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## MARKETING COMMUNICATIONS IN TOURISM – TRENDS AND REALITY

*The development of marketing communication has passed through a number of changes in recent years. The phenomenon of the turn of the 20<sup>th</sup> and 21<sup>st</sup> century – the Internet – has become in the complex of its applications, one of the great discoveries and on the one hand, as an instrument of fundamental changes across a number of sectors or areas of social life on the other side. In the tourism sector, even within the renowned destinations, the tools of marketing communication have often become a product, supporting the attractiveness of destinations in its selection or stay. The combination of desk research and field research has created the possibility of confronting the world's trends in marketing communication with a reality in destination which is characterised by well-preserved mountain nature with lots of small business owners and entrepreneurs offering their services to visitors and tourists of the Jeseníky-East tourist area.*

Keywords: marketing communication in tourism, marketing communication trends, Jeseníky destination, questionnaire, focus groups.

**Introduction.** History of the development of human society is undoubtedly associated with the communication. It has evolved from the simplest forms of human speech to communicate, using the most up-to-date technology. In the early days of human civilization “communication” discoveries had let us waited for a long time. The first mention of the existence of the language is known from the time around 10000 years BC; the oldest surviving written report is dated to the period around 4000 years before Christ, i.e. then a pause of approximately 6000 years. Between the revolutionary achievements from the perspective of mass communication is certainly Guttenberg’s invention of printing from 1450, as well as the discovery of the Morse Telegraph from 1837. These two discoveries have already divided only 387 years. And only 17 years later, then comes a trio of inventors Reis, Bell and Grey with the phone. The 20<sup>th</sup> century can be called as “Communication” blizzard of discoveries, which brought radio broadcasting, television broadcasting, satellite broadcasting, computer technology, digital technology, the Internet, etc. All of this gradually gone in each sector and how marketers on one side, so the target audience on the other hand gradually adopted these new trends and tools which are based on that. It is therefore interesting to compare the latest “global trends” of marketing communication with reality in the tourism sector in one of the traditional destinations in the Czech Republic – in the tourist area of Jeseníky-East.

**Problem statement.** Development of the technical possibilities of marketing communications, changes in the behavior of an audience and the ability to use the most advanced tools available are not always in accordance with possibilities, attitudes and reality of communicators. Sectoral and regional specificities tend to deepen these discrepancies. Tourism destinations and multinational character can be a good example of such inconsistency.

*Theoretical background of the marketing communication.* From the mass communication is only a small step to marketing communication. As well as communication, mass communication, and marketing and marketing communication have passed through to its historical development. We can register the changes from the social (culture, lifestyle, etc.) to technical or technological (letterpress, television broadcast, the Internet, etc.). It is a compound of two words – “marketing” and “communication”. According to Foret, communication is the process of communicating, transfer and exchange of meanings and values not only in the form of information, but also other manifestations and results of human activity [1].

In the publication, “Mass communication and public opinion” is characterised by the authors of the concept of “communication” as “... the process of transmitting and receiving, transmission and communication, the process of production, exchange, consumption and sharing of meanings is a prerequisite for the existence of each of the living community. Its manifestations can be observed between the representatives of all animal species. In the case of the species of homo sapiens sapiens, however, communication becomes rare qualities” [2, p. 15]. As regards the term “marketing” is the breadth of its interpretations, perhaps even wider. A brief but meaningful characteristics of the concept can be found in the publication by P. Kotler, which is globally perceived as “guru” of marketing and where the author characterizes the marketing as “... meeting needs profitably” [3, p. 35].

The concept of process in its publication marketing by McDonald's and Wilson: “Marketing is the process by which we define markets, which quantifies needs of individual customer groups (segments) within these markets, through which we determine values to satisfy these needs, through which pass these values to all the people in your organization (company, institution, etc.), who are responsible for their fulfillment, and we achieve that within the whole process take the particular people their roles, thanks to which individuals carries out in the formation of the values of their respective tasks, which we monitor the values that we've really passed to customers” [4, p. 20].

The globally recognised authority in the field of marketing is the American Marketing Association (AMA), which in its monolingual dictionary characterizes marketing: “Marketing is a function of the organization and set of processes for creating, communicating and delivering value to customers and to develop relationships with customers in such a way that they benefit the company and the holders of their shares” [5]. All of these characteristics and definitions have several common denominators. In particular, however, it is the role of marketing, as the concept or tool, connecting the market and the customer with the company (or the organization, region, etc.), creating an offer (product, service, idea).

