

The role of marketing in the development of the tourism product

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Abstract

As in all other areas, marketing tourism is also active, influencing the development of tourism products, business development, and the economic success of countries with tourism potential. Marketing serves as a promotion of the development of the tourism product and carries with it all the instruments of development and success. A special feature is the information technology system, which helps and facilitates to explain the way in which marketing decisions are made in practice, in all sectors of industries, which should be special. With different marketing features, different tourist areas are recognized, touristic attractions are known. Marketing is the sum of all decisions and activities undertaken by retailers to persuade buyers to trust a particular product or service in the broad range of products and services. Marketing involves finding what customers want, providing the product to meet their needs, identifying the best place to sell products, informing potential customers about the potential product, and then making sales, as estimated in marketing process. Tourism is developed through tourist travels, where you can not even imagine the tourist trips, the senses, and the marketing phonetics.

Keywords: Tourism Product, Marketing, Tourism, Management, Promotion

Entry

The term marketing is often understood as simply selling, without realizing that selling is the final stage of a large work of a large group of people and is the main purpose of a company's existence. Marketing has sales in its space, but it also sums up all the steps leading up to the realization of these sales. Sales are realized when consumers swap money for a product or promise to get a product. Sales transactions are just one aspect of marketing. General marketing aspects will often be encountered in marketing travel and tourism. Given that the product is unique, as it encompasses itself as services and products, we will see that the marketing will have this bigger difficulty than in other industries. Sellers are manufacturers, that is, those who have something to sell. They include large corporations, small businesses, and sometimes individuals. In travel and tourism agencies, retailers are obliged to take care of transport (car rental agencies, travel lines, railway lines, etc.) hotels and motels, restaurants, tourist value and other elements such as travel agents and tour operators travel. tourism promotion agencies (both state and private) participate in the sale of travel products.

The impact of marketing on the provision of tourist services

General marketing aspects will often be encountered in marketing travel and tourism. Given that the product is unique, as it encompasses itself as services and products, we will see that the marketing will have this bigger difficulty than in other industries ¹. Marketing has been highlighted as an approach and a response to business conditions, especially competition. Such conditions are more common for all consumer goods and services manufacturers in the early XXI century. Specific market conditions in the markets dominate by large scale of many organizations and enterprises. This is often the case with a significant surplus of products that can be quickly demolished, which are very demanding, and are part of many tourist markets in different parts of the world. The role of large international firms is crucial because of their impact on modern markets but not to overlook the number of medium and small businesses ². Above all, marketing is a proactive approach to business, best performed in a wonderful and positive stimulating spirit of competitive enthusiasm. With the help of marketing are known different tourist areas. They are familiar with tourist attractions, using different means, these tourist sites are recognized and

¹ Goeldner Charles, R., Ritchie, Brent R.J., (2004): Tourism: Principles, Practices, Philosophies Hardcover

² A.W.Frey.Marketing,Handbook,The RonaldPress Co,New York,1965,fq.1.4-1.5

become familiar with their requirements. In this way, the marketing function explores the tourist demand on one side. While on the other hand it prepares a quality tourist offer, which will be in the service of potential visitors. This will satisfy their needs. All of this gives the positive effect because increasing the number of visitors increases the value of the consumption of products and services, which positively affect the overall economic development.

The product and its management

It is considered a contemporary concept, a comprehensive term covering tourism planning and control, visitor management, infrastructure provision, standard setting and monitoring, marketing and promotion, local business support and other activities at the destination. It includes strategic planning and managing component constituent parts to maximize the benefits for stakeholders. The management and marketing of destinations is also challenging, due to the diversity of actors involved in the development and production of the tourism product. Destinations that want to maintain or create a competitive position in the tourist market can not be marketed with only a unique tourist product, but should propose as many products as possible to respond to tourist demand segments. Moreover, tourism development strategies should be developed in order to create value for all actors involved, considering that each one benefits from tourism and contributes to its costs in diverse ways, has different interests and objectives and thus perceives and evaluates the benefits and costs in a subjective manner. Competition between tourist destinations at national, regional and local levels continues to intensify due to the pressure of globalization³. So, sustainable destination management can be seen as the main tool to achieve a sustainable tourism development. Tourist destinations are an integral part of the tourist system and are the place where most of the tourist consumption occurs.

