SOME CONSIDERATIONS OF MARKETING PERSPECTIVES IN TOURISM (GEORGIAN CASE)

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Abstract

Customer satisfaction by organizations and enterprises existing in the tourism industry is available more effectively based on the use of marketing. People recreation helps them to be more productive in their activities and life. To achieve this good goal travel and tourism play a great role. Tourism and travel help people to spend their time on individual relaxation and recovery and includes many recreational activities.

Georgia was widely known in terms of tourism in the past. During the existence of the Soviet Union many tourists arrived in Georgia. Currently Tourism is one of the priority directions of the development of the national economy of Georgia. Increasing interest of organizations and enterprises in this field is increasingly focused on the use of marketing principles. Which makes their activities more targeted. Marketing helps to understand the wishes of tourists, provide them with relevant products and ensure stimulating demand.

Keywords: *marketing, tourism industry, travel, service, customer, tourist satisfaction*

INTRODUCTION

Tourism is not a new direction of activity for Georgia. It should be noted that the first hotel in Tbilisi (the capital of Georgia), in Upper Kala, was opened by Jean-Paul, Napoleon army former soldier in 1818 (his last name did not survive in history). At that time all the guests of Tbilisi stayed in this hotel. For example, it is known that here lived Russian writer Alexander Griboyedov (Tbilisi hotels yesterday and today).

In the 1840-1850s there were several hotels in Tbilisi: hotel "Moscow", hotel "Warsaw", hotel “Odessa”, "Otel de Prancis" in Kartvelishvili's residence, hotel "Italy" in Zubalashvili's residence, hotel "London", hotel "America" in Mamuka Orbeliani's residence, etc. The first big hotel "Vetsel" was built on the Mikhail prospect which had two restaurants and elevators (The most popular entertainment places in the 19th century in Tbilisi).

The foundation of famous balneological and climatic resort of Georgia - Borjomi was caused by the mineral water discovered there. In 1841 the Borjomi mineral water was so famous, that the chief of the Caucasus E.Golovin took his daughter to Borjomi for treatment. The mineral water park was built in 1850 in Borjomi. In the 1860s the story of Borjomi's medicinal properties spread throughout the Russian Empire. New palaces, parks, squares, hotels were built in Borjomi (Borjomi’s municipality).

Later, during the existence of the Soviet Union many tourists arrived in Georgia, mostly from Russia and from different republics of the former Soviet Union. At that time there was a high demand on medical tourism and sea resorts. Millions of people have rested in Georgia for years, which served more than 500 spa-tourism establishments. It should be noted that more than 120,000 people could have been rested in sanatoriums, boarding houses, holiday homes, tourist camps and other recreational institutions of Georgia (History of tourism. Resorts and tourism). Though in the past, when Georgia was one of the republics of the Soviet Union, marketing, branding and other scientific directions or their usage in practice was not widely recognized (Seturi M., 2017).

At present the Government of Georgia pays great attention to the development of tourism sector. Resorts in our country are in the lowland and in the mountains. Georgia is currently working on various projects, after their realization our country will become more attractive in terms of tourism.

"Georgia has been named among the top 16 emerging travel destinations not only for its fantastic environment, but due to activities undertaken by the Georgian government" (Todua N., 2017).

Tourism development can give more opportunities to the local population, they will be able to participate in cultural events. Local entrepreneurs and people employed in the tourism industry can receive economic benefits. In addition, the host country's population increases the sense of pride in historical heritage and their country's global recognition. Thus, tourism development in the country can contribute to the growth of the economy, the availability of additional currency revenues, etc.

Using marketing approaches by companies offer of tourist products will be more targeted. The use of target approach is an important aspect of marketing. It makes the company's business focused on success.

LITERATURE REVIEW

In modern conditions, often, because of the tense rhythm of life, people experience physical and psychological effects. In order to maintain an individual's health, physical and psychological equilibrium, is necessary that, after human work should be followed a vacation. It is best to plan and define when and where to rest. Travel and tour helps people with that their activities and their work in the future and also, life will be more effective. Travel and tourism involves giving a long time to the individual for their personal holidays. It includes many recreational activities. But only this does not express the essence of tourism and travel, because the individual can rest, as well as in his apartment, or in a nearby environment. While determining the total demand for travel and tourism markets three basic sectors are considered: international tourism, domestic tourism and one-day visits. The latter is widespread in many countries.

