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ANALYSIS OF THE MARKETING ENVIRONMENT AND COMMUNICATION IN TOURISM BUSINESS

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ABSTRACT

Numerous organizations are continually checking their marketing condition, distinguishing changes in the marketing environment in an opportune way and attempting to adjust to them as fast as could really be expected. The marketing environment is a bunch of variables that influence the marketing exercises of an undertaking, the turn of events and accomplishment of its deals to customers in the objective market. The marketing environment comprises of the interior climate and the outer condition of the venture. The external environment itself comprises of miniature and large scale conditions. A few organizations themselves attempt to impact the promoting environment, shift it in the bearing they need, or possibly forestall any undesirable changes that may happen.

KEYWORDS: *Tourism, Marketing, Hotel Industry, Hospitality, Advertising, 4P, Economy, Innovative Services.*

INTRODUCTION

Investigation of the marketing environment in the tourism industry permits the organization to recognize the upsides of the travel industry market emerging from the conditions where it works, and to foster dependent on these benefits. So while a few elements in the outside environment set out positive open doors for an undertaking, others make extra difficulties and restrictions.

While analyzing the outer environment, it is important to distinguish every one of the chances and dangers in it, and, if vital, to anticipate their event. In any case, it isn't sufficient to distinguish these to work effectively on the lookout. This is on the grounds that once an accommodation is looked for, the undertaking might not have adequate ability to utilize it or openings may not be found to forestall the recognized risk. Once more, fostering an extraordinary

arrangement that will consider development sooner rather than later can transform into a bad dream because of the absence of assets to carry out it. In this manner, it is important to contemplate both the qualities and shortcomings of the inside environment of the tourism organizations [1].

Marketing not just gives a total and far reaching investigation of consumer interest yet in addition an answer for the issue of expanding circulation, expanding the productivity and dissemination of activities in the market to shape interest and increment deals. A bunch of marketing connections is intended to fill this need.

The environment wherein the travel industry (hierarchical) firm works in a mind boggling arrangement of interchanges. The firm keeps up associations with its clients, banks, insurance agencies, travel service producers and a wide scope of firms [2].

These associations have various directions and crossing characters. The movement firm (issue) should resolve the issue of detailing and conveyance of the suggested items.

Communications can be viewed as an interaction of data trade. It is feasible to make individual and non-individual associations with people. Relational correspondence is between at least two people who discuss straightforwardly with one another using a method for correspondence (phone, web, and etc.) Theoretical connections are the interaction of non-individual connections between people.

MATERIALS AND METHODS

In any case, conducting a study of the marketing environment on the basis of a well-developed program will allow you to achieve the set goal. This program should be implemented in several stages:

- 1) The zones (parts of the environment) to be studied are identified;
- 2) the sources of information, methods of information collection, who will be involved in the collection of information, the number of times the information will be collected, the need to re-collect information at any time;
- 3) A plan for the collection of this information;
- 4) The obtained data are analyzed and the obtained results are used for marketing purposes.

The investigation of the marketing environment should start with the investigation of the inward environment in the undertaking. The inside environment of the venture comprises of elements that can be overseen by it, which ought to be concentrated in the accompanying regions:

- Personnel (representatives, their abilities and capacities, the arrangement of determination in their work, the arrangement of preparing and advancement of representatives, the arrangement of execution assessment and motivators, the connection among representatives and the improvement of these connections, and so on);
- Association of the executives (hierarchical construction, inward collaboration, current guidelines and cycles, dispersion of rights and obligations, effectiveness, and so forth);
- Finance (liquidity of assets, level of productivity, and so forth);
- Marketing (item valuing, deals methodology, publicizing and outer relations framework).

When analyzing the external environment, it is necessary to identify all the opportunities and risks in it, and, if necessary, to predict their occurrence. However, it is not enough to identify these in order to operate successfully in the market. This is because once a convenience is sought, the enterprise may not have sufficient capacity to use it, or opportunities may not be found to prevent the identified risk. Again, developing a great plan that will allow for development in the near future can turn into a nightmare due to the lack of funds to implement it.

