

“Trends in the development of marketing technologies in the tourism market”

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TRENDS IN THE DEVELOPMENT OF MARKETING TECHNOLOGIES IN THE TOURISM MARKET

Abstract

This article deals with trends in the development of marketing activities in the tourism market. In the field of tourist marketing should be considered in two aspects: the first aspect is a system focused on the strategy and tactics of active adaptation to the changing requirements of the tourist market; and the second aspect is the interaction of the main market elements: consumer, product, price, advertising, sales, etc. One of the types of services in tourism, which is expanding is marketing. In fact it affects the interests of every person and every organization in any given market. Marketing of tourism in the international sphere in comparison with other areas where all methods and approaches of marketing activities are actively used, remains at a lower level, of use in the promotion of tourist destination despite the fact that tourism seems to be a popular way of recreation for more than a decade. The aim of the article is to analyze the in the main tendencies in the development of the use of marketing technologies in the tourism industry services on the basis of the modern market conditions as well as the study of integrated methods of promotion of tourist destinations.

Keywords

tourism, traditional marketing, digital marketing, marketing technologies, tour product

JEL Classification

A10, D12, D52, L22, L10

Олена Сущенко (Україна), Маттхнаї Екоуагхе (Україна)

ТЕНДЕНЦІЇ РОЗВИТКУ МАРКЕТИНГОВИХ ТЕХНОЛОГІЙ НА РИНКУ ТУРИЗМУ

Анотація

У статті розглядаються тенденції розвитку маркетингової діяльності на туристичному ринку. У сфері туристичного маркетингу слід розглядати два аспекти: перший аспект – це система, орієнтована на стратегію і тактику активної адаптації до мінливих вимог туристичного ринку; а другим аспектом є взаємодія основних ринкових елементів: споживача, продукту, ціни, реклами, продажів і т. д. Одним з видів послуг у сфері туризму, який розширюється, є маркетинг. Фактично це впливає на інтереси кожної людини та кожної організації на якому ринку. просування туристичних напрямків, незважаючи на те, що туризм є популярним способом відпочинку більше десяти років.

Метою статті є аналіз основних тенденцій розвитку використання маркетингових технологій у сфері туризму на основі сучасних ринкових умов, а також вивчення інтегрованих методів просування туристичних напрямків.

Ключові слова

туризм, традиційний маркетинг, цифровий маркетинг, маркетингові технології, туристичний продукт

Класифікація JEL

A10, D12, D52, L22, L10

INTRODUCTION AND STATEMENT OF PROBLEMS

Until the appearance of the internet, tourists went directly to their local travel agency to book their trips. The prices were very linear since there was hardly any

competition. In addition, air tickets could only be purchased through them. To make a good segmentation of its public, it is not enough for tourism companies to know the age, origin or social class of tourists. Now we are talking about “hypersegmentation”, that is, giving each traveller what they are looking for, creating flexible tourism products adapted to each profile. When the internet came up, airlines began selling airline tickets directly to passengers and that need for intermediation disappeared. In addition, very high competition began to arise as they could be compare the prices much better and choose the best price. We must also bear in mind that today tourists have a lot of information to make the best purchase decision. There are countless websites and channels where businesses can report and compare prices, and all this can be done at the same time on several devices. To understand this state of affairs, we will study in the peculiarities of marketing methods and common practices used in the tourism market, then in the we will analyze the new trends of marketing which favoured the development of the use of marketing technologies in the tourism industry services.

1. LITERATURE REVIEW

The theoretical and methodological support for evaluating marketing technologies in travel companies and the methodical elements of prudential supervision to improve their effectiveness are not sufficiently developed. This necessitates the development of methodological approaches and practical recommendations for evaluating the effectiveness of marketing technologies in promoting tourism, which proves the relevance of the research topic.

The questions of providing marketing technologies in the management of a tourist enterprise were studied by scientists: Bagiyev, Tarasovich, Ann, Barkan, Gerasimchuk, Porter, Brindisi, Sidoruka and Brindisi, Yuzwak, Pinyak, Burlitskaya, Podvirna; Goldie, Dubik and Mishchuk, Fedorovich, Shpilyk, Goldy, Maruschak, Seredinskaya and Seredinskaya, Pavlikivska, Sinatorov, Gvozdeva, Akperov, Alyabiev, Balabanov.

Nevertheless, the need to choose a method for the effective promotion of various forms of tourism activities, as well as services provided by operators of this sector, is of paramount importance due to the massive use of marketing technologies in the tourism industry.

2. RESEARCH RESULTS

Travel companies in modern conditions should carry out marketing communications not only with their customers, but with intermediaries with whom it works, as well as with various members of the public who in one way or another can influence the behaviour of potential buyers when choosing a travel company.

The most complete set of communications necessary for a successful competitive existence of a firm on the market consists of the following components: advertising, public relations or PR (public relations – social relations), sales promotion, personal sales.

All these types of communications are equally important for the activities and provided services of the tourism company, and if one of them is developed very well to the detriment of other types, it will not always be favourable for the general state of affairs of the organization. So, for example, paying great attention to public relations, we should not forget that, together with this, this public should be well informed about itself, its merits and successes. Information (in its global sense) occurs through advertising, so it is very important to carry out all types of communications thoughtfully and carefully. The degree of importance of the components of communications in different firms at different levels, which is explained by the different goals of communications, according to the conditions of the company in the market of tourist services, the viability of the cycle of a particular tourist product, etc. Despite the importance of all these links in the marketing communications chain, advertising is the most significant element in this chain. Advertising in a relatively short time can attract a large enough mass of potential consumers, contact audiences and society as a whole. In this case the tourism company will have to set up 4 main objectives of advertising its business:

Objective 1 – to interest the client externally. Often travel agencies turn to advertising agencies in order to create bright and interesting billboards that attract attention.

