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INTERNET MARKETING IN THE TOURISM INDUSTRY

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Technology and the Internet have revolutionized tourism marketing. The Internet is the most important innovation since the development of the printing press[1]. The Internet not only inspires and provides consumers with information about potential tourist destinations, but also allows them to take immediate action by booking online. Internet marketing communications are attractive for the tourism industry, because "travelling is an information product, and the Internet is a lot of information." Internet marketing, also called online marketing or E-marketing, is marketing using the Internet. The interactive nature of Internet media, both from the point of view of instant

response and from the point of view of receiving an answer in general, is both unique qualities of Internet marketing[2]. Internet marketing brings together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing techniques include search engine search, display advertising, email marketing, ad marketing, interactive advertising, blog marketing and viral marketing. The Internet combines many of the features of existing media with new interactivity and advertising opportunities. Thus, it changes not only how people conduct their affairs with each other, but also the very essence of what it means to be a person in society[3]. Currently, millions of people around the world rely on the Internet for work, study, communication, entertainment, leisure and shopping. The Internet has been identified as cost-effective and also easier to set up and upgrade than traditional marketing. Internet marketing communications have four difficulty levels: from a simple website without interactivity to a website with interactive email, a website with internal transactions, to a complex website with online transactions, full interactivity and distribution[4]. The aforementioned study clearly shows the growing trend of booking online tours from 2015 over the years. In 2016, the value of the online travel market in the United States was still higher than in the UK, China, India and Brazil combined. Further in the same report it was indicated that customers who bought travel products online in 2017 made the majority of purchases through online agents in the amount of almost 50%, followed by search engines and websites of tour operators. In the category of mobile reservations, hotels were most often booked, accompanied by flights and trips.

Tourism is inevitably affected by business process reengineering that has occurred as a result of the technological revolution. Since information is the lifeblood of the travel industry, the efficient use of information technology is a key factor. Therefore, the whole IT system is rapidly spreading throughout the tourism industry, and no player can escape its impact[5]. Unlike durable goods, intangible travel services cannot be physically displayed or verified at the point of sale before purchase. They are bought before they are used and away from the place of consumption. Therefore, they depend solely on the representations and descriptions provided by the travel company (for example, information in brochures), on their ability to attract consumers. Timely and accurate information that meets the needs of consumers is often the key to meeting tourism demand. Therefore, IT-specialists provide an information basis that facilitates tourism[6].

The advantages of Internet marketing in the tourism industry for buyers:

- It is convenient and easy to use, and also provides confidentiality - buyers do not need to leave the room for purchase; Buyers do not need sellers and their outlets.

- It offers greater access to the product, choice and, therefore, comparative information - customers have easy access to a wide range of alternatives, and it is much easier for them to compare alternatives.

- Online purchases are interactive and immediate. This nature of the buying process allows customers to interact immediately with seller's sites to configure the required information, products and services.

- It gives customers more control over the buying process: customers can choose their flight seats via the Internet.

Benefits for sellers:

- It is a powerful tool for building customer relationships - sellers can interact with their customers.

- Online and learn about the needs and desires of your customers using questions asked by customers and the comments provided.

- It reduces the cost of doing business and increases speed and efficiency: there is no physical store for online stores that sell travel goods, and they can inform customers about their orders in a few seconds.

- It provides greater flexibility - it allows participants in the hospitality market to make continuous adjustments to its offers and programs. For example, a hotel can easily adjust its rooms depending on the predicted living conditions.

The advantages of online marketing in the tourism industry:

Cost reduction. This is achieved by reducing the need for sales and marketing requests performed by telephone operators, and reducing the need for printing and distribution of materials on marketing communications, which are instead published on the website.

Opportunities. The Internet provides new opportunities for new products and services, as well as for the development of new markets.

Competitive advantage. If a company introduces new opportunities over its competitors, then it will gain an advantage until its competitors get the same opportunities. For example, customers who switched to Federal Express because of its new Internet services are more likely to be less likely to return to an existing courier, as they are "tied" to using certain tools provided by Federal Express.

The control. The Internet can provide better marketing research by tracking customer behavior and staff delivery methods.

Improving customer service. It is provided with interactive database queries containing, for example, questions about stock availability or customer service issues.

As the world's population continues to switch to new technologies, more and more people get their news, information and information from the Internet. Thus, online advertising has several advantages.

- Internet advertising is open for combining almost any other type of medium. Ads can be submitted in print, audio or video with high quality colors and images.

- A huge amount of information can be presented in online advertising. Consumers can click deeper and deeper in advertising as their interest rises. Messages can be layered through links in ads.

- Online advertising has the ability to directly turn into a sale. If consumers like what they see in the advertisement, they can place an order right away.

In conclusion, it should be noted that over the past few years, the importance of the Internet for the travel and tourism industry has grown rapidly. Travelers relied heavily on the Internet because of the intense information specific to travel products. Tourism products are generally intangible (for example, products cannot be touched or returned), are inseparable (products must be produced and consumed at the same time, although they are often paid in advance), heterogeneous (products are difficult to standardize) and perishable products (products cannot be stored). Thus, tourism products are usually purchased before use, consumed after arrival at the place of travel, and are best evaluated after consumption. Due to all these unique characteristics, the purchase of travel products is associated with a higher level of perceived risks compared to tangible products. Therefore, consumers seek more information over the Internet to reduce risks. The Internet allows travelers to access reliable and accurate information, as well as reserve places for the time, cost and inconvenience required by conventional methods. Thus, they improve the quality of service and increase the satisfaction of tourists. In addition, the Internet provides access to transparent and easy-to-compare information about destinations, travel packages, travel, accommodation and leisure services, as well as their prices and availability in real time. Consumers are increasingly using commercial and non-profit websites to plan, search, book, purchase and make changes to their travel products. They can also receive immediate confirmation and quick documents, allowing potential travelers to book last-minute deals. Experienced travelers are empowered with ICTs and use information and reservation systems to enhance their personal effectiveness and competencies.

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