



An Opportunity Of Internet Marketing In Tourism Sphere

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ABSTRACT

The article discusses an opportunity of internet marketing in tourism sphere. Frequent use of the Internet is becoming an integral part of the tourism industry. The use of the most powerful reservation systems for vehicles and means of accommodation on computers, cultural and recreational and excursion customer service, a large amount of information about the availability of certain places, routes, tours - all this becomes one of the main tasks that should be carried out by tourist organizations.

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Introduction

The processes of development of global information and communication technologies are very dynamic at present, and their opportunities for society and the economy are beginning to be used on a large scale. For several years it was considered primarily as a gigantic library, and its main task was considered to be assistance in finding the necessary information and organizing access to it. At this “communication” stage of its development, the main task of the Internet is to help find the desired partners and provide funds for organizing with them the right type of communication with the necessary intensity. Today it is almost impossible to find even a small organization, which does not have its own representative on the Internet.

Main Part

Today, the Internet has about 4.54 billion subscribers in countries around the world. The Internet forms, as it were, the core that provides the connection of various information networks belonging to various institutions around the world, one with the other. The means of communication on the Web are

changing: if earlier the main correspondence was carried out via e-mail, now Internet users are increasingly communicating through social networks. This opinion is also confirmed by statistics. The number of users of social networks is growing at a faster rate than the number of owners of email accounts. In January 2020, according to the Datareportal.com estimates, 67 percent (5.19 billion) were mobile phone users, and 3.80 billion people, or 49 percent of the world's population, reached social network subscribers worldwide.

The development of information technology, the emergence and rapid growth of e-commerce have become the basis for the emergence of a new direction in the modern concept of interaction marketing - Internet marketing, which refers to the theory and methodology of marketing in the Internet. The era of Internet marketing is characterized by the following distinctive features: globalization of areas of activity; the final transition of a key role from producers to consumers; personalization of interaction and the transition to one-to-one marketing; reduction in transaction and transformation costs.

At the present stage, one of the trends in the development of the world tourism industry is the development of Internet technologies, in other words, the modern development of tourism is taking place in the digital economy. That is, the digitization process has not bypassed the tourism industry, as in many other areas.

The widespread use of web resources by potential tourists has led to the advent of digital tourism, the development of intelligent web services to develop recommendations that help customers make destinations and decisions in the field of tourism.

Currently, the activities of many companies in the tourism industry are aimed at improving understanding of the individual needs of their customers and developing marketing offers that most fully satisfy these requests. In particular, for the most valuable current and potential customers, information about which is quickly available throughout the company through the Intranet and the Internet, tourism enterprises can offer special benefits to these customers through loyalty programs.

Recent studies have shown that using Internet technology in marketing can bring real savings and profits. This is due to the great benefits and amenities that both consumers and firms receive. In the impending global computerization, the onset of which is planned for the near future, the role of Internet marketing will grow markedly. This determines the relevance of the topic.

Internet marketing is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion. The main goal is to get the maximum effect from the potential audience of the site.

The main elements of the Internet marketing complex are:

Product (Product) - products sold on the Internet must have decent quality. Since it competes not only with other sites, but also with traditional stores.

Price - it is generally accepted that the price on the Internet is lower than in a regular store due to cost savings. Price control and comparison with competitors.

Place of sales (Place) - point of sale, that is, the site. A huge role is played by both graphic design and site usability, and the quality of processing applications from the site. It is also worth paying attention to download speed, work with payment systems, delivery conditions, customer service before,

during and after the sale.

Promotion (Promotion) - a set of measures to promote both the site and the product as a whole on the network. It includes a huge arsenal of tools (search engine promotion, contextual advertising, banner advertising, e-mail marketing, affiliate marketing, viral marketing, hidden marketing, interactive advertising, working with blogs, etc.).

Internet marketing appeared in the early 1990s, when text sites started posting product information. Now Internet marketing is more than selling information products, now there is a sale of information space, software products, business models and many other goods and services. Companies such as Google, Yandex took to a new level and segmented the online advertising market, offering small and medium-sized businesses local advertising services. Return on investment has increased, but costs have been reduced. This type of marketing has become the basis of modern capitalism, which allows anyone who has an idea, product or service to reach the widest possible audience.

