

MARKETING IN TOURISM

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Abstract: Marketing involves anticipating, stimulating, recognizing and meeting demands. It means understanding of what can be sold to whom, when and in what quantity. Moreover, it involves searching for what the consumer wants, and further creation of a product that meets these demands. The aim of the present paper is to present the systems of tourism promotion. Particular attention was given to tourism marketing, its role and meaning in tourism, as well as functions and influence on development of tourist areas. The article has been written mainly with the use of information included in publications connected with international tourism. In the process of preparation of this paper, there has been used a source of statistical data – the Internet.

Keywords: tourism marketing, tourism industry, tourist product

1 Introdukction

Promotion and activities aimed at granting prestige to a project or a product have accompanied economy from the dawn of history.

After transformation from statist economy system to free market economy, its influence became visible also in Poland. It gave a completely new dimension to the promoted products. Promotion has increased the significance of the products. Enterprises are one of the driving forces of the tourism-economy area. It is often that the products of a given company, advertised in a variety of ways, are meant to be associated with an interesting and original tourist object or a region. Tourism is a significant means of implementation of various political objectives such as, for instance, shaping the image of a given country abroad, or the nature and sphere of international relations (Kruczek, Walas, 2010, pp. 7-8). It is also a phenomenon of large and varied content. Moreover, it is of great importance as one of the elements of international economic international relations.

However, marketing is a broad concept. The name comes from the word "market" (Kruczek, Walas, 2010, pp. 7-8). The end of the XX century is when people became sympathetic towards marketing. They started using this term more often.

Marketing means anticipating, stimulating, recognizing and, finally, meeting demands. It involves understanding of what can be sold to whom, where, when and in what quantity. It means searching for what the consumer wants, and creating a product that fulfills these needs.

A company that is marketing-oriented is one where the marketing philosophy is present in the whole enterprise. If the board's decisions are made on the product level or the president of the management board isn't sympathetic towards marketing, the marketing manager's task is infeasible. Marketing will also not work efficiently if other departments work in an inefficient way. If company costs are too high, or there inappropriate control of product quality leads to its low value in comparison with the price, no marketing amount will bring company success. The needs of many customers remain unfulfilled, no matter if the given product is well-advertised or sold (Kruczek, Walas, 2010, pp. 19-20).

2 Scope of the tourism industry

In simple words, the term "tourism industry" is a varied, exceptional collection of all the functioning tourism institutions in the market. If we look at it this way, the tourism industry is influenced by a large number of international tourism organizations.

The tourism industry involves suitable infrastructure and services for handling of tourism activities and fulfilling the

needs of tourists from their arrival to their departure (Alejziak, Marciniak, 2003, pp. 27-28)

In Poland the term "tourism industry" is not very popular. Probably it is due to, to a large extent, the resistance connected with its application for determining the operating area of companies conducting their business activities in the service sector, among others (Alejziak, Marciniak, 2003, p. 31).

Tourism is a large economic organization which includes a great number of companies and institutions. In order to described these business activities, the term "tourism industry" is often used. This term, however, needs to be treated as informal, agreed, not a particular part of the economy. It does not constitute a separate area of business activities and is not included as such in the International Standard Industrial Classification (ISIC), and the tourist products are not listed in its corresponding Central Product Classification (CPC). This division covers only the products and businesses connected with tourist services and tourism-related industries (Altkorn, 1994, p.11).

3 Introduction and development of tourism marketing

The reason for development of tourism marketing was, among others, rapid growth of the tourism alone, which became, in many countries, the main branch of economy, and even the source of income.

In the 60s, there have been introduced some changes in market strategy of companies operating on the tourism market. At first, in the USA and a little bit later in Western Europe. In the previous era the entrepreneur's strategy focused on designing a tourist product with a conviction that the consumer should buy it. The condition for market success in the new situation was analyzing customer needs in order to anticipate what the potential customer will be eager to buy. Product-oriented operations were substituted by need-oriented approach (Altkorn, 1994, pp. 13-14).

