

The Effectiveness of the Marketing Mix in The Trends of Tourism Industry

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Abstract

Marketing Mix has become an integral part of the company strategies. Electronic Marketing (e-Marketing) has become an integral part of the marketing mix. Potential tourism industry customers prefer to make online research themselves. Therefore, tourism companies should be ready that search engines, corporate web pages, profiles on social media sites should strengthen the image of tourism companies and ensure better communication with customers. The aim of this paper is to explore the results of quantitative research regarding tourism industry marketing mix activities. It has been found that tourism companies' websites provide customers with qualitative information. Some companies offer an online communication experience. Several companies have created their profiles on Facebook and Twitter but not all of them use social media in an appropriate way. tourism companies should learn how to use online marketing tools more effectively.

Keywords: Electronic Marketing, Sales Increment, Tourism Industry, Social Media Usage, e-Marketing, Marketing Mix.

I. INTRODUCTION

Traveling is one of the most loved activities, and traveling trends are changing very rapidly. It is clear that today, we travel in a very different way than years ago. Back then it was a luxury just for a few. Nowadays, there are leisure trips for practically every pocket [1]. The behavior of travelers has also changed, and destination marketers should understand and follow these changes in consumption habits in order to adapt their marketing strategies to the latest trends. Just as the travel industry and behavior of travelers have changed, so has the way we market tourism products and services. And this is where tourism marketing comes into play. In a nutshell, Tourism Marketing is a marketing strategy that uses specific marketing plans and techniques to promote touristic products and services such as destinations, hotels, and transport services, etc [2]. When we talk of Tourism marketing, it makes sense to focus on digital marketing, as with the tourism industry, more than any other sector, online communication becomes more important due to the specifics of the consumption process: customers are planning their trips being a great distance away from the service provider. Tourism marketing does include plenty of techniques that are similar to traditional digital marketing, but it has its specifics. One of the biggest differences is the buyer's journey, or, in

the case of Tourism Marketing, the traveller's journey [3]. Travelers use the Internet as the main tool before, during, and after travel. These are the stages that a traveller goes through during the purchase process. Dreaming, planning, and booking belong to the "before" of the trip, experiencing to the "during" and sharing mostly belong to the "after" the trip. By understanding consumer behaviour, you will then be able to create quality content for each stage of the traveller's journey and attract your future clients, see figure 1 [4].

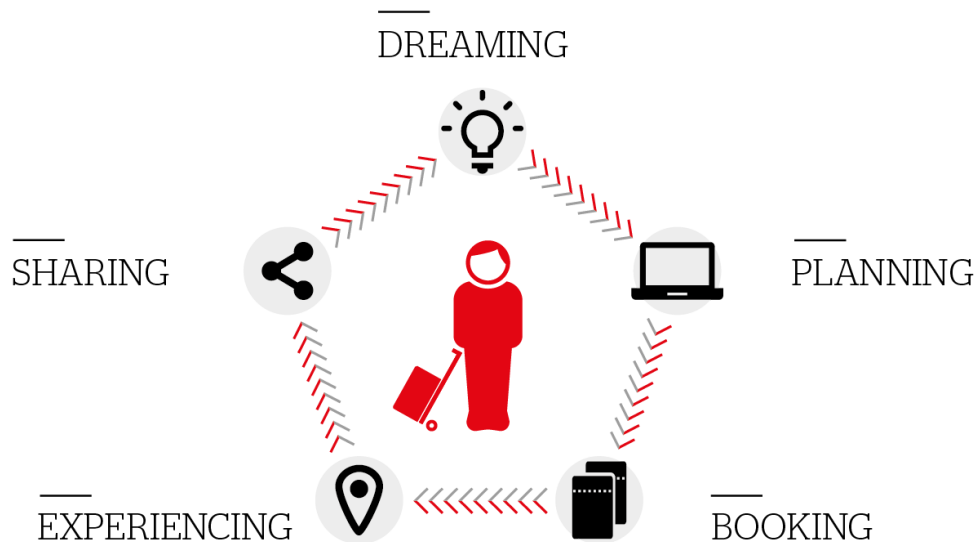


Figure 1: Traveller Activities During Journey

The main channels and tools of Tourism Marketing:

