

# **ACCESSIBLE TOURISM MARKETING**



**QUAD: Accessible Eco-Tourism Social Entrepreneurship  
(HUSRB/1602/42/0045)**

**Interreg-IPA Hungary-Serbia Cross-border Co-operation Program**

Social Enterprise established and developed

**Act. 2.5 Marketing**

*Prepared by the WIN Development Consultants*

This document has been implemented with financial support from the European Union through the Interreg-IPA Hungary-Serbia Cross-border Co-operation Program. The content of the document is the sole responsibility of the QUAD SE project/MCSME and under no circumstances can it be considered as reflecting the views of the European Union and/or the Program Management Authority.



The project is co-financed by the  
European Union

*Good neighbours  
creating  
common future*

Πίνακας περιεχομένων

|   |    |
|---|----|
| Section 1: Introduction .....                     | 2  |
| Section 2: Target Market.....                     | 2  |
| Section 3: Unique selling proposition (USP) ..... | 6  |
| Section 4: Pricing strategy .....                 | 8  |
| Section 5: Distribution Channels .....            | 11 |
| Section 6: Promotion Strategy .....               | 13 |
| Section 7: Online promotion strategy .....        | 21 |



## Section 1: Introduction

The marketing plan is an important tool for destination management. In particular, it determines

- the destination's identity,
- the customers you are targeting defining their demographic profile (e.g., age, gender), psychographic profile (e.g., their interests) and their precise wants and needs as they relate to the destination,
- the unique selling proposition. That is the unique benefit exhibited by a tourism destination that enables it to stand out from competitors. The unique selling proposition must be a feature that highlights product benefits that are meaningful to consumers. A USP contains the one feature of a destination that most stands out as different from the competition, and is usually a feature that conveys unique benefits to the consumer. It is all those elements that composite the competitive advantage of a destination and makes it different from the competitors.
- the distribution channels
- the promotion strategy which explains how to reach new customers