However, tourism marketing wasn't autonomic, as the practices and theory of tourism marketing were, to some extent, borrowed from industry and trade. This transfer wasn't an easy operation. Despite the benefits that were to be ensured by the new strategy in the developed countries, its transformation into practice was conducted unequally. In the countries with centrally planned economy, characterized by low living standards and seller's market, marketing in national tourism had never existed, and its fragments appeared solely in the process of promotion of foreign inbound tourism treated as the source of foreign currency acquisition.

Although the terms and basic marketing technique methods are shared by various kinds of business activities, particular markets have certain unique qualities, at the same time. For instance, the production means market differs to a certain extent from the market of consumption means, and material goods differs from service market. Particular markets can be influenced by environmental, social or political conditions. All this caused that, on the grounds of previously mentioned unity of basic premises of this theory, as well as because of various conditions of space, time and the exchange subject, marketing concepts have been gradually developed in multiple areas of economy (Chudoba, 2011, pp.41-45).

One of these sub-theories of marketing is marketing in tourism. Although this kind of marketing was developed on the ground of creative adaptation of the general theory, the specific nature of the tourism market caused that in the 60s there were developed unique simplifications, taken from experiences. In 1959 at the University in Bern, Switzerland, there have been conducted first lectures on the subject of marketing (Altkorn 1994, p.14).

The development of tourism marketing confirms the regularities characteristic for every scientific field and the concept of management, where there is a need to distinguish unique regularities from the core of the system. Therefore, for many years now, marketing has been developed according to industry criteria, for instance transport marketing, sailing marketing, aircraft marketing, hotel marketing etc.

4 Functions of tourism marketing

The functions of tourism marketing may be treated from four points of view: regional, micro-social, social and individual consumer.

The independence of the consumer is what connects all the points of view in the market economy conditions. It means that the consumer decides how the social resources should be used, taking a vote on the market through purchasing particular goods and consumer services, deciding what should be manufactured and offered, and on what scale it should be done. They can choose not only from the already manufactured goods and offered services, but also refuse to make a purchase and share information about their needs and preferences, on which they would be willing to spend money. Thanks to marketing research, the market information contributed to efficient fulfillment of customer needs, as well as to rational resource allocation (Chudoba, 2011, pp. 53-55).

From a rational point of view, marketing may play an important role in directing tourism demands towards the places where they could be more efficiently met. The methods of selling of tourist attractions, suitable price policy, psychological means of influencing consumers via advertisements may encourage to discover places and regions that are less popular. Diverting consumer attention from the areas where the reasonable amount of tourist interest has been exceeded is based on explanation of rationality of changing former habits in order to introduce new ways of meeting demands.

Promoting new tourism areas favors their economic growth. Decentralization of the tourist flow has led to foreign currency flow, created new workplaces and allows for maintaining the connection between tourism economy and natural environment protection.

Marketing influence on the consumer is connected with realizing information functions. They are based on delivering information concerning value in use of the product offered on a tourism market, the place and means of acquisition.

Spreading information that relates to the calculations done by the consumers, enables shaping preferences determining the choice of a given product and protects against transactions that could be a source of dissatisfaction. Delivering tourists the information concerning time and place of a purchase protects them against unnecessary waste of time. People have various notions of traveling and leisure standards. These views are subjective but dependent on patterns encountered in the surrounding environment, as well as on the ability to create relevant notions by the entrepreneur. A tourist who uses an enterprise's offer searches for a question whether he is an object of the desired attention and care (Holloway, Robinson, 1997, pp. 92-121).

All the actions are aimed at achieving disclosure of behavior that meets the entrepreneur's demands, aiming at developing sales in order to increase income. Marketing creates a criterion that enables adjustment of an enterprise to a present and future market situation.

