

# Ways of Efficient Usage of Internet Marketing In Selling a Tourism Products

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**Abstract.** The article is devoted to the urgent issue of the use of Internet marketing as an effective tool for promoting tourism activities. The article discusses the theoretical issues of Internet marketing, offering services to attract potential customers. By the author were disclosed main stages of the implementation of Internet marketing at hospitality enterprises.

**Keywords:** Tourism, internet marketing, stages of the introduction of Internet marketing, internet agencies.

## I. INTRODUCTION

Tourism, as well as the service sector as a whole, is today one of the largest, highly profitable and most dynamic sectors of the world economy, which is one of the leading in terms of scale and cash flow [2; 4].

The prospects for the development of the tourism and hotel business are especially evident in countries with the most rapidly developing economies, in particular in the BRICS countries (Brazil, Russia, India, China and South Africa), the analysis of the life cycle curve of which indicates that they are currently located in stage of industrial growth [4; eleven]. Since most regions of the Russian Federation have practically inexhaustible potential for the development of recreational, cultural, educational, ecological and other tourism, Russia seems to be more than an attractive country for entrepreneurs and investors at various levels to conduct business [3; 4]. The tourism business in the country is quite young and in its development relies both on updating its production potential and on the use and implementation of new modern technologies, strategies and approaches to managing the sales process and capital accumulation.

One of the ways to solve the problems facing the Russian tourism industry is the development and widespread implementation of marketing strategies. The emergence and development of the Internet, the improvement of information technologies, systems and standards for their interaction led to the creation of a fairly new technology for Internet marketing for the Russian economy. The practice of its widespread use by foreign companies convincingly proves that today the effective construction of a business in the field of tourism and the provision of services with a focus on the medium and long-term sustainable presence both in the domestic and foreign markets is impossible without the development, systematization and integration of Internet strategies into business marketing.

In this regard, the appearance in the domestic literature of publications that analyze the key concepts of Internet marketing and the problems of its adaptation to the Russian market of tourist services seems very relevant. The purpose of this article is the development and analysis of approaches to the formation of an Internet marketing methodology, which opens up the possibility of creating, researching and digitally implementing marketing strategies aimed at developing the service sector, developing fundamentally new digital business promotion models, creating competitive advantages and efficient functioning of tourism industry enterprises.

## II. LITERATURE REVIEW

### MAIN PART

In the world economic literature, there are many definitions of marketing [1; 8; 10]. The definition that was proposed by one of the world's leading marketers F. Kotler seems to us the most capacious: "Marketing is the art and science of choosing the right market, attracting, maintaining and increasing the number of consumers by creating confidence in the customer that he represents the highest value for the company; it is an orderly and focused process of awareness of consumer problems and regulation of market activity"[9]. The basic concepts of marketing are presented in Fig. 1.



Figure. 1. Main meanings of marketing

Internet marketing is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion [10]. The translation of traditional marketing methods into a digital field provides a more efficient use of market strategies for market segmentation, targeting client groups, differentiating and positioning goods and services. The Internet environment allows you to create an interface for the exchange of ideas, goods and services, which strengthens the competitive advantages of the company, helps to increase its efficiency and at the same time provides the maximum degree of customer satisfaction. Digital technologies of Internet marketing provide a significant increase in the effectiveness of the implementation of traditional marketing tools due to their adaptation to digital form [11].

In fact, Internet marketing for services and tourism can be defined as the process of building, maintaining and developing relations with consumers of tourism services through the creation and implementation of online events and strategies aimed at meeting the needs of consumers.

An obvious drawback of traditional marketing is the practical lack of interactive interaction with a potential consumer of the service, while in the case of Internet marketing, the consumer often initiates contact and analyzes the information posted on the company's website. From fig. 2b it can be seen that Internet marketing promotes two-way communication, which, if properly organized, can not only help a travel company sell tourism services to a client, but also allows you to collect, accumulate and analyze all information about each specific client (for example, age, gender, income level , previous purchases, suggestions for improving the services offered, etc.). This, in turn, can be used in the construction of rhubarb management systems [6] in tandem with Internet marketing.

