An Advantages of Internet Marketing in Digital Tourism

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ABSTRACT

The article discusses an advantages of internet marketing in digital tourism. Among the main advantages of using the Internet when conducting marketing research is the speed of research; the ability of respondents to participate in the study at a time convenient for them, interrupting the survey, if necessary; accessibility of respondents regardless of the region of their residence; the respondent's identity is not influenced by the personality of the interviewer; use of visual materials.

When using personalization tools on the Internet, it is necessary to remember one negative aspect of this concept. According to studies conducted both in our country and abroad, consumers are very concerned about the confidentiality of personal information transmitted through the Network. On the one hand, they understand all the advantages of personification and are ready to provide the necessary part of information about themselves. On the other hand, consumers are frightened by the numerous scandals associated with cases of "hacking" corporate networks and the disclosure of customer information (credit card numbers, addresses, metric data), and are afraid to disclose any information about themselves. Therefore, for the successful use of the AOT concept, it is necessary to maximize the use of "hidden" means of obtaining consumer information (such as, for example, log files) and directly ask only a limited circle of the most fundamental questions.

The time scale in the Internet environment is also significantly different from the usual. High efficiency of the communicative properties of the Internet provides an opportunity to reduce the time spent on finding partners, making decisions, executing transactions, and developing new products.

Information and services on the Internet are available around the clock. In addition, its communicative characteristics are highly flexible, making it easy to make changes to the information

presented, and thereby maintain its relevance without time delay and distribution costs.

These effects also lead to a significant reduction in transaction costs, that is, the costs associated with establishing and maintaining interaction between the company, its customers and suppliers. At the same time, the cost of communications, compared with traditional means, becomes minimal, and their functionality and scalability increase significantly.

The effectiveness of using Internet marketing depends on how often consumers shop and to what extent they understand the differences between competing products.

As for the use of the Internet in conducting marketing research, here we primarily mean the search tools and catalogs of the Internet, monitoring markets and analyzing the activities of competitors by visiting their servers, obtaining information about relations with their partners; conducting surveys of visitors to their own server on various aspects of marketing (testing advertising, other methods of promoting a product's brand, testing the concept of a new product and the newest product, etc.); research of teleconferencing results; use of survey data conducted on other servers; search for customers and partners.

When researching the market, you can find out that visits the company's server; use a variety of secondary information from the Internet.

Using the Internet, marketing staff are able to:

- quickly change the range, description of products and their prices;
- save on costs (there are no costs for the operation of the store, for the use of conventional mailing methods, the publication of catalogs, etc.);
- it is easier to make contacts with potential consumers by sending them information (for example, explanatory or advertising) and receiving answers from them;
- count the number of people who visited the organization's website and its individual parts.

The fairly rapid development of the Internet is gradually starting to change the attitude of travel agencies to various advertising. For example, some of the agencies are reducing the amount of advertising that is published in newspapers, and are starting to place more of their advertising on the Internet. Now, instead of voluminous advertisements in newspapers, more and more often you can see small blocks with the address of agency pages on the Internet.

Using the Internet provides an excellent opportunity for mass advertising campaigns, while the costs will be minimal. The publication of various commercial information in any well-known electronic publication may be available to millions of people for a quarter or a whole year, and not for one day. At minimal cost, you can post on the network detailed information about the company, its services and products, etc.

Tourism products require the immediate provision of the necessary detailed information about the free places of accommodation organizations, as well as their reservation and reservation. This ceases to be a problem, due to the broad capabilities of the Internet, fast processing and transmission of information.

The main objective of the network is the transmission and provision of various kinds of information, and this helps firms to obtain the necessary information, analyze, compare and make the right decisions. Using graphical capabilities, you can also get visual information (photos of rooms, hotels, hotels, facilities and places) that can be used to significantly attract clients. On the network, you can also use various search methods (certain parameters). They can help customers compare and evaluate the value of different offers and save the necessary information.

Most travel agencies use e-mail. It is mainly used for communication with customers and partners, receiving and transmitting information, applications, documents, booklets and brochures.

The use of the Internet by organizations leads to a significant reduction in booking costs.

Armored systems have been developing quite actively on the Russian market in recent years. According to analysts, soon users will more likely turn to sites that have the option of booking a trip in the complex.

There is also a tourist electronic store. Its main feature is a description of each hotel, tour in detail. On a specific date with a certain cost, it is possible to order a specific tourist package. Of course, the provision of such a large amount of information cannot occur without the participation of online tour databases. An incomplete system of payments via the Internet does not currently make it possible to make a tour purchase on the Internet, but choosing a tour, a hotel, and making a reservation is quite possible.