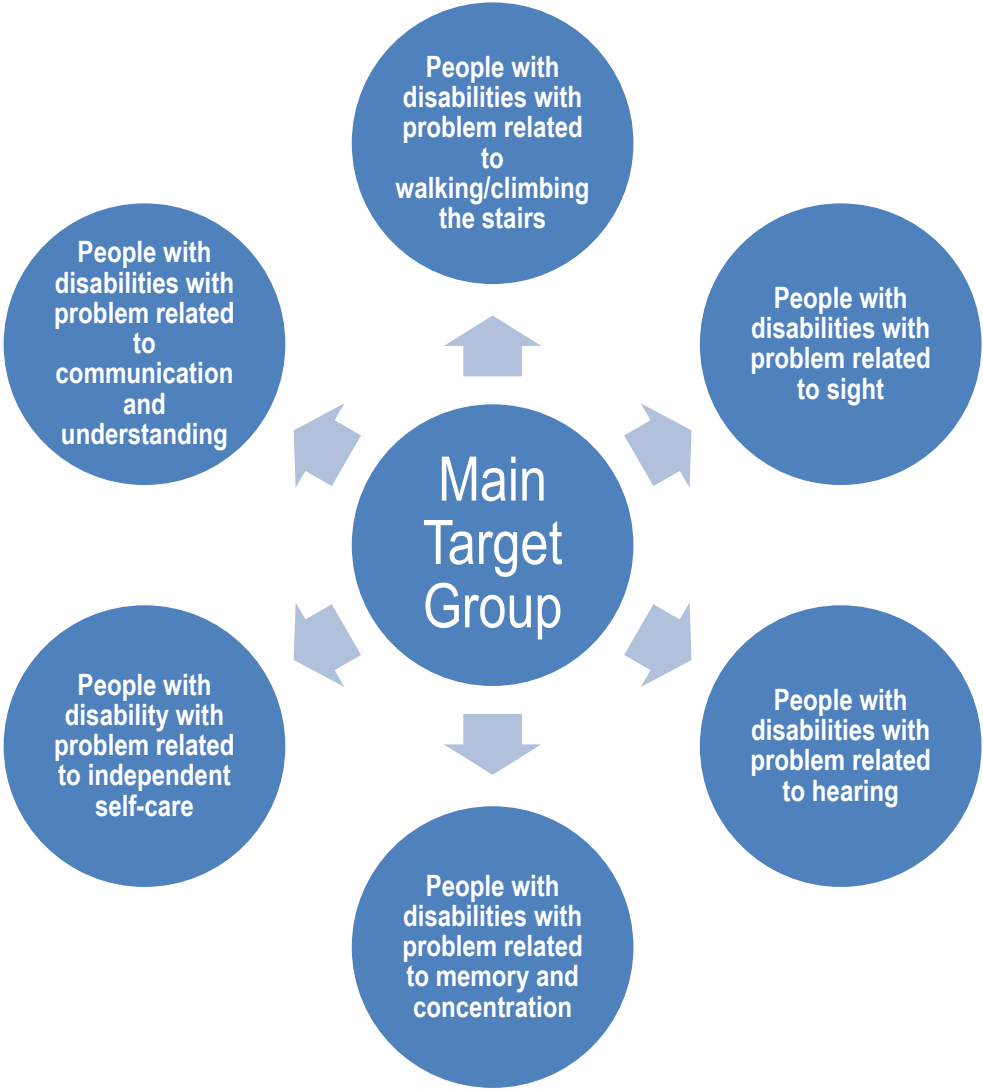
## Section 2: Target Market

The main target group;

- **People with disabilities with problem related to walking/climbing the stairs**
- **People with disabilities with problem related to sight;** Are those who cannot see objects in near proximity or at a certain distance, even with a use of glasses or contact lenses, as well as persons who can see only with one eye or can see only objects in front of them, but not those to the side.
- **People with disabilities with problem related to hearing;** Hearing problem exists in the case of persons who cannot differentiate sounds from different sources, even with the use of a hearing aid, who can hear only with one ear or are semi-deaf or deaf.
- **People with disabilities with problem related to memory and concentration;** The person with problem related to remembering and concentration is the one that cannot concentrate to read or write a text or forgets data such as the date of his/her birth, names of family members, way home, etc. It is clearly stressed that this category does not include persons who on account of their current over-burdening with obligations or work, on account of stress or owing to the use of medical drugs have difficulties with remembering or concentration.
- **People with disability with problem related to independent self-care;** The category of persons with disabilities with difficulty due to problems in connection with independence (with clothing, feeding, maintaining of personal hygiene) includes those persons who are not capable of completely independently clothing, feeding and maintaining personal hygiene, that is, if they are completely prevented from performing these daily activities without assistance of another person.

- **People with disabilities with problem related to communication and understanding;**  
People have problem with communication if, on account of a partial or permanent damage to their speech apparatus, stroke or some other ailment, they have a problem with pronunciation, which makes an exchange of information or ideas with other persons difficult or prevents it completely. This problem is also shared by the persons who owing to some long-term disease, some psychological or innate problem speak incoherently and incomprehensively for other persons from their surroundings or if they themselves do not understand what is being said to them, that is, if information from the environment do not reach them. It is not considered that a person has problems with communication if he/she does not understand or does not speak well any language used in his/her setting.





The sub-categories;

- **Elderly people;** People over 65 years of age. The majority of this population has some kind of permanent health problem or disabilities

**Characteristics of the target market in Europe**

|   |  |
|---|--|
| <b>Sex</b>                                      | <ul style="list-style-type: none"> <li>• 17,6% of total population in Europe are disabled people</li> <li>• 41,6% males &amp;</li> <li>• 58,4% females (of disabled people)</li> </ul>   |
| <b>Age</b>                                      | <ul style="list-style-type: none"> <li>• 22% of disabled people are from 15 to 44 years old</li> <li>• 35% of disabled people are from 45 to 64 years old</li> <li>• 42,2 % of disabled people are 65 years or over</li> </ul>   |
| <b>Income</b>                                   | <ul style="list-style-type: none"> <li>• Medium-High</li> </ul>  |
| <b>Education</b>                                | <ul style="list-style-type: none"> <li>• 25% of disabled people have pre-primary, primary and lower secondary education</li> <li>• 11,3% of disabled people have upper secondary and post-secondary non-tertiary education</li> <li>• 4,5 % of disabled people have first and second stage of tertiary education</li> </ul>                                |
| <b>Able to afford a one-week annual holiday</b> | <ul style="list-style-type: none"> <li>• 48 % of people with activity limitation could not afford a one-week annual holiday</li> </ul>   |
| <b>Struggling to make ends meet</b>             | <ul style="list-style-type: none"> <li>• 34 % of adults (aged 16 or over) with activity limitation in the EU lived in households that reported having difficulties in making ends meet (i.e. whose financial resources did not cover their usual necessary expenses), compared with 26 % among the adult population with no activity limitation</li> </ul> |

