

**STRATEGIC MARKETING – DIRECTION OF THE TOURISM DEVELOPMENT IN THE GLOBALIZATION PROCESS**

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**Abstract**

*One of the basic characteristics of modern enterprises business is a constant change of the role and significance of particular activities in the value chains. That increases the need of some additional information that are mainly collected, created and given by marketing. A share of the cost of marketing information increases in the total cost structure, so information management becomes a core resource of the competitive advantage. The marketing information is the glue that holds together the structure of all business and, consequently, the stakeholders in the profit chains. It implies certain new approaches in the marketing theory and practice. The intention of the author is to point out some key changes that are the challenges of marketing in the global environment. They are the threats but also the strengths for marketing development of economies in transition.*

**Key words:** globalization, marketing, tourism.

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**1. INTRODUCTION**

The process of globalization is characterized by bigger and more complete connection between national economies.

There is neither isolated economy nor a successful enterprise which wasn't in such a way joined to that process

Global processes provide affirmation of the market mechanism and equalizing of the economic conditions.

The world - wide companies are interested in spreading up the process of different segments in the complete potential of the global market which reflects possibilities for more successful exploitation of the economy in volume capacity and economy in width. If the economy or the enterprises of the countries in transition tend to growth and development, they have to look for their chances in equalization of the interests among partners which actually ruin already established rules or create new markets.

There are several key changes in the effort which determine the way of strategic reaction and

represent challenge for the marketing theory and practice.

**2. FROM TRANSACTIONS TOWARDS THE INTERACTIVE MARKETING**

In the last few years, marketing has been exposed to numerous and significant changes. They are of such a character that brings the traditional marketing access in question. The aims of marketing as an integrative business function equalizes with the aims of the organization as a whole. The development of the employee's consciousness in the enterprise in order to establish balance in the environment through offering additional value to the consumers, becomes imperative for successful governing.

The new marketing access is necessary for identification of the borders which divide the enterprise from the environment and increase the positive capability use and minimizing the negative environmental influence.

The changes in the behavior of all participants in the chain of values caused by the changes in the technology, reach for the critics and demands of the manager to reconsider the strategic basis of his own work.. His usage provides, and also determines changes in the marketing access. All marketing activities could be fulfilled more effectively by using the new patterns and accesses based on marketing researches creating marketing programme, communication, supplies, selling e.t.c. (which is shown in picture No 1). It is especially in the domain of the governing of the relationship among the costumers, the selling channels, suppliers and other stakeholders.

**Table No.1 Marketing Activities**

Activity	Traditional conception	Contemporary understanding
Strategically focus	Competition exchange	Consumers; Relationships; Interaction; nets
Measuring performances	Products Service results from the work	Processes and results
Changing elements	Production / i Service profit	Information; Confirmation of the promise

Time frame	Short - term	Long - term
Structure	Based on people; Directed to the specialists; Functional	Based on Information; Net; Directed Towards the process
Marketing research	Disposed by projects	Continuous researches
Aim market	Segments: measuring off the personal characteristics	Individuals, marketing based on basic data and interaction
Marketing instruments	4P	Informative alliances and systems
Customers service	Reactive	Reactive
Satisfaction and loyalty	Observed measure for successful results	Sectioning art of the permanent process for building up the consumers into partners

The implementation of the new marketing access in the practice contributes for changes in the way of strategies thinking. The strategy of the enterprises is recently defined as a revolution. Such unaccess is conditioned by new developing and disappearing of the old branches and markets. The new markets are basically quite different in structure in comparison to the previous ones. The conquering of such markets resources carefully prepared answers: how many competitors can support, which new-competitors and potential ones could survive, which ones are vulnerable, which trends would appear as progressive movements, could the enterprise fasten the changes inside the market structure and use it for further progress. The enterprises could face danger, but also a chance for the ones which could see the changes and could predict the direction and the movement intensity. For better enterprise's start it is necessary the market power should be used properly. Small enterprises could see their chance in the combination of the resources with the other enterprises expending different kinds of collaboration in order to get closer on certain markets.

The already conquered markets represent far more significant restriction for the enterprise development, no matter the market degree orientation. The strategies for conquering and keeping the new markets, often requires: reconsidering of the strategic

choice adapting or creating a new marketing program acquired by the customers equalizing both the aims of the enterprises and the aims of certain market partners reconsidering the new markets' development expenses and the effectiveness of the shares.

The strategic reaction of the enterprises is different. It will be more efficient, if an additional value is created for the consumers by combining its sources and capability as well. The enterprises could be divided in groups depending on the way of their own reaction: enterprises that defined the branch rules, enterprises that follow already established rules by the domain enterprise and enterprises that ruin the rules representing revolutionaries in the branch.

Enterprises belonging the third group lead in the new developing market access which directs the management decisions regarding the resources developed by the enterprise itself and the activities which the organization will apply and achieve as well. Many enterprises undergo the change because of the fastened reaction importance.

"Business activities" should take part in a real time. The key factor for a business success depends on the integration of all activities from strategic intention to operate inside the units of the organization which are in a direct contact with the market consumers. The enterprises in the countries in transition do not pay great attention to the factor-time. In order to enlarge the enterprises effectiveness it is necessary to enable it to do "real job" and make competence based on distinctive priority at the market.

The choice of strategies that create any value by using synergy is a real base for such a competence. The sources of the synergy are: frequent usage of the power resources (visible, non visible associated negotiable), coordination of the strategies vertical integration and combination of the business creativity. The change in the way of thinking, presents leaving of the conventional strategic logic and application of new innovations creating values. The dimensions of the strategies are different depending on the access which could be seen in chart No 2.