And here we come to the marketing communication, as a tool, intended to ensure the communication between the two sides of the market – offer and demand. How can therefore be understood and characterized the marketing communication? In the publication of the Belgian authors is marketing communication characterized as: “support or marketing communication is the fourth and most visible instrument of the marketing mix. It includes all the tools through which a company communicates with the target groups to promote products or image of the company as such” [6, p. 24-25]. The above mentioned globally recognized authority in the field of marketing and marketing communication AMA defines as follows: “Marketing communication is coordinated promotional message and related media used to communicate with the market. Marketing communication messages are delivered through one or more channels such as print, radio, television, direct mail and personal sales” [7]. The essence of marketing communication is therefore the intentional exposure to humans

(or audience) and it uses special communication tools and resources with the aim of pointing to the support usually the business activities of the company. In particular, the Internet and it-based tools create together with the technological advances in the field of communication tools the new options, which can in a way to create a counterweight to the traditional mass communication means, and in particular from the perspective of low-cost competitive options, especially the small companies. There are often advances in the use of tools in digital marketing and marketing communication associated with the new trends in the industry or trying to change the established order in this sector. What can be expected from trends in the area of marketing communication today, tomorrow and in the nearest future?

**Analysis of recent researches and publications.** *Traditional forms and tools of marketing communication.* Advertising is often considered a synonym of marketing communication especially because that is the most visible and perhaps the oldest instrument in the communication mix. Genesis of advertising is seen by archaeologists already in ancient Mesopotamia and Egypt. In the form and at the time, of course, we still can not talk about the actual marketing or marketing communication. In medieval Europe were known Guild marks, according to which a customer could navigate. Because of the level of education was low at the time, and most people couldn't read or write, there were therefore on the markets the products promoted with calling out of promotional slogans. It was only in the 18<sup>th</sup> and 19<sup>th</sup> century occurred mainly as a result of the industrial revolution. The gradual development of individual sectors, the development of production and ongoing charging of the market, was more and more increasing rivalry between manufacturers. The response to this was a marketing oriented on the sale, which brought more pronounced development of marketing communication. Also, technical progress, in particular the extension of radio and television broadcasting have brought with it new opportunities and tools for communication with customers and consumers. Of course, that advertising is not the only instrument traditionally indemnify marketing communication and its communication mix. Communication mix is part of the marketing mix and is made up of various communication tools and their mutual combinations. On the characteristics of the communication mix by P. Kotler in the following Table 1 is a significant development of marketing communication in the last 15 years (1998-2013).

From the comparison is evident both in the breadth of development, as in the concept of marketing communication tools (comparison of 1998 and 2013 or 2011). The question is, how will develop marketing communication in the coming years. The world has been going through a whole range of social and economic changes, as well as is intensively affected by technical and technological progress, all of which more or less affects the marketing communication and its tools.

*The tools of marketing communication from the turn of the 20<sup>th</sup> and 21<sup>st</sup> century.* The beginning of the third millennium brings a lot of news for marketing communication. Increasingly, the focus of the marketing of successful companies and institutions become customers, clients, and consumers. Thanks to technological development in a number of modern areas such as telecommunication, computing, etc., the customer becomes more and more by who decides, or at least a crucial factor not only about the subject of marketing communication, but also of their forms, timing, etc.

Customers, clients or consumers have become one of the entities within marketing communication and stopped to be a passive object. Budgets for marketing communication are used tools and the type of actions (promotion, guerrilla marketing, etc.) have gradually moved more and more into the Internet supported or constructed activities or applications.

*Table 1 – Comparison of the concept of tools in communication mix in 1998 and 2013*  
(own processing of [3; 8])

Communication mix by P. Kotler 1998 [8, p. 533]	Communication mix by P. Kotler 2013 [3, p. 518]
<b>Advertising:</b> "... any paid form of impersonal presentation and promotion of ideas, goods or services to a particular investor"	<b>Advertising:</b> any form of paid impersonal presentation and promotion of ideas, goods or services clearly referred with the sponsor using the print media (newspapers and magazines) and broadcast media (radio and television), network media (phone, cable, satellite, wireless), electronic media (audio-tapes, videotapes, CD-ROMs, Web sites) and display media (billboards, signs, posters)"
<b>Sales promotion:</b> "... a set of short-term stimulus, which is to encourage the customer to test the product or service or to their purchase"	<b>Sales promotion:</b> a wide range of short pulses, encouraging the try or purchase the product or service, including support for consumers (such as samples, coupons or gifts) to support sales partners (all sorts of marketing funds on advertising or special exposure to products in stores) and the support of retailers (competition for the salesperson)"
<b>Public relations:</b> a number of programs to improve, maintain or protect the image of the company or product"	<b>Public relations and publicity:</b> a varied range of programs internally focusing on the staff of companies or externally to consumers, other businesses, government or media in order to promote or protect the image of the company or communicate its individual products"
<b>Personal sales:</b> face to face meeting with one or more potential buyers for the purpose of presentation of the product, answering questions and getting the orders"	<b>Personal sales:</b> face to face interaction with one or more potential customers with the aim of presenting the product, answer questions and take orders"
<b>Direct marketing:</b> the use of mail, telephone, fax, e-mail, and other non-personal resources contact for immediate reporting and getting direct answers from certain customers and a survey of their views"	<b>Direct marketing:</b> the use of mail, telephone, fax, e-mail or the Internet to direct communication, request, response, or invoking the dialogue with specific and potential customers"
	<b>The events and experiences:</b> the company sponsored activities and programs designed to create a daily or special interaction of the brand with consumers, including sports, art, fun, and with the case united the events and less formal activities" (event marketing)
	<b>Interactive marketing:</b> online activities and programs designed to reach your customers or potential customers and directly or indirectly aimed at raising awareness, improving the image, or to promote the sales of products or services"
	<b>Word of Mouth:</b> interpersonal, oral, written or electronic communication related to the experience with the purchase or use the product or service." (Word of Mouth / WOM)"