Source: Eurostat

**Characteristics of the target market in Serbia**

|            |  |
|------------|--|
| <b>Sex</b> | <ul style="list-style-type: none"> <li>• 41,8% of disabled population are males &amp;</li> <li>• 58,2 % of disabled population are females</li> </ul>  |
| <b>Age</b> | <ul style="list-style-type: none"> <li>• 60,3% of disabled population are 65 years and over,</li> <li>• 16,2% of disabled population are 50-59 years old &amp;</li> <li>• 11 % of disabled population are 60-64 years old</li> </ul> |

|                              |   |
|------------------------------|---|
| <b>Income</b>                | <ul style="list-style-type: none"> <li>• Medium-High</li> </ul>   |
| <b>Education</b>             | <ul style="list-style-type: none"> <li>• 20,6% primary education</li> <li>• 27,2% secondary education</li> <li>• 3,4 % college-level education</li> <li>• 3,2% university –level education</li> </ul>   |
| <b>Economic Activity</b>     | <ul style="list-style-type: none"> <li>• 12,4% of disabled people are economically active &amp;</li> <li>• 87,6% of disabled people are economically inactive</li> </ul>  |
| <b>Sources of livelihood</b> | <ul style="list-style-type: none"> <li>• 61,7% of disabled people have pension as main source of livelihood,</li> <li>• 20,5% are dependent people,</li> <li>• 6,8 % have salary or other allowance based on work as main source of income</li> </ul> |

Source: Statistical Office of the republic of Serbia

### Section 3: Unique selling proposition (USP)

A unique selling proposition (USP) refers to *“the unique benefit exhibited by a tourism destination that enables it to stand out from competitors. The unique selling proposition must be a feature that highlights product benefits that are meaningful to consumers. A USP contains the one feature of a destination that most stands out as different from the competition, and is usually a feature that conveys unique benefits to the consumer. It is all those elements that composite the competitive advantage of a destination and make it different from the competitors.”*

#### Banat’s strengths and weaknesses

The tourist product of Banat is characterized by strengths and weaknesses.

Serbian Banat is one of 29 districts in Serbia. With an area of 4248 km<sup>2</sup>, it is the second largest district in the Republic of Serbia, after the Zlatibor district. At the same time, it is both a border district and the district closest to the Belgrade, the capital city of Serbia. This location is ideal from the perspective of the tourism industry. Proximity to the capital city enables the use of its infrastructure, meaning primarily its airport and road network, which facilitates foreign tourist arrivals. Additionally, the city of Belgrade is the largest tourist-emitting market in the country and therefore its proximity is a significant competitive advantage for the district. The district also has very long industrial and agricultural tradition.

Banat is characterized by its natural, cultural and historical resources. It is a multicultural area in which the customs and traditions of many peoples are met. Historical monuments, events of all kinds (cultural, musical, gastronomic) are a trademark of the region. At the same time, it is also a destination with a rich natural heritage. Mountains, lakes, numerous nature reserves under international protection, rich biodiversity composite the region's natural landscape. The above elements make up an ideal setting for those who are interested in nature activities. So everyone can easily deal with activities such as paragliding, free climbing, hiking and trekking.