Relying mostly on digital marketing techniques, tourism marketing has specific strategies, mediums and channels that work best in the travel sector. Here you will find a quick detour into the specific marketing practices [5].

i. Social Media Marketing - a major in Tourism Marketing

Where do users look for inspiration when they are thinking of a holiday? Where do they ask for recommendations and look for reviews before making the choice of a hotel, a restaurant, or a tour? Where do they share their experiences? Social Media is the answer. In our social era, having a social media strategy is a must for travel brands, and customers expect to find content that represents products and services. The more presence on Social Media your brand has the better, so take advantage of user-generated content and develop your own strategy.

ii. Email Marketing for Tourism

Email marketing continues to be a valid tool for marketing practitioners in the tourism sector. It can be used for different purposes, such as lead nurturing and loyalty programs. Email marketing helps brands to stay in continuous contact with their prospects and clients and to help the relationship evolve.

iii. CRM tools for Tourism

CRM tools are in high demand when it comes to tourism marketing. Marketing specialists of the industry value a tool that allows not only to keep the database of the clients neat and organized but also create campaigns based on segmentation of the contacts and to stay tuned

about the progress of each contact. Automatization that many CRM tools offer, allows increasing the efficiency of the marketing efforts while decreasing the time and resources spent.

iv. HubSpot, the solution for Tourism marketing

Attract with your content. Generate compelling information, spread it online, and get everyone to come to you, to find you easily. Inbound marketing is a non-intrusive way of marketing that adds value to the customer. These are marketing campaigns people actually fall in love with. There are innumerable actions of Inbound marketing you can take to attract clients towards your brand. However, they all converge on the same thing: creating content and sharing it. Content must be interesting and your design has to be attractive. Then you won't need to chase your target audience, instead, those consumers will want to know about you. This methodology has always in mind the potential customer. And do you know what your main secret is? Promote your product in a personalized way. HubSpot is the most effective tool for your Inbound Marketing strategies, and HubSpot has contributed greatly to the tourism industry. It is an all-in-one software that has email, SEO, social media, landing pages, blogging or sites, publications and monitoring of social networks, CRM... It allows you to work all phases of Inbound Marketing and Smarketing in an integrated way, easy and comfortable. And, in addition, you will be able to know metrics and analysis of results in real-time [6].

II. TOURISM INDUSTRY

It is important to define what is meant by the 'tourism industry. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries and the economies of many nations are driven, to a large extent, by their tourist trade [7]. It is also a wide-ranging industry, which includes the hotel industry, the transport industry, and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators. With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists [8]. In simple terms, a tourist is a person traveling to another location, away from their usual social environment, for business, pleasure, or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year. Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment, or pleasure. Alternatively, travelers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships [9]. While business travelers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to. Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay but also on local businesses. It also provides a large number of jobs for people working in the transport and

hospitality industry, among others. Moreover, tourism has the potential to improve relationships between nation-states or businesses, create opportunities for entertainment and recreation, and improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

The Sectors Within the Tourism Industry [10], see figure 2 [11]:

