



Marketing Communication as a Support to Modern Tourism Business

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Abstract: *The marketing concept in the tourism business requires a good knowledge of the market (all its segments), which implies a continuous analysis and planning approach. In this way, preconditions are created to successfully deliver the service to end consumers, which ensures the basic role of the company in the market, and that is, through the provision of appropriate service quality to consumers and their satisfaction, to achieve the basic interest of the company as a collective - profit. This paper investigates the possibilities and scope of effective marketing communication, which in modern conditions represents significant support to the tourism business. The role of marketing communication should be viewed in the context of the expansion of tourism, especially in the second half of the twentieth century. Marketing communication in tourism has the task of enabling a more efficient exchange between tourist demand and supply.*

1. INTRODUCTION

Various factors such as scientific and technical progress, the development of means of transport, the increase in the level of culture, education and the level of standards, have led to various changes in tourist movements. Among the types of tourism, domestic tourism began to play a key role as the main source of financial income from tourism activities (Nurov et al., 2021, pp. 271-275).

The importance of tourism is reflected in its close connection with many activities, such as transport, culture, health, and politics. The size and structure of the population, economic potential, technological innovations, and political and cultural trends are usually the factors on which the directions of tourism development in the coming period depend. In such conditions, the importance of marketing in the development of tourism in Serbia is increasing. Innovative development is becoming an effective market tool for managing modern economic and social systems (Karimova, 2020, pp. 24-32).

With the development of the market, and especially since the seventies of the twentieth century, when the service sector gained importance, the marketing concept has expanded in addition to the manufacturing and service sectors. One of the important areas in which marketing has found its application is tourism. Their development was complementary, because tourism also gained its full expansion in the last decades of the twentieth century. This is evidenced by the revenues that some countries have generated and still generate today based on tourism, as well as the volume and dynamics of realized tourist movements.

Understanding the marketing concept has exactly the same meaning in tourism as in other economic activities. The desire is to enable the placement of appropriate tourist products and services on the market in order to satisfy tourists as end consumers (consumers). Hence, when we talk about marketing in tourism, the subject of this study is to answer the question of how and in what way it

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can contribute to the facilitation of the exchange process in the tourism market. This interpretation primarily stems from the understanding of marketing as a business concept. Also, the role of marketing and the development of tourism business is linked (Ismailova, Bejšakeeva, 2021, pp. 46-49).

Marketing in tourism as a subsystem in the system of service marketing has developed in parallel with the development of the service sector all over the world. The first works in the field of marketing in tourism dealt with the articulation of certain concepts, different concepts and definitions, which is understandable given the level of tourism development at that time. Successful marketing is considered to be one that exceeds the value offered by the competition. After the purchase, the customer's satisfaction depends on the relationship between the observed performance of the purchased product and/or service and the customer's expectations. Satisfaction is achieved when the obtained performance meets or exceeds expectations. Customer expectations are formed on the basis of information that is available before the purchase. Commercial success is achieved when performance exceeds expectations.

The tourism industry is extremely vulnerable to numerous factors, such as natural disasters, pandemics, terrorism, uprising, and so on (Yeh, 2021, pp. 188-194). Accordingly, the factor that multiplies the significance of this research is the pandemic of Covid-19. Namely, according to the latest edition of the *UNWTO World Tourism Barometer*, an estimated 54 million tourists crossed international borders in July 2021, down 67% from the same month in 2019, but the strongest results since April 2020. This compares to an estimated 34 million international arrivals recorded in July 2020, though well below the 164 million figure recorded in 2019 (<https://www.unwto.org/taxonomy/term/347>).

2. MATERIALS AND METHODS

In the realization of the research task, desk research of data that is predominantly related to the interdependence of marketing and tourism, the adaptation of marketing to a service environment, the legal framework of marketing communication, creating relationships with customers as the basis of marketing, ethical approach in marketing communication in tourism, etc. was used. This research involves the use of data from official sources: UNWTO, UNDP, the professional and scientific literature and internal documentation. The combination of these research methods can provide the most reliable answer to the key questions that have emerged in the analysis of the role of marketing communication in improving the performance of the modern tourism business.