On the other hand, the quality and quantity of tourist infrastructure in the area is considered insufficient. Accommodation facilities consisting mainly of hostels, apartments and low availability of 4 \* hotels, transport infrastructure, despite the significant improvement that has been made and the links between national and local networks, business climate, human resources, environmental threats, and the health care system are perceived as weaknesses of and threats to regional development. Low salaries in small and medium size enterprises lead to unmotivated employees, who consequently give little attention to quality, which then leads to poor price/quality ratio. Employed human resources are not educated in accordance with good practices of modern tourism, and they are not adequately motivated due to low salaries. A large number of these positions are informal, have insecure employment conditions and do not include medical insurance, thus leading to high employee- turnover rates, lack of training, and low morale among staff. However, in the last 10 years, some small progress has been noticed, especially concerning transportation facilities, accommodation and additional tourist services. Moreover the number of guided tours available in South Banat is very low. Concerning the number of tourist signposts, it has increased. Current signposts have been placed for a wine route (several local winemakers who are the ambassadors of local traditions), a cycling route (Danube Bike Trail) and a few heritage attractions, which are mainly in cities. Business environment and prioritization of travel and tourism are very poor indicators in most of the studies dealing with the Serbian economy. The poor business climate has led to low brand identity and has kept foreign investments to a minimum.

| <b>Strengths</b>                                   | <b>Weaknesses</b>                                  |
|--|--|
| -Close proximity to Belgrade                       | -Limited availability of accommodation facilities  |
| -Second largest district in the Republic of Serbia | -Low developed transport infrastructure            |
| -Natural resources                                 | -Business climate                                  |
| -Cultural resources                                | -Environmental threats                             |
| -Historical resources                              | -Health care system                                |
| -Activities  | -Low presence of foreign investments               |
|  | - Poor price/quality ratio                         |
|  | -Low availability of tourism promotional materials |
|  | -Inadequately educated and trained workforce       |

### **Tourism Product and Unique Selling Proposition**

The positive elements of this destination should be exploited and used to create a Unique Selling Proposition. The elements, which composite the USP, are the following:



Gastronomy, multicultural ambience, richness of cultural and historical heritage, and climate are good tourism assets for the Banat region. These individual attributes are the strongest points in Serbian Banat's tourism competitiveness. Natural beauty, wildlife, and heritage provide excellent opportunities for wine, ecological, rural, cultural, and event tourism.

So these elements will shape the Unique Selling Proposition of this destination and make it different from competitors. Banat should focus on these data to promote the destination and create a strong destination brand.

## Section 4: Pricing strategy

The following factors will be taken into account when formulating the pricing policy for Banat:



## Objectives

Banat is a tourist destination which is under development. An important effort has been made in recent years to improve the conditions and create better prospects for the tourism industry. The number of tourists visiting the area is not large and is concentrated mainly in the big cities of Banat. One of the main problems of the low tourist arrival is that the region is not particularly well-known as a tourist destination worldwide, as several Serbian regions do not have the same recognition. Nevertheless, it has recently appeared in several travel guides and travel lists on social media. So the objective is this area to:

- acquire its own identity,
- develop its power,
- become recognizable,
- maintain its already existing audience but also
- attract new audiences

## Location

Banat is a border district and the district closest to the Belgrade, the capital city of Serbia. This location is ideal from the perspective of the tourism industry. Proximity to the capital city enables the use of its infrastructure, meaning primarily its airport and road network, which facilitates foreign tourist arrivals. Additionally, the city of Belgrade is the largest tourist-emitting market in the country and therefore its proximity is a significant competitive advantage for the district.

### **Core attractions and resources**

Banat is characterized by its natural, cultural and historical resources. It is a multicultural area in which the customs and traditions of many peoples are met. Historical monuments, events of all kinds (cultural, musical, gastronomic) are a trademark of the region. At the same time, it is also a destination with a rich natural heritage. Mountains, lakes, numerous nature reserves under international protection, rich biodiversity composite the region's natural landscape. The above elements make up an ideal setting for those who are interested in nature activities. So everyone can easily deal with activities such as paragliding, free climbing, hiking and trekking.

### **Demand**

The demand for a destination is determined by the arrivals of visitors to the area. In 2017, the number of tourists' arrivals in the Serbian Banat rose to 82,396, of which 69% were domestic and 69% foreign. During the period from 2003 to 2012, the number of tourists ranged from 22,000 to 27,000. This indicates a significant increase in demand for that destination over time. However, demand for arrivals for the comparable region is just 2.7% of total arrivals in Serbia. That is a very low amount.

