

MARKETING MANAGEMENT OF TOURIST SERVICES AND MARKETING MANAGEMENT OF RELATIONS IN TOURISM

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***Abstract:** The aim of the paper is to present the specificities of marketing management of tourist services, which have a great impact on the operation of organizations that deal with tourism. Tourism is a branch of the world economy, which since its inception, with continuous growth, today has reached the highest level in terms of activities it covers. Marketing management of tourist services in tourism organizations is viewed as a system. This system is complex and open, and it consists of a set of subsystems that interact with each other. How to organize marketing management of tourism services or products, considering their specificities so that tourism organizations can achieve their missions, visions, goals, and guidelines through marketing relations more successfully will be discussed in this paper.*

***Keywords:** marketing management, tourism, tourism service, systems.*

INTRODUCTION

A tourist product is a complex system of services and goods. An integral tourist product is formed by establishing both relation of cooperation and partnership between all participants (stakeholders) at a tourist destination.

The very tourism branch is by its very nature and content a very complex phenomenon. Without any major pretensions to explain the concept of tourism, we will be satisfied with the statement that tourism, as a social phenomenon, represents the movement of people aimed at meeting tourist needs. These phenomena are present in all countries but vary in their extent and effects.

The concept of a tourist is related to the concept of traveling and for those travels motivated by the desire for leisure or recreation, in physical and psychological terms. Only this kind of traveling can be considered tourist. Tourist traveling may also include those travels that are motivated by the desire to satisfy cultural, religious, sports needs and health and medical treatment (spa and health). So, when determining the concept of a tourist service we should take into account the following conditions:

- Travel that allows for temporary stay in places outside of permanent residence,
- That this journey (change of place of residence) is motivated by the desire for leisure and recreation, both in the psychical and psychological sense,
- That this journey is conditioned by the desire to visit sports events (competitions), visit religious places and religious manifestations, health and spa facilities for the purpose of recreation and treatment,
- That this journey is conditioned by the need to visit and attend professional and scientific meetings, and so on.

Tourist service (tourism) is a set of relations and phenomena that arise from the travel and stay of a visitor to a place, if this stay is not a permanent residence and if no economic activity is associated with such a stay.

In its development, tourism took on various forms, used with various means, expanded its scope in a spatial and quantitative manner, changed its features and structure, enriched itself with new motives, gained new functions, influenced differently and used various goals, but always having in mind the economic objectives.

Due to the specificity of the tourist market, that is, the tourist product that is the subject of exchange on the market, it is necessary to apply and implement the principles of marketing. The impalpability of a tourist product and the inability to physically transfer and display it to a future user before purchase makes this product highly dependent on information. The inseparability of the place of origin and consumption of a tourist product requires the necessity of its efficient promotion in remote emitting markets. The tourist product of a destination is in the form of an integrated unified product the "assembling" of which is increasingly participated by the tourists themselves. New needs, interests, knowledge, and new habits (several shorter journeys over the year, often repeatable, compared to earlier, one to two) imply the implementation of different marketing strategies and organization in order to create satisfied and loyal consumers.

1. TOURIST SERVICES AND MARKETING MANAGEMENT

Products are not only physically tangible goods, but also services, and in certain sense persons, places, events and manifestations, organizations and associations, as well as ideas.

The product is most often viewed as one of the following three forms:

- Physically tangible good,
- Idea or services and
- Or the combination of a physically tangible good, idea, and service.

So, in general terms, by a product, we mean a set of tangible and intangible properties, including functional, social and psychological benefits. [1].

Kotler defines five levels of products:

- Pure benefit,
- Basic product,
- Expected product,
- Increased product,
- Potential product. [2]

When considering the service we have two basic approaches. By the first, the service has two levels, as follows:

- The essence of service,
- Supporting services,

By the other, the service consists of four levels:

- Developing the concept of service,
- Basic service package,
- Introducing (expanded) service and
- Managing the image and communications.

To define a tourist service, it is important to make a distinction between marketing on the "micro" and "macro" levels. (Table 1). [3]

"Marketing management in tourism is a systematic and coordinated adaptation of the business policy of tourist organizations and tourism policy of a state at the local, regional, national and international level, in order to achieve the optimum satisfaction of the needs of certain groups of consumers (segments) and thus gain the appropriate profit."

Table 1 - Marketing management in tourism at "micro" and "macro" level

Source: Bakić, O, "Marketing Management of a Tourist Destination, University "Edusons" Sremska Kamenica p. 31

		THEORETICAL		PRACTICAL
MICRO	1	1 Micromarketing theory explains the way of managing (how and why) a marketing process in a tourist destination	2	Designing a micromarketing model on the basis of marketing use in order to achieve the goals of the tourist organization as good as possible
MACRO	3	Marketing theory emphasizes the explanation, functioning of the composite marketing mechanism of tourism as a result, but also as a determinant of the economic and social environment	4	Designing a macromarketing model of the general marketing process of tourism that should lead to the best fulfillment of the interests of the society.