3. INTERDEPENDENCE OF MARKETING AND TOURISM

From the Second World War until today, the tourist market has been transformed, through several stages, from a mass tourist market intended for the wider masses to a market for every consumer or tourist. This is a practical confirmation of customer relationship management, where by satisfying the needs of smaller groups of service users (increasing the diversity of the tourist offer), the base of tourist service users automatically expands quickly and intensively. The specifics without which the tourist market cannot function are (Cvijanović, 2014):

1. The satisfaction of tourist needs cannot be achieved without the travel of tourists (tourist consumers) outside their usual environment to places where the tourist offer is concentrated.
2. Products and services offered in a particular tourist market to meet tourist needs cannot be separated from the space in which they are "produced", but are firmly attached to it. They

- cannot be consumed in any other place unlike commodity markets, where products and services can move indefinitely.
3. Tourists are always an integral part of the production of a tourist product and its consumption is not possible without their personal presence. This is not the case with other markets and other products.
 4. The tourist product is not homogeneous but is the result of a single production process unlike products in other markets. It is an integrated product that is provided by various service providers at the time of consumption, and the tourist perceives it as a unique tourist experience. The diversity of tourist demand is manifested in terms of the needs and requirements of tourists, but also in terms of other important elements in the management and marketing of tourism companies. The diversity of tourist demand is interdependent with the diversity of tourist offers, i.e. services, from the point of view of space, time and quality. That is why the process of providing tourist services must be viewed as a single process. Synchronization of this process from the point of view of space, time and quality must also be ensured.
 5. Due to the spatial separation of tourist demand from tourist offers, it is necessary to establish their contact, through travel agencies and tour operators as intermediary elements of the tourist market. Over time, their role became increasingly important.

As a sector that has interlinkages with virtually all other economic sectors, tourism produces profound and wide-ranging impacts across all dimensions of sustainable development (UNDP, UNWTO, 2017, p. 14). The phenomenon of tourism development has caused the emergence of a large number of scientific disciplines that deal with it in the field of economics, sociology, culture and many other social sciences (Cvijanović, Vuković, 2012, p. 18). Certainly, one of the basic scientific disciplines in the field of studying the phenomenon of tourism development is marketing. In order to properly understand the application of marketing in tourism, it is necessary to first explain the very concept of tourism, as well as the reasons for its accelerated expansion in recent decades.

One of the most frequently cited definitions of tourism is that given by the Swiss authors Hunziker and Krapf, adopted by the International Association of Scientific and Tourism Experts ("AIEST"), according to which: "Tourism is a set of relationships and phenomena that arise from the travel and stay of visitors to the place if the permanent residence is not established by that residence and if no economic activity of theirs is connected with the permanent residence" (Unković, Zečević, 2005, p. 11). The development of tourism is conditioned by numerous factors, but here we will primarily emphasize the scientific and technological progress, which conditioned the appearance of surplus free time, and the possibility of achieving higher salaries for employees, which created the conditions for surplus free funds.

Scientific and technological progress has led to the accelerated development of traffic and all types of vehicles. All these reasons influenced the creation of assumptions that people can travel en masse, which contributed to the development of tourism. One of the most comprehensive definitions of marketing in tourism is that given by Krippendorf (1973): "Marketing in tourism is a systematic and coordinated adjustment of business policy of tourism companies and tourism policy of the state at the local, regional, national and international level, in order to achieve optimal satisfaction needs of certain consumer groups (market segments) and thus made an appropriate profit."

The task of marketing in tourism is to monitor and study all relevant factors at the micro and macro level that can and should lead to the successful realization of business goals on the tourist offer and consumers themselves (tourists) on the side of tourist demand (Cvijanović, Vuković, 2012, p. 21).

The deconcentration of tourist traffic (or seasonal fluctuation of demand) is becoming more pronounced with the growth of tourist trips during the winter and spring months, thanks to the use of vacation several times during the year, increasing winter tourist offers and growing urban tourism (Cvijanović, 2014). Until recently, a very pronounced seasonal concentration of tourist traffic influenced (and still affects) the uneven use of tourist offer capacity, causing many accompanying side effects, which was emphasized by the impossibility of storing tourist services, due to the simultaneous process of creation and consumption.

According to the latest edition of the UNWTO World Tourism Barometer Most destinations reporting data for June and July, 2021 saw a moderate rebound in international arrivals compared to 2020. Nevertheless, 2021 continues to be a challenging year for global tourism, with international arrivals down 80% in January-July compared to 2019. (<https://www.unwto.org/taxonomy/term/347>).