Objective 2 – to be constantly reminded about the convenience of the tour product provided by this company.

Objective 3 – to organize (facilitate) the purchase of the tour services by the customers.

Objective 4 – to interest the customer benefits of the advertised tour product. It can be the offer of burning tours at very low prices, gifts when buying tours, etc.

With this method, the customer's response to the offer of the company is achieved.

To achieve these goals of communication policy, tools of various elements of marketing communications are often used: advertising, sales promotion, participation in exhibitions, public relations, etc., which is the basis for building an advertising campaign.

An advertising campaign is several promotional events, united by one goal, covering a certain period of time and complementing each other.

The advertising solution must be original, offer a non-standard approach to the presentation of the goods, which will qualitatively highlight it among the rest. A successful idea also implies that intrusive advertising has the opposite effect, despite the recognition of the company – the manufacturer and the product itself, and it is impossible to do without creativity.

Advertising must be directed to a specific group of people. This group should be well studied. To do this, conduct marketing, sociological and other studies so that you can predict the actions of this group. And since the way of life of a group with a certain income is consistent enough, the people who adhere to it will most likely react uniformly and acquire the same or similar goods. There is an orientation to the potential client. Thus, advertising, creating an attractive image and aimed at a specific audience, is quite effective.

The classification of advertising campaigns is carried out according to a number of signs:

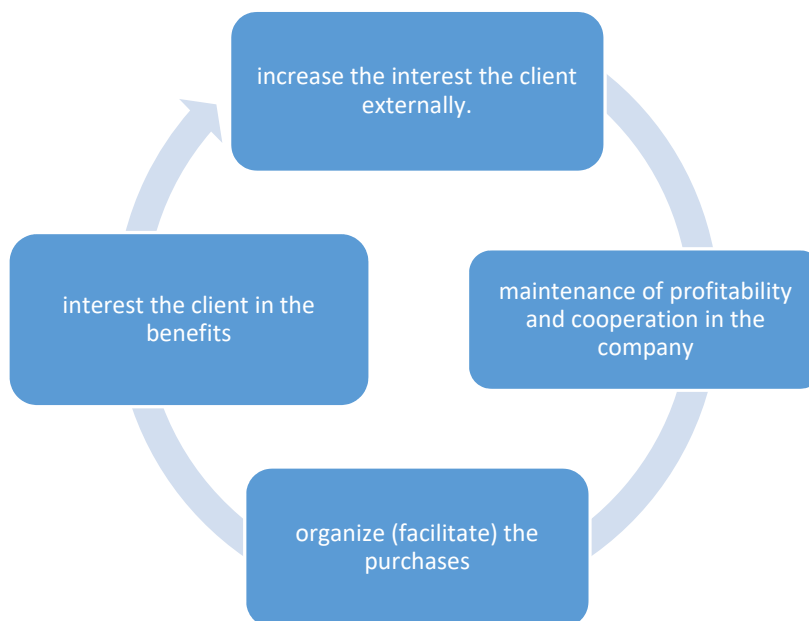


Figure 1. The main objectives of a tourism company campaign

the objectives of the implementation (increase in the sale of tourist products, support for a specific tourist product, the formation of the company's image, the expansion of sales markets, etc.); territorial coverage (local – city, region; regional; national; international); dates (short-term – up to 1 month; medium-term – 1-6 months; long-term – more than 6 months); the intensity of the impact on the target audience (even – promotional activities, distributed over time evenly; growing – gradually increasing advertising pressure on target audiences (for example, as the season of active sales approaches); downward – reducing advertising impact on target audiences during the advertising campaign); the range of advertising media used (mono-campaign – one means; poly-campaign – two or more).

Planning and implementation of advertising campaigns is a holistic process that includes a number of interrelated steps: setting goals; development of advertising appeal; selection of advertising media; formation of the advertising budget; evaluation of the effectiveness of promotional activities.

Determination of efficiency is a prerequisite for the proper organization and planning of advertising activities of the company, rational use of labour and material resources spent on advertising.

The study of the effectiveness of advertising should be aimed at obtaining special information about the nature and interrelation of factors serving to achieve advertising goals with the least expenditure of funds and maximum return, which will eliminate inactive advertising and determine the conditions for its optimal impact.

The concept of advertising effectiveness has two meanings: economic efficiency and the psychological impact of advertising on the buyer (psychological effectiveness).

The economic effectiveness of advertising is an economic result obtained from the use of an advertising medium or organization of an advertising campaign. It is usually determined by the ratio between the gross income from additional turnover (works, services) as the result of advertising and expenses for it.

Psychological effectiveness – the degree of influence of advertising on a person (attracting the attention of customers, memorability, the impact on the motive of purchase, etc.).

Both of these concepts are closely interrelated. But the criteria for these two types of efficiency are naturally different – in the first case, this is the volume of sales, in the second – the psychological characteristics of the perception of advertising by its addressee.