An example of a tourist electronic store that works quite efficiently is a server-chain of stores of last-minute packages. Users of this server can quickly select the desired tour at low prices anywhere in the world, they can also find detailed descriptions of hotels and resorts that are popular, as well as find a partner, get acquainted with the rights of tourists, make a taxi, read tips and reviews. It also offers a telephone support service for tourists, which operates around the clock. All travel agencies work with uniform prices, and therefore, to order a tour, you must find the address of a branch nearby. Each of them offers an excellent service level, competitive prices and a huge selection.

Consider the benefits and see why online activities are very popular these days. There are several significant advantages that are provided to customers:

Amount of information. Clients are able to find a large amount of information to compare about products, competitors and firms, while they are in the office or at home. They may consider criteria such as quality, price, product availability and service life.

Indisputable convenience. Goods can be ordered around the clock and no matter where they are. Customers do not need to stand in traffic jams, go to numerous supermarkets for the necessary goods.

Speed. Users are given the opportunity to quickly place an order and wait for the delivery of a service or product to their home.

Calm Using services on the network, customers do not need to contact the seller face to face and be exposed to emotional and persuasive factors.

Adaptation to market conditions. Marketers are able to quickly add goods and services to their assortment, change the description and prices of products.

Confidentiality. Online purchases can be made anonymously. This is of great importance for famous and wealthy people who do not want to flaunt their purchases.

Relationship building. Marketers are able to analyze customer responses and may receive additional information from them.

Minimum cost. Advertising on the Internet is much cheaper than in traditional sources of information.

Lecture hall. It is possible to calculate how many people visited a certain site of the company, how many and where it is fixed in a certain place. This kind of information enables marketers to improve their advertising and offers.

Relations between buyers and company representatives are mutually beneficial. But the situation may change. In some cases, buyers can observe irritation, and some simply behave dishonestly. There is a place to be cheating and fraud. There are problems in matters of interference in personal life.

Dishonesty. Many sellers are able to take advantage of excessive customer trust. This can be especially observed in online stores. Everything is perfectly demonstrated here, there are big discounts, ease of purchase and even a lifetime warranty - all these points are aimed at attracting a gullible buyer.

Fraud and deception. Many sellers specifically create advertisements on the Internet that can mislead buyers. Often exaggerated performance and other advantages of the product. Some

organizations allegedly conduct research, but in truth, they simply collect information about consumers.

Intervention in the personal life of the client. This is one of the most difficult aspects. Each time a customer makes an order by phone or mail, requests information about companies, subscribes to something or starts a credit card, his address, name and characteristics of the purchase he makes are entered into a special database. This is a plus for consumers, as they will more often be provided with the goods and services they need. But it is not always possible to draw a parallel between the right to privacy of the client and the desire to clearly reach the desired target audience. Many critics are afraid that too much information about customers will be known to firms and that they can use it to the detriment, for personal gain.

Irritability. Many believe that an ever-increasing number of offers from firms is inconvenient. Calls during lunch or dinner are especially annoying, where they check the authenticity of orders, disgustingly trained staff, many inconsistencies and differences in the real and declared assortment.

Marketers are carefully trying to find solutions to the above problems. If you do not try to change the situation, then soon the consumer attitude will be very negative and you will have to impose restrictions on Internet activities.

Improvement and development of a number of areas has defined and continues the process of promoting the use of information technology in order to conduct business successfully: the creation and distribution of the global Internet; creation of software and hardware systems that make it possible to automatically produce many processes in a business; improving the means and standards of communication of information systems.

With the advent of the Internet, a new category of business was created - electronic business, where there is the slightest opportunity to take advantage of information networks in order to conduct commercial activities. The main element of e-business is e-commerce, this includes various types of transactions, if the parties interact electronically.

The intensive growth of e-commerce and the improvement of information technology served as the foundation for the creation of the newest direction - Internet marketing.

In conclusion, you can identify several key features of this area: the final transition of the main role - the producer-consumer, reduction of transformation and transaction costs, personal interaction.

In order to start participating in Internet marketing, it is necessary, first of all, to create a website that will correspond to the brand image of the company, it will be available to absolutely any consumer to set up a friendly attitude and interest potential customers in making purchases. For the websites of tourism companies, the priority is the placement of information on the price and features of a possible trip, which is most useful for the target audience, as well as maintaining the confidentiality of personal data of consumers and their transactions.

Internet marketing requires significant cash investments by the company in computer networks, programs, and the training of qualified personnel. The information obtained about consumers is used both for direct sales and for maintaining further communication with them, studying their requests, degree of loyalty, etc., in other words, due to more complete awareness, competitive advantages are strengthened.

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