4. ADAPTATION OF MARKETING TO A SERVICE ENVIRONMENT

In modern business conditions, the struggle for the customer is becoming more and more intense, and operational management is expected to enable a sufficient number of loyal and profitable customers through adequate approaches, methods and appropriate allocation of resources. Namely, it is difficult to satisfy modern customers.

They are wiser, rationally oriented, price considerate, more demanding, hard to forgive mistakes, they are constantly bombarded with the same or better competitive offers. Marketing was created to solve the problem of production and producers when supply was higher than demand, and the ultimate goal was the realization of manufactured goods and making a profit for the company. Today, the essence of marketing is to solve consumer problems - faster and better than the competition.

The primary importance of marketing is reflected in the establishment of communication flow between producers and customers, i.e. consumers. Marketing as an economic process takes place continuously and is an integral part of reproduction in the company. Marketing is not a promotion or appearance at a fair or sales - it is a process that lasts and includes research, strategic planning, goal setting, marketing strategy formulation, marketing mix program development, marketing analysis, control and audit. So, there is a whole system and every part of it is equally important and significant (Cvijanović, Mihailović, 2010).

Marketing, as a business concept, is primarily customer-oriented. Consequently, the design of products and services begins with the needs of consumers, and the goal of action is set consumer satisfaction. Where the marketing concept is fully applied, consumers are not only taken care of by the marketing department but by all employees, working with the awareness that they are working for the sake of consumers. Commitment to consumers in these companies is especially true for employees who are in direct contact with them. Managers must ensure that the entire organization recognizes the importance of customer retention. Namely, managers are expected to encourage employees to minimize mistakes (by introducing incentives, planning and proper financing of business activities). More importantly, managers must use errors as a means to continually improve the quality of services they provide to customers.

In domestic markets, consumer characteristics such as age, gender, social class, personality, brand loyalty, product use and attitudes towards a given brand are often used as a basis for segmentation (Cvijanović, Mihailović, 2011). Namely, market segmentation is one of the basic

concepts in marketing. It provides a better understanding of consumer needs and desires. In this way, companies can adapt the tourist product to the wishes and needs of a particular market segment. Consumer grouping and market segmentation enable the development of strategic marketing plans. Through the given plans, companies pay special attention to the needs and requirements of consumers within different market segments.

According to the marketing concept, the market should be understood as a place where all current and potential sellers and buyers of a product and/or service perform some form of exchange, whether it is “output”, money and/or information. The market is a set of supply-demand relations or a place where material goods and services are exchanged for money (Vojnović et al., p. 13). Choosing how to segment the market is often a problem. The socio-demographic method is most often used in market segmentation and is performed by dividing the market into variables such as age, gender, income, occupation, national, religious, and racial affiliation, etc. The process of market segmentation runs through three phases (Dibb et al., 1991, p. 5):

- Segmentation: variables for segmentation are taken into account; the profiles of the obtained segments are analyzed; the obtained market segments are valued.
- Target market selection: deciding on the target market selection strategy; it determines which segments and how many of them could be considered as target markets.
- Positioning: consumer perceptions need to be known; position the product in the thought process; program a specific marketing mix.

In market segmentation, the most important thing is to discover all the variables that are most appropriate to define the different product requirements. If the company is well aware of its target segments, it can make the most of an adequate marketing mix. After discovering the segments, it is necessary to decide which consumer groups will be selected and how many of them will be selected as target markets. It is possible to focus on only one market segment, but also to focus on multiple segments, offering one or more products.

During the evaluation of different marketing segments, the company must see two factors: the overall attractiveness of the segments and the goals and resources of the company. The company must consider whether the potential segment has features that make it particularly attractive, such as: size, growth, profitability, economies of scale, low risk, etc.

Care must be taken as to whether it is easy to persuade members of the segments to buy a given product, how much their business is worth, which customers spend how much, which customers remain attached and how much impact they have on other customers. Also, it must be seen whether the investment in a certain segment is in line with the assets and goals of the company. An unsuitable segment, where the company cannot position itself with its product, is not desirable. Those segments should be selected that can be offered exceptional or superior value (Kotler, 2001).