The main material for analyzing the economic efficiency of the results of promotional activities of the company is statistical and accounting data on the growth of turnover. On the basis of these data, it is possible to investigate the economic efficiency of a single advertising medium, an advertising campaign, and the entire advertising activity of a firm as a whole.

Measuring the economic efficiency of advertising presents great difficulties, since advertising, as a rule, does not give the full effect immediately. In addition, the growth of trade is often caused by other (non-advertising) factors – for example, a change in the purchasing power of the population due to rising prices, etc. Therefore, to obtain absolutely accurate data on the cost-effectiveness of advertising is almost impossible.

There are several methods for determining the economic effectiveness of advertising, which are applicable to the assessment of the economic efficiency of advertising activities of a tourist enterprise. Brightness and depths of their impressions, memorability of advertising appeals. For the analysis of advertising messages you can (use special methods, including methods: recall using, recall without help, Gallup-Robinson and Starch methods, coupon method, etc.) When using advertising in magazines and newspapers, travel companies, perhaps, most often uses the coupon method in its practical promotional activities, since it does not require additional investments, it does not require special training of employees and is quite simple.

Social efficiency of advertising with the formation of new needs, the improvement of tastes, the eradication of bad

habits, etc. In the tourist business, advertising of tourist destinations can be attributed to social advertising, which promotes the promotion of individual cities and regions to the global tourist market. The simplest method for determining the economic efficiency of advertising is the method of comparing turnover before and after the promotion.

The final conclusions about the cost-effectiveness of advertising are obtained as a result of comparing the additional profit obtained as a result of advertising with the costs associated with its implementation. As a result, the advertising message will be perceived in different ways, and remembered, will cause different degrees of readiness for action. Since one of the main objectives of advertising impact is precisely in the allocation of the advertised product or service, attracting the attention of the consumer, the study of mental processes is very important in the framework of promotional activities.

For this every month it is necessary to calculate the following performance indicators of the advertising company.

First, the ratio of sales (in monetary terms) or profits before and after the advertising campaign and the amount spent on it. Secondly, by changing the percentage of awareness of a given advertising audience about the advertiser, its trademark, products and services. In the latter case, the effectiveness of advertising is evaluated by how it performs its information function.

Often to assess the effectiveness of an advertising campaign using the method of the survey by phone.

It is necessary to keep in mind the factor of seasonality, as a sharp increase in calls may be due to the effect of advertising, and with the beginning of the next tourist season.

Let's take for example the case of tourism in the United States. Many states in this country had close to \$ 17 mln of the average annual tourism budget, but outliers exist at both ends of the spectrum. For example, the Washington state budget did not allocate money every year to tourism, while Florida gave \$ 85 mln in the same area. The big difference in terms of tourism budgets can come from the size of the state, the population, the importance of the tourism industry, funding models, the assessment of tourism taxes and budget constraints.

Like many investments, investors will have positive, neutral or negative opinions. Many tourism offices will want to measure the independent economic impact and impact of the income tax, as well as other variables. It can be difficult to find the right budget for the budget. Simply calculating metrics without comparing them to a benchmark can provide various conclusions that may prove to be inaccurate. Consider the following Table 1, which shows the total costs per dollar of tourism invested, these important data may be angular to grasp at first glance, especially as we discuss annual direct tourism spending valued in billions of dollars compared to tourism budgets expressed in mln of dollars. The purpose of this Table is to demonstrate the wide range of total travel and tourism expenses per dollar of tourism invested. These data can be found in some economic impact studies, but when compared to other states, it is clear that this measure does not matter much. Why? it is necessary to consider that travel and tourism expenses include various expenses, including accommodation, flights, car rentals, food and beverages, gas and leisure. The efficiency of a state / province's tourism budget should not be a function of total expenditures because the number of variables included in the calculation of total costs is too high. This data could be more revealing if compared to year-over-year figures for each state.

The structure of tourist expenses is understood as a share of expenses for each type of tourist goods or services in their total volume. The factors determining this structure include the amount of income, prices, the number and age composition of the population, the level of production mechanization, urbanization, etc. Here in the case of United States the main core analysis on the expenses done by tourists as well as the tourism budget of every state shown in the Table 1.

The aim is to evaluate the effectiveness of the marketing strategy of these states.

Evaluation of the effectiveness of promotional activities of enterprises requires a lot of effort, money and high competence of staff. The best way to measure advertising results is to track responses from various media.

Table 1. Total travel tourism spending in selected US states

Total travel tourism spending in selected US states			
State	Total travel / tourism spending (in mln USD)	Total travel /tourism budget (in mln USD)	Total travel tourism spend per tourist dollars
Alaska	1,940	18	108
California	117,500	68	1,728
Florida	82,000	85	979
New York	625,00	37	1,689
Mississippi	6,000	7	857
New jersey	421,00	9	4,678
Ohio	31,000	8	3,875

Source: Hotel news now [11]

For radio, television, and other media, such as billboards, it is possible to track your customer's responses by using different performance indicators for each medium or campaign.

Analysis of the effectiveness of an advertising campaign is a mandatory component of the advertiser's marketing activities. Without evaluating the effectiveness of advertising campaigns, it is impossible to plan future promotion activities, calculate budgets and choose media channels. There is no universal way to evaluate the effectiveness of an advertising campaign.

This is due to the fact that the analysis of an advertising campaign reveals a multitude of market factors, the influence of which on the final result cannot be accurately determined.