There are still radical changes in the field of the media, which is seen in publications of J. Příkrylová with H. Jahodová: "Research confirms that consumers in developed countries fourteen hours a day consume new media, therefore, in addition to sleep are permanently exposed to the media. The media world is going through a major change, when a new balance has been originated between the traditional and the "alternative" media. The medium of communication now has become the Internet. While the radio took 38 years to hit population in the range of 50 million people, television needed for such intervention 13 years, the Internet just only four years, internet multimedia device iPod three years and the Internet community server Facebook just two years" [9, p. 255].

The new trend marketing communication tools allow you to be closer to the customers, who have an interest in information and these new tools become very effective. Traditional mass media (radio, television, etc.) are so together with the Internet and with it built applications able to create significant synergies, increasing the return on investment in

marketing communication entities. In the context of the new trends and forms of marketing communication is a noticeable decline in investment in advertising in the traditional mass media, such as radio. We can follow the link elements of traditional advertising in mass media (e. g. radio) with tools that use the Internet, social networks, etc. We can consider in the middle of the second decade of 21<sup>st</sup> century still prevailing concept of Integrated Marketing Communication (IMC), i.e. the complex of all forms of marketing communication, which the company operates. The success of IMC lies in finding a suitable combination of the communication tools and techniques of the promotion mix, defining their roles and the extent to which they can or should be used, and in the coordination of their uses [6]

In recent years, the range of non-traditional tools of marketing communication has increasingly reflected in communication mix. In addition to strengthening the creative part (event marketing, buzz marketing, guerilla marketing) are a significant part of the changes associated with the Internet and with applications based on it, or on it-based. What, then, in recent years, in addition to traditional instruments affecting marketing communication:

1. *Product placement*: named as “the use of markup in the audiovisual work” (movie, TV shows, series or computer games). Products or brands are captured in the shot of the movie, TV show or in a virtual environment. In the Czech Republic since 1. 6.2010 in the effectiveness of the law on audiovisual media services on demand (No. 132/2010 Coll.). Television stations began to use Product placement in particular in different entertainment shows, series and movies. (Product placement a quarter of a year after 2010).

2. *Guerilla marketing*: the aim is to achieve the maximum effect with the minimum of resources. A connection of words Guerilla and marketing gives the impression that it is an aggressive advertising campaign, the following techniques can be used, however, the best use for the fight with significantly stronger competition, against which the successful use of the traditional tools of marketing communication due to the strength of their own company is unrealistic. Guerilla marketing is usually fun and original form of reaching out to customers.

3. *Buzz marketing* the tool is aimed to raise a fuss, buzz (whir) that touches a specific brand, product, company, or event. Its aim is to provide a significant topic for debate between people (oral - word of mouth marketing) and in the media.

4. *Viral marketing* a form of communication that is used primarily on the Internet. This is the influence of creative form such as a salutation. picture, video, application or message with shocking content that Internet users send to each other via all virtual channels and forward to the uncontrolled dissemination of information, avalanche, evoking a viral epidemic.

5. *eWOM*: changes in the market environment, economy, lifestyle, new possibilities for consumers, etc. have moved the importance of WOM and increasingly we can meet with the term eWOM, (i.e., the electronic Word-of-Mouth). eWOM is: “Any positive or negative declaration made by potential, actual or former customers of a product or company, which is made available to a large number of people and institutions through the Internet.” [10]. The importance of eWOM is still growing, which changes the thinking of businesses and marketers and forcing them to work more and more with the content that is to be distributed in the online environment. It is all about social networking, blogs, forums, e-mail, viral, etc.

6. *Digital marketing* is an alternative name for the Internet marketing. It is also often sorted as part of direct marketing communication. The digital marketing includes all marketing communication, which uses digital technology. They are, for example, Search engines optimisation (SEO), Search engine marketing (SEM), online advertising, social networks, etc.

7. *Mobil marketing*: from a technical point of view is the use of the applications and possibilities of mobile phones and tablets, such as SMS, MMS, operator logos, ringtones,

SMS messages etc. Other special subset is called proximity marketing, using the bluetooth module. Mobile marketing is an essential part of the already successful marketing communication of firms, organisations or destinations.

8. *Social media* on the Internet belongs to the fundamental trend tools in the last 5 years. Social media are tools that are used for sharing content, ideas, thoughts, opinions, or experience, and are basically an extension of the Web site. On the social media the users in particular are looking for fun, escape, a sense of belonging and especially information. They are a source of inspiration for what to do, where to go, what is „in” or what to avoid. Social media have become the global revolution in communication.