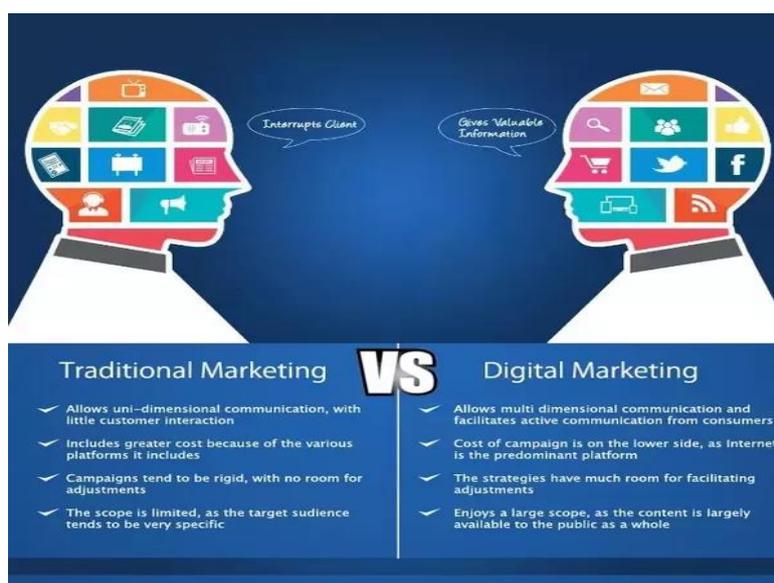


Figure. 2. Differences between Traditional and Internet Marketing

A properly organized interface of Internet marketing erases the boundaries between the seller and the buyer and reduces all relationships to communication between both groups with an interactive interface. This contributes to a significant increase in sales and increase the degree of loyalty among customers, as they do not feel that the services are imposed on them by the seller. All that is needed for this from the seller is the interface content adapted to the interests of the consumer. Thus, Internet marketing allows for the mass personalization of their services and ultimately to maximize the impact of the site's audience.

As a successful example of such work, one can cite the experience of Travelocity, an online travel agency [4]. The personalized advertising e-mail newsletter, launched back in 2001, provided as soon as possible twice as much effect (the number of voucher purchases) than similar activities without personifying the agency's clientele. Such actions can be recommended to the entire area of enterprises and companies engaged in the service sector.

Consider Internet marketing as a process that includes a specific set of actions, and describe these actions in a closed loop. Since the effectiveness of the online marketing activity of a tourist enterprise will directly depend on the degree of organization and coordination of marketing activities, we will try to systematize and combine these actions in a certain sequence, i.e., we will design a certain unified algorithm for conducting an online marketing campaign at a tourist enterprise.

The proposed algorithm is schematically shown in Fig. 3. At the first stage, all new marketing opportunities existing in the market are determined and evaluated. To analyze them, you will need to collect the maximum data both on-line and off-line. With the help of marketing tools, in particular the use of SWOT analysis, GAP analysis, PESTEL analysis, Martin Anzof, etc., it is necessary:

- 1) to adjust the search and analysis of these opportunities in relation to the situation in this company - it is planned to create a new business / destination by a tourist company or to optimize or expand an existing one;
- 2) conduct a thorough segmentation of potential client groups;
- 3) to identify potential or ineffectively implemented proposals that are currently available in the company in order to meet customer needs;
- 4) critically evaluate the appropriate resources for the implementation of potential offers to customers to meet identified needs;
- 5) evaluate the potential competitiveness, technological and financial attractiveness of the enterprise as a result of the potential implementation of new marketing opportunities of the market.