When evaluating an advertising campaign, it is important to consider:

- the nature and objectives of the advertising campaign (image or aimed at sales promotion);
- the number of promotional tools used (media mix or a separate type of advertising);
- specifics of the promotional channels used;
- the established indicators of the effectiveness of an advertising campaign (for example, the cost of one contact with the audience or the number of new customers, etc.);
- the error of the results of research conducted in the analysis of the advertising campaign.

Table 2. Chosen method of evaluation of the effectiveness of a marketing campaign

Method	Main variables of the formula	Formula
The economic effectiveness of the advertising campaign	Q1 and Q2 are sales volumes of 1 and 2 firms, respectively, over a period of time; V1 and V2 - the amount of advertising costs of these firms for the same period	$(Q1 / V1) \cdot (Q2 / V2)$

The chosen method of evaluation of the effectiveness of a marketing campaign will be the economic effectiveness of advertising, which is an economic result obtained from the use of an advertising medium or organization of an advertising campaign. The economic effectiveness of advertising can be expressed through the cost-effectiveness of promotion.

Cost effectiveness is the ratio of the quantitative expression of the effect to the costs that caused this effect. The main part of the problem in evaluating the effectiveness of advertising costs is to determine the numerator of a fraction. Sometimes this type of efficiency is also called sales, trade or commercial.

For the advertiser, the most basic question is always the question of increasing the profits obtained as a result of advertising campaigns. This is the main defining moment in the evaluation of the campaign.

That is, an attempt is made to analyze and compare advertising costs and changes in sales volumes. The main material for analyzing the economic efficiency of the results of promotional activities of the company is statistical and accounting data on the growth of turnover.

On the basis of these data, it is possible to investigate the economic efficiency of a single advertising medium, an advertising campaign, and the entire advertising activity as a whole.

As mentioned earlier, the measurement of the economic effectiveness of advertising presents great difficulties, since advertising, as a rule, does not give an advertising effect immediately.

In addition, the growth of trade is often caused by other (non-advertising) factors, such as changes in the purchasing power of the population due to rising prices, etc.

Therefore, in order to get results that will be close to real, changes in the economic performance of a tourist company under the action of an advertising campaign should be considered, without conducting other promotional activities at the same time [15].

US advertising accounts for about 2.5% of the country's gross national product, which amounts to about \$ 14 trillion. American taxpayers rely heavily on advertising to determine how they spend about \$ 9 trln a year on different goods and services. A study conducted in 1999 by one of the country's leading econometric modelling firms, WEFA, along with Nobel Laureate Economist Lawrence Klein, also highlighted this economic impact. The study showed that advertising played a key role in creating 18.2 mln of the 126.7 mln jobs created in the United States that year.

The report also concluded that advertising spending accounted for between 12 and 16 per cent of private sector revenues across the country, in both rural and urban areas.

Table 3. Cost of advertising nationally broken down by medium in the USA

Means of distribution of advertising	Set up process	Set up cost	Cost of media
National Advertising in the television	Design+ production	63,000 USD to 8 mln USD	Average cost of 342,000 USD of per 30 ad
National Printed magazine Advertising	Design	500 USD to 397,800 USD	Average cost 250,000 USD of per ad
National Newspaper advertising	Design	11 USD to 1.4 mln USD	Average cost 113,000 USD of per ad
National Direct mail advertising	Design	50 USD to 7,200 USD	Average cost 51.40 USD of per order
National Search engine optimization advertising	Website configuration	4,000 USD to 100,000 USD	Free
National Pay per click advertising	Website configuration	4,000 USD to 100,000 USD	Average cost 5 clicks – 3 USD per visitor
National Email marketing	Email template design	4,000 USD to 100,000 USD	Average cost 5 clicks – 3 USD per visitor
National Web content marketing campaign	Development of web content assets and graphical elements	6,000 USD to 12,000 USD	Free

Source: Digital Marketing That Drives Results [10]

The persuasiveness of advertising should be assessed to determine whether it affects the intention of consumers to purchase products from a particular tourism product. The basic form of the test for persuasiveness or attitude change is as follows: consumers are first asked what they are likely to buy. Then they are shown a trademark advertisement. After that, they are asked again what they intend to buy. The results are analyzed to determine whether their intention to buy has increased as a result of viewing ads. The motivation of advertising is largely determined by its motivational impact, the study of the strength of which is an extremely difficult task.

The study in this case is lengthy in the form of unstructured interviewing. The results of the study are extremely subjective, largely dependent on the identity of the interviewer, the chosen method of analysis and interpretation of the results obtained. In the end, the effectiveness of the advertising campaign is determined by the purchases made. It is known that the respondent's opinion may differ from the behaviour. Therefore, it is necessary to ask questions about consumer behaviour, for example: what brand of category N did you buy the last time? What brand do you prefer? etc.

The effectiveness of advertising on consumer behaviour can be assessed on the basis of the return of coupons - special coupons attached to the advertisement and giving the right to preferential purchase or free receipt of goods. Wanting to get such a coupon, people follow the advertisements and read them.

When consumers return these coupons to the manufacturer, expressing a desire either to get acquainted with the product, or to enter into a discussion, they thereby show their interest in what is advertised. Returned coupons that indicate the desire to buy goods or get a discount - a measure of real consumer demand. But if a seductive reward is promised for the return of a coupon, there is a danger that even those who are not at all interested in the product will respond. Many just want to get something for free.