5. LEGAL FRAMEWORK OF MARKETING COMMUNICATION

Strategic decisions in the field of marketing have long-term effects on the business performance of the company, as well as on the management of business functions, such as product development, production or financial control (Mihailović et al., 2008, p. 18). However, there are four ethical dilemmas or challenges regarding marketing research: misuse of marketing research findings; invasion of privacy; gathering competitive information; using research as an occasion to sell (Jobber, Fahy, 2006, p. 105). Consumers are sometimes bothered by the intrusive nature

of marketing research, especially if questions focus on their age and income, making phone calls at inconvenient times, or stopping on the street to participate in face-to-face interviews (Cvijanović, Mihailović, 2010, p. 123).

Occupations for marketing ethics were formulated as rules of marketing and advertising ethics, which were developed in 1937 by the International Chamber of Commerce (ICC). The content of these regulations has often been changed and modified, obtaining new and stronger provisions (today, the New Ethical Rules in Marketing Communications are used, adopted in 2006 in Paris).

At the same time, one can see the efforts toward the elaboration and publication of ethical rules in the field of marketing research by the European Society for Marketing Research and Public Opinion (ESOMAR), in 1948 (Cvijanović et al., 2009). The importance of marketing ethics also led to the initiative of the American Marketing Society to adopt declarations related to ethics in 2004, a declaration related to ethical regulations and values that must be respected in the business, which also serve as a guide for experts, marketing in their business and designing activities (Cvijanović et al., 2009).

The general regulations contained in the declaration relate to the following aspects (Cvijanović et al., 2009):

- Marketing workers must not harm anyone, which means that in practice they must use what they know and have learned in order to achieve added value for their organizations and consumers, according to the law and regulations, adopting the highest ethical standards in the choices they make.
- Marketing workers must maintain trust in the marketing system, which means that they must promote products so that they correspond to the intentions for which they were created. Communications in marketing should be formed so that products or services must not disappoint or deliberately deceive consumers.
- Marketing workers must communicate and apply in practice the basic ethical values that increase consumer confidence in the integrity of the marketing system. These core values are the goals to be pursued and they must include (Cvijanović et al., 2009):
 - honesty (to be honest and correct in business with consumers, where, among other things, it is required that products are offered at a value expressed through marketing communications);
 - responsibility (accept the consequences of marketing decisions and strategies, among other things, without abusing certain sensitive market categories, such as children, the elderly or the disabled);
 - fairness (provide a clear presentation of the product during sales, as well as in advertisements or other communications);
 - respect (respect for the human dignity of all members of society);
 - openness (transparency in marketing activities);
 - respect for civic duties (fulfillment of economic, legal, philanthropic and social responsibilities).

As can be easily seen, special importance is given to the ethical aspects of the entire marketing communication system, and especially to communication techniques with the greatest and most visible impact on the public - advertising. The same interest in ethics in marketing was observed in the case of ethical rules related to marketing and public relations; the amended version (published in 2006 in Paris by the International Chamber of Commerce) increased the scope of ethical aspects with other components of marketing communication techniques and instruments.

Thanks to the development of technology, development and diversification of customer demand, we have come to a situation where marketing workers have to find new ways to communicate with consumers. The new rules combine previously separated rules (relating to promotional sales, sponsorships, direct marketing, use of electronic media and “green marketing”), additionally including directives for a number of advertising practices and other marketing techniques.

By adopting and adhering to this new version of the rules, a number of firms active in the business world can increase customer satisfaction that makes up the target market. The main objectives of the rules relate to the following aspects:

- proving responsibility and good practice in advertising and marketing communications around the world;
- increasing public confidence in marketing communications;
- respect for the confidentiality and wishes of consumers;
- providing special responsibilities related to marketing communication for children/teenagers;
- protection of freedom of expression for those involved in communications marketing (as specified in Article 19 of the United Nations International Covenant on Civil and Political Rights);
- offer practical and adaptable solutions;
- minimizing the need for laws or some detailed governmental or non-governmental rules (International Chamber of Commerce, World Business Organization, 2006).

In companies where the marketing concept is fully applied, not only the marketing department but also all employees take care of consumers, working with the awareness that they are working for the sake of consumers. Commitment to consumers in these companies especially refers to employees who are in direct contact with them (Mihailović et al., pp. 48-60). To achieve this, the rules are communicated simultaneously to consumers and advertising professionals, thus setting clear standards that marketing communications must adhere to and a minimum degree of consumer protection, so as to maximize trust in the methods used.