5 The nature and kinds of tourist product

Tourists are consumers who buy a particular amount of various tourist services. If people working in this department are able to better understand why there is demand for their products, they could adjust them to their customers' needs and chose better

advertisements in order to inform and convince the consumers to buy the advertised products.

The tourist product has been a subject of marketing operations shaped according to the consumers' needs. A "product" means every subject of market exchange or everything that can be offered on the market, every place, material good, organization, service, or an idea. Market value of a product is the ability to meet particular demands. The purchased product should bring certain benefits. Therefore, a product is often defined as a set of benefits for the buyer (Panasiuk, 2013, pp.62-66).

A "tourist product" is everything what tourists buy independently (transportation, accommodation) or, in a company, a service package, a set, or what tourists do, as well as the advantages of devices and services which they use.

A tourist product involves:

1. Tourist goods and devices:

- basic: natural, cultural
- complementary: material goods and services for the tourists (accommodation, transportation, catering facilities)

2. Tourist services:

- basic: facilitating transport to a temporary place of stay, the stay itself and commute back to the place of living
- complementary: services connected with tourist attractions (guidance, leisure activities, sport equipment rental facilities).

The collection of tourism services that aim at fulfilling the comprehensive needs is called a "service package". Such a package is a combination of two or more elements offered by a seller as one product at a set price. Many sellers tend to, apart from packages, ensure that the tourist can purchase various complementary services, as tourists often want to individualize their stay in the destination place (Panasiuk, 2013, pp.62-66).

A product involves three levels:

1. The basic product – service which is a basic benefit, its purpose is to satisfy particular target demands of a market segment, for example: relaxing, resting, entertainment etc.,
2. The real product – material sales offer, stating what the customer will receive in exchange for his money,
3. The enhanced or extended product – involves all the forms of complementary benefits, which the manufacturers may build into the real products in order to add variety to them.

Practical shaping of all the elements of the tourist product and their external connections may be altogether defined as creating integrated tourist product. One of the most important features of the product is its complementary nature. It is based on the fact that the needs in the scope of tourism are met via the chain of tourist goods and services (Panasiuk, 2013, pp.62-66).

An integrated tourist product is the outcome of the process of analysis of natural and anthropogenic features, market opportunities and the consumers' advantage. The tourist product is a main line of goods and tourist services, constituting one unique product that is attractive for a tourist. An attractive product adds value to the tourism assets and provided services, by integrating them and singling out the value for the customer, and their higher sales.

In the era of information society a crucial role in creating tourist products is played by human resources. Even the abundance of environmental and anthropogenic resources does not grant success in commercialization of a given tourist region. However, skillful aggregating or resources, according to the "from idea to a product" principle, creates the possibility of marketing resources

of a given region. Only comprehensive market offers such as products, their careful management and skillful promotional activities are the guarantee of success in tourism operations (Oleksiuk, 2007, pp.121-128).

Conscious and intentional use of tourism resources is possible only with an appropriate level of education of both human resources and members of tourist flows. It requires specialists shaping the environment for the sake of tourism, as well as employees directly connected with tourist flow handling.

6 Promotion of tourism regions

A region has become a tourist product due to the development of the Internet and marketing operations. The competition between mountain, sea, province areas, requires from the local representatives decisive actions. Thanks to that the region has the opportunity to achieve high sales level and attract new tourists. The promotion of regions is not a simple task, but is still possible. There are also various institutions that deal with the promotion of regions. Cooperation with such institutions may bring multiple benefits. Determination of tourism regions in the world is a very hard task mainly because of the necessity to meet various criteria. World Tourism Organization, making the analysis of tourist flow, determined six tourist macro-regions including twelve sub-regions. Due to the tourist flow, the biggest region of the world is Europe, where there are four sub-regions determined: north, east, south and west. Second area is North and South America, divided into three sub-regions: North America, Middle America, South America and the Caribbean. Eastern Asia and the Pacific area, together with Australia are another macro-region. The macro-region of Africa has been divided into five sub-regions: east, middle, south and north. South Asia and the Middle East are classified by WTO as independent macro-regions (www.world-tourism.org).

