

The Role of Marketing Research in the Field of Tourism

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Abstract: The article discusses the importance of marketing research in the field of tourism, It will consider the importance of marketing research in influencing the success of marketing operations and its relationship to influencing customers and its ability to influence their purchasing decision, and this is due to the ability of marketing research to collect information, study and track the tourism market, as well as study and understand the needs of tourists, and consider the role and importance of marketing research in the development and prosperity of the tourism industry.

Keywords: Tourism, Marketing research, Marketing in tourism, Marketing, Qualitative research

INTRODUCTION

Currently, the tourism industry is one of the most dynamically developing sectors of the world economy and is one of the most promising business areas. Tourism, as part of the service sector, is also gaining momentum every year and is one of the most promising areas. Tourist services are designed to satisfy certain needs: in recreation, entertainment, cognitive activities. And the growth in the consumption of tourism services indicates an improvement in the well-being and an increase in the standard of living of the population. Now tourism is one of the three largest export sectors of the world economy, second only to the oil industry and the automotive industry.¹

To reduce the degree of uncertainty and risk, a tourism enterprise (tour operator, hotel, etc.) must have reliable, objective and timely information. This is ensured by the implementation of marketing research - a marketing function that, through information, connects the enterprise with markets, consumers, competitors and other elements of the environment for its functioning. It is the professional

¹ Ermachenkova, OA Marketing research in tourism / OA Ermachenkova. - Text: direct // Young scientist. - 2014. - No. 4 (63). - S. 513-515. — URL: <https://moluch.ru/archive/63/9661/> (date of access: 02/17/2023).

and competent conduct of marketing research that allows a tourist company to objectively assess its market opportunities and choose those areas of activity in which the achievement of goals becomes possible with minimal risk and maximum certainty. The use of evidence-based methods and tools for conducting marketing research enables the company to quickly adapt to dynamic changes in the market situation, as well as develop clear strategic business prospects. The process of researching the marketing environment includes an analysis of the internal and external environment of a tourism enterprise, on the basis of which a conclusion is made about the marketing capabilities of this company. Analysis of the internal environment allows you to assess the nature of the proposed tourism products and their position in the market; the state of production facilities, equipment, research and development; product marketing process; the level of development of the company's relations and relationships with suppliers, intermediaries and consumers; the level of material and technical supply and financial and credit resources; communication with the external environment; reputation (image) of the enterprise and its products; the level of interest of employees in the successful operation of the enterprise; the motivation of employees, the completeness of the use of their abilities, etc. The information base for the analysis of the internal environment is the subsystem of internal marketing information. Expert assessments, surveys of employees of the enterprise, business partners, and consumers are also widely used. One of the important modern areas of analysis is benchmarking - a way for an enterprise to evaluate its activities in comparison with the "standard". This makes it possible to set more ambitious and at the same time realistic goals for the operation of the enterprise by analyzing the standards that characterize the best business practices and comparing critical elements of the enterprise's functioning with them.

Main part. Marketing research of the competitive environment, analysis of the structure and dynamics of competitive forces make it possible to identify the most significant rivals of the enterprise. To develop specific marketing recommendations and expand the search for your own advantages in the struggle, it is necessary to determine the strengths and weaknesses of competitors, assess their potential, goals, present and future strategies. The main element of marketing research of competitors is the construction of a competitive market map, which is a classification of competitors according to their position in the market. The process of marketing research of consumers includes the analysis of factors that influence the behavior of consumers of tourist services, the study of the motives of their behavior, the study of the decision-making process to purchase a tourist product, the assessment of the degree of satisfaction / dissatisfaction of consumers, the study of consumer attitudes. Marketing communications research includes media research and evaluation of advertising effectiveness, testing and evaluation of sales promotion activities, research in the field of public relations, analysis of the results of the participation of a tourist enterprise in exhibition and fair events.

The main task of travel agencies is to be ready for any possible changes and build their work so that the final results of their work are minimally dependent on local fluctuations in demand in the tourism market.

Tour operators find themselves in a more difficult situation (strategically), which, in order to reduce financial risks, must clearly plan their activities for several months, six months and a year in

advance. The financial risks of tour operators are undoubtedly higher. Therefore, it becomes extremely important for them to have complete information about the current state of the tourism market, both in general and in individual areas. It is no coincidence that, more and more often, large operators, who yesterday worked safely and steadily in their traditional areas, are now constantly looking for new vectors, thereby encroaching on the “foreign garden” and introducing additional factors to destabilize the market. The number of multidisciplinary operators is constantly multiplying, and there are no signs of reduction of this process yet. The search for new opportunities to develop their business increases the interest of tour operators in new ways to obtain reliable information about the tourism market. Under these conditions, marketing research becomes not just a tribute to fashion, but a real urgent need and practically the only way to obtain the information necessary to make the right decisions.

There are several main groups of customers who are most interested in conducting marketing research in tourism. Firstly, these are national representative offices of foreign countries, national tourism organizations, whose tasks include both monitoring the level of interest in their countries from Russian tourists and travel agencies, and finding ways to effectively promote their destination on the Russian market. Secondly, these are the most active and advanced tour operators, striving not only to maintain their already won positions, but also to find new directions for business development. Thirdly, these are organizations and firms whose work is closely related to tourism (advertising, legal, information).

For the first and third groups, the need for this kind of market research is rather episodic, since they are less dependent on current fluctuations and changes in the tourism market. As for tour operators, their dependence on market conditions is huge and constant. A serious attitude to marketing research is a kind of indicator of the future work of tour operators, a guarantee of their further success.

In order to successfully conduct marketing research and obtain good results, it is necessary to pay attention to a number of prerequisites, among which are the following:

- statement of the problem, which in many respects is decisive for the beginning of any research. The source of posing such problems can be the management of the enterprise itself, which builds a general strategy for the development of the company, as well as the results of a survey of the activities of the company itself. Both of these options most often provide conditions for the timeliness of research and the possibility of concentrating research on the most relevant topics. There are also precedents when the need for research is dictated by the severity of a problem that has already matured and has become obvious. The analysis of activity, as a rule, is already urgent in nature, which may adversely affect the quality and timeliness of the conclusions, as well as the possibility of their further effective use.
- the choice of a representative group, which affects both the quality of the results obtained and the possibility of reasonable cost savings, since with a well-chosen representative group of respondents, significant and reliable results can be obtained in smaller groups.

Conclusion: In conclusion. I can say that the tourism industry is by far not the most advanced in terms of marketing research. Even in terms of obtaining statistical data on incoming and outgoing

183	ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume: 6 Issue: 2 in Feb-2023 https://www.globalresearchnetwork.us/index.php/AJEBM
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flows, one constantly has to face considerable difficulties. But the emergence of a larger number of publications with publications of research in the field of the tourism services market still fundamentally cannot change the situation and does not solve the problem of information hunger in the tourism business. Significant changes in this issue can occur only when the main decisions are made not according to the generalized opinion of experts (even if leading, experienced specialists), but on the basis of data on the real situation on the market. This is indispensable without ongoing marketing research.

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