#### **Tourist's Arrivals in 2017**

|  |           |
|--|-----------|
| <b>Tourists' Arrivals in Serbian Banat</b> | 82.396    |
| <b>Tourists' Arrivals in Serbia</b>        | 3.085.866 |

*Source: Statistical Office of the republic of Serbia*

### **Market Structure**

As regards the market situation as already mentioned in the market survey, there is a small number of tourist infrastructures. The accommodation facilities in the area are few and the tourist information centers are only a few in the big cities of the area.

### **Destination Promotion**

The fact that Banat is not recognizable as a brand creates a problem in promoting the tourist destination. As it seems to date, no particular efforts have been made to promote the destination. There is not enough promotional material, but beyond that, technologies such as social media that can enhance the destination image have not been fully utilized.

### **Quality of services**

Another very important factor in shaping the pricing policy is the quality of the services provided. Services such as accommodation, transportation, health services are not particularly satisfactory in terms of quality. This keeps the price-quality ratio of services in the area very low.

## Competitors

The main competitors are considered neighboring countries (excluding Romania) and domestic travel destinations as main competitors to South Banat region. Therefore, there should be no barriers for successful cooperation and creation of joint tourism product for common entrance into the markets of interest.

## Distribution channels

The availability of distribution channels is low. In particular, online distribution channels through which tour packages are best provided and the price range is affected, are limited. In fact, most of accommodation facilities do not use a website or social media accounts, and they do not appear on booking sites like Booking.com, Expedia.com, etc.

### Summary of the main factors

|  |
|--|
| Rich in historical, cultural and natural resources                     |
| Low service quality  |
| Low prices of accommodation services                                   |
| Low but growing demand   |
| Insufficient number of tourist services                                |
| Low level of view of the destination                                   |
| Low availability of distribution channels (inadequate online channels) |
| In close proximity to Belgrade   |

## Pricing strategy propositions

Taking into account the above, which were presented in more detail in the market research, this destination could adopt a low price strategy or different penetration strategy. Due to the fact that it is not a particularly recognizable destination, the services it provides are of relatively low quality with this policy will attract as many visitors as possible and cope with all the competition.

A prerequisite for succeeding in expanding the target market and claiming higher prices and higher profits is the existence of a marketing plan and destination management plan. It should provide the necessary drivers and policies for the improvement of tourist services, visibility and promotion of the destination, investment and the creation of strong structures to support the tourism industry in the area.

However, another approach would be to adopt a higher pricing policy that would target a particular audience with higher requirements but also the ability to pay more. This tactic ensures high profits with low sales. These profits could be reinvested in the destination and the services so as to create a new life cycle of destination with new and more developed “features” concerning the quality of tourist services.

## Section 5: Distribution Channels

Distribution channels are part of the marketing mix and essentially concern the sale and transfer of tourist services from suppliers to consumers. The distribution system for travel and tourism has undergone

tremendous changes and has moved from the traditional booking system to an online and online environment.

The Global Distribution System (GDS), launched in 1960, is the first step in the development of digital distribution channels in an industry based on phones and even emails for reservations (rooms, tickets, etc.). These are booking systems that provide information on the prices and availability of travel services that they derive from the central booking systems of each business (hotels, airlines, etc.).

The development of the global web in 1990 changed the rules of "gambling" into the distribution system. Essentially, the internet is the first most economical and effective tool for directly linking providers of tourism services to consumers by removing intermediaries such as travel agents and the global distribution system mentioned above. Thus, tour operators begin to invest more in their corporate websites by turning them into a network of direct bookings. Through these, they provide useful information on prices and availability of services and they also provide the possibility of immediate booking.

### **The current situation in Banat**

Banat, as already mentioned in the market research, is characterized by a poorly developed tourism sector. Availability in 5 \* and 4 \* hotels is very low and almost non-existent. The majority of the accommodation facilities are hostels and apartments. In fact, most of them do not use a website or social media accounts, and they do not appear on booking sites like Booking.com, Expedia.com, etc. At the same time, inadequate training of the workforce does not allow the exploitation of all the tools provided for the purpose of destination management. Concerning the accessibility and adaptability of booking methods from and to people with disabilities, the findings are rare. The above confirm the existence of a poorly developed booking system, which also prevents travelers from accessing it.