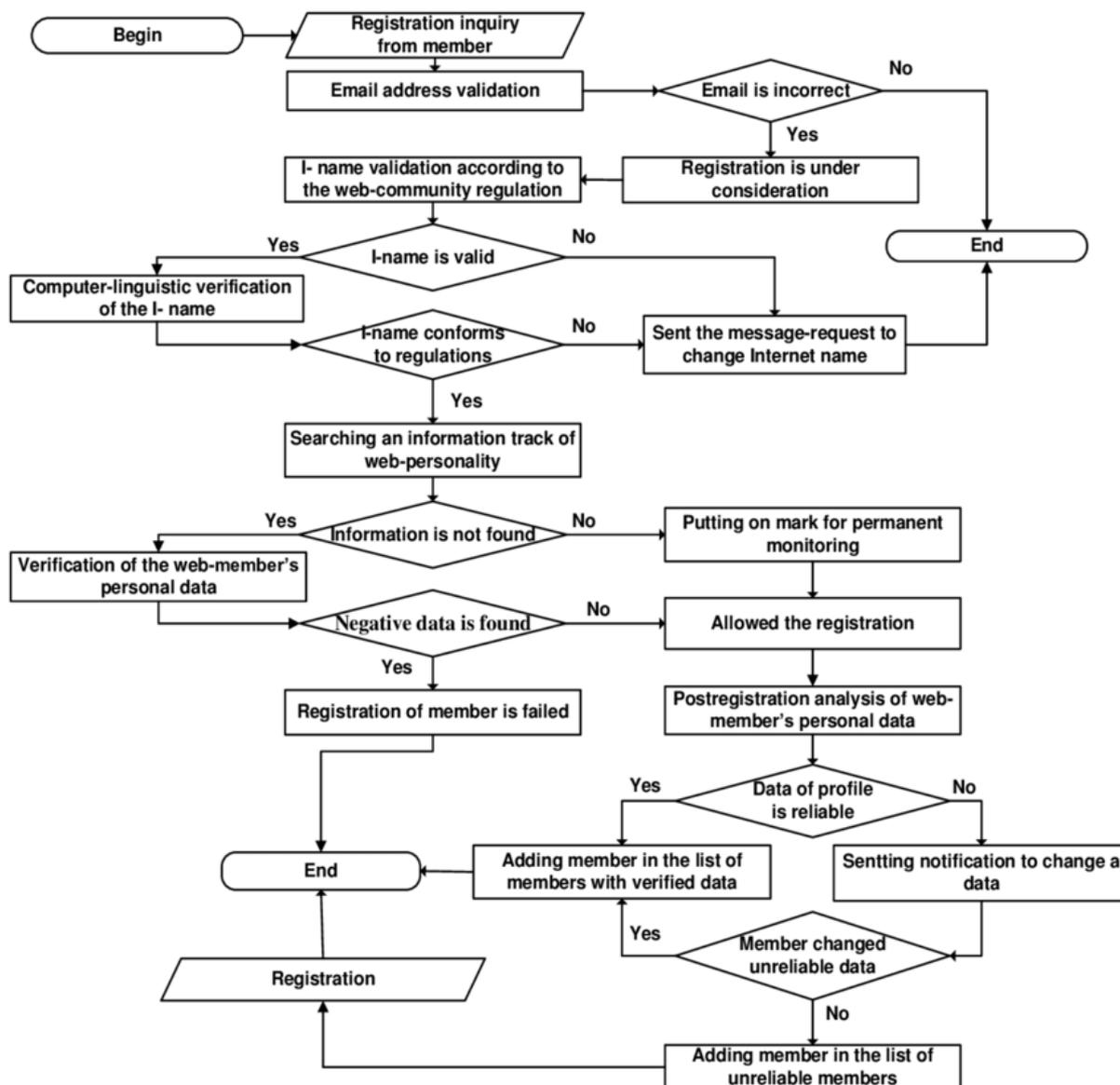


Fig.3.Algorithm of registration and validation of personal data on web-community member

At the second, key, stage, it is necessary to form an Internet marketing strategy. Otherwise, with an incorrectly formulated strategy, all further stages, even with the right organization, will be ineffective. The formation of a marketing strategy can be divided into the following stages:

- 1) Marketing segmentation, i.e., the search and identification of relevant marketing segments, the needs of which the company can potentially satisfy;
- 2) targeting, or the choice of the most attractive specific marketing segment, the needs of which the company is able to satisfy taking into account the goals and opportunities;
- 3) positioning, or strategic opportunities for working with this client segment.
- 4) In the third stage, the company must accurately determine the expectations of the potential customer segment in order to effectively realize the new marketing opportunities identified in the first stage. You can highlight the main steps that a company must take to effectively implement this stage of the algorithm:
- 5) create a comprehensive description of target consumer groups;
- 6) to develop step-by-step interaction algorithms with each of the consumer groups;
- 7) to think over and integrate both traditional and Internet marketing tools for effective interaction with each of these groups;
- 8) create a hierarchy of expectations of target groups and specific actions aimed at their satisfaction;
- 9) integrate monitoring mechanisms for the operational correction of their actions in order to fully meet the expectations of consumer groups.