The controversy related to ethics in communications is directed towards the messages sent to the public, as well as towards the techniques and instruments used in marketing communications. Ethical problems in the field of marketing communications are much more common in international marketing due to: certain barriers that occur only in international communications, barriers that determine disorders in the process of transmission and proper reception of messages, language differences, cultural differences, availability of communication media, legal restrictions related to promotion, economic differences, differences in tastes, customs, attitudes, availability of promotional agents, specific local distributors, etc.

6. CREATING CUSTOMER RELATIONS AS THE BASIS OF MARKETING

“The tourism industry framework, for the most part, depends on data and correspondence advancements for limited time exercises, deals and when creating the executive associations with customers” (Siregar et al., 2020, pp. 262). The concept of relationship marketing has emerged in the areas of service and business marketing. The phenomenon described by this concept is strongly supported by the current developments in modern business. Marketing refers to establishing, maintaining and improving relationships with customers and other partners, in addition to profit, so that the goals of the parties involved in the process are met. In fact, it can be said that the quality

of a product or service is already a relationship between all actors in the chain that goes from production, through placement and distribution to end users (Milivojević et al., Pp. 43-54).

Attention must also be paid to integrate market communications in order to enhance and develop the relationship with customers and retain them for a longer period in order to ensure the achievement of the common benefits of travel & tourism organizations on the one side, and their customers on the other side (Al-Hazmi, 2021, pp. 247-252). When establishing a relationship with customers, we notice two phases: attracting customers and creating a relationship with them so that the economic goals of that relationship are achieved. This is achieved through mutual exchange of values and fulfillment of promises. Such relationships are usually not always long-term (Cvijanović, Mihailović, 2010). Consequently, attracting and retaining customers are the main goals in the relationship management and marketing profession. Retaining existing customers is the first goal of relationship marketing. In order to achieve this, service companies must be ready to notice the hesitation of users in time, especially those who decide not to use the company's services anymore, and then to analyze their procedure and plan future activities based on available information and acquired knowledge (Cvijanović, Mihailović, 2010).

In other words, customer relationship management must pay attention to the specific causes that lead to some users "leaving" the company. One study found that in many service industries, profits increase sharply when a firm reduces its customer outflow rate (Reichheld, Sasser, 1990, pp. 105-111). Firms can increase profits from 25% to 85% (depending on the industry) if they reduce customer outflow by only 5%. This is due to the fact that loyal customers generate more revenue over many years and that the cost of retaining existing customers is lower than the cost of attracting new ones. Accordingly, error analysis is an important process in determining the number, percentage, and reasons for abandonment. Based on the users who leave the company, i.e. no longer use its services, a quality insight into the business can be obtained, which cannot be achieved in any other way. Certainly, it is the initial warning signal and can be used to learn from mistakes and to use the obtained information to improve the business. The principle of interactions and networks in economic marketing and modern principles of service marketing, especially those from the Nordic school, clearly show marketing as an interactive process in a social context, where relationship building and management are essential foundations of marketing (Webster, 1992, pp. 1-17). They are noticeably related to the systemic principles of marketing from the 50s. On the other hand, the idea of a marketing mix with "four P's" is a much narrower approach, which makes the seller the active side and the buyer and the user passive. The concept of relationship marketing has emerged in the areas of service and business marketing. The phenomenon described by this concept is strongly supported by the current developments in modern business. Marketing refers to establishing, maintaining and improving relationships with customers and other partners, in addition to profit, so that the goals of the parties involved in the process are met. When establishing a relationship with customers, we notice two phases: attracting customers and creating a relationship with them so that the economic goals of that relationship are achieved. This is achieved through mutual exchange of values and fulfillment of promises. Consumer value (CV) is endemic to marketing, and therefore, it is a crucial notion to understand the evolution of tourism research (Gallarza, Saura, 2020). There is a growing interest among marketers in the concept of value for tourists, given its potential to provide businesses with a competitive advantage if it is understood and built into the marketing offer (Page, Connell, 2020, pp. 300-324).

An integral element of relationship marketing is the concept of promise. However, the responsibility of marketing does not contain only, or to the greatest extent, making promises. A

promising company can attract new customers and build some initial relationships. However, if promises are not fulfilled, developed relationships cannot be maintained and improved. Fulfilling the promises made is an essential means of customer satisfaction, with the goal of maintaining a customer base and long-term profitability.

