

# Destination marketing and its importance in the context of e-commerce and e-marketing on Slovak virtual market

PhDr. Martin Mudrik, PhD.  
*University of Prešov in Prešov,  
Department of marketing and international trade  
Konštantínova 16, 080 01 Prešov, Slovakia  
martin.mudrik.1982@gmail.com*

Ing. Eudovít Nastišin  
*University of Prešov in Prešov,  
Department of marketing and international trade  
Konštantínova 16, 080 01 Prešov, Slovakia  
ludovit.nastisin@gmail.com*

Mgr. Jakub Horváth  
*horvath.jak@gmail.com*

**Abstract:** The tourism industry is characterized by dynamic changes in its development, which recently passed. Increased competition and the demands of tourists for leisure, as well as limited public budgets are forcing tourism destinations to think and act strategically, follow current events and trends, and on that basis to gain long-term competitive advantage. Tool for gathering strategic information analysis and their subsequent conversion into a competitive advantage has become a destination marketing. It increases the attractiveness of the offered services and products, and also the destination as a whole.

**Keywords:** Destination marketing, destination, service

**JEL Classification:** C22; C51; Q11; Q13

**Acknowledgement:** This article is published as one of the outputs of the Slovak research grant project VEGA 1/0857/15, granted by Slovak Scientific Grant Agency VEGA.

## 1. Destination

The definition of a destination of Palatková (2011) is defined as follows regional, competitive, strategic managed units offer on the international market. Destination offers visitors a corresponding product and meet his expectations, while trying to organize the best possible chain services.

Malá (2002) argues that the destination is a competitive unit, respectively system in national economic concept. Its existence and mode of operation is given by the tourism policy, policies of spatial planning and economic interests, or the interests of the local population.

Author Weaver (2006) states that the direct impact on the economy of destination have tourism spending (direct share of tourism in GDP), foreign exchange revenue from active tourism (direct share of foreign exchange earnings to GDP), next foreign exchange expenses of locals on domestic and outbound tourism, consequently the impact of tourism on the balance of payments destination.

Authors Turnbull, Lea and Parkinson (2010) in their book called Oxford Advanced Learner's Dictionary (8th edition) says, that word destination could be defined as „the place to which someone or something is going or being sent“.

Conversely, multiplier effects, or multipliers of employment, investments, earnings and other, are among the indirect effects on the economy.

## 2. Destination marketing and its specifications

The role of destination marketing is to attract tourists to a destination and thus increase the traffic. The best and most effective tool for achieving this goal is effective marketing. In the context of tourism, the marketing management of destination, known as the concept of destination marketing. Is a summary of activities, including analyzing marketing opportunities, setting goals, selecting strategies, as well as assessment of marketing efforts (Palatková 2011).

According to the author Buhalis (2000), we don't have to forget the fact that the destination marketing is not only a tool to attract new visitors. It is also a major player in regional development through strategic planning and regulating tourism activities in the regions.

In portal Sustainable Tourism Online (2016) we can find this definition of destination marketing: „Destination marketing is the process of communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices.“

Kotler (2007) states that the specifics of destination marketing is a close link with the service sector. He takes the view that it is a service of any activity or benefit it can offer one party to another, is essentially intangible and does not create any property. Its implementation may or may not be associated with the physical product.

Regarding to services tourism marketing includes few specifics. For marketing communication is most important insubstantiality of big part tourism products. Also important is the fact that the customer meets the product in tourism after arriving to the destination. Before you buy the product, respectively, before the decision to incur some costs for obtaining product (travel costs), you can't try it, or see it and so on. Furthermore, the product of tourism is multiproduct (Buhalis 2000).

Brown and Strange (2012) argue that customer requests and buys mainly experience, which is among other things based on the expectations and promises. These experiences largely brings marketing communications. These facts significantly affect the marketing communication particularly that become part of the tourism product. The main task is to shed, zoom in and bring materialize tourism product to consumers. Some visitors mistaken experience as an integral part of the tourism product. However, none of the products had the power to provide direct experience, rather it is the vision of experience. An example would be climbing on Mount Everest. The physical activity itself does not provide direct experience. The only one who is capable of that, it is the participant himself. Here we can see

enforcement of the role of marketing communication, which allows the participants themselves mediate created experiences to future buyers.