*The expected trends in the development of marketing communication in the coming years.* The Internet, social media – these two discoveries of the turn of the 20<sup>th</sup> and 21<sup>st</sup> century appears as the foundations and main pullers of future changes and trends in marketing communication. As it is clear from the above information, it can be considered a pioneer in the field of marketing communication still and deservedly considered the North American market. We can debate about whether a leadership of this region is 5, 10 or 15 years, but this is still a region dictating trends in marketing and marketing communication. Let's have a look at several major agencies and experts from the region and different focuses how they see the future trends in marketing communication.

Heidi Parsont the company of *TorchLight Hire, LLC, USA* (<http://torchlighthire.com/>), it has introduced a number of trends in marketing and communication, which should significantly influence business, and the business sector in the United States in 2015. From the perspective of marketing communications there are 4 major trends, which stems from the cooperation with partners, communicating with managers of the top companies in Washington, D.C. and realized within the company surveys. These trends are:

1. *Digitalisation* creates a path for *mobil communication* – more and more companies need to achieve their marketing objectives, without solid digital experience and still plays the role of providing more “mobile experiences” to consumers. Smart phones and laptops are becoming more and more used communication tool for consumers with their brands or products.

2. *Integrated marketing communication (IMC)* still retains its position. There is no doubt about the role of “digital” and “mobile”, but still a significant role keeps the IMC, connecting the creative digital and mobile strategy with the traditional tools of marketing communication in an effort to achieve multitask results in the areas of marketing and marketing communication.

3. *Data analysis, automation and the growth in the demand for skills of “lead generation”*. Digital and mobile communication, however, are only part of the required total. If we want to measure, interpret, and evaluate the campaign and results commitment target audience, so we need to invest in the field of measurement and data analysis, as well as to the special skills of “leads” and marketing automation.

4. *Content marketing* – today's digital world allows everyone to become a writer. In 2015 and beyond there will be quality content (content marketing) still more important. Space for marketing and the increasing desire to personalize and segment your copywriting and require versatility of content [11].

A global company from the world of PR and communication is *Burson-Marsteller* from the USA (<http://www.burson-marsteller.com/>), that is part of the Young & Rubicam Group, belonging to the Group of WPP plc, the world's top media company. The representatives of this company see communication trends in the following areas:

1. *Connectivity*: in the last 5-10 years is noticeable shift to mobile communication. People

go to mobile tools – smartphones, tablets, etc. It is related to other “C” in the communication mix, and that is “Convenience” so it is a comfort, which is everything in today's world. Mobile connectivity has brought people all shopping, information, social and entertainment solution, after which they eager, wherever they are in the world. It will be interesting to see how much time it'll take an offset from the mobile to the “wearable tech” (wearable electronics). The huge growth in linking machines, cameras, sensors and devices - the “Internet of things” (The Internet of Things/IoT) increases the interconnectedness of people and things on a previously unimaginable scale. This development is also a source of solution of “Big Data”.

2. *Culture* – talking about the corporate culture in the context of communication, it is the intangible characteristics of the business, contingent upon the survival of and related to the “Generation Y” (or “Millennials”). Specifically, the authenticity, transparency, leadership and Corporate purpose (the Mission), which significantly affect characteristics when selecting the work of a generation of “Millennials”, while it is important to realize that by 2025 this will be 75% of the work force.

3. *Consumer* – as well as the “Millennials” are today one of the most important consumer segments. However, it is important to emphasize that this in no way imply that a product will be suitable for the entire population. A segment of the economically strong female-consumers has increased its visibility and here we can talk about a phenomenon called “Feminomics”. In the context of an ageing population are so-called non-forgetting group – the “Baby Boom” (postwar, strong generation). However, it is apparent that the elderly refuse to be tied with some conventions from the past. The continuing trend is the “Personalization” (customization) has increasingly been required with today's consumer, based on understanding and creative interpretation of the available data.

4. *Creativity* – a recent global study focused on the issue of creativity in PR, processed by “Holmes Report” clearly shows that for business the creativity remains absolutely crucial point. Interesting is the fact that among the trends, developing creative work includes “Storytelling”, Visual/image communication, transparency and authenticity of the brands, “social good” (goods/services used by the largest possible number of people, such as clean air, clean water, health care, etc.). Therefore, it is vitally important, “Digital marketing” and one of the key ways we can enhance the value for clients in this area is the measurement based on evidence (Evidence-Based measurement).

5. *Crisis* – in addition to natural and man-made disasters, an erosion of trust is a problem, which is now the main cause of many business problems. Six years after the financial crisis has recently undertaken a study titled “Corporate Perception Indicator Study” (Burson Marsteller) showed that as the general public, leaders in the field of business they have reservations about the role of corporations, and only slightly less than 25% of the public has to believe that corporations have been humbled by the economic crisis. The research also showed that 49% of the firms had no a crisis plan, and despite the fact that 50% of them are expected in the next 12 months of a crisis. The research also found that companies are still amazed by the impact of social media, yet it is the neglect with the feeling of loss of control over their message. At a time when the “Millennials” have a growing influence, crisis communication requires the adaptation of these channels that are used [12].