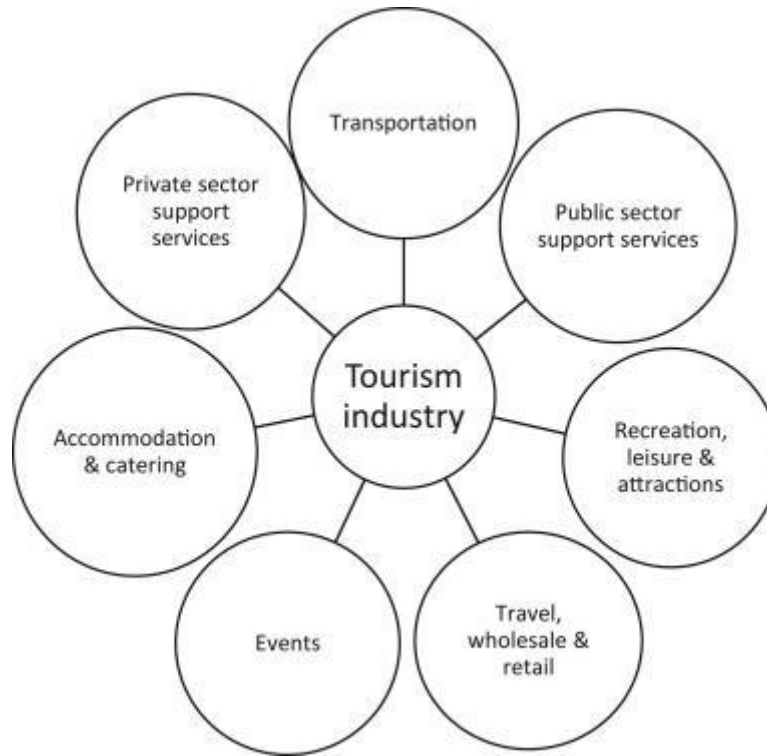


Figure 2: Sectors Within the Tourism Industry

i. Transportation:

The transportation sector is concerned with helping tourists to get where they need to go, via the provision of transport. This may include providing them with the means to get to their intended holiday destination in the first place but may also include assisting them with getting around after they arrive at their destination.

ii. Accommodation:

The accommodation sector is central to the travel and hospitality industry because people traveling to different areas require somewhere to stay, rest, sleep and unwind. In fact, by many definitions, a tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight accommodation.

iii. Food and Beverage:

The food and beverage sector has an interesting role within the tourism industry, providing tourists with essential refreshments at all stages of their travel experience, including during travel, when spending time in their chosen accommodation, and when they are out and about exploring the location they have traveled to.

iv. Entertainment:

Some tourists travel to new locations in the pursuit of entertainment. Such travelers may be drawn to entertainment options that are not available in their home location, or they may simply require more general entertainment, which would be accessible almost anywhere in the world, as part of their trip.

v. Connected Industries:

Finally, there are also a number of industries that are either directly or indirectly connected to the tourism industry. These include industries based on actually connecting customers with travel services, as well as industries based on providing customers with important information that can assist them in their travels.

III. 7 P's MARKETING MIX

The extended marketing mix (7P's) is the combination of seven elements of marketing that aim to work together to achieve the objectives of a marketing strategy. These 7 elements are: product; price; place; promotion; people; process and physical [12]., see figure 3 [13].



Figure 3: 7 P's - Marketing Mix

i. Product

The first P stands for product. As you can probably guess, this is referring to the products or services a business is offering. Decisions within this element include a product or service's purpose, how a product looks, packaging, any warranties, and more. Additionally, when

focusing on the first P, you need to think deeply about consumers. Consumers need to know what is included, what they can get out of it, what need or want it fulfills, and why your product or service is better than the competition.

ii. Price

Price encompasses the entire pricing methodology for products or services, and how customers will react to it. Furthermore, this segment goes into depths beyond selling prices. Price includes discounts, terms, fees, and so on. When arranging pricing, you should consider your business' current position among other competitors. If you advertise as having a very high-quality product, your pricing should reflect that claim.

iii. Promotion

Promotion is essentially the act of marketing directly to consumers. This P covers the idea of making your product or service known to the public. Furthermore, this could be in the forms of various advertisements, SEO, SEM, sponsorship, etc. It is key to make your product known to acquire new customers increasing sales.

iv. Place

This P encompasses many locations—where a product is made, viewed in ads, distributed, and sold. You need to ensure that customers can find your product or service with ease. Furthermore, it needs to be available to consumers at the right place and the right time. You can use this P step to consider selling products through e-commerce, in-store, or through third-party means.

v. People

People are not just those who you are selling and advertising to. It includes staff, salespeople, customer service teams, and anyone involved in the marketing and sales processes. You want your employees to be effective and perceived positively by customers.

vi. Process

This step refers to the delivery of your product or service to a customer. Maps need to be made to outline functions, activities, tasks, and processes. Doing so keeps your processes functioning smoothly and efficiently. Check your processes frequently to guarantee they are simple and increase your ability to generate revenue. This step may come with many trial and error phases.

vii. Physical evidence

Your consumer should always receive something physical to validate their purchase. Consider how braces give you straight teeth, hairdressers give you a new look, and receipts are proof of a purchase. People like to receive something that evokes their senses to confirm that they have gotten a product or service, even if it is just the receipt. This tangible item validates the experience of purchasing and fosters a sense of value from that purchase.