The UN definition pulls together these main elements of travel and tourism:

- Because of the stress on the words ''outside the usual environment.'' Visitor activity is concerned only with aspects of life other than normal routines of work, sustenance and social commitments, and outside the locations of those normal daily routines. Although this is easy to state, it is very difficult to define what it means in practice and measure it in surveys.
- The activity necessitates travel and, in nearly every case, some form of transport to the destination.
- Specific destinations are the focus for a range of visitor activities, and a range of facilities required to support those activities. Such activities and facilities have a combination of economic, social and environmental impacts that are the basis for tourism policy and visitor management programs as well as marketing (Victor T. C. Middleton, Alan Fyall and Michael Morgan; 2009).

Tourist - physical person, who voluntarily travel outside the permanent residence, relaxation, recovery, business or for other purposes, no less than 24 hours and not more than one year, and whose journey will not be reimbursed from the financial sources of the place of temporary stay (The Law of Georgia on Tourism and Resorts).

Different countries are interested to get as much profit as possible from tourism. Marketing has a great role in this case. In modern marketing special attention is paid to relationships. Relationship marketing is the creation of customer loyalty. Organizations use combinations of products, prices, distribution, promotions, and service to achieve this goal. It's important to determine the buyers' satisfaction index. If this index gets worse, it's necessary to determine its reasons, which is not a simple process. The reasons may vary in: reducing the product's quality, the increase in buyers' expectation level and etc (Seturi, M., Urotadze, E.).

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers (Seturi M., 2017).

Marketing has great importance in enhancing the efficiency of the activities of different enterprises (organizations) within the tourism industry system. It should be noted that various enterprises and organizations of various fields function in the tourism system. Georgia's tourism regulatory bodies play a major role in promoting Georgia as a tourist destination. They define the development of tourism market, promote tourism infrastructure, create attractive image of the country. Planning and implementation of their activities is based on marketing concepts. Marketing use is also important for tourism enterprises, companies offering various tourist products (services), for public tourism organizations (Seturi M., 2018).

METHODOLOGY

In our study we used the concepts of marketing theories, data analysis statistical methods, information existing on web-pages of certain Georgian organizations, etc. In the research process marketing researcher can gather secondary data, primary data, or both. Researchers usually start their investigation by examining some of the rich variety of low-cost and readily available secondary data, to see whether they can partly or wholly solve the problem without collecting costly primary data. In the research process we used secondary data. Secondary data are data that were collected for another purpose and already exist somewhere.

FINDINGS

In recent years, the economic importance of tourism has increased in Georgia. In the particular country, the economic importance of tourism can be judged based on statistical data, such as:

- Number of employees in tourism sector,
- Export-import of tourist services,
- Share of tourism in gross domestic product,
- Direct foreign investments in hotels and restaurants,
- Airports Bandwidth and Railway Bandwidth, etc.

In June 2018, the number of visits by international visitors to Georgia amounted to 606,792. Increase compared with the same period of the previous year + 14.2%. The highest number of international visitors has been made from Russia (+ 27.5%), Azerbaijan (+ 10%), Armenia (-5.5%) and Turkey (14.7%). Positive tendency is maintained from the EU countries, from which the international visitor's visits to Georgia were distinguished: Netherlands + 73%, Czech Republic + 72%, Germany + 63.6%, France + 44.3%, Poland + 36.7, United Kingdom + 32.5%, Italy + 27.2%.

In January-June 2018, 3,561,961 visits to international travelers were held in Georgia. Increase compared with the same period of the previous year + 13.6%. The number of visits by international visitors reached 2,997,448, an increase of + 16.4%. The number of touristic visits reached 1,933,774, which is 359,930 more than the 2017 January-June indicator (growth + 22.9%) (International travel statistics for June. 2018).