Based on the results from the analysis in Table 3, it can be seen that SEO, PPC advertising, email marketing and content marketing are the most effective and cost-effective ways to reach an audience. national.

Over time, media advertising costs will bring you the best return. Although installation costs may be comparable to other national methods, these four methods have two distinct advantages over the long term:

1. They cost much less in the long run,
2. They are much more precisely targeted than other advertising methods.

Table 4. Cost-effectiveness of tourism promotion per medium by US State

Medium and performance indicator State	Advertising in the television economic effectiveness	Printed magazine Advertising economic effectiveness	Web content marketing campaign economic effectiveness	Search engine optimization advertising economic effectiveness
Alaska	242.5	4,876.823	16,166.67	19,400
California	14,687.5	295,374.6	979,166.7	1,175,000
Florida	10,250	206,133.7	683,333.3	820,000
New York	7,812.5	157,114.1	520,833.3	625,000
Mississippi	750	15,082.96	50,000	60,000
New jersey	5,262.5	105,832.1	350,833.3	421,000
Ohio	3,875	77,928.61	258,333.3	310,000

Source: Hotel news now [11].

If the tourism business or tour operator is looking to save money on advertising while reaching their target audience more effectively, it should in this case consider implementing a comprehensive inbound marketing strategy. Different mediums can be used to set in motion this marketing strategy. Different forms of mediums of advertising can be used to set in motion this marketing strategy as we said earlier.

But here for the tourist companies the cost-effect dynamic ratio per medium is a variable to consider.

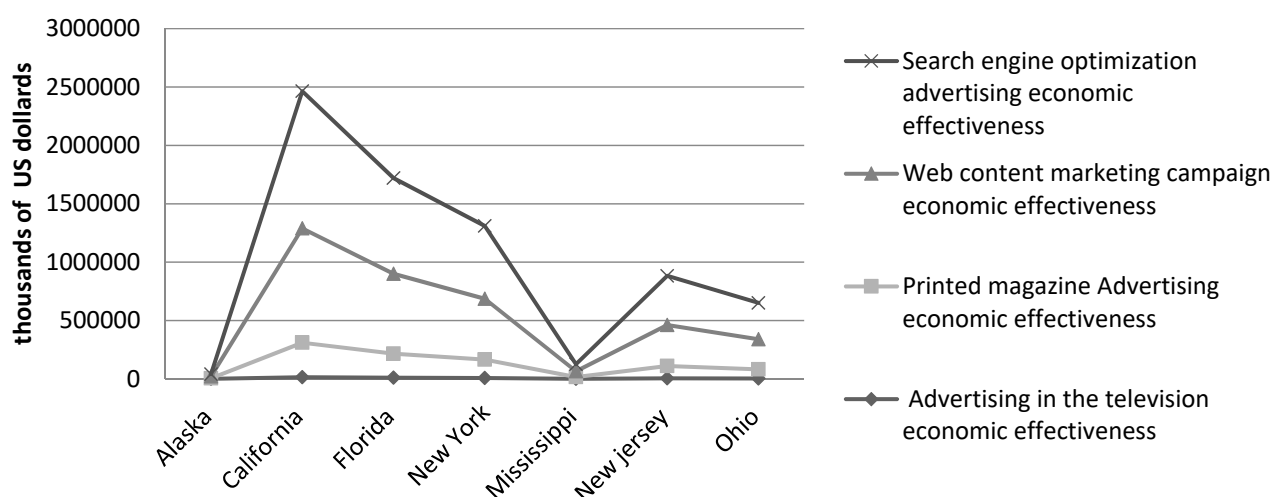


Figure 2. Dynamics of cost-effectiveness of tourism promotion per medium per US State

As seen in the Table 4 the states of California, Florida New York and New Jersey tend to have a good economic effectiveness using digital forms of advertising, such as web content marketing, and SEO which advertises easily their tour products.

This trend can explain the high amount of tourist spending in those states as shown in the Table 1.

As shown in the Figure 2, unlike traditional forms of national advertising, perceived as intrusive or interruptive and with higher advertising cost, inbound marketing with (marketing technologies as tools) is intended for potential customers who have already reached a tourist website through research or social media or other marketing technologies. Inbound marketing has distinct benefits. The main benefit may be to be able to track potential online customers and learn about their behaviour and responses to the website and the contents of the travel site (via an analytics tool such as Google Analytics). This type of “feedback” and data can help investors adjust their marketing on an ongoing basis, allowing them to better reach and engage visitors.

Despite the rapid development of information technology, telecommunications and e-commerce, most tourist organizations only in the mid-1990s. began to actively use the Internet in their activities.

As we saw earlier the Internet allows tourist organizations, without great expense, to gain access to large groups of consumers in order to transmit specific information about the products offered and about the organization of their sales; reliably distribute complete and detailed information about its activities; quickly and efficiently accept customer requests and book the necessary services; reduce the cost of production and distribution of printed materials; accelerate and simplify interaction with partners in the market. At the time of sale, the tourist service is nothing more than an information product about the services that will be provided to the client. Now the competitive struggle among the participants of the tourist market, in addition to the price and quality of service, revolves around the client's confidence in the information provided to him.