Tourist flow mainly concentrates on particular areas with natural tourist assets that attract tourists.

The basic source of data in the issues concerning tourist flow in the world is WTO. According to WTO, the international tourist flow in the world in 2005 amounted to 808 travels abroad (www.turystyka24h.pl).

A tourist region constitutes a part of a tourist area which consists of geographic space and socioeconomic space where the tourist-related actions take place.

In the economic sense, a tourist region is a multi-branch area with significant intensity of tourist functions. In the region, tourist activity competes with other economic means of utilizing space – industry, agriculture, which are crucial in terms of functionality. Often there are conflicts between tourism and other fields of local development, which may constitute a threat to its development. This happens when people inhabiting a tourist region are employed, on a large scale, in professions that are not directly, or not even indirectly, tied with tourist management, and the benefits of tourism development accrue to a small group of entrepreneurs. On the other hand, development of tourist activities, due to its heterogeneity, may bring effects in the form of creating, enriching, or at least completing other fields of tourist region management, which also becomes a factor determining economic activity, driving force of economic and social development. Undoubtedly, however, the constant need of achieving compatibility between functions of tourist regions, may be the cause of the drop in their competitive position. Municipalities and small regions find it hard to achieve a significant position on the tourist market, which is highly competitive. Often, the places that haven't been discovered yet become like a rough diamond worth unraveling and fascination. In the world there is plenty of such places in unappreciated regions that offer unblemished nature, unique cuisine and exceptional local climate (www.przewodnik.onet.pl).

The promotion of region, due to the diversity of goals that are to be achieved thanks to it, has to be aimed at various groups of

consumers. Because of that, various transmission techniques should be applied, and it should be directed (Zmysłony, 2008, pp.13-14):

- outside the region, country-wise or abroad;
- to the inhabitants of the region, employees and employers of the region;
- to the employees of regional authority offices and their subordinate units.

External actions are based on increasing capacity and economic efficiency of the region or a city in both direct and indirect manner (Zmysłony, 2008, pp.13-14):

- attracting investors;
- creating new workplaces – growing affluence of the inhabitants,
- development of inbound tourism – local budget flow, development and increase in local tourist and semi-tourist business incomes;
- attracting promotion-related assets – from the government, from abroad.

The effects of such operations merge, as the increase in workplaces causes, for instance, the decrease in expenditure on social care. The increase of income to city budgets, with right policy, may cause increase in workplaces and lead to new investments in infrastructure. Means of region promotion are, among others:

- creating a logo and slogan in order to build image and recognizability;
- membership and lobbying in local authority organizations within the country and abroad. It creates formal and informal connections, resulting in joint ventures: exchange of experiences, acquisition of investors and opportunities to organize cyclical events, upgrade culture or even political skills;
- rating provided by specialized companies that draw up ranking lists in given categories of business life. This tool is one of the strongest ones;
- ISO or other certificates that are quality measures recognized worldwide;
- trade promotion (tourism, culture, economy, education).

Internal actions towards local communities are focused on educating the inhabitants of a region on the nature of functioning and directions of development of local government which creates a certain climate around the pursued socioeconomic policy. Without proper information policy it can be anticipated that people will not react on authority actions, or even protest against these activities due to their lack of understanding of their intentions.

Conclusions

Marketing is a tool that now only works in large enterprises, but also in start-ups. Today's tourist market is mostly related with increase in consumer demands and needs, as well as growing competition. Therefore, an important factor is marketing activity of businesses. All the marketing operations such as organizing events, multimedia advertisement, trade fair and exhibition organization, creating websites, cooperation with various tourist agencies or hotels, contribute to the development of tourism worldwide, which generates income and influences professional activeness of human kind.

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