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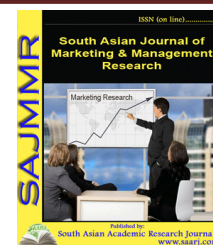
VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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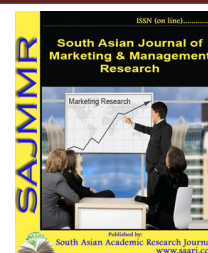
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AN IMPORTANT ROLE OF INTERNET MARKETING IN DIGITAL TOURISM

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ABSTRACT

The article discusses an important role of internet marketing in digital tourism. This topic is very relevant today, since today Internet technologies are a tool for creating a very effective system of relations between consumers and enterprises, as well as a tool to satisfy information needs. The results of recent studies show that the rational use of Internet technologies in marketing activities can bring significant profits and real savings. This is due to the amenities and large benefits that firms and consumers receive.

KEYWORDS: *Internet Marketing, Tourism, Digital Tourism, Information And Communication Technologies, Travel, Social Media Marketing,*

INTRODUCTION

Modern information technologies are making significant changes to the tourism sector by expanding the use of the Internet, the formation of new types of intermediaries, the emergence of new possibilities for differentiating and personifying services, and delivering messages online. Today, the hospitality and travel industry is under the significant influence of new technologies and the Internet, which in turn transforms entrepreneurial activity, relations between suppliers and end users, and forms a completely new idea of convenience, speed and quality of service.

In the current conditions of informatization, which is associated with the formation of the information system of the economy, Internet technologies are of great importance. Their introduction into the marketing activities of organizations allows you to fully adapt to modern market conditions, and this helps to increase the efficiency of their functioning.

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.

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. [23].

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.

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.

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.

MAIN PART

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.

TABLE 1. THE MAIN DIFFERENCES BETWEEN THE COMMUNICATION SYSTEM IN THE INTERNET MARKET AND IN THE TRADITIONAL ONE

Parameters	Traditional Market	Internet Market
Communication Model	One sender - many recipients	One sender - one recipient or many senders - many recipients
The method of obtaining information	The company informs consumers	Consumers themselves find the information they are interested in
Focusing on a specific target segment	Mass marketing	Individual approach to each client
Interactivity	Monologue	Dialogue
Branding Approach	Traditional approach (low degree of consumer participation)	High consumer involvement in the brand formation process, additional opportunities for adding value
The position of the organization in relation to consumers	On the supply side	On the demand side
Consumer Contribution to Product Creation	Buyer as an object of application of marketing	Buyer as a partner

	efforts	
Target Segment Approach	Segmentation	Network communities
The role of geographical boundaries of the market	High, internationalization is associated with significant financial costs.	Insignificant

Source: prepared by author based on the data from human.snauka.ru

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.

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.

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.

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.

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. [3]

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.

CONCLUSION

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.

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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