To summarize, therefore, trends in the area of marketing communication, which are waiting for us in the Czech Republic in the next few years, based on the above findings, based in particular, of the conditions in North America, we can expect further strengthening of the role of the Internet and in-built on or using-Internet applications. On the contrary, we can expect to decrease the importance of traditional media and marketing communication tools, or their closer links with digital tools. To reflect the growing distrust of large corporations and

the young generation will put increasing emphasis on the companies and brands that will be able to fulfill their ideas about transparency and authenticity, both in the role of consumers in the role of workers, job seekers and entrepreneurs. This will be in accordance with the above trends manifest themselves in an increasingly stronger focus on news-wearable technologies, internet of things, Big Data, etc. Moreover, currently marketing communication tools are used not only in the commercial sector but also in other areas, such as education, scientific research etc. It can be documented on specific publications, for example J. Skipala: “The level of autonomy and responsibilities of a manager in an educational process” [13] or T. Vychořňová: “Family and work as a part of domestic violence – from perspective of clients” [14].

**The aim of this paper** is on the the base of example of the transnational character tourist destination (tourist area Jeseníky-East) and using both desk and field research methods to check consistency between supply and demand in tourism from the perspective of using the tools of marketing communication in confrontation with the latest world relevant trends.

**Basic material.** The paper is based on the extensive research of tourism in the tourist area of Jeseníky-East, which is located in the Moravian-Silesian region of the Czech Republic. The research is based on two interconnected projects:

1. Analysis of visitation to the tourist region of the Jeseníky-East and subsequent transfer of the key knowledge to local actors in the tourism industry, which was realized in 2012.

2. The development of marketing intelligence in the form of marketing research activities and the subsequent transfer of the key knowledge to local actors in the tourism industry, which was implemented in 2014 and 2015.

*The first research* (2012) was carried out by the method of focus groups, which have been tracked by the opinions, attitudes and motivation of target groups (the Czech clients). Focus groups were, if necessary, supplemented by individual interviews. The aim of this part of the research was to identify barriers to the development of tourism in the tourist area of Jeseníky-East from the perspective of tourism actors (in particular relevant service providers and operators of relevant activities related to tourism) and guest attendance (quantity, structure) of the tourist area. In the framework of the research were scheduled approximately 60-minute structured in-depth interviews with the actors, who are involved in the area a long time and can expertly answer questions, which the contracting research authority had prepared. The selection of respondents was carried out by the contracting authority of the research (Euroregion Praděd). The research was carried out in selected major locations in the tourist area, which differ from each other in the geographical character of socio-demographical nature and potential of tourism. Interviews with target groups have represented a confrontation of opinions of visitors to the tourist area of Jeseníky-East with views of the actors of tourism in the tourist area, who were both from the private sector and especially small business owners, from the public sector and, in particular, of the operators of the type as museums, attractions, information centres, etc. In-depth interviews were aimed to the 5 areas:

- 1) evaluation of the tourism offers in the tourist area;
- 2) assessment of the demand for tourism;
- 3) used tools of marketing communication;
- 4) assessment of changes in the last five years (offer, demand, promotion);
- 5) presumed development scenarios.

For each of the blocks were prepared some detail questions, which were consistently based on “Marketing strategy of tourism in the tourist area of Jeseníky-East 2010-2015”. The results of target group interviews were subsequently compared with secondary data (the Czech



Statistical Office, Czech Tourism, visitor monitoring, and others). On the basis of a combination of outputs of qualitative investigation and analysis of destinations based on secondary data can be noted a significant degree of consensus between the outputs and insights from both parts of the research and it was possible to formulate the following basic outputs and recommendations:

1. Negatives:

- gradual loss of clientele, especially domestic. There is a noticeable decline, lower interest especially in summer and low-season period;
- the lack of infrastructure facilities and the suprastructure of tourism with the trend of deterioration from the previous years;
- lack of supply for the youth, a little fun;
- unsatisfactory situation in the transport sector – the poor quality of roads, the transport service is also not evaluated positively.

2. Treats:

- the deterioration of the position of the winter destinations (summer season and low season are considerably weaker). The loss of the image and the deterioration of the position of the winter destinations would have fatal consequences for tourism in the region;
- decreasing of the traditional target groups without refund. Therefore, if there is no increase in attention in particular to the younger generation, there is a real threat to the continued loss of visitors and tourists;
- the growing pressure of competition on the non-increasing (sometimes even with shrinking) markets. In particular, domestic tourists and visitors will be under increasing pressure from the majority of other domestic destinations with a similar invitation to the profile.