Traditionally, tourist service providers (hotels, restaurants, transport companies, museums, etc.) interacted with customers through intermediaries: tour operators, travel agencies, hotel chains, computerized booking networks. Today virtual intermediaries have appeared – websites of hotels, airlines, travel companies. This allows the tourist directly, without the participation of tourist companies, to receive information and order services in any combination of manufacturers and intermediaries. Due to the high competition in the travel industry, the use of an integrated online marketing strategy is worthwhile. The individual evaluation of each advertising channel is not enough, since the information process of the users in the network often takes several days. According to Google market research, the travel research process takes more than 4 weeks from the first search to the booking. In order to recognize possible synergies between the channels and distribute the budget accordingly, the overall tracking of the online marketing channels is of crucial importance. The Internet allows tourist organizations, without great expense, to gain access to large groups of consumers in order to transmit specific information about the products offered and about the organization of their sales; reliably distribute complete and detailed information about its activities; quickly and efficiently accept customer requests and book the necessary services; reduce the cost of production and distribution of printed materials; accelerate and simplify interaction with partners in the market.

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The Internet provides many other ways to promote the tour company through the official website, including:

- placement of information and banner advertising on specialized and general information sites;
- promotion using search engines and directories (contextual advertising);
- banner networks;
- e-shape marketing;
- link exchange;
- ratings, etc.

All these Internet tools are aimed at attracting the target audience and bringing it as traffic to the company's official website, where the target audience that has already arrived needs to take concrete actions. Once on the official website of the travel company, a potential tourist can choose a sui Table tour for him and the terms of its acquisition.

It is important for the management of the tourist company to understand that investing in the company's advertising activity will be in vain if there are certain problems with business processes. For example, the site does not work effectively, poorly done, there is no feedback from the client.

Thus, for tourist companies, advertising is an important tool for market promotion with the aim of winning and retaining their customers. Tourist enterprises are advised to take into account the motives of potential tourists in order to increase the effectiveness of their promotional activities, such as joint family travel, expanding horizons, etc. Today, the advertising of the tourist product focuses on the possibility of saving, which is important in modern economic conditions. But this condition will work when the client has decided on the choice of route.

In the areas of social media and search engine optimization (SEO) the tourism market is still expandable. Since, above all, the search engine plays a central role in planning travel, its potential should be exploited. On the web, the search for the right destination, the comparison between prices and services of the provider, information about the reliability of the organizer and the final booking take place. Due to the numerous comparisons in the travel industry, a coherent social media strategy is of utmost relevance if trust is to be built into the travel company. Travellers are increasingly using review portals and user opinions as a decision-making tool.

For example, the influence of hotel and travel review sites in the booking process continues to increase. Travel companies have new and varied possibilities for addressing customers, this can be possible in a climate in which states set up the right environment for these businesses. It's the case of the European union a number of successful policies have shown interesting possibilities for promoting European culture, language and traditions.

Taking into account that the implementation of these policies in various countries, were done in their own environment, there is indeed a need of application of better management theories along with the practices so that tourism marketing can be easily understood and can be enhanced. To understand these assessments, a deep analysis of the promotion strategies of cultural heritage through tourism with IT technologies currently in use in Europe should be done. To proceed to the analysis of these strategies, a study of cultural attractions in Europe has been made.

Build on a mathematical analysis called the Bayesian network, this study has taken into account several criteria such as number of tourist arrivals, and the number of Google Search results pages to measure on which degree these destinations are well known by tourists. For this we can take the case of France.

We can observe a revival in tourism in France. The tourist attendance in France reached a record level in 2017, with 429 mln overnights recorded, an increase of 5.6% year on year boosted by the return of French tourists as well as foreign.

This can't be seen in the french domestic analysis, with a media market mostly dominated by traditional media in terms of market share but this time with digital media is occupying 15% of the market. As we can see in the figure 3 there is a high probability that the French tour product promotion with the help of digital media is enough effective.

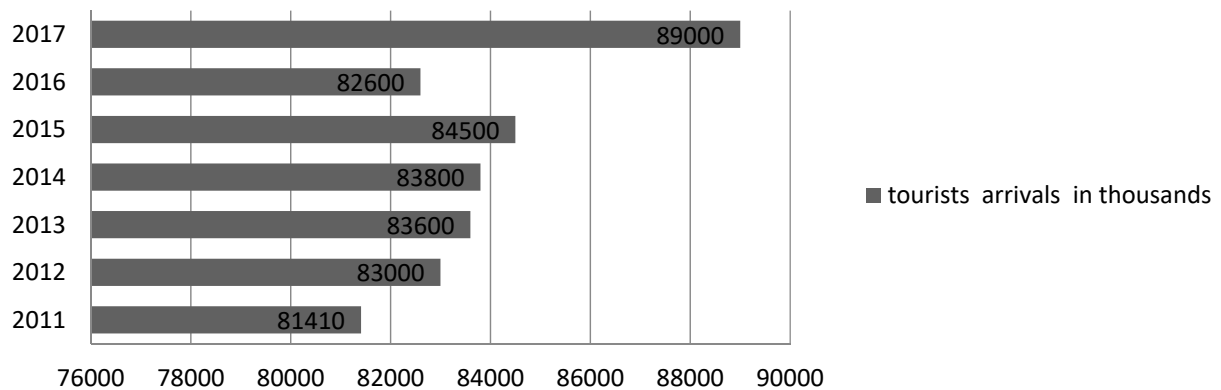


Figure 3. Evolution of tourist arrivals in France from the years 2011 to 2017

Source: Trading economics [17]

In fact, the communications market of this country is characterized by its great heterogeneity. In France, online (desktop and mobile combined) in the travel sector stood at 43% in 2017 (compared to 47% at the European level).