The use of the term "Internet marketing" usually implies the use of direct response marketing strategies that are traditionally used in direct mail, radio and television commercials, only here they apply to the business space of the Internet.

These methods have proven to be very effective when used on the Internet due to the ability to accurately track statistics multiplied by the ability to be in relatively constant contact with consumers, whether it is the B2B or B2C sector (business consumer). This feature of precision analysis is now used everywhere, and so often you can see terms such as ROI - return on investment ratio, conversion rate - effective visit rate (also known as site conversion), as well as instantly receive sales, demand statistics, etc. .

Internet marketing is part of e-commerce. It is also called online marketing. It may include parts such as Internet integration, information management, PR, customer service and sales. E-commerce and Internet marketing have become popular with the expansion of Internet access and are an integral part of any normal marketing campaign. The segment of online marketing and advertising is growing both in the consumer sector, as evidenced by the appearance every day of new online stores, and in the B2B market. The main advantages of Internet marketing are interactivity, the ability to target as accurately as possible, the possibility of post-click analysis, which leads to the maximum increase of such indicators as website conversion and online advertising ROI.

Internet marketing includes such elements of the system as:

- display advertising
- contextual advertising
- search engine marketing in general and SEO in particular
- SMO and SMM
- direct marketing using email, RSS, etc.
- viral marketing

Internet marketing is associated with several business models. Main models: business-to-business (B2B) and business-to-consumer (B2C). B2B consists of companies that do business with each other, while B2C involves direct sales to the final consumer. The first appeared B2C model. The B2B scheme turned out to be more complex and began to operate later. The third, rarer model is the "user-

user" (P2P), where ordinary Internet users change among themselves and sell goods to each other. An example is the international eBay auction or Kazaa file sharing system.

Internet marketing primarily provides consumers with the opportunity to receive information about products. Any potential consumer can, using the Internet, get information about the product, as well as buy it. Although, if there is no information about one product, or he does not find it, then most likely he will purchase another product from a competitor.

The use of Internet marketing methods is aimed at saving money (on the salaries of employees in sales departments and on advertising), as well as expanding the activities of companies (moving from the local market to the national and international market). At the same time, both large companies and small ones have more balanced chances in the struggle for the market. Unlike traditional advertising media (print, radio and television), entering the market via the Internet is not too expensive. An important point is that, unlike traditional marketing methods of promotion, Internet marketing gives a clear statistical picture of the effectiveness of a marketing campaign.

Compared to other types of media marketing (print, radio and television), Internet marketing is growing very fast. It is gaining increasing popularity not only among businesses, but also ordinary users who want to promote their effective website or blog and make money on it.

The Internet allows you to achieve the highest individualization of content, i.e. content of the website provided to consumers. Using specialized tools that are integrated into web pages (forms, software scripts), it is possible to provide each target segment with individual information that is necessary for this particular category of consumers with minimal costs.

When using the means of "traditional" marketing, individualization of a commercial offer for several target groups requires significant labor and material costs for conducting research on potential consumers, segmenting and positioning, as well as for delivering commercial offers to various consumer segments. No less laborious seems to be the need to quickly classify newly arriving or existing customers to a particular target group.

On the Internet, the process of identifying target groups and providing relevant offers is much simpler. This is made possible thanks to the system of automatic determination of target groups and targeting commercial offers (Automatic Offer Targeting, AOT). This system is based on the use of formalized personalization tools for website visitors (login-password registration forms), which are automatically offered for filling in by all visitors, as well as software tools for processing requests and assigning visitors to a particular category.

Conclusion

Thus, every consumer who visits the website immediately receives exactly the information that relates to his needs. The described approach, in particular, opens up new opportunities for marketers in such fields of activity as, for example, price discrimination, which takes place painlessly for customers (consumers from one price category cannot see offers for other target groups) and at minimal cost.

The growing popularity of information technology leads to the increasing spread of direct marketing in the form of an interactive system for the use of advertising media in order to obtain a quantifiable reaction and make a transaction in a certain place. Along with the registration of the sale, a consumer database is being formed, which will be replenished in the future

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