3. Solutions:

- strengthening the market position of summer or year-round destinations – offer better programs and products for this period.
- the stabilisation of the market position of the winter destinations – equipment infra and supra structure, growth of quality of service, new target groups (young);
- improving information (promotion) in accordance with the nature of the target groups (methods, ways, and media);
- the identification of significant differences (strengths) in destinations and link destinations with the originality of mountains, a healthy environment, a comprehensive and diverse offer of individual parts of the destination (the necessary cooperation and coordination activities and offerings of the destination management), so far undiscovered attractions;
- ensure the leisure time offer (primarily the coherence of existing ones, and secondarily the development of new discoveries);
- supra and infra structure of tourism.

4. Improvement of facilities for target groups (seniors, families with children).

5. Availability – improving connections with the regions of the target groups (link to transnational and national network of motorways and express roads), offering services for passengers by train (the rising fuel prices and the frequency of transport, lack of motorways and expressways in the region).

6. Car parking.

Due to limited resources for investment in infra and supra structures of tourism is needed to replace the close cooperation of the actors in ensuring existing offer and above-average levels of service.

## Розділ 2 Інновації у маркетингу

7. Target groups:  
 – the focus is on domestic clientele (the largest, traditional, good image tracked tourist area);

- focus on Polish clients, also traditional and accustomed on the mountains of Jeseníky;
- focus on East German clientele.

In terms of the paper focus are interesting data about the application of the tools of marketing communication in the tourist area. The tables below compare the use of these tools in the Czech Republic collectively vs. their application in the tourist area of Jeseníky-East. Due to the fact that the survey was done separately for winter and especially for summer period, the results were sorted into two tables.

**Table 2 – Application the tools of marketing communication in tourism Czech Republic versus Jeseníky-East tourist area – winter period (for the years 2010-2014)**  
 (own processing of Ipsos Tambor [15])

Destination	Czech Republic				Jeseníky-East			
	Total	Yes	Partly	No	Total	Yes	Partly	No
<b>Tools of marketing communication</b>								
Tourist information centre	126226	10,1%	9,5%	80,4%	1101	5,8%	7,4%	86,7%
Travel agents and agency	126226	5,1%	5,3%	89,6%	1101	10,3%	4,8%	84,9%
Press	75750	7,3%	7,4%	85,3%	600	6,7%	3,8%	89,5%
Television	75750	4,1%	7%	88,9%	600	1,5%	2,8%	95,7%
Radio	75750	3,6%	6,3%	90,1%	600	2,3%	6%	91,7%
Outdoor promotion	75750	6,7%	8,7%	84,6%	600	11,2%	3,3%	85,5%
The Internet: tourism portals (Kudy z nudy, etc.)	75750	7,4%	7,7%	84,9%	600	7,5%	5,3%	87,2%
The Internet: banners (ads, trailers on websites)	75750	5,3%	5,9%	88,7%	600	3,3%	1%	95,7%
The Internet: Facebook, social networks	75750	7,8%	7,1%	85,1%	600	5,5%	2,3%	92,2%
The Internet: Search engines (Seznam, Gogole, etc.)	75750	28%	10,1%	62%	600	22,2%	8,7%	69,2%
The Internet: others	75750	17,6%	8,6%	73,8%	600	9,7%	8,2%	82,2%
Leaflets, tourist guides and others	126226	11%	13,4%	75,5%	1101	5,2%	8,4%	86,5%
Staff information	126226	8,6%	12,6%	78,8%	1101	5,1%	10,4%	84,6%
Family and friends information	126226	28,3%	15,9%	55,8%	1101	22,2%	17%	60,9%
Guide books	75750	2,6%	4,6%	92,8%	600	1,7%	7,2%	91,2%
Email commercials, MMS	75750	1,8%	2,5%	95,7%	600	2,2%	2,8%	95%
The Internet (total)	126226	41,8%	12,9%	45,3%	1101	38,8%	13,4%	47,8%

By comparing the results of its own survey on the marketing communication and the data of the secondary data, it is clear that in both cases are the most common tool of marketing communication for promotion of the tourist area the Internet and information from relatives and friends. Our research, however, paradoxically, appears that the Internet promotion of the tourist area is one of the main problems (inconsistent, non-compact Web presentation, non-integrated offering system with multilingual mutations, the promotion of traditional not less known attractions).

*The second research* (made repeatedly in 2014 and 2015) focusing on foreign clients to the tourist area, specifically to the motivation for the visit of and satisfaction with services, and because of that the previous survey has pointed to a decline in this segment of visitors. The basic method was used a data collection/polling, a research technique represented a printed questionnaire (PAPI). The questionnaire was in accordance with the specification prepared in three languages – Polish (for Polish clients), German (for German-speaking clients) and English (for visitors from other countries). The distribution of the questionnaires was provided in cooperation with the submitter of the project (Euroregion Praděd) so as to cover the biggest part of a territorial Jeseníky-East.