### **Practices to be adopted**

#### Websites

The website of a business or organization is an important source of information. The information provided varies depending on the product and service provided each time. Apart from simply providing information, the existence of a website for a tourist business or a destination can also act as a booking system.

1) It is firstly appropriate to register tourism businesses, in particular, hotels in the Banat region, as well as those facilities for people with disabilities. This must be accompanied by the necessary contact information, so that everyone can easily search for the business. The purpose is to include this list on a site of tourist interest in the region or on the website of each municipality of Banat.

2) The inclusion of a reservation system on the website of the tourist companies in the area, which will be in harmony with the accessibility rules for people with any disability, is considered to be crucial. This booking system will allow every user to enter the company's website and directly check the availability of the rooms and make direct reservations.

#### Meta-search websites

Collaboration with travel agent websites or meta-search websites will facilitate the booking process and allow the easier search, access and view to a larger audience.

An example of this is Booking.com, Expedia.com, etc., which combine tourist services and allow consumers to compare prices between different providers and book online via internet. They offer various alternatives for travelers who can create their own travel package by combining various services (eg flight, accommodation, car rental, sightseeing). Also an important tool is Trivago, which uses data from other search engines to produce its own results from the web. More specifically, in the case of Trivago, it compares hotel prices from different websites by providing the lowest and finally gives the opportunity to book the room via business's booking system.

These websites provide many advantages:

- huge popularity
- a combination of services
- comparison of services
- Price Comparison
- Categorization based on the needs of each customer
- Easy access
- Fast search

### Social Media

Finally, social media could be integrated into the distribution policy of the region's tourism businesses. This implies that businesses already have a presence in social media. All social media platforms do not provide services for direct booking and, in general, most of the reservations are made by visiting the reservation system of the business.

However, on Facebook, it is possible to add the "Book now" feature that allows social media users to link to the business reservation system, check prices and availability, and make bookings.

Similar features can be used in other social media.

## Section 6: Promotion Strategy

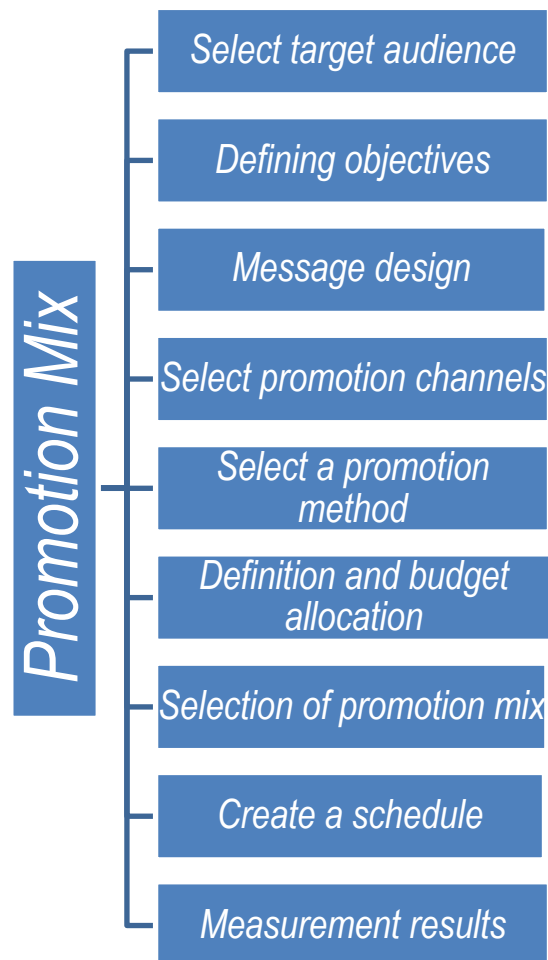
According to Kotler & Keller (2011) marketing communication is a general concept that can describe all kinds of different tools that can send out planned messages through various means to the public in order to build a brand. The most important tools that can be used are advertising, sales promotion, direct marketing, public relations, personal sales, events and sponsorships.



