.

When you understand your target market, you'll understand which marketing channels can best reach them. If your business is a cruise line for seniors, for instance, you wouldn't have much luck trying to promote your brand on platforms with young userbases, such as [Instagram](#) and TikTok.

Established businesses can also use market research to determine how their customers perceive them. By gathering data on customer satisfaction and reviews, businesses can determine which aspects of their establishment need changing, and what they can do to improve their customers' experiences. Businesses can gather this data by conducting customer satisfaction surveys or compiling online reviews.

Market research on customer satisfaction can also help you manage your reputation online. If you're starting to see negative reviews, you can act on complaints before public perception worsens. **Market research is about assessing who your customers are, what they need, and what they're saying.** Once you've gathered this information, consult with [experienced hospitality professionals](#) to create an effective performance improvement plan.

Market Research

Marketing professionals are responsible for conducting market research based on their products and services. This research then helps companies determine what markets to target and how to best reach these markets to maximize sales and profits. Areas of market research include market information, market segmentation and market trends. Market information involves studying prices, supply and demand of a product. Market segmentation entails knowing the different groups of a market as defined by interest and motivation; and market trends involve the movement of a market over time. Market researchers study all these areas through surveys, focus groups, questionnaires and other available industry data and charts.

Marketing involves a lot of strategy, including estimating demand for products and services, developing the ideal price point, determining what products should be released when, deciding what markets to target and any number of other factors relating to how to best promote and sell a product. Marketing professionals are business professionals and just like any business, it's important for a marketer to plan ahead and have a detailed strategy in place before beginning to market and promote a product, service or brand.

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