The fourth stage involves the software implementation of the results of the work carried out in the previous stages - the creation of an interface for working with the consumer. The success criterion will be the effectiveness of the client's interaction with the software interface that the company can develop. Today, this is far from just the development and technical support of the company's website. The implementation of this stage must be carried out taking into account the content, data transfer methods, used means of communication by potential client groups and ways of working with these groups in the Internet environment (through the creation of Internet communities, etc.). According to Forbes [12], in 2013, 72% of buyers in developed countries trusted online recommendations (in online communities or social networks) just as if they were recommendations from close friends or relatives; 81% of respondents said that information posted on online resources in social networks relating to certain goods and services has a direct impact on their purchases. According to the Internet resource SproutSocial [2], 74% of consumers today are guided by the information posted on social networks before buying a product or service. In addition, there is a clear trend in favor of goods and services associated with recognizable brands. The results of studies in this area devoted to working with Internet resources, including those related to the creation and effective functioning of Internet communities, are presented in [5; 7]. Particularly careful study requires the problem of online payment with the ensuing aspect of ensuring the security of customer data and the simplicity of working with them, the choice of payment systems and methods, their stability and reliability.

Upon completion of the fourth stage, at the stage of transition to the fifth stage - the formation of a marketing program, the company should have a clearly formulated strategy for the further development of marketing activities in the Internet environment. The digital implementation of the marketing program should include the digital implementation of an effective model of interaction with the client. Such a model can be formed by taking as a basis a cycle of relationships between a company (service provider) and a client, consisting of four phases:

- phase 1 - informing the consumer. At this stage, through the use of certain Internet technologies (for example, Google Ad Words, Yandex Direct, through online communities, etc.), the client gets acquainted with offers for the offered services or tourist product;

- phase 2 - development of relations. The client weighs all the pros and cons, and then makes a decision on the appropriateness of using the offered services / or buying a tourist product (at this stage, the company's activity in social media is especially important, which should be aimed at making a positive purchase decision by the client; especially effective there will be a promotion of a product or service in association with a recognizable brand, if one exists);

- phase 3 - purchase and after-sales service. The client made a positive decision, the transaction was made through online payment or at the point of sale, depending on the chosen strategy of the company; At this stage, the company is in the process of fulfilling its obligations to the client, the quality of fulfillment of which will lead the client or again to phase 1 (which should be directed at the strategy and all actions of the company both in online media and when using traditional marketing tools in online) or to phase 4;

- phase 4 - termination of the relationship. Loss of customer interest in the company's services (for objective reasons, for example, in case of a one-time purchase, the client no longer needs these services or a tourist product) or the inexpediency of working with a specific client for the company (for example, if the client's goal is not to use the company's services, and the desire to profit from unfounded complaints).

The effectiveness of the company selling services or tourist products, its competitiveness and future development will depend on how accurately the company's marketing activities, both online and offline, will meet the requirements of customers: will the quality of the services offered exceed their expectations or do not match them. You can achieve success in this area with the help of integrated technologies of rhubarb management, the use of which is provided for in our model at the sixth stage.

As part of the implementation of the sixth stage, the company is based on the use of mechanisms for collecting, analyzing and processing customer information, transactions, feedback from customers received in various unobtrusive ways (for example, using crowdsourcing, questioning, based on processing feedback from online communities) should be able to generate operational data on the required correction or optimization of marketing strategies. The purpose of this work is to retain existing and attract new customers, as well as to objectively analyze and assess the prospects of long-term cooperation with certain client groups based on the study of the cost structure and financial result. In addition, through the use of revision management technologies, global strategic decisions can be found on the feasibility of entering new markets in order to gain new customer segments [6].