IV. E-MARKETING AS A MARKETING MIX METHOD

The development of digital marketing or e-Marketing is inseparable from technology development. One of the first key events happened in 1971, when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines [14]. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient. In the 1990s, the term Digital Marketing was first coined, With the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM), see figure 4 [15], applications became a significant factor in marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by eCRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to the first clickable banner ad being going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad [16].



Figure 4: Customer Relationship Management (CRM) - Domains

In the 2000s, with increasing numbers of Internet users and the birth of iPhone, customers began searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development [17]. In 2007, marketing automation was developed as a response to the ever evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helped companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers. [18], based on their specific activities. In this way, the user's activity (or lack thereof) triggers a personal message that is customized to the user in their preferred platform. However, despite the benefits of marketing automation many companies are struggling to adapt it to their everyday uses correctly. Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's information [19]. The change of customer behavior improved the diversification of marketing technology. Digital marketing is also referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013. Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection. E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands, see figure 5 [20]. Digital Marketing Channels (DMC) are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks. Digital marketing is facilitated by multiple Digital Marketing Channels, as an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. There are multiple digital marketing channels available namely [21]. Affiliate marketing - Affiliate marketing is perceived to not be considered a safe, reliable, and easy means of marketing through online platforms. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates, it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investment [22]. Despite this, affiliate marketing allows the brand to market towards smaller publishers and websites with smaller traffic. Brands that choose to use this marketing often

should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.