Online travel agencies (OTAs) share the vast majority even though other tourism operators are working more and more to develop their sales directly via the Internet. Tourism is particularly dynamic on the Internet.

Table 5. France's share of advertising revenues in terms of net value per media in 2017

Advertising revenues of the media in terms of net value	2017 in mlns of euros
Television	3,286
cinema	95
Radio	694
Total press	2,116
commercial advertising	1,740
classifieds	375
internet	4,094
Display	1,450
SEO	2,050
Other levers (affiliation, emailing, comparators)	694
directories	642
advertising mail	961
printed without a press	622
total tv, cinema, press, outdoor advertising	7,371
total tv, cinema, press, outdoor advertising internet	11,465
Total	13,691

Source: bump (unified barometer of the advertising market), 2017

In fact, e-tourism is the leading sector of ecommerce in 2015. It accounts for around 60% of the global business volume. According to Phocuswright, French online tourism accounts for 18.7 bln Euros in 2015 (+ 5% in one year) in a global market of more than 43 bln euros. Eating is expected to reach 20.8 billion euros in 2017.

The growth of e-tourism in France is now slower because the market has reached maturity. In regards of everything mentioned above, tourism represents one of the major forces of attractiveness of the territories and, consequently, a powerful lever of their economic development Advertising tourism on the Internet is now very effective, you only need to choose the right strategy and consider that advertising on the Internet, like any other, is a complex procedure, and not a one-time action. It should be taken into account that, as a rule, tourists, rather than specialists, are looking for information on rest, therefore, tourism for individuals should be the most actively advertised. Basically, in search engines, for example, on Yandex, they are most often searched by keywords: "rest in ...", "tours

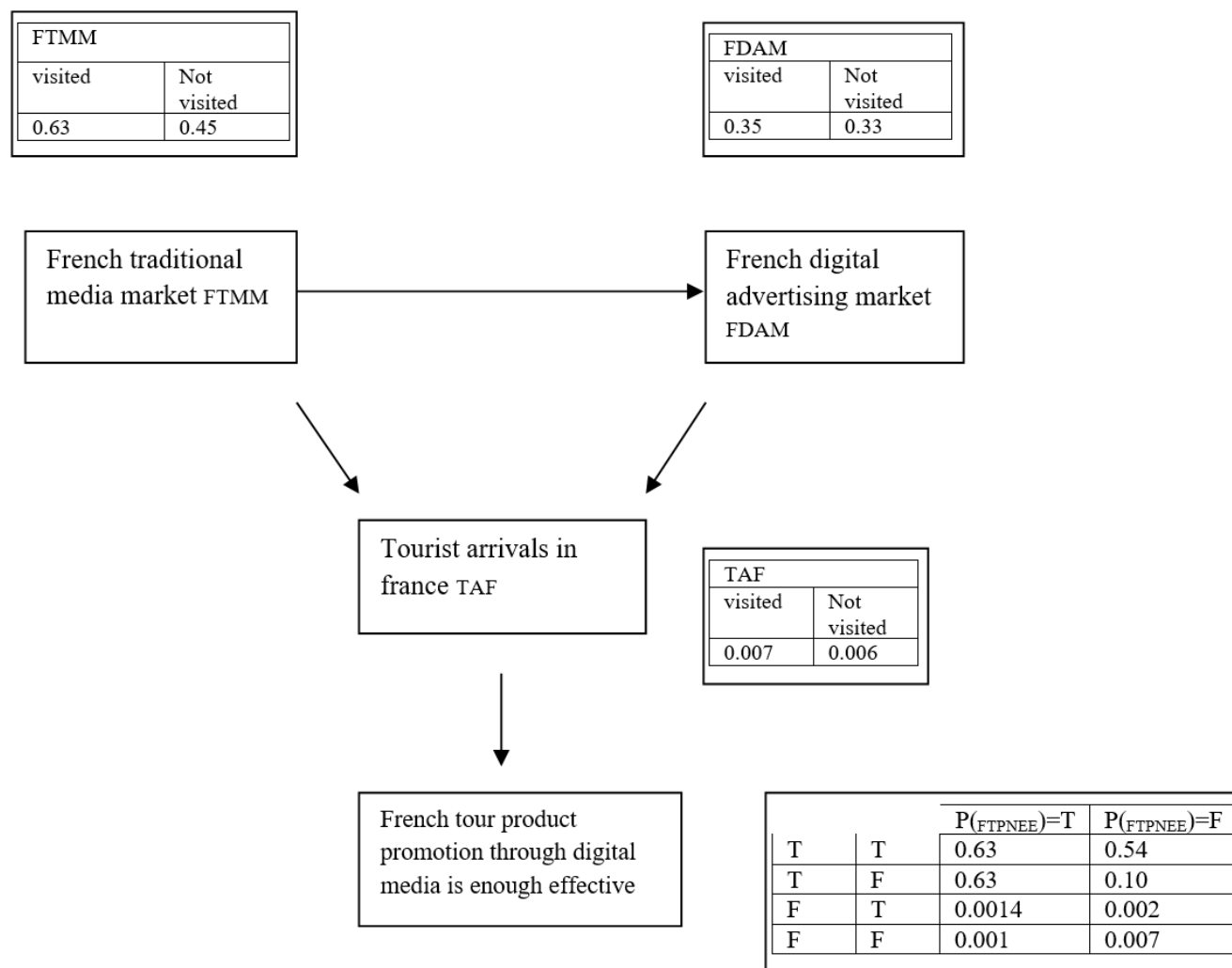


Figure 4. Bayesian analysis of foreign tourism (inbound) promotion of France for the years 2015-2017

in ...”, “vouchers”, “resorts”, “visas”, “passports”. More rarely - “air tickets”, “hotels”, “hotel booking”.

