

Marketing Research in Tourism

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Abstract: Understanding the characteristics, preferences, attitudes and opinions of visitors and the travel trade is an important starting point for any tourism destination. Market Research can also assist in identifying new markets and in monitoring the performance of your tourism sector.

Keywords: Marketing research, Marketing, Digitalizing, Profit, Advertising.

INTRODUCTION

In general, marketing research of tourism, as a rule, is conditionally divided into several weighty categories - this is a study of an enterprise engaged in tourism, its competitors, a study of the tourism market, the product itself, and finally, its consumers. All these studies are interconnected, of course. And the choice of this or that begins, as a rule, with a goal: for some reason or another, research is generally started. For example, a certain company needs to understand why sales are falling, campaigns are not working, customers are leaving, and much more.

The tourism industry is by far not the most advanced in terms of marketing research. Even in terms of obtaining statistical data on incoming and outgoing flows, one constantly has to face considerable difficulties. But the emergence of a larger number of publications with publications of research in the field of the tourism services market still fundamentally cannot change the situation and does not solve the problem of information hunger in the tourism business. Significant changes in this issue can occur only when the main decisions are made not according to the generalized opinion of experts (even if leading, experienced specialists), but on the basis of data on the real situation on the market. This is indispensable without ongoing marketing research. However, in the field of conducting

such studies, one can note not only a general lack of information, but also the presence of certain specific conditions associated with the current state of the tourism industry, caused by a large number of players in the market and, of course, the intersection of their areas of interest.

The questions discussed here are only the tip of the iceberg, the name of which is marketing research in tourism. Summing up some results within the framework of the topic under consideration, one can only express the hope that these studies will receive an impetus for intensive development in the near future, thanks to a closer interest from tour operators. The main thing is that the results obtained with their help should further contribute to the development of the tourism industry in Russia, improve the level of work of travel companies and improve the quality of tourism services.

Main part. At the present stage, tourism is the most dynamic sector of the world economy. For the period from 1987 to the present, its annual growth in the global distribution of services averaged up to 14.8%, while in other industries it was at the level of 8.8%. Tourism occupies a significant place in international relations. About 500 million people annually visit foreign countries for tourism purposes. International tourism is not only a popular form of recreation, but also an actively developing area of the international economy. Statistics on the development of modern international tourism show that, especially in recent years, the total amount of income from tourism in the world economy competes with industries such as oil and gas; in a number of foreign countries, the contribution from the tourism industry to the gross national income is 15-35%. Tourism is regarded as the most dynamically developing industry all over the world. In the past 20 years, the average annual growth rate in the number of international tourists has exceeded 5%; international tourism revenues increased by 7.6% and these trends continue to grow. Tourism is currently regarded as an economic process: the more regular international tourist relations are, the more predictable the world economy is and the more stable the world market is. Tourist structures themselves are subsystems of the commercial sectors of national economies, they take on the burden in the system of social division of labor and meet public needs for goods and services.

Marketing research provides information about consumers, the effectiveness of promotion and sale methods, competitors, market conditions and other aspects of the external environment of the tourism industry. The purpose of marketing research is to identify information needs and provide the information managers need to improve the effectiveness of the marketing decisions they make. Marketing research is systematic and objective in identifying marketing problems and helping to solve them. Information obtained using marketing research becomes an integral part of MIS (Marketing Information Systems). The contribution of marketing research consists in replenishment at the expense of the information database received from them using the information database, marketing models and analytical methods - the database of models.

Marketing research can be carried out either by the travel company itself, or be ordered from external contractors. Generalist companies provide a full range of marketing research services from problem identification to report preparation and presentation. Their services are divided into syndicated, standardized, commissioned and executed via the Internet. Limited service companies specialize in performing one or more stages of market research. The services offered by such

companies are classified as fieldwork, data coding and entry, data analysis, analytics services, and branded services. The process of marketing research consists of six sequentially interconnected stages. International marketing research is much more complicated than those conducted within the state, since it is necessary to take into account environmental factors characteristic of the international tourism market.

The reason for the emergence of ethical problems in marketing research is the conflict between the interests of stakeholders. This happens when one or more of them consider themselves free from obligations to others. Internet and computer technology are widely used in marketing research. Thus, marketing research is both the beginning and the logical conclusion of any cycle of marketing activities of a travel company. The purpose of such a study is to reduce the uncertainty associated with making marketing decisions.

Tourism: 1) the art of satisfying people's desire to spend holidays outside their daily environment. 2) a branch of the economy for servicing people temporarily outside their place of permanent residence, 3) a market segment that satisfies the demand of tourists for goods and services, as well as a complex phenomenon covering a wide range of social, cultural, technical, environmental, economic aspects related to organization of recreation in free time, 4) travel undertaken for a specific purpose. The goals are diverse: active recreation, leisure organization, participation in business, scientific and cultural meetings, sports, health, educational, religious, environmental, historical, natural history, architectural and urban planning, literary and artistic, overview, educational, satisfying specialized interest and etc.

Any service organization exists to provide services to customers (buyers of these services). Services are understood as the products of organizations that increase the cost of living through the various intangible assets they provide, a process within the framework of service activities, when a certain benefit is provided to a person, assistance is provided. The main types of services are: transport, utilities and household, trade, financial and insurance services, entertainment, medical, sports, tourism, public administration services.

Conclusion: From our point of view what results this or that research will bring to the enterprise depends on how it will relate to the research itself. The tourism sector is very mobile and “elastic”, it reacts very quickly to price fluctuations, seasonality, income levels of people, as well as a dozen other factors. This is one of the important reasons why marketing research in this area is always necessary, and moreover, it simply must be systematized and comprehensive. And, perhaps most importantly, the research must follow a scientific approach. In other words, it must be carried out with the utmost precision and care. Finally, any research must be legal and based on fair competition.

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