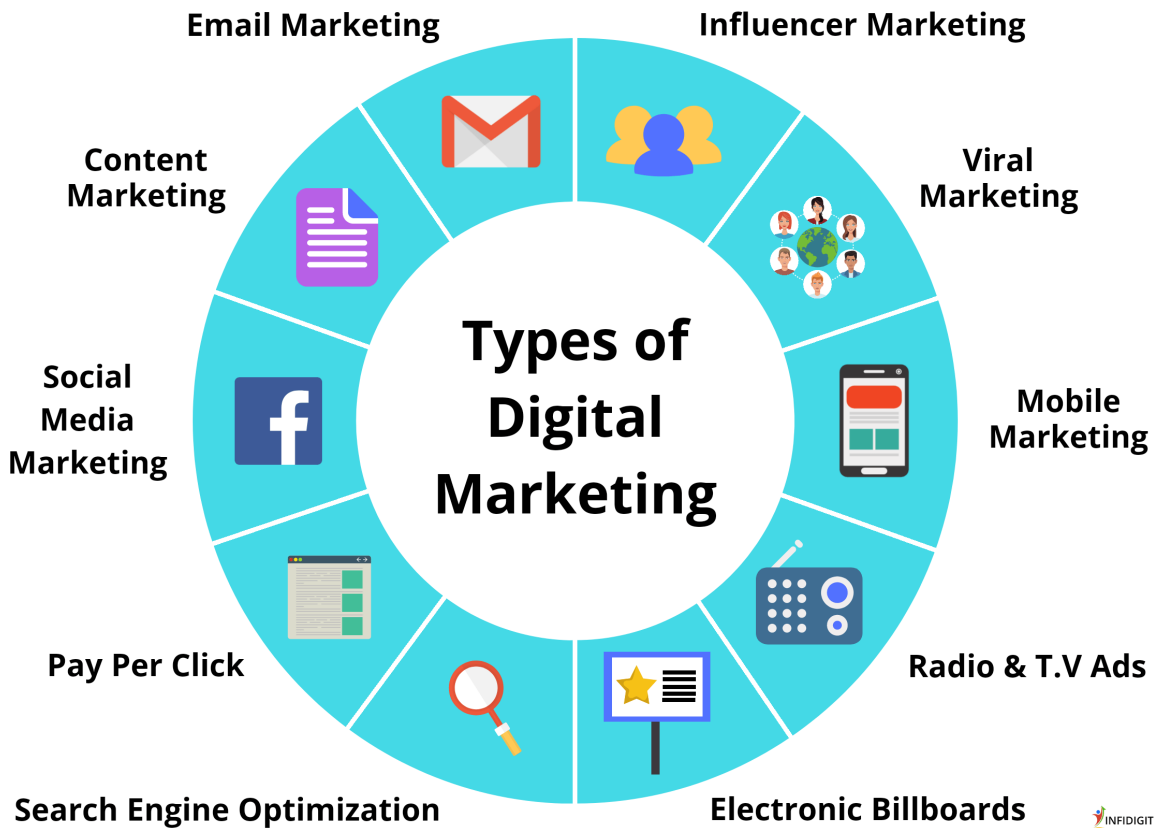


Figure 5: E-Marketing Types

Display advertising - As the term implies, online display advertising deals with showcasing promotional messages or ideas to the consumer on the internet. This includes a wide range of advertisements like advertising blogs, networks, interstitial ads, contextual data, ads on search engines, classified or dynamic advertisements, etc. The method can target specific audience tuning in from different types of locals to view a particular advertisement, the variations can be found as the most productive element of this method. Email marketing - Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, there are indications that using graphics/visuals that are relevant to the message which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, the style is the main factor in determining how captivating the email is. Using a casual tone invokes a warmer and gentle and inviting feel to the email in comparison to a formal style. For combinations; it's suggested that to maximize effectiveness; using no graphics/visual alongside casual language. In contrast, using no visual appeal and a formal language style is seen as the least effective method. Search engine marketing - Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM

may incorporate Search engine optimization, which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings [23]. Social Media Marketing - The term 'Digital Marketing' has a number of marketing facets as it supports different channels used in and among these, comes Social Media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing [24]. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain the attention of buyers over the web using different social media platforms. Social networking service - A social networking service is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. In-game advertising - In-Game advertising is defined as the "inclusion of products or brands within a digital game. The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. There are many factors that exist in whether brands are successful in the advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruency of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement advertisements, game involvement, product involvement, flow, or entertainment. The attitude towards the advertising also takes into account not only the message shown but also the attitude towards the game. Depending on how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm. Is important as it results in more clarity about the brand/product and creates a larger overall effect [25]. Online public relations - The use of the internet to communicate with both potential and current customers in the public realm [26]. Video advertising - This type of advertising in terms of digital/online means are advertisements that play on online videos e.g. YouTube videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types [26]: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or Post-Roll advertisements which play after the video is watched. Post-roll advertisements were shown to have better brand recognition in relation to the other types, where-as "ad-context congruity/incongruity plays an important role in reinforcing ad memorability". Due to selective attention from viewers, there is the likelihood that the message may not be received. The main advantage of video advertising is that it disrupts the viewing experience of the video and therefore there is a difficulty in attempting to avoid them. How a consumer interacts with online video advertising can come down to three stages: Pre attention, attention, and behavioral decision. These online advertisements give the brand/business options and choices. These consist of length, position, adjacent video content which all directly affect the effectiveness of the produced advertisement time, therefore manipulating these variables will yield different results [28]. The length of the advertisement has shown to affect memorability where-as a longer duration resulted in increased brand recognition. This type of advertising, due to its nature of interruption of the viewer, it is likely that the consumer may feel as if their experience is being interrupted or invaded, creating negative perception of the brand. These advertisements are also available to be shared by the viewers, adding to the attractiveness of