Another key element is trust. The means at the disposal of the seller - workers, technology and systems - must be used in such a way as to preserve the user's confidence in the means used, and therefore in the company. In a study of market relations in one industry, Moorman and co-workers defined trust as "the will of users to rely on a trusted partner in exchange." This definition means, above all, that there is a belief in reliability, which comes from the expertise and previous activities of the business partner. Second, if trust is viewed as conscious behavior that reflects reliance on the partner, then there is an element of uncertainty and risk of that trust being betrayed. If there is no indulgence in risk, then trust is unnecessary because one side can control the activities of the other. It must be borne in mind, however, that in many relationship marketing situations it is not clear who relies on when (this situation is somewhat simpler in a relationship between two participants).

Relationship marketing is still evolving as the mainstream of the marketing concept, although it has already been established as a fundamental idea in modern economic marketing and service marketing. Its significance is understood and accepted to an increasing degree. Philip Kotler points out that "firms must move from a short-term transaction-oriented goal to a long-term goal of building relationships" (Kotler, 1992). Kotler also states that a change of ideas happens when experts in a field are not satisfied with the variables they use or the scope of their work. In the field of marketing, this refers, above all, to shifting the focus of research from exchange - in the narrow sense of transactions - to building relationships and marketing networks - starting to think mainly about how to retain existing customers. Consequently, new thinking is different from the focus on the marketing mix and represents a focus on customer relationships.

7. ETHICAL APPROACH IN MARKETING COMMUNICATION IN TOURISM

Media advertising has an informative, convincing and stimulating effect on consumers. The goal is to directly increase sales or to create a positive image of the company or product brand (Rakita, 1999, pp. 135-146). However, the most serious accusations related to the lack of ethics are made in the field of advertising, where numerous marketing techniques are accused, its instruments, as those elements that are subject to the greatest degree of manipulation of consumer consciousness. Advertisements are used by organizations to send messages with the aim of encouraging certain reactions of a perceptual nature or the behavior of the target audience.

Advertisements have certain functions (inform the public - stimulate primary demand, convince consumers - after creating selective demand, comparisons are made in order to establish superior quality and maintain user interest in brands and products) and have many characteristics that offer specificity and reveal controversies about ethical issues: 1. advertising has a public character, repeating its message countless times; 2. can offer the persuasiveness of the advertiser (sponsor), who becomes powerful, trustworthy and successful; 3. has an emphasized expressiveness, combining images, sound, movement, color (especially with the support of television); 4. is effective in maintaining contact between the company and the general public, which is geographically spread; 5. has an impersonal character, as indirect communication. In particular, related to these functions and characteristics, among the main criticisms and controversies related to the lack of ethics in advertising are (Solomon, 2006, pp. 385-395):

- manipulation, which affects the independence of individuals, where advertisements are accused of being coercive because they affect the free choice of the consumer, who cannot decide for himself what he needs but is exposed to influences that may be irrelevant or even contrary to his needs;
- cheating, when false and false information is presented, when half-truths are presented, when essential elements are not presented, etc.; advertising must not take advantage of the lack of information or experience of consumers (especially in the situation when technical tests are mentioned, which must be explicit and their validity proven - for example, in the case of the public announcement of a drug promising a speedy cure, without the possibility of proving this fact or situation when the secondary effects of the drug are not mentioned, but it is recommended to consult a doctor or pharmacist);
- manipulation of children, bad influence on their behavior, because children are very susceptible to advertising messages;
- making comparisons between brands and products, starting from false claims or half-truths (however, from this aspect it is allowed to make certain comparisons, to some extent, using abstract expressions such as “ordinary detergent” compared to the advertised detergent);
- encouraging some “artificial” needs, imposing a state of “dissatisfaction” with already used products, a state that can end with the purchase of other products, which are not necessarily needed;
- use of violence, scenes with inappropriate connotation, provocation or excessive emphasis on some bad human qualities or weaknesses;
- Violation of privacy of persons (especially in the case of direct advertising, when marketing workers use personal customer data), irritating consumers (excessive advertising, high frequency of advertising, etc.), increasing unrest and insecurity, especially in the case of drug advertising, life insurance or other goods and services intended for the health or safety of consumers.