**Table 3 – Application the tools of marketing communication in tourism Czech Republic versus Jeseníky-East tourist area – summer period (for the years 2010-2014)**  
(own processing of Ipsos Tambor [15])

Destination	Czech Republic				Jeseniky-East			
	Total	Yes	Partly	No	Total	Yes	Partly	No
Tools of marketing communication								
Tourist information centres	133815	13,6%	8,9%	77,6%	753	13,1%	9,4%	77,4%
Travel agents and agency	133815	3,1%	3,3%	93,6%	753	4,5%	3,9%	91,6%
Press	107342	6,4%	5,9%	87,7%	602	6,3%	7,8%	85,9%
Television	107342	4,2%	5,4%	90,4%	602	2,3%	6,5%	91,2%
Radio	107342	3,3%	4,7%	92%	602	2,8%	6,1%	91%
Outdoor promotion	107342	4,9%	7,3%	87,8%	602	6,6%	7,5%	85,9%
The Internet: tourism portals (Kudy z nudy, etc.)	107342	11,7%	7,6%	80,7%	602	20,3%	7%	72,8%
The Internet: banners (ads, trailers on websites)	107342	6,1%	4,9%	89%	602	11,1%	7,3%	81,6%
The Internet: Facebook, social networks	107342	7,7%	5,1%	87,3%	602	11,3%	7%	81,7%
The Internet: Search engines (Seznam, Gogole, etc.)	107342	37,1%	8,8%	54,1%	602	47,2%	5,8%	47%
The Internet: others	107342	20,7%	6,8%	72,5%	602	17,3%	6,8%	75,9%
Leaflets, tourist guides and others	133815	13,8%	10,3%	76%	753	13,5%	8%	78,5%
Staff information	133815	7,8%	8,9%	83,3%	753	11%	7,6%	81,4%
Family and friends information	133815	26,2%	11,5%	62,3%	753	30,7%	11%	58,3%
Guide books	107342	5%	4,2%	90,8%	602	8,3%	3,3%	88,4%
Email commercials, MMS	107342	1,5%	1,6%	97%	602	2%	2,3%	95,7%
The Internet (total)	133815	48,6%	9,8%	41,6%	753	52,6%	10,2%	37,2%

The selection of respondents was conducted randomly with the fact that all respondents have the same probability of getting into the sample. A total of 250 questionnaires were handed out (140 in Polish language, 45 in German language, 45 in English language, 20 in Czech), 174 of them were returned completed, 165 were filled in correctly. The data obtained from the questionnaire has been processed by the IBM SPSS Statistics. To examine the connections between variables and statistical processing of data, some descriptive statistics methods were used (table of frequency calculation of mean values, margins, and quantity). Subsequently, the quantitative results were interpreted and formulated with specific proposals and recommendations for research submitter in the form of the final research report.

The results of the poll were quite extensive, therefore, in our paper; we will focus on basic information and information from the field of marketing communication. The enquiry shows that the largest number of foreign visitors visited in the reference period in the tourist area are from Poland (48,4%), followed by Germany (23,6%) and 28% of the visitors were from other countries (Slovakia, the United Kingdom, the Netherlands). The predominant reason for the stay was hiking, sport (37,3%), relaxation (21%) and adventure (15,5%). The main impetus for visiting the tourist area has been a previous visit, a good experience (40,1%), recommendation of friends and relatives (23,7%), and information from the Web site (16,4%). Other motives have been less important. The Table 4 lists the most common tools of marketing communication, which visitors had used before and during the visit.

For the development of tourism is now a major area of obtaining information or addressing the clients through appropriately chosen marketing tools. Here the respondents had a choice of 16 possible sources and they evaluated the use of these resources range from “used” (Yes), “partially used” or “not used” (Not). The highest usage at the level of “Yes” or “partially” reached the Internet search engines (almost 60% of respondents), followed by information from the staff (55,4%), printed matter-promotional materials, brochures, guides (53,2%), other

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Internet resources (52,4%) and the tourist information centres (51,4%). On the contrary, at least the radio (not used at all as a source of information 80,3%), e-mail ads, MMS messages (not used at all 79,4%) and periodicals – newspapers, magazines (those not at all 74,6% of respondents).

Table 4 – The use of the tools of marketing communication by visitors of the Jeseniky-East tourist area (own processing, 2015)

Tools of marketing communication	Yes	Partially	Not
Staff information in services	46,2%	9,2%	44,6%
Internet: search engines (Seznam, Google, etc.)	41,8%	17,9%	40,3%
Tourist information centres	40,0%	11,4%	48,6%
Internet: others	34,4%	18,0%	47,5%
Promotion material, leaflets, guides etc.	34,4%	18,8%	46,9%
Family and friends information	32,3%	11,3%	56,5%
Internet: tourism portals (Kudy z nudy, etc.)	26,9%	17,9%	55,2%
Guide books	23,5%	13,2%	63,2%
Travel agents and agency	15,9%	14,3%	69,8%
Internet: Facebook, social networks	14,8%	24,6%	60,7%
Internet: banners (ads, trailers on websites)	14,8%	13,1%	72,1%
TV	12,9%	16,1%	71,0%
Outdoor promotion	11,5%	23,0%	65,6%
Radio	8,2%	11,5%	80,3%
Press (newspapers, magazines)	7,9%	17,5%	74,6%
Email commercials, MMS	7,9%	12,7%	79,4%

For the use of information resources in terms of age, significant statistical difference was not observed in any of the information source. A significant statistical difference was identified for the following items (the results have, however, given the low number of responses in certain categories the very limited explanatory competence):

- travel agencies and offices-the most of the tourists in the middle age category, then in the youngest age category;
- TV – most of the tourists in the oldest age category, then in the youngest age category;
- radio – most of the tourists in the oldest age category, then in the middle age category;
- Internet: banners – most of the tourists in the youngest age category, then in the middle age category;
- guide books-the most of the tourists in the middle ages, then in the youngest age category.