In travel and tourism for implementation of effective marketing activities, it has a special significance study of the satisfaction of tourists. Which should be a key issue for tourism market research. This is the basis for planning the right marketing activities. For example, "in recent years, customers in social networks basically share the positive impressions about Georgia. The replies of those customers who were in Georgia, on social network, it is so positive that it has a fast contagious effect" (Number of Russian tourists arriving in Georgia opens records, 2015).

We should determine customers' satisfaction towards tourism services by many different aspects. Tourist is interested in sightseeing, entertainment and time-consumption, while visiting destinations. So the traveler's satisfaction is greatly influenced by: 1. The level of service of accommodation and nutrition areas, where it should be regulated electrical wiring, water supply, sewage and etc; 2. The

services of traffic organizations (guides); 3. Transport vehicles to make the tourists feel comfortable to come at the destination and have the opportunity to move around the country; 4.Quick access to information needed for tourists, etc.

The most important element for all above mentioned fields is staff members. Therefore, marketing should not only carry traditional marketing methods, but also to develop a client-oriented mentality for every employee in every field of tourism and hospitality.

About tourist satisfaction we can judge with the help of the data below.

Table 1. Distribution of monthly average number of visits made by inbound visitors of age 15 and older by satisfaction level, thousand

	Annual, 2015		Annual, 2016		Annual, 2017	
	Number of visits	%	Number of visits	%	Number of visits	%
Very Dissatisfied	4,3	1,0	3,1	0,7	4,4	0,8
Dissatisfied	6,3	1,4	5,7	1,3	5,5	1,0
Neither satisfied, nor dissatisfied	32,5	7,4	40,1	8,9	48,3	8,9
Satisfied	156,9	35,8	150,1	33,4	188,2	34,8
Very satisfied	235,1	53,7	248,2	55,2	291,7	54,0
I don't know/hard to answer	2,9	0,7	2,3	0,5	2,1	0,4
Total	438,0	100,0	449,4	100,0	540,2	100,0

Source: http://geostat.ge/index.php?action=page&p_id=2771&lang=eng

For the assessment of the success of the tourism country, we should take into consideration not only the number of tourists, but also earned revenues. In 2016, revenues in Georgia reached $ 2 billion from international tourism, and by the end of 2017 the country received 2.7 billion US dollars. According to the forecast data, in 2018 Georgia will have 8 million international travelers, while revenues from international tourism exceed $3 billion (Ministry of Economy and Sustainable Development of Georgia, 2018).

According to preliminary data, income from foreign tourism in Georgia in January-April 2018, was 799 million dollars (growth + 28.4%), which is 177 million more than on the same level of the previous year. In the first quarter of 2018, income from foreign tourism in Georgia amounted to 551 million dollars (growth + 26.7%), which is 116 million more than on the same level of the previous year (International travel statistics for June 2018).

CONCLUSIONS

Thus, the effective functioning of tourism is important for the development of the country. Which implies its high profitability. In this case marketing should play an important role. The use of marketing approaches should be more important for any organization and enterprise involved in the tourism system. For further development of tourism marketing in Georgia we have the following recommendations:

- For the full use of the capabilities of Georgia it is necessary to update the existing infrastructure within the country, arrange new ones that require significant financial resources.
- Taking into account the natural conditions and other attractive factors for a country's tourism destination within the country, the correct adjustment of marketing aspects is necessary for further success.

- In our opinion, it is necessary travel services companies pay more attention to segmentation and use targeted marketing in their activities. Only the increase the number of tourists does not mean profitable activity. It is necessary to clear the needs of different segments and prepare special marketing programs for each of them.
- It is necessary to tighten state control of service in different facilities, especially, in the restaurants, cafes, bars, to ensure maximum hygiene and sanitation standards. Also, control over that, how clients are served in order to exclude the facts of deceit of customers. The main focus of the tourism service should be the high standards of service. It is necessary to add new facilities and arrange facilities.
- The satisfaction of the tourists is determined by several different factors simultaneously: how to serve him in different places: it will be transport, hotel, restaurant, tourist destination, etc.

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