Advertising can also manipulate the content of the message, as well as the way the message is presented. The language and vocabulary of advertising itself (which can create stereotype ideas, depending on the target group), omitting some parts of the structure, skipping preconditions, substitutions, different meanings for one word or word games, creating certain meanings in the minds of individuals, encouraging automatic reactions, body language (gestures, facial expressions, facial expressions, etc.) and the sounds used create certain reactions in the target audience, which is increasingly urged to pay attention to the messages that are transmitted.

One of the most serious accusations against those in the field of advertising is that they are increasingly turning to psychologists and neuropsychologists, with the aim of developing other manipulation techniques in the process of creating advertisements, on the verge of normal perception, where these techniques exist (Prutianu, 2000, pp. 232-234), such as the following: causing intentional confusion (intentionally causing suspicion and confusion in the structure of the advertising message, with the aim of increasing tension); the illusion of naivety (using some advanced techniques and technologies, in order to create naive audio-visual production, as in commercials for children); media strike technique (used in the form of rapid change of images and sounds, at the limit of the capacity of the senses to receive and process, which unconsciously and reflexively increases the effort in people); perceptual automatism (transmission of some sounds and images that can have negative consequences for human activity: crying babies, police sirens, etc., in order to stimulate attention, imagination and memory, short-term

hypnosis most often achieved through short flashes and pulsating sounds and images, which affect receptors, so they are perceived as their own will).

In order to verify these accusations, starting from the second half of the twentieth century, many types of research and studies were conducted, where experts admitted that it is not possible to prove that such advertisements can convince people to buy products and services because no research has proven whether of these theoretical principles are indeed used to increase sales (Brătucu, Brătucu, 2007, p. 17).

Namely, today the essence of marketing still consists in solving consumer problems - faster and better than the competition (Cvijanović et al., pp. 157-167). However, in international marketing, it happens that the content of advertising messages often creates ethical problems, especially due to cultural and linguistic differences between different parts of the world. Some words, gestures, colors, and symbols have different meanings in different meridians of the world, so they are interpreted differently.

What is natural, adequate, or fair in a European country may be ridiculous or unfair on another continent, insulting the modesty, honor and pride of the population (for example, white signifies purity in Western culture, while in Asia it is associated with death and regret, etc.). Another undesirable aspect in advertising is the one related to the adoption of some ideas that have already been used in other advertisements, under a view that is more or less obvious and that is more or less proven. Designing advertising messages starting from a previously conceived and used idea leads to serious ethical problems in the field of intellectual property protection.

All the presented aspects and many others lead us to say that there are many “tricks” used in the advertising world (often on the border of moral and immoral), with the aim of turning consumers into obedient customers, where the products purchased increase the profits of companies and advertising representatives who work for them. Favorable market positioning can also be achieved through adequate public relations (PR).

Namely, public relations actions are aimed at creating a certain public opinion about the product and its characteristics. „In order to have a positive effect on public opinion, messages must be in accordance with the existing value system in society or with a certain part of the public to whom the message is addressed“ (Cvijanović et al., 2009, p. 16).

Among the goals of public relations activities are creating and maintaining a favorable image of companies in public, their products, as well as minimizing the negative impact of the public or some other component of the external market environment, which is reflected in the way the company is presented or in its business strategy. One of the most commonly used techniques of communication with the public, which public relations experts use depending on what kind of image they want to achieve, is cooperation with the media (through announcements, press conferences, etc.) (Cvijanović et al., 2009).

Media advertising is economic propaganda in the narrow or original sense. „It is a form of mass communication with the public and consumers through local, national or global media“ (Rakita, 1999, pp. 135). This relationship is intensifying in conditions of uncertainty and crisis situations.

8. FUTURE RESEARCH DIRECTIONS

From the marketing aspect, tourism is in a phase of maturity characterized by the saturation of the market with existing ways of meeting tourism needs (Cvijanović, 2014). Information and communication technologies (ICT) have revolutionized the daily lives of society and the global economy development (Medeiros et al., 2021). Namely, the successor of the industrial revolution - the information economy and the virtual Internet space - are successfully penetrating all aspects of everyday life, economy and trade, changing the current practice and norms.