Comparison of the results implemented marketing tools is very interesting when compared 2015 with 2014. It shows, that overall this level from the perspective of visitors in the tourist area has decreased in average for year on year evaluation (1,82 down to 1,55).

Highly significant statistical difference in terms of visitors from different countries has been recorded for the following sources of information:

- TV – use more tourists from Germany (yes – 37,5%, partially – 12,5%) than from Poland (yes – 5,9%, partially – 17,6%);
- Internet: tourist information portals-more used by tourists from Germany (yes – 63,6, partially – 0,0 %) than from Poland (yes – 20,6%, partially – 23,5%);
- Internet: Facebook-use more tourists from Poland (yes – 26,5%, partially – 29,4%) than from Germany (yes – 0,0%, partially – 0,0%);
- Internet: others-use more tourists from Poland (yes – 42,4%, partially – 24,2%) than from Germany (yes – 0,0%, partially – 28,6%);
- promotional material, brochures, guides, etc. – use more tourists from Poland (yes –

44,1%, partially – 23,5%), Germany (yes – 12,5%, partially – 12,5%) [16].

**Conclusions and directions of further researches.** Based on the above research activities, the several findings can be identified:

– as with other sectors, we can say the tourism sector has increasingly promoted the tools of marketing communication associated with the Internet and the use of digital technologies. This confirms the assessment of both data from secondary sources (the survey undertaken by Ipsos 2010-2014), so data from primary sources (the group interviewing/polling realized in 2012, the questionnaire survey 2014 and 2015);

– in the context of a comparison of the use of information sources, there is not significant differences between domestic (Ipsos survey 2010-2014) and foreign visitors (polling survey 2014 and 2015) except to the extent the use of information centres and information from the services staff by foreign visitors (up to four times higher improvement in comparison with domestic visitors), which may be related to the lack of information about the region;

– just as there are no significant differences between domestic visitors of the Czech Republic and the Jeseníky-East destination (Ipsos survey 2010-2014);

– information sources used by visitors (both domestic and foreign) are more traditional in nature, which is indicative of a certain conservativeness of the actors of the tourism in the Czech Republic, and in the Jeseníky-East destination;

– strong role from the perspective of visitors play in tourism generally information from relatives and acquaintances (WOM/eWOM), which is clearly a significant pressure on services quality and their relevance to individual different target groups;

– from the view of global trends, it is evident that, the actors of tourism in the Jeseníky-East destination (as well as in the Czech Republic) face a major challenge, consisting in the consideration of the wider use of both non-conventional current tools of marketing communication (e.g., product placement, guerilla marketing, buzz marketing), as well as strengthening the role of digital (e.g. marketing on social networks) and the mobile marketing communication tools;

– due to the expected trends in marketing communications in the U.S.A. (see Burson-Marsteller) and the ambitions of the Jeseníky-East destination seeking to achieve the position of the international tourism destination, it is necessary or appropriate, the actors of the tourism and destination management would reflect in particular, some of these trends into their marketing strategy, marketing communication (strengthen the position of consumers, re-segmentation of target markets associated with the breakdown of the finer segments, and customize the offers and its specific communication) for a further period of i.e. after 2020.

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#### **Маркетингові комунікації в туризмі – тенденції та реалії**

*У статті розглядаються світові тенденції у сфері маркетингових комунікацій порівняно з реальністю в секторі туризму. Поєднання первинного та вторинного дослідження створило можливість протиставити тенденції цих світових маркетингових комунікацій об'єктивній реальності, що склалася в туристичній області Есенік-Схід, Чехія.*

Ключові слова: маркетингові комунікації у сфері туризму, тенденції маркетингових комунікацій, туристична зона Есенік, анкетування, фокус-групи.

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#### **Маркетинговые коммуникации в туризме – тенденции и реалии**

*В статье рассматриваются мировые тенденции в сфере маркетинговых коммуникаций в сравнении с реальностью в секторе туризма. Сочетание первичного и вторичного исследования создало возможность противопоставить упомянутые тенденции в мировых маркетинговых коммуникациях объективной реальности, сложившейся в туристической области Есеник-Восток, Чехия.*

Ключевые слова: маркетинговые коммуникации в сфере туризма, тенденции маркетинговых коммуникаций, туристическая область Есеник, анкетирование, фокус-группы.

*Отримано 13.04.2016 р.*