### 3. Data and Methodology

As part of the research we focused on the results of Anholt-GfK City Brands IndexSM study, which published a ranking of 10 most admired cities in the world for 2015.

Admiration for individual locations undoubtedly related to the level of their destination marketing, which most significant happening just in a virtual environment in recent years. In our survey, we wanted to know whether these sites are perceived similarly in our conditions or whether the respondents from the Slovak Republic have different preferences. The following table shows the results of the already mentioned study.

**Table 1. Results of Anholt-GfK City Brands IndexSM study**

<i>Results for 2015</i>	
1.	Paris
2.	London
3.	New York
4.	Sydney
5.	Los Angeles
6.	Roma
7.	Berlin
8.	Amsterdam
9.	Melbourne
10.	Washington D. C.

*Source: own elaboration from Anholt-GfK City Brands IndexSM study*

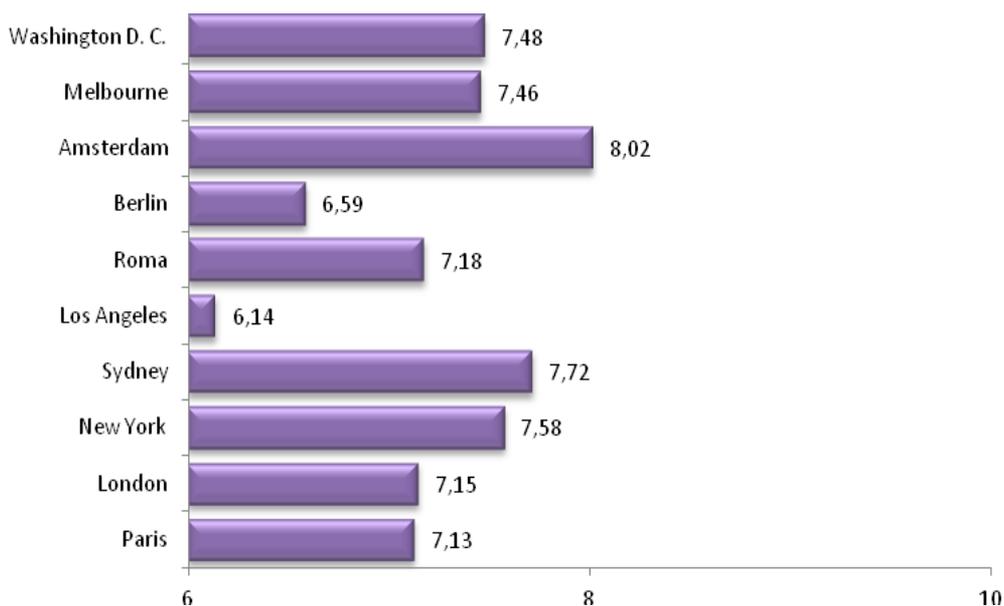
We conducted a questionnaire survey during the period from 2 February 2016 to 24 February 2016, which was attended by 245 respondents. Their task was to assign values between 1 and 10 to the individual cities. The city that received a higher rating were more admired.

Major part of our research constitutes from women, which was 153 (62.44%). There were also 92 men (37.55%). The average age of respondents was 28.64 years. Youngest respondent from our research was 17 years old and the oldest 68 years.

#### 4. Results and discussion

After collecting, classification and codification of all the responses received, we proceeded to evaluate some results. Final ranking of all ten investigated cities (also with their average values) are presented in the following figure no. 1.

**Figure 1. Results for most admired cities in the world for 2015 in Slovakia**



Source: own elaboration

As we can see, there are many differences between results in our research and the results from Anholt-GfK City Brands Index<sup>SM</sup> study. At the first place finished in our research city of Amsterdam, which was followed by Sydney and by New York. On the second and third place. For a better comparison, we draw up a summary table with both results. However, we must point out that in many cases were the differences between investigated cities relatively close.

After receiving and evaluating all of the collected data, we present the final ranking (with average values) in the following figure.