The digital revolution and computer technology are fundamentally changing the notion of space, time and matter. Namely, the company no longer has to take up much space, it can be virtual and located anywhere. Businesses can be connected to each other and customers in a seamless virtual network. Finally, the importance and role of e-commerce (“online” or online trade) is growing, concerning retail channels.

Using the online environment helps to reduce expenses and there is also the advantage that the Internet is unlimited. Many services can be purchased through the Internet and people can select their preferences (Cristina, et al. 2020). Understanding how social media induce travelers to visit is crucial for providing insights into destination marketing and management (Shin, Xiang, 2020).

In the developed countries of the market economy, the Internet has already entered tourism and other sectors, and the range of Internet applications for marketing purposes is very wide: from “online” propaganda, through online shopping (or sales), to “online” service. The company can use the Internet to research the environment and the market, to provide information (creating its own website), participate in discussions, perform direct Internet purchases and sales, exchanges, auctions, etc. For example, through online platforms and modern logistics, producers can consolidate business revenues during a pandemic, when rural tourism is almost impossible (Mihailović, Popović, 2021, pp. 111-126). At the same time, there are great opportunities to promote rural areas through the branding of agri-food products (Mihailović, Popović, 2020, pp. 282-298).

On the other hand, indicators in the last few decades indicate the growing role and importance of tourism in the economic life of a large number of countries. Created on the premises of the market and market economy of the XX century, “modern tourism” is constantly evolving, expanding its scope every day (Cvijanović, Vuković, 2012, p. 39). The essence of the service-oriented business trend is reflected in the shift from product-oriented to user-oriented thinking.

Providing the service aims to establish relationships with customers, increase their satisfaction, change the cost structure over time, build greater customer loyalty, and ultimately - to improve performance by increasing revenue. According to service logic (which is enabled by information technology), the key unit of analysis is the value of the relationship between the company and each individual user. The value of the lifespan of the customer base is the most important asset of the company.

Therefore, companies are becoming more service-oriented, and the marketing strategy will have to follow this change and become less product-oriented and more user-oriented. In such conditions, the user capital framework needs to be a flexible, user-oriented principle, which should be a central element of the marketing strategy. By applying this principle, companies can focus on marketing activities that lead to higher revenues.

In such conditions, the accelerated development of science will lead to a better response to the increasingly sophisticated demands of consumers. In that sense, the role of marketing in tourism will be large and promising, especially if it is intertwined with other areas such as sociology, psychology, informatics, consumer behavior and the like. (Cvijanović, Vuković, 2012, p. 39).

9. CONCLUSION

Thanks to the development of air traffic and information-technological progress, tourists today visit once inaccessible parts of the planet. Once completely isolated countries are now involved in the process of globalization, but they are also becoming an important element of the international tourist offer.

Tourist consumers are becoming more demanding, traveling more often, but also for a shorter time. They are increasingly turning to specific forms of tourism in search of new experiences. Globalization is certainly the most recognizable general trend that has marked the development of tourism in recent years. Consequently, the development of tourism markets is inextricably linked to the further progress of the globalization process. Therefore, the explanation of one follows the explanation of the other phenomenon.

Globalization is characterized by the growing interdependence of national economies with the world economy. The countries of the world are connected in a very wide network of economic, social and political ties. The more significant and complex these connections are, the more positive or negative the effects of general movements in the world economy have on individual national economies. All states are in a position to seek some balance between economic independence and the degree of involvement in the international economy. It is difficult to find reciprocity, especially when it comes to developing countries. There is a growing number of economic and other problems that the national economy cannot successfully solve.

In order to properly understand the management of marketing activities in tourism, it is important to point out that it differs from the classic business in manufacturing companies and/or other service activities such as, for example, banking and/or insurance companies and the like. This attitude stems primarily from the character and nature of tourism. Doing business in tourism means that different companies must cooperate, to provide tourists with the appropriate quality of services and provide them with the appropriate level of satisfaction.

Therefore, there must be mutual cooperation between economic entities that operate in tourism (and these are different companies, organizations, associations, professional organizations and other entities). In this way, the exchange of products, services and information is carried out without hindrance, in order to satisfy consumers and realize the interests of the company, which is also a marketing concept.

Companies that deal with tourism through the use of internal resources and all activities they perform, influence the direction of development, nature and the way of functioning in tourism. It is in this context that management and organization of activities became important.

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