Development of tourist product

The tourist product is used to summarize business attitudes and reactions, where products are typically in demand and profitable growth. Because the demand has no present problem, which has a natural tendency for managers to focus their main attention on the most urgent decisions, such as the quality capability⁴. Also, the financial cost controls to increase production and maintain the efficiency and profitability of operations in general⁵. Its tourism and development are dependent

³ Friedman, T. L. (2006). The World Is Flat. The Globalized World in the Twenty- first century, 2nd ed., London

⁴ Dr.sc F.Recica&Mr.sc B. Millaku "Marketingu I udhetimeve turistike"Prishtine 2012 fq.110.

⁵ Po aty

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on many factors, which affect the part of the touristic offer. The tourist market and its investment in customer service in tourism is an important element for the development of tourist activity. As far as the part of tourism development is concerned, this presents more activities that are related to this process. For example, transport services, hotel services, which include accommodation and food, luggage transportation, translation services and leadership.

The characteristics of the tourism product

The tourist product presents some of the main features:

- The tourist product is unique
- Like the tourist industry, it forms an amalgam of various components
- All components are interconnected and dependent on each other
- Each component contributes to the success of the tourist product

In quite a few different articles from auto parts such as: Midelton 1994, Gumm 1998, Lewis and Chambers 1981, have not made the difference between products and services. They refer to "tourist product" with the view that the products and services are synonymous with each other. Kotler, Bouens and Makens (1996: 214), provide this definition for the product: "The product is something that can be offered on the market for a certain attention, benefit, or consumption and can meet a need or a desire to assigned "⁶.

Marketing and price of tourist product

Market objectives are those that have an influence on price setting. Market objectives can be to set a competitive price to win the market so consumers will appreciate the lowest bid at a price. Price setting objectives can be divided into four categories: profit oriented, sales-driven, cost-oriented and cost-orientated.

The quality of the tourist product

It is more difficult to control the quality of tourism services than physical goods. The inability to maintain tourism services and their inviolability makes it difficult to choose them for testing and evaluation. For example, when a tourist pays a room, he or she has no access before the purchase. Also, tourism services are heterogeneous and depend on human performance, it is difficult to apply the standards of specific quality conditions and eliminate any deviation from the norms. The opposite is with the production sector, the quality of the product can be checked

⁶ K.Gorica &N.Kocollari”Produkti Turistik”Tirane 2002 fq.15.

before reaching the customer. The ability to store physical goods means that goods can be physically tested before they are distributed. They can be selected in the store to estimate the variability of their quality. For example, a consumer who buys shoes when he or she wears can feel their comfort. Tourism services are usually purchased without demonstrating their quality. However, some exceptions to this rule make the distribution of homemade foods. Also, errors in the service process can not be captured and corrected before they are produced and consumed. If something goes wrong with the service, it can cause instant damage and it is too late to apply the quality control steps. Poor services can not be refused before reaching the consumer for consumption. Therefore, it is important for a service to always operate perfectly at all times. However, many mistakes in tourism and hospitality industry occur accidentally, unpredictable and / or and may be unexpected. (eg, a waiter drops a plate).

These errors can be corrected using specific improvement strategies. Unlike the manufactured products, they can be corrected and discovered before they are purchased.

Customers in the product service process

Tourists and consumers are more involved in the product of tourist services than in physical goods. Their participation can be very active or passive, full, partial. Tourism service providers have a constant contact with a customer because tourists are present in the product of the service. For example, tourists must travel to choose a vacation spot, seek a hotel, order food, participate in activities, and pay for the service. Otherwise it happens to the producers of physical goods, who have no contact with consumers. Consequently, consumers do not participate in the production of physical goods. Consumers take more part in tourism product services, they need to be more responsive to the dislike of tourist experience than physical goods. Consumers should show their needs and requirements appropriately differently with the purchase of physical goods, here the customer participates in the terms of service. However, consumers may be blamed for a wrong decision and for buying a bad product. Manufacturer is responsible for product performance ⁷.