The task of the final stage is to evaluate the effectiveness of marketing activities in general and adjust the strategic goals and tactics of their implementation based on an analysis of the effectiveness of each stage of the marketing campaign. A clear correlation of the analyzed data sets with the model proposed for the digital implementation of the marketing strategy at the fifth stage is required. In particular, it is important to be able to qualitatively and quantitatively evaluate the effectiveness of informing consumers, namely to have data on which part of informed consumers has passed into the phase of development of relations and, most importantly, into the

phase of purchase. A qualitative and quantitative analysis of these data will help to understand whether the company is successfully transforming the costs of informing consumers into a financial result, and to work out optimization strategies aimed at increasing the number of customers during the transition from phase 1 of the above model (as part of the description of the fifth stage of the algorithm in Fig. 3 ) to phase 2 and 3. It is extremely important to analyze the phase 4 of this model, since a company selling tours, as well as a company engaged in the service sector, is cheaper to sell a tour or service to an existing client than how to spend money on attracting a new client and close a deal with him. That is why it is necessary to have objective data on hand, which will allow us to judge what led the client to the phase of the termination of relations in each particular case and how, and most importantly, by what marketing actions can this decrease be achieved, while filtering out an undesirable array of customers, profitable companies. As currently existing digital tools to quantify the effectiveness of marketing activities carried out on the Internet, you can, for example, use data on the number of conversions using the Google Ad Words interface [11] or more complex solutions, for example, the model proposed by Avinash Kaushik, which is based on an integrated analysis of user behavior on a website with subsequent tracking of the number of users who have completed the actions originally laid down in the model of testing. eniya Internet marketing campaign. [9] Nevertheless, when planning a specific Internet marketing campaign, the most attractive and effective is the development of our own original integrated analytical apparatus that meets the tasks formulated in the fifth stage of the algorithm proposed above.

Qualitative and quantitative assessment of the degree of influence of Internet marketing technologies on the level of profitability of tourism enterprises can be made taking into account the diagram presented in Fig. 4. Each of the quadrants in this diagram represents a different combination of ways to promote a tourist product and generate income. Quadrant 1 describes a situation in which online marketing activities using the use of Internet marketing technologies (for example, banner advertising, google ad words, etc.) also generate income online. In quadrant 2, revenue is generated at the point of sale, but it is the use of Internet marketing strategies that allows you to get this profit. Quadrant 3 describes a situation in which a traditional marketing strategy (such as advertising on television, radio, billboards, etc.) allows you to generate income on-line. Finally, quadrant 4 offers a situation in which traditional marketing activities generate revenue at the point of sale. A qualitative analysis, taking into account the results obtained in the previous sections of this work, makes it completely obvious that Internet marketing technologies allow you to generate a much higher income than using traditional marketing techniques with the ability to purchase services only at points of sale.

With the help of preliminary marketing research, which includes analysis of the competitive environment, business geography and the use of other standard marketing technologies, an enterprise can, with a rather high degree of probability, preliminary, even at the stage of business planning, estimate the share of income that Internet marketing activity will bring, and compare it with the costs of carrying out this activity.

### **III. CONCLUSIONS**

Currently, the tools and technologies of only the traditional marketing apparatus can no longer ensure the effective functioning of companies in various sectors of the economy, and in particular, companies representing the tourism and services sector. In this regard, the use of Internet marketing technologies, along with traditional marketing approaches, and in some cases a complete transition to the use of Internet marketing technologies, are becoming a prerequisite for the successful development, promotion, competitiveness, cost reduction and growth of financial indicators of tourism companies.

Effective planning and implementation of Internet marketing activities can be carried out using the algorithm proposed in the work, the main elements of which are as follows:

- 1) analysis of marketing opportunities;
- 2) the formation of a marketing strategy;
- 3) forecasting consumer needs;
- 4) creating an interface for working with consumers;
- 5) creating a marketing program;
- 6) the collection and analysis of data on each consumer using the technology of review-management;
- 7) analysis and evaluation of the effectiveness of the online campaign.

The success of tourism enterprises and services is directly dependent on how marketing resources are allocated; at the same time, the share of income that Internet marketing activity will bring can be tentatively estimated even at the stage of business planning.

The implementation of Internet marketing technologies in combination with competent business planning is a prerequisite for the growth of tourism revenues and a significant strengthening of its market position.

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