When all these tools are combined to shape the marketing strategy of a company, then we are talking about integrated marketing communication. IMC is used to coordinate all communication activities at every contact point with the customer to achieve a goal. Each tool has a specific function and application and serves specific goals. However, the main objectives of the above tools are: the construction of the destination brand and the image of the destination in this case, contact, interaction, dialogue and participation of the traveler, the creation of tailor-made products that fit the needs of each traveler and finally his satisfaction and preservation (Maghsoodi, Naami, and Vakilinia, 2012).

### Promotion Mix

The selection of the appropriate promotion mix comprises the following steps;



**In the case of Banat, the following communication activities are proposed;**

#### TV spots

TV advertising is a paid advertising. It targets a large number of audiences and through repetition it passes messages to the mind of the consumer.

TV advertisements in this case should view Banat as a destination where everyone can access and pass instant messages that are memorized and can easily be recalled and identified. Local or even national

means can be used. In this case, because it is about accessible tourism, it is important to include subtitles in the advertising messages.

**The design of TV spots includes the following:**

**Development Phase**

- Writing Idea, History, script
- Working group drafting
- Write a budget based on the script
- Create a schedule based on the Budget
- Visual Art Design

**Pre-production Phase**

- Cast Auditions
- Finalizing a directing approach
- Location Scout
- Decision on shooting sites and obtaining licenses
- Selection of equipment necessary to produce and rent or buy it
- Purchase - Rental of suits - scenery
- Preparation of equipment and production materials
- Designing graphics to be integrated into production
- Ensure completion of pre-production

**Production Phase**

- Shooting shots
- Managing digital material (from downloads or collection of third party material)

**Post Production Phase**

- Editing
- VFX
- Sound Effects and Foley
- Background Score
- Sound Mix
- Color Correction
- Output Authoring
- Subtitles

**TV spot display**

- Define the advertising budget
- Selection of viewing media / channels (local or international channels)
- Specify the number and period of the repeats of the radio message
- Measurement results

## Radio spots

Radio is a sound medium, but it creates images in the mind of the listener. This instrument can be used effectively, since it targets a huge audience.

### The design of radio spots should include the following;

- 1) Writing the scenario (In this scenario, the script should be particularly appealing since the message does not include visual elements)
- 2) Selection of participants
- 3) Generate the message
- 4) Choice of media (local or national media)
- 5) Specify the number and period of the repeats of the radio spot
- 6) Measurement results

## Events

The organization of various events falls under the category of public relations and is a way in which demand (ie travelers and professionals in the field) comes in direct contact with the offer, in this case the destination itself as well as the tourist enterprises.

The event planning includes the followings;

### Before the event

- Tasks are allocated to all organisers
  - Invitations and registration
  - Budgeting
  - Welcoming participants
  - Venue, coffee breaks and catering
  - Agenda (Speakers? Moderator?)
  - Photographer
- Set up script or roadmap of all details of the event
- Invitations sent out in time (speakers, media and participants)
- Make a block reservation at a recommended accommodation, that are included in practical information for participants
- Upon registration, participants receive a confirmation email with the final version of the agenda + practical information
- All organisers are briefed to answer frequently asked questions
- Speakers (and the moderator) are briefed
- All presentations are compiled and checked
- Check technical equipment

#### **During the event**

- A reception desk is available for registration
- Registration sheets
- Name badges arranged in alphabetical order
- Conference packs (if applicable) and promotional materials
- Place labels and water are available for speakers
- Conference room equipment is checked
- Laptops with presentations
- Multimedia Projectors and screens
- Cables and electricity sockets
- Microphones, sound system; persons available for handing out microphones
- Air conditioning and lights
- Enough toilet facilities are available
- There are recycle bins in the conference room
- Access for people with disabilities is ensured

#### **After the event**

- Event documents and photos are uploaded to your website
- Thank you notes sent to all participants and guests
- Conclusions made based on feedback forms and debriefing
- All costs and fees are taken care of

### **Press Releases**

The press release is an important communication tool.

In general, the design of the Press Release includes the following:

1. Define the theme
2. Collect the necessary material (texts, photographs, etc.)
3. Prepare the Press Release, which should:
  - be short (the most preferred is to extend to a page),
  - be comprehensive,
  - include visual elements,
  - always have the title "Press Release"
  - include a date,
  - and the contact details of the person who wrote the Press Release.
4. Send the Press Release to more than one media.
5. Publication of a Press Release.