Also, for a travel company the most effective advertising on travel sites or on sites where there is a tourist section.

It is usually simpler to interest a visitor who has come to a travel site (after all, most likely, he did not come here by chance) than a person interested in anecdotes site. First of all, it is necessary to decide how to advertise travel services on the Internet. The advertising services provided by the Internet today are quite diverse. Advertisers may be offered to create special Internet sites, placing banners, videos, text advertising, hyperlinks, advertising in the global system, contextual advertising, advertising in networks.

One of the main types of advertising on the Internet has been and still remains banner advertising. Standard banner formats are 468x60 and 100x100 pixels. There, the company will be helped to draw a banner and correctly configure the categories of sites on which banners will be displayed. The negative side of this kind of advertising is that not all interesting sites are united by one banner network, often banners of exchange networks are placed in places inconvenient for advertising. In addition, when buying advertisements in a banner network, it is more difficult to set up impressions for the desired target audience (in this case, on travel sites).

On tourist sites, as a rule, you can place string information in the database of tours. At the same time, site visitors have the opportunity to specify search criteria and only get a list of tours that meet the specified criteria as a result.

On some sites, if desired, the visitor may even send a request in response to an offer of interest. However, it should be noted that there are quite a few line sentences on sites, especially in the most popular areas. But there are several simple techniques that allow you to increase the return on line information and distinguish you from your competitors. First, try to write an attractive tour title, because the title and price are what the user sees first. It is best to place the most interesting offers in separate lines. Secondly, pay attention to the sorting of offers. On many portals, the offers that have been recently entered or modified are shown at the top. Just you should go more often and update your offers. Another option is the “special offer”, which will always appear above the search results for tours of a specific country. True, it is somewhat more expensive than the usual placement of tours, but your offer will not go unnoticed. There are other effective advertising opportunities. Travel portals, unlike magazines, are not limited to advertising modules and can always offer something original for advertising your offers. The possibilities of advertising on the Internet are not limited to travel sites. Another very useful advertising platform for travel agencies are search engines. Of course, the maximum task is to find your site in the first positions on all the queries you are interested in, and for free.

At the end, we can see that, to develop itself the tourism enterprise can no longer be satisfied with marketing traditional methods, here marketing technologies offers huge benefits.

Marketing technologies will reduce the communication costs of the tourism business. In general, investments in digital media are lower than in conventional media. New media communication campaigns are both simpler and faster.

In addition, the digital campaign will allow tourism professionals to know their audience almost instantaneously and to know the opinion of their customers.

CONCLUSION

The success of a tourism enterprise in the international market essentially depends not only on basic factors such as: climatic conditions, material and technical base of tourism, safety and comfort, tourism infrastructure, available tourist and recreational resources, organizational support and state regulation of tourism and recreation. spheres, etc., but also to a large extent from marketing factors ensuring the creation of an economically attractive tourist product for the target audience s marketing mix as part of a marketing strategy.

Marketing technologies are proving to be a vital addition to the company’s communication devices. The necessary digitization of the communication supports giving it a certain visibility. However, more than an additional field of corporate communication, marketing technologies are a world in their own right that does not depend much on “traditional” communication vectors.

They are full of possibilities. Whether to promote, raise awareness or simply inform users of digital technologies. Several communication vectors are possible: e-mails, social networks, banner ads, website. In addition, marketing technologies offer a certain speed in terms of accessibility and visibility of the brand or company. That is why these new tools in general and marketing technologies in particular, should be deployed in the offices of tourist offices by integrating digital information services internally but also externally via digital sites or applications. Thus, the relationship marketing concept is focused on providing the customer with quality service. A measure of the success of its implementation is a high level of customer satisfaction over a long time. A tourism firm that implements the marketing concept seeks thereby to link its interests of development, profit, etc. with the interests of consumers of tourist services, with their consumer behaviour. So, the tourist company in the modern market conditions is engaged in marketing of tourist services because it contributes to a better definition of shortcomings in its activities, the establishment of real goals and ensuring the development objectives laid down in the objective function. If the tourism company masters the codes of the marketing environment, it can bet on DIY (Do It Yourself) to make itself known. Some companies have managed to make themselves known without necessarily having the services of a communication agency. If a good strategy is chosen, it is possible to reach the prospect.

But many companies have neither the knowledge nor the time to define an appropriate strategy, choose the right supports and implement the means to achieve their objectives. That's why they use specialized digital communication agencies. With a medium budget, a company can rely on natural referencing to ensure, in a sustainable manner, an advantageous positioning in the results of search engines. For large budgets, the possibilities are necessarily wider in terms of audience. Large groups do not skimp on the means to ensure a sustained presence and communication.

The study of the deployment of these marketing technologies internally in a tourist company would reveal this apparent complexity.

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