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INTERNET MARKETING AS A TOOL OF TOURISM ENTERPRISE STRATEGIC MANAGEMENT

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Abstract - The Internet Marketing plays a major role in tourism industry and the tourism enterprise strategic management process. The Internet Marketing integration in the enterprise strategic management is an essential for tourism enterprise success activity. The main steps of Internet marketing campaign planning procedure were outlined.

Keywords - tourism; strategic management; internet marketing; objective; planning; promotional.

Tourism industry and hotel business is one of the largest and most dynamic sectors of the economy that combines a complex of economic-organizational and regional groups of enterprises, hotels and other accommodation facilities, transport, objects of public catering, objects and means of entertainment, objects, recreational, sports and other purposes, by other organizations participating in the implementation of the functions of this field. Tourism and hospitality are an open system, which acts as an integral part of a more General system of world economy. Therefore, the specificity of this market largely determines the relevance of marketing in this field, because marketing means competent and qualitatively new approach, as individual tourism businesses and the tourism industry as a whole. All existing provisions of modern marketing can be fully applied to tourism and hospitality. In the field of reporting services has its own specifics that distinguish it not only from trade but also from other forms of trade in services. Marketing plays an important role in the activities of all organizations, whether nonprofit educational institutions, resorts or manufacturers of tourist goods and services with the purpose of

extraction of own profit. The essence of marketing is to provide at the right time and in the right place necessary goods or services at the right price. Such as marketing communications has been considered as saying the right things to the right people in the right ways (Delozier, 1976).

The nature of marketing in tourism as a system derived its basic principles. Focus on clearly defined commercial result for the company, in the end, comes down to mastering the planned share of the market according to its strategic goals. Formulating these goals, identify the three major components of marketing activity: timeline, resources, responsibility and consequently focus on long-term forecasting all marketing situations, ranging from effective and needs to own opportunities in this perspective.

Like any economic phenomenon, marketing in tourism requires for its application and effective development of a number of conditions such as: deep saturation of the market of services, i.e. the existence of a buyer's market. The Internet growing popularity has changed the way people gather news, communicate, buy and make decisions and it all caused the reinvention of the traditional marketing strategies. E-marketing means using digital technologies to help sell your goods or services.

The use of the Internet as a marketing tool has engaged such experts as Maksimuk S., Gurov F., Weber L., and the study of Internet marketing and its usage as strategic management tool Kocherova N.P., Gubanov D.A., Novikov D.A., Chkhartishvili A.G. [2;3;4;5;6].

Internet has revolutionized every aspect of life including economy and marketing. The

major advantages internet has are its empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours / seven days availability.

A strategic internet marketing plan should define who your primary target audience is online, their preferred channels of engagement (how and where they like to be reached), and what hopes, fears, habits, needs and wants, they share in common.

A strategic internet marketing plan also helps you define how to generate targeted traffic online, how that traffic will be drawn into an on-going marketing system, and how you plan to monetize that relationship and build your income, business or organization. Within your plan, you should acknowledge the various channels and tools that could connect you to your audience - email marketing, social media platforms, ebooks and white papers, teleseminars, search engine marketing (with websites, content-sharing sites and Pay-per-click), media ad buys, etc.

Internet marketing is widely practiced strategy of advertising or promoting sales and name of the business. Internet marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In Internet marketing, you can promote the products and services via websites, blogs, email, social media, forums, mobile apps, banners etc. Wise use of the Internet marketing strategies can take the business to unprecedented levels of success. Media plays a crucial part in strategic management and marketing communications planning. The effective interconnection between earned, owned and paid media determines the advertising campaign success.

Key inputs or drivers of Internet marketing performance include:

- organizational and business unit strategies, structures, systems, and resources;
- marketing strategies, structures, and systems;
- information technology strategies, structures, and systems;
- features of the external environment.

Internet marketing involves such steps:

- Set a goal;
- Identify a target;
- Learn about current customers by asking current customers how they found it;
- Set a strategy;
- Track the results.

Internet marketing has various components such as email, analytics, affiliate marketing, SEO., blog, banner, social network, forum.

Nowadays it is hardly possible to imagine a business which has not its own website. But having a well-designed website does not necessary result in an ideal amount of visits. In order for this goal to be accomplished another type and now one of major Internet marketing methods, called SEO - search engine optimization - should be adopted.

Before the implementing search engine marketing campaign, it is necessary to prove the feasibility of its implementation. In our point of view, the necessity analysis steps are:

- the company results analysis;
- the main company problems identification and analysis;
- the company marketing communication issues evaluation;
- potential strategic opportunities formation to restructuring measures implement for;
- the future development strategy determining and measures for implementation chosen strategy developing.

Overall the Internet marketing campaign planning procedure includes several steps:

- a marketing plan review;
- analyses of promotional program situation and communication process;
- budget determination;
- developing marketing communication program;
- integration and implementation marketing communication strategies;
- monitoring, evaluating and controlling marketing communication program.

Marketing promotional planners have to decide on the roles and functions of the specific elements of the promotional mix, develop strategies for each element and implement the plan. Copley (2004) [7] adds that the place of promotion is important in the marketing

programme; it must be integrated into the overall marketing plan and programme of the organization.

It is believed that choosing the correct tools for a particular promotions task is not an easy task. Indeed the process is still very much an art though it is becoming more scientific because of the access to consumer and media database. Matching consumer characteristics with media database can be carried out very rapidly by computer and promotional budgets can be evaluated for a variety of different mixes. In the final analysis, however, the client's wishes and the expertise of the promotion planner are decisive.

Process of choosing the correct promotional tool is:

Business mission → Business objective → Marketing objectives → Promotional objective → Choice of Tool.

Implementation of promotional strategies is very vital. Belch and Belch, (2004) [8] added that a similar process takes place for the other elements of the marketing programme as objectives are set, an overall strategy is developed, message and media strategies are determined and steps are taken by the firm to implement them.

Monitoring evaluation and control is the last step in the marketing and promotion planning process. It is vital for firms to determine how well the promotional programme is meeting the communications objectives. Chisnall, (1994) [9] adds that the marketing promotions planners may want to know how and why the promotion programme is performing. "He may want to know if there are deviations from the plans or whether there is the need for modification", Belch and Belch, (2004) [8] added that this last step is designed to provide managers with continued feedback concerning the effectiveness of the promotional programme which in turn, can be used as input into the planning process.

Conclusions. As a result of the analysis, the emergence and popularization of Internet marketing have radically changed not only communications but also the process of doing

business in tourism sphere. Work Internet marketing is an important marketing communication tool in the tourism enterprise strategic management process, the use of which affects the success and prosperity of the company.

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