State policy of decision-making in the development of tourism and its promotion
Tourism is defined as an integral part of the mechanism of many governments and tourism policies as a distinct form of government policy. At present, governments

⁷ L.Matja nga disertacioni i doktorantes maj 2013
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have taken important roles and responsibilities in the tourism development process, mainly in developing countries, where the main concern of many researchers ⁸ should have been the problem of sustainability, which can only be achieved through a controlled and systematic design of tourism development fully supported by an integrated and effective institutional framework. Governments have the power to design those policies that can determine whether a country will pursue a tourism development course that depends largely on world and capital interests or seeks to achieve economic gain for the local population and the country while maintaining the integrity of the country. social, political, environmental characteristics of their countries. Lack of governments to control the size and nature of tourism development has led to a country's dependence on foreign products and foreign direct investment, a phenomenon that is mainly observed in developing countries, characterized by the low number of available economic resources and their private sector often exhibit little experience in tourist activity. Governments have the potential to strengthen tourism by providing infrastructure, services and economic resources, but have the ability to control the tourist production in order to ensure the quality of the product and services that requires tourism development and establish different criteria for the creation and operation of tourist business with a view to the common interest of tourists and the local community. Governments recognize the role of tourism and are fully aware that tourism can bring numerous socio-economic benefits to a country. To ensure sustainable tourism, the links between nature conservation, local community development and tourism industry development need to be improved. One way in which this link can be reached is planning. The application of planning techniques has expanded particularly in the economic field. This is the result of increasing awareness that the pace of economic growth itself is not enough to meet ever-growing needs and population growth. A general development plan of a country should include the activities of the various sectors and provide an overall framework for harmonious development of the country ⁹. Tourism is supposed to contribute directly to more than 1% in Kosovo's GDP and employs more than 9,000 people (3.5% of total employment), while the world's tourism contribution to GDP is 3.3% .3 Public investment (human and financial) in this sector are negligible. Ministry responsible for tourism development is the Ministry of Trade and Industry, with a Tourism Division which employs three full-time public officials. The Kosovo Investment and Enterprise Promotion Agency

⁸ Scheyvens, R. (2002). *Tourism for Development: Empowering Communities*, Pearson Education.

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(KIESA) is the public institution responsible for promoting tourism. Both bodies pledge very small financial amounts for the sector's development (less than 100,000 euros a year). Unlike the central level, the engagement (product development, promotion and launch of public-private projects) of some municipalities such as Peja, Prizren and Gjakova for tourism development has been significantly higher¹⁰. According to the Kosovo Agency of Statistics, the hospitality sector (hotels and restaurants) contributes slightly more than 1% to Kosovo's GDP, while this sector has been one of the fastest-growing industries with an average growth rate from 14% in the past two years.⁴ Moreover, the contribution of the tourism sector to GDP is assumed to be much higher than 1%, due to the large number of diaspora tourists visiting Kosovo¹¹.

Conclusion

Marketing is essentially in search of sales of the tourist product. In terms of business, with competitive force, now from most businesses in the travel and tourism industry, survival and future success, where it is located and in adapting business from the consumer's point of view, in order to secure and support part of the business enough of the available demand for the development of new markets is very necessary and we should give special importance to the form and marketing model to develop tourism product and tourism in general. One of the ways to develop a tourist product is the important activity and promotion because it directly affects consumers or tourists. Marketing informs tourists about tourist services, those interested in visiting tourist sites, marketing, tourist positioning, and customer first plan all marketing activities see the position as the activity for mass communication between bidders and touristic market seekers. Promotion is part of marketing policies. Tourism marketing has to do with all activities that aim to attract the greatest number of tourists in the tourist areas, who use the products and services of those areas, including their transport services.

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¹⁰ Democracy for Development Institute | Series: Public Interest | No. 10 fq.8| Prishtina, 2017

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