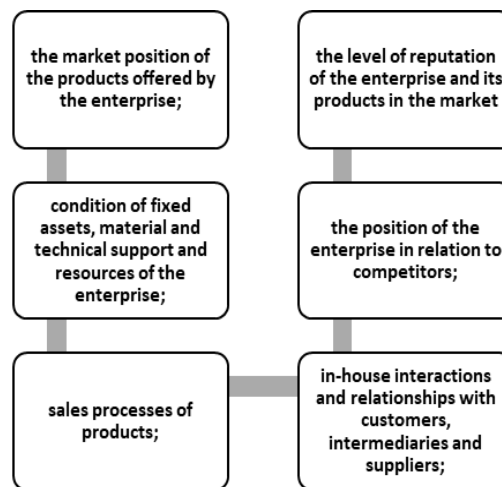


Figure-1 Analysis of the internal environment of the tourist enterprise [2]

This allows the enterprise to identify internal strengths that it can use in a competitive struggle and to identify and address internal issues that may hinder it from fighting effectively.

It will be possible to start exploring the external environment only after studying the internal environment of the enterprise. The study of the external environment of the enterprise should begin with the analysis of macro-environmental factors. The macro environment is a larger force that influences the microenvironment of an enterprise and can only be adapted to it. Macro environmental factors include demographic factors, general economic situation, forces of nature, technological environment, political situation and cultural factors. Based on the information obtained about the macro-environment, the enterprise solves the problem of its suitability to this environment, tries to take advantage of the positive situations as much as possible and minimize the impact of negative situations.

After the macro environment examination, the go goes to the microenvironment. The microenvironment of the endeavor implies the variables that are straightforwardly identified with it and influence its deals. These incorporate the actual organization, market delegates, buyers, providers, and the overall population on the lookout. The organization will actually want to impact the microenvironment in any capacity, straightforwardly set out open doors for themselves and effectively kill hazard factors. By considering the data about the microenvironment, the organization will actually want to make and offer an item that will be alluring to shoppers on the market [2].

DISCUSSION

Communications assume a significant part in the exercises of a vacationer association, as they structure a functioning piece of the showcasing blend. The correspondence complex comprises of 4 fundamental components:

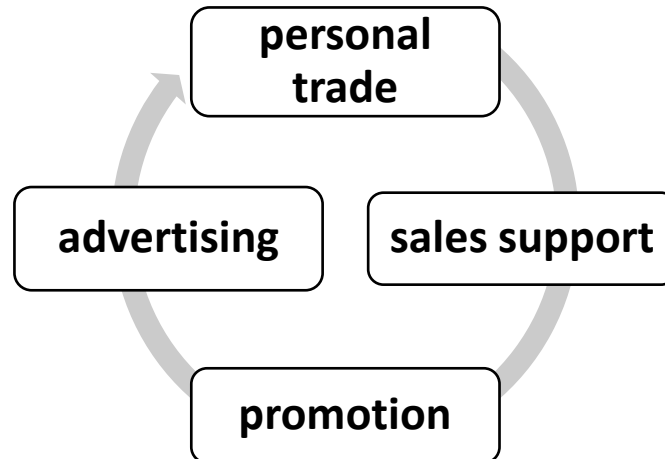


Figure-2 Main elements of the communication complex

Personal Trade implies that an organization agent sets up direct contact with a few purchasers to show and exchange a traveler item.

Short-term incentives for the purchase of tourism products are the essence of **sales support**.

Promotion implies activities pointed toward setting up and supporting common agreement and great relations with the travel industry association and the population.

Advertising is a type of non-individual demonstration focused on the introduction of a tourist product, the arrangement of interest for it and the making of the picture of the traveler association.

Every component of the communication complex has its own style and strategies. In any case, they all attempt to help tackle vital and strategic issues in the execution of a solitary objective, specifically the idea of marketing. Appropriately joined and utilized, the components of the complex are guaranteed to enter the market. Communication complex components are once in a while alluded to as communication channels. It ought to likewise be noticed that if the travel service doesn't focus on different components that make up the marketing mix, at that point the communication issues of marketing are considered insufficient. Also, the components of the complex are associated with the formation of a particularly manufactured strategy and strategies where the firm partakes in different shows and fairs [2].

CONCLUSION

Numerous organizations are continually observing their marketing environment, distinguishing changes in the marketing environment in an ideal way and attempting to adjust to them as fast as could really be expected. The marketing environment, as indicated by Kotler, is a bunch of elements that influence the marketing activities of a venture, the turn of events and

accomplishment of its deals to customers in the target market. The marketing environment comprises of the interior climate and the outer climate of the endeavor. The marketing environment itself comprises of miniature and large scale conditions. A few organizations themselves attempt to impact the marketing environment, shift it in the course they need, or if nothing else forestall any undesirable changes that may happen.

Regardless, directing an investigation of the marketing environment based on a very much created program will permit you to accomplish the put out objective.

The way toward contemplating the marketing environment of endeavors ought to be done in an orderly and target way, with regular and complete redundancy, just as per the guidelines of sound rivalry.

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