**Table 2. Comparison of our research and Anholt-GfK City Brands IndexSM study**

<i>Comparison of our research and Anholt-GfK City Brands IndexSM study</i>			
	<i>Our results</i>	<i>Anholt-GfK City Brands IndexSM results</i>	<i>+/-</i>
1.	Amsterdam	Paris	+7
2.	Sydney	London	+2
3.	New York	New York	0
4.	Washington D. C.	Sydney	+6
5.	Melbourne	Los Angeles	+4
6.	Roma	Roma	0
7.	London	Berlin	-5
8.	Paris	Amsterdam	-7
9.	Berlin	Melbourne	-2
10.	Los Angeles	Washington D. C.	-5

Source: own elaboration

The biggest improvement we can see in the Amsterdam, which progressed from eighth place to the first place (+7). Second biggest progress was made by Washington D. C. - from tenth place to fourth place (+6). Interesting progress was made also by Melbourne from ninth place to fifth place (+4). On the other side, the biggest decrease was made by Paris from first place to eighth place (-7) and by London and Los Angeles (both of them -5).

Interesting point is, that Slovak people places four of five European cities to the second half of final conclusion. This may indicate some differences in the assessment of admiration specific locations. We do not forget the terrorist attacks that took place in Paris, which could lead to its significant decline against outcomes from Anholt-GfK City Brands IndexSM study, which was made before those terrorist attacks.

## 5. Conclusions

The perception of admiration for a particular city is related to the level of their destination marketing. In addition to external factors that may affect results (as previously mentioned terrorist attacks in Paris), the results indicate that respondents from different parts of the world perceive each city different.

This finding has in destination marketing undoubtedly its weight, because it indicates the need for a different approach in addressing to each segment.

„This article is published as one of the outputs of the Slovak research grant project VEGA 1/0857/15, granted by Slovak Scientific Grant Agency VEGA.“

## References

- Buhalis, D., 2000. *Marketing the competitive destination of future*. Tourism Management, No. 21.
- Kotler, P., 2007. *Marketing management: strategický a taktický marketing destinace turismu, systém marketingového řízení destinace a jeho financování, řízení kvality v destinaci a informační systém destinace*. 1. vyd. Praha: Grada. ISBN 978-80-247-1359-5.
- Malá, V., 2002. *Základy cestovního ruchu*. Praha: Oeconomica. ISBN 80-245-0439-1.

© 2016 The Author(s). Published by eXclusive e-JOURNAL.

5

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/3.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. The moral rights of the named author(s) have been asserted.

- Palatková, M., 2011. *Marketingový management destinací: strategický a taktický marketing destinace turismu, systém marketingového řízení destinace a jeho financování, řízení kvality v destinaci a informační systém destinace*. 1. vydanie. Praha: Grada. ISBN 978-80-247-3749-2.
- Pravda. sk. 2016. "Prieskum: Paríž – najobdivovanejšie mesto sveta. Top 10 rebríčka valcuje Európa." Last modified February 03. <http://cestovanie.pravda.sk/mesta/clanok/382043-prieskum-pariz-je-najobdivovanejsim-mestom-sveta-rebricke-vaľcuje-europa/>
- Stange, J. and D. Brown, 2012. *Tourism destination management: Achieving sustainable and competitive results* [online]. [cit. 2016-02-23]. Available in: [https://www.usaid.gov/sites/default/files/documents/2151/DMOworkbook\\_130318.pdf](https://www.usaid.gov/sites/default/files/documents/2151/DMOworkbook_130318.pdf).
- Sustainable Tourism Online. 2016. "Destination Marketing." Last modified February 23. <http://www.sustainabletourisonline.com/destinations-and-communities/implementation/destination-marketing>
- Štěpánovský, R. B. 2008. Studie organizace cestovního ruchu (destinačního managementu). In: *Sdružení Krušné hory - západ* [online]. [cit. 2016-02-22]. Available in: <http://www.skhz.cz/destinacnimanagement/file/f9b9317548319b9c740effb7e4afde62.pdf/>.
- Tumbull, J., Lea, D. and D. Parkinson, 2010. Oxford Advanced Learner's Dictionary. 2015. 8th ed. Oxford: Oxford University Press. ISBN 978-0194799027.
- Weaver, D. B., 2006. *Sustainable tourism: theory and practice*. Amsterdam: Elsevier Butterworth-Heinemann. ISBN 075066438X.