this platform. Sharing these videos can be equated to the online version of word by mouth marketing, extending the number of people reached. Sharing videos creates six different outcomes [29]: these being "pleasure, affection, inclusion, escape, relaxation, and control". As well, videos that have entertainment value are more likely to be shared, yet pleasure is the strongest motivator to pass videos on. Creating a 'viral' trend from a mass amount of a brand advertisement can maximize the outcome of an online video advert whether it be positive or a negative outcome. Native Advertising - This involves the placement of paid content that replicates the look, feel, and oftentimes, the voice of a platform's existing content. It is most effective when used on digital platforms like websites, newsletters, and social media. Can be somewhat controversial as some critics feel it intentionally deceives consumers [30]. Content Marketing - This is an approach to marketing that focuses on gaining and retaining customers by offering helpful content to customers that improves the buying experience and creates brand awareness. A brand may use this approach to hold a customer's attention with the goal of influencing potential purchase decisions [31]. Sponsored Content - This utilizes content created and paid for by a brand to promote a specific product or service. Inbound Marketing- a market strategy that involves using content as a means to attract customers to a brand or product. Requires extensive research into the behaviors, interests, and habits of the brand's target market. SMS Marketing: Although the popularity is decreasing day by day, still SMS marketing plays a huge role to bring new users, provide direct updates, provide new offers etc. Push Notification: In this digital era, Push Notification is responsible for bringing new and abandoned customers through smart segmentation. Many online brands are using this to provide personalized appeals depending on the scenario of customer acquisition [32]. It is important for a firm to reach out to consumers and create a two-way communication model, as digital marketing allows consumers to give back feedback to the firm on a community-based site or straight directly to the firm via email. Firms should seek this long term communication relationship by using multiple forms of channels and using promotional strategies related to their target consumer as well as word-of-mouth marketing.

V. MARKETING MIX IN TOURISM INDUSTRY

Today's customers are increasingly using the Internet content, which is presented at different Internet sites. Various Internet media tend to replace traditional media, such as newspapers, TV, and radio. For a countless number of companies, the Internet gives an opportunity to create virtual marketplaces where it is possible to sell their services and provide customers with all the necessary information. At the same time, customers have an opportunity to find all the necessary information, to compare offers provided by various companies, and to exchange views regarding the offered services. Online marketing has many components, but one of the most important components is a corporate website. The major reason for Internet use by customers is an opportunity to find qualitative information. Companies' websites should contain complete, proper, and sufficient information, otherwise, customers will leave the companies' websites. Tourism company's marketers should consider how to distribute information about tourism industry to the public. The promotion of tourism is a mix of communication efforts which includes advertising, public relations, and sales promotions, see Figure 6 [33]. The sale of tourism is the result of a successful marketing campaign. Effective marketing brings property to the market with a mix of promotion, pricing, and distribution. The Internet has revolutionized changed many industries, including also the tourism industry. Today buyers are gaining more and more access to information than ever before. Potential

tourists or travelers use the Internet as a research tool where to find the necessary information for supporting booking decisions. Tourists or travelers should know that today's customers are very informed.

