

MARKETING RESEARCH IN TOURISM INDUSTRY

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Abstract

The article considers the main stages of marketing research process in the tourism industry. The application of the scientific methods of defining the problem and getting problem-specific data is presented and analyzed. There are suggested some methods for obtaining data to provide necessary information for marketing strategy in tourism

Key words: marketing research, tourism, ideal customer, surveys, information.

Анотація

У статті досліджено основні етапи маркетингових досліджень у сфері туризму. Представлено та проаналізовано застосування наукових методів визначення проблеми та отримання специфічних даних. Запропоновано деякі методи отримання даних для надання необхідної інформації для маркетингового дослідження в туризмі

Ключові слова: маркетингове дослідження, туризм, ідеальний споживач, опитування, інформація.

Business market research is the process of collecting data to determine whether a particular product/service will satisfy the needs of the customers[1]. With effective market research, businesses can gain valuable information about competitors, economic shifts, demographics, the current market trends and the spending traits of customers.

Marketing researchers can guide the requirement of the consumer and what is really important for him. Basis requirement of the customer the company focuses and prioritize the sales of its products and services effectively. Marketing research can guide consumers through and direct them to both the short-term as well as the long-term requirement of your focused customer.

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 tourism sector. Just like any line of business, the tourism industry needs to strengthen its relationship with its customers by improving the quality of its services. Marketing research can be an important tool in fulfilling such need. Tourism planning has been looked upon as a means of maximizing benefits from tourism development[3].

Even though tourism is probably the world's largest industry, only 5% of total market research turnover is in travel and tourism, indicating the relative underuse of research in the industry. The intangible nature of tourism and the lack of a truly free market place certain limits on market research's relevance, but the major barriers to its effective use are managerial attitudes and a lack of appreciation of how effective research can lead to increased profitability. In addition, the very areas where research would be most beneficial may well be those where it is most unlikely to be used: in understanding consumer motivations and in planning for the future.

Tourism is a major world industry and many countries rely on tourism revenues in their balance of payments. It is therefore imperative that a country convey a positive image to tourists. Preferences for tourism destinations are largely dependent on the favourableness of perceptions of those destinations and advertising is one of the most efficient means of conveying images.

Marketing strategy for tourism business includes the scientific method of defining the problem, that is[3]:

1. Identifying the ideal customer

The ideal customer will dictate all of marketing activities, so it is really important to identify before deciding on what tactics to employ.

2. Identifying what business want to achieve from marketing efforts

Setting goals and objectives is a big part in making marketing profitable, and being able to report on return on investment – which is important considering tourism businesses have a limited budget to spend on marketing activities.

3. Articulating what sets tourism businesses apart from its competitors

Knowing what makes business unique or different from competitors in the industry is a very powerful selling tool, and communicating this in a way of appealing to ideal customers is a big part of creating sales.

4. Having an action plan to achieve goals and objectives.

An marketing action plan is a plan of what marketing tools and tactics business plan to use to achieve goals and objectives.

5. Understanding marketplace better

A strategic marketing plan allows to assess industry's competitive environment, consumer trends and demands and gives the opportunity to reassess and align offering to suit the ever-changing marketplace and ideal customers within it.

6. Helping to focus on the most important tactics

A strategy will allow business to feel confident in its actions knowing that they are focussed and strategic, and will avoid making rushed .

It is necessary to carry out the following research assignments on a regular basis to increase the effectiveness of marketing research:

1. Visitor surveys
2. Occupancy surveys
3. Airline and ferry passenger surveys
4. Rural tourism research
5. Tourism industry research
6. Special interest/activity tourism research
7. Market share estimations
8. Economic impact analyses
9. Employment surveys

To conclude, in conducting marketing research, the most important element is asking the right questions. The right questions always lead to making accurate conclusions. The research process requires a well-organized survey process that is directed towards getting the needed information and valid results. The survey questionnaire must be clear, direct and easy to answer. Another requirement of marketing research is the sample of respondents. This refers to the customers who will answer the questionnaires. The marketing research must be administered and supervised by a team of individuals who are knowledgeable and experienced in this field.

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