**Table No 2. Strategic logic**

<b>Dimension of the strategy</b>	<b>Conventional logic</b>	<b>Innovative logic</b>
Supposition in the branches	The indications are given in the branch	The conditions the branch could turn to form
Strategic focus	The enterprises should build competitive advantage. The aims exceeding the competition	The competition is not the only one thing for comparison. The enterprises should make a specific jump in the value according to

		which will dominate the market
Consumers	The enterprises should keep.	The innovator of the value is directed
	Wide spreading of the consumer's base through segmentation and specific consumer's needs. The focus is on the differences to what is value for the consumer	Towards the collective increasing of the value for the consumers. The focus is on increasing of the key value for the consumers
Assets and capabilities	The enterprises should use the present asset and the abilities	The enterprises shouldn't be restricted from what they possess. They must ask themselves: what would they do if they start again
Offer of products and service	The traditional borders in one branch determine the products and service offer in the enterprises the aim is maximization of the offered value	The innovator of the value is thinking about the collective decisions, the consumers are looking for creating offer which could be different from the traditional offer in the branch

proper way contributes to create and keeps up competitive advantage.

The information from the domain at the marketing field is a myth that joins all parts in the organization with the encirclement altogether.

The synergy of the divided marketing resources becomes out of the internal relationship and among particular parts inside the enterprise and the organizations and institutions outside it (consumers, selling channels and suppliers). Such critical resources provide widen of the strategy which increases the profit in the enterprise.

It is very significant for the countries in transition which do not have critical marketing resources important for the chain values. This is due to unquiet absence of information and the internal, external courses as well.

In each of those courses and relationships, marketing domain determines particular participant's negotiable power in the chain value. Thanks to the usage of universal technical standards in the process of communication and distortion of the other marketing activities, the position of the enterprises changes basically. The enterprise that knows how to use the advantages reflected from the new technology ruins the present borders and creates new markets. Others which will not realize it on time will lose the access not only globally, but in its own national market as well. The information undermines more and more chains, detaining one and creating new ones. The rest of the basic strategic implications which result from these changes are: detuning of the existent value chain among the activities which have resources of advantages of their own. Changes of the negotiable power and consequence of the radical reduction of the control over the information, widen new access for creating consumers' loyalty; formulating new market strategies etc

The above mentioned changes determine the changes in the resources of the profit so that the enterprises are forced to reconsider their marketing strategies. The enterprises in transition depend on the changes and capability to react in an adequate strategy.

### 3. CHANGES IN THE RELATIONSHIP PRODUCER-SELLING CHANNEL

The last decade of this century is characterized by changes, conditioned by a new position and different customer's relation to the trade and the producer. The demand and the consumer's behavior are characterized by emphasized individualism, world-wide consumer's homogeneity and a wish for a total self-satisfaction. It is possible to react against such a contradictory challenge by an equal marketing which

The managing with the knowledge, as a significant resource would determine the enterprise in the future. The enterprises often meet on the knowledge (knowhow) market where the information processing becomes a critical factor for any business success. To manage with the information means to rule with the knowledge which is outside the organization, in the surrounding, at the consumers, suppliers, rivals etc The information which the marketing collects, creates and distributes, represents a big resource. Organizations where the information is used in a proper way, proper way, achieve effectiveness and efficiency almost in all cases. It is more important to establish out that the synergy resource realized in a

leads towards the profitable consumers' satisfaction. By widening the concept for pulling the category of products could be gained maximum flexibility and adaptation in creating packet-offers according to customers' demands and need as well, on the local market. The relationship between the producer and selling-channels especially radical retail changes. It is a result of a manual connected factors increased from the trade conception, increased applicable and informative technology, the consumer's attitude upon trade marks, lifting up the product quality level, which is sold under the trade mark, the increased marketing activities and creating loyal consumer. The retailer has got dominant power which could be achieved thanks to the developing for the mark domination is expressed at the global market where the position of the national type is threatened by the global trade mark.

By widening of one's own trade mark special marketing activities are intensified, which were traditionally accomplished by the producer and in that case a risk could be overtaken and an increasing activity for the negotiable strength could also be accomplished.

The participation of the product with a special trade mark in the total circulation increases, which contributes for strengthening of the selling channel and at the meantime is greatly influencing the change of the producer's behavior.

This could be seen from the small producers point of view who seldom have a trade mark of their own (especially the enterprises in the countries in transition) which are forced to level their strategy with the ones which are essential for their competitors. The cognition for the market mark evolution enables adequate orientation not only for the trade, but also for the producer. The position of the selling is different in different places. The development of different trade mark causes changes in the relationship between the producer and the retailer. By the growth of trade mark meaning, the producers' loyalty decreases too.

In the enterprises from the countries in transition widening of the trade mark represents a challenge and danger as well.

The producer's danger results from the fact that the new sale-channels are less approached and in particular cases closed. However if these changes could be used for joining and common market appearance it could be a chance for successful

business enterprise transformation especially for those producers who haven't got any adequate marketing strategy.

The development of the confidence between the producer and the sale-channels and focusing upon the partners' profit, which brings achievement to the relationship between the stakeholders improves, consumers who represent the profit resources.

Creativity, initiative communication are demands imposed by globalization as the new people's needs.

Actually they are the bases where the marketing starts from, and at the meantime they appear as new challenges imposed by the changeable encirclement. The new restructuring and regrouping in the encirclement influences greatly the behavior of the enterprises for countries in transition. It is a danger from one hand but on the other one it is a possibility for developing new strategies which will support the transformation of the less successful enterprises into successful ones. One of the main conditions for a successful transformation is creating one's own marketing philosophy which will implicate all the segments in the enterprise.

However the successful transformation requires high motivated participants who will contribute a lot to the changes by developing consciousness for the market importance.

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