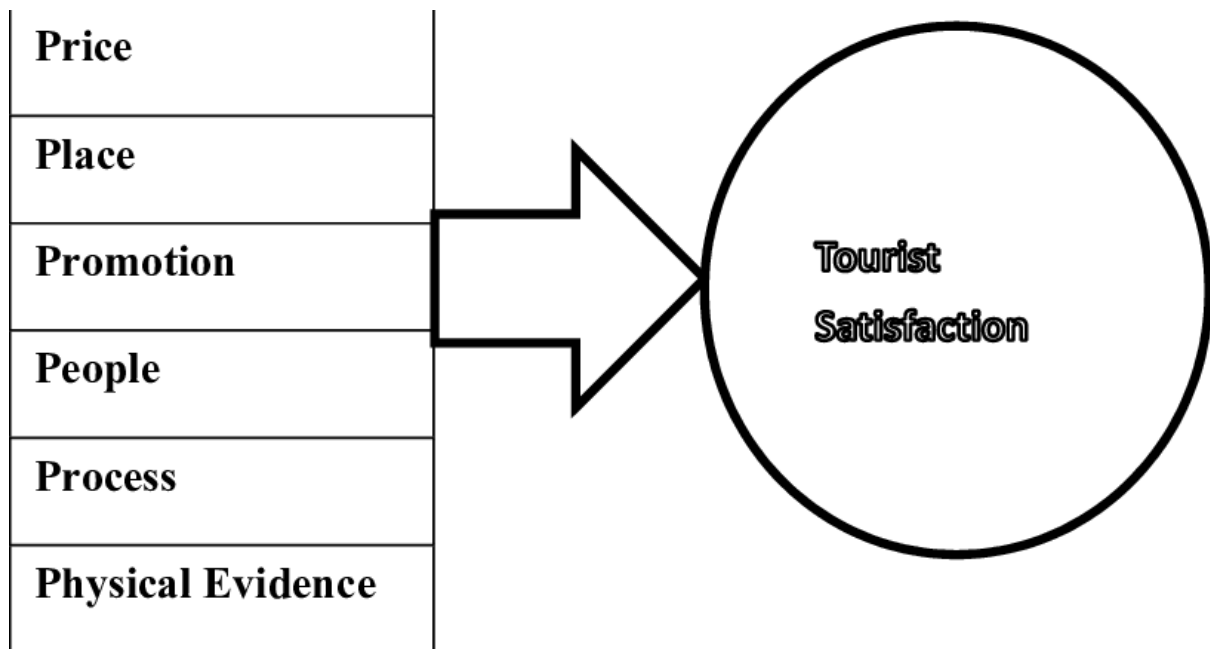


Figure 6: Marketing MIX – Tourist Satisfaction Model

During the discovery phase, potential tourists are trying to find as much information as possible. They are investigating all possible offers, compare the tourism objects, their prices, and their location moreover the country itself. This important initial discovery phase has been transformed by the Internet more than any other part of the booking process. During the discovery phase, buyers are visiting the websites of tourism agents or companies. The next phase is the research phase when travelers are looking for more specific information and are interested in communication with tourism agents. Some companies provide online contact possibilities, such as online chat or Skype, with the intention to establish closer links with potential customers. Traveler booking decision consists of several steps: problem recognition, information search, evaluation of alternative, booking decision, and post-book evaluation. For tourism agents, Facebook is a first-rate social network to use as a resource for marketing and communication with clients. Facebook allows companies to create their online profiles and make regular posts. Facebook users can share, like, and comment on companies' created posts. Customers can use Facebook to discover new companies or connect with businesses they already know. Facebook and other social networks can be used by customers during the discovery and research phases. The major benefit for tourism companies from Facebook's usage is the dissemination of information and the expansion of the potential customer base. Twitter is another social network, which is successfully used for business purposes. For tourism agents or companies, it is recommended to create Twitter accounts. Customers accept Twitter as a marketing tool. Twitter can help to distribute the content published on the company's website and pin down leads. More and more businesses use Twitter as a powerful

marketing tool to quickly and effectively connect with customers and share ideas, updates, and events.

VI. CONCLUSION

The tourism industry can be a handy tool for alleviating poverty and improving the standard of living by maximizing the satisfaction of tourists in any region. For the growth of the tourists' satisfaction, satisfaction with all marketing mix elements is very important. Though most places are enriched with tourism elements like historical places, archeological sites, and natural beauty, the promotional activities are very poor and most of the respondents are dissatisfied with the tourism delivery process of this destination. That's why this destination failed to attract visitors after having a good amount of tourism elements. At present, the tourist satisfaction is 'somewhat dissatisfied'; it can be upgraded to the next 'high' level if proper management with respect to promotional activities and tour operation process is applied. Similarly, it can be expected that in the other areas of tourism such as restaurants, transportation, recreation, and amusement – if adequate care is taken especially with respect to service quality, the growth in the tourism industry would simply be a matter of time. Based on this, the study showed that marketing Mix had a positive and significant effect on tourist satisfaction. Therefore, if the better implementation of marketing mixes, will increase tourists' satisfaction, and eventually, that will bring a positive synergy for the economic and social development.

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