Marketing management at the micro level is management at the level of a tourist organization and practically consists of the implementation of different strategies related to the marketing mix instruments (product/price, promotion and sales channels) and finding their optimal combination. At the macro level, the application of macromarketing models by the bodies the society established is implied.

Marketing management is not just a philosophy or approach to the way of doing business, but also an activity that involves management.

As an activity requiring leadership, marketing implies the processes of analysis, planning, application, and control. [4]

The analysis involves consideration of the following factors:

- Market analysis,
- Competition analysis,
- Consumer analysis,
- Tourism organization analysis – the percentage of market participation, the portfolio of a company, profitability analysis, etc.

Planning is for decision making. The most important decisions taken by marketing managers include:

- Marketing management goals,
- Scope, segments, goals, etc.,
- Competition goals,
- Marketing strategies,
- Optimal marketing mix decisions.

Application means that staff and financial resources are appropriately distributed, including deadlines, responsibilities and all necessary authorizations.

Control and tracking of marketing activities enable the completion of marketing management tasks and enable the process to be re-established.

The base of marketing management activities is increasingly transferred to the development of close, long-term relationships with all groups significant for the success of tourist services, touristic organizations or tourist destinations: buyers (tourists), intermediaries, suppliers, employees, distributors, retailers, propaganda organizations, shareholders,

investors, international organizations, public sector, local community, various NGOs, scientific and educational institutions, media and others.

It is important to study and possibly apply the idea of partnership as this idea has been recognized as the basis of the best practice of sustainable tourism development.

2. THE APPLICATION OF MARKETING MANAGEMENT APPROACH AND RANGES OF MARKETING MANAGEMENT RELATIONSHIPS IN TOURISM

The participation of consumers (tourists) not only in the consumption of tourism services but also in the production of tourist services, puts relations into the heart of tourism interest. The American Marketing Association (AMA) was forced to change its definition of marketing in 2004: "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to consumers and manages the relationship with customers, in a way that brings benefits to the organization and its stakeholders". [5]

It was accepted that term "relationship marketing" was founded in the early 80's of the last century. It was first published in the academic literature in 1983. Leonard Berry, in the book on marketing service, titled a chapter "Relationship Marketing" [6].

The following are most often mentioned as a reason for the emergence of the new concept of "relationship marketing": [7]

- Tendencies to less effectiveness of market approach,
- Achievement in the field of new technologies,
- High level of competition seen in the growing number of available brands,
- Increased importance of services,
- The emergence of new business models, based on partnerships and networking, stimulated by globalization processes.

Relationship marketing management provides a significant contribution to the sustainable development of tourism services and tourism in general. Their successful development is assessed on the basis of how well it has built a complex network of relationships with a wide range of diverse stakeholders from all three sectors: business, public and civil. The issue of competitiveness can be analyzed at the level of the tourist destination, as well as at the level of the tourism product or the economic system, as a carrier of a partial product or service. It is based on the attitude that the experience a tourist gains at a destination is the result of a successfully organized value chain, an integral product in tourism. Competition in tourism is focused on a tourist destination. The motivation for connecting participants in the value chain is to attract tourists to come to a destination and then when they come to sell them own products while preserving natural and cultural resources for future generations. It is important to increase the quality of the offers for an acceptable number of tourists with an increase in tourist spending and the profits of service providers. The concept of a tourist destination is based on the development of relations between tourist organizations and their networking or grouping with the aim of creating destination links. Relationship marketing includes competitiveness that is based on the efficiency of the marketing network of a tourist organization or destination, the cultivation of connections with customers and numerous business partners, the public (shareholders, investors), etc.

The model of the relationship marketing system in tourism should be based on informational superiority, the transformation of consumers into clients, building and managing the relation entity-client, defining customer relationship management, creating and maintaining loyalty, etc.

CONCLUSION

Tourism is a complex package of services and goods (tourism product) that go together through the activities of all the participants in the value chain. The tourist product has the form of an integrated - unified product in the creation of which the tourists are increasingly involved.

The tourist market and tourist products are specific. That specificity is the fact that a tourist product is intangible and there is no possibility of physical transfer and presentation to the future user before the purchase. This product is heavily dependent on information. The inseparability of the place of origin and consumption of a tourist product requires the necessity of its efficient promotion in remote markets.

The development and realization of the tourist offer program require, among the other tools in the creation of this offer, the application of the concepts of marketing relationships.

It is necessary to adopt and achieve information superiority, define and use relations with consumers in order to create and maintain loyalty, develop human potentials and adapt the organization to new market conditions.

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