### **Magazines and newspapers**

Publishing in magazines and newspapers is another traditional way in which the image of the destination can be enhanced. It is preferable in this case to select thematic journals (ie tourism journals and health as far as the issue of disability is concerned) to be even more targeted. Also, some Braille publications for visually impaired people can be made.

### **Inflight Magazines**

In this case, choosing publications in inflight magazines allows you to view even more targeted audiences. Some flights may be selected at nearby airports in Banat and at airports in neighboring countries.

### **International Trade Fairs**

The participation in tourism fairs allows contact with many professionals such as tour operators, tour agents, journalists, etc. and allows the attraction of travelers.

**The most important steps are as follows:**



|   |  |   |
|---|--|---|
| Rent a stand  | Supervision of constructional part based on standard requirements  | Regular communication with exhibitors   |
| Take care of storage space and stand construction in a way that facilitates storage and easy access to the promotional material | Provide necessary audiovisual material (laptop, microphones, speakers, TV, cd) in the stand  | Creation of the stand with photographs, banners, inscriptions, printed on all surfaces of the stand                       |
| Provide necessary equipment (chairs, stand, table, etc.)  | Care for the supply of all the necessary materials for the reception of visitors (fillets, water, consumables, etc.) as well as the cleanliness of the stand | Make sure to have a digital display screen (TV or tablet stands)  |
| Ensure the flawless appearance of the stand throughout the exhibition   | Care for networking with local operators in order to increase the visitors'  | Organization of the site (provision of a lot of information material, space for B2B meetings, tables, chairs, fridge, TV) |
| Staffing of the stand with suitably trained personnel   | Care for catering services   | Record all visitors of the stand (means of keeping a relevant list of visitors)   |
| Create and send invitations to targeted target visitors of the stand  | Care for the preparation, promotion and publicity of the participation in the exhibition   | Care for translation services (if required)   |
| Carry out short interviews with the head of the organization  | Ensure the distribution of questionnaires to the participants and their collection to evaluate the presentation of the exhibitor in the exhibition           | Care for the participation of the organization in special thematic event of the exhibition                                |
|   | Care for the constant updating of the media's social media with material from the exhibition stand   | Performance measurement (ROI)   |

The following Tourism Exhibitions are proposed;

**Serbia;**

**Sajam Turizma** is the largest tourist event in the Southeast Europe. The exhibition is held on February in Belgrade. Through the participation in that exhibition;

- You get access to the market of tens of millions of potential tourists from South East Europe;
- You can establish direct contacts with over 12,000 business visitors and media representatives;
- You get a comprehensive promotion of destinations and events, services and activities through newsletters and digital platforms (Facebook, Twitter, Instagram and LinkedIn);
- You get the opportunity to sell goods and services (first minute arrangements, early booking, professional hotel catering equipment, discounts for conferences and events, souvenirs, wine.

**Hungary;**

**UTAZAS** is Hungary's No. 1 tourism fair. The Tourism fair is organized on February in Budapest and attracts a lot of professional visitors. Moreover it gives the opportunity to establish personal connections and cooperation.

**Romania;**

**Romania's Tourism Fair (TTR)** is the biggest event in Romania dedicated to tourism industry. It's organized by Romexpo twice a year and represented by the most important tourism companies in Romania and abroad. Why participate at Romanian Tourism Fair?

- To meet and establish contacts with over 10.000 customers and partners in the industry, with whom you will have the opportunity to close successful contracts
- To benefit from the unique opportunity for promoting new products, technologies, equipment and materials that your company develops in the field;
- To benefit from the unique opportunity to emphasize the products, technologies and projects that your company develop in the field;
- To be informed about new investments and the latest trends in the field, both from Romania and abroad;
- To attend an intensive communication schedule that includes conferences and seminars, presentations, workshops, dedicated especially to specialized visitors;
- The event will be promoted through TV and radio spots developed in the central media and specialized press, online, outdoor and indoor campaigns, website and social networks.

**Slovakia;**

**International Travel Fair Slovakiatour** is held on February in Bratislava. It's very popular amongst visitors because offers a wide range of trips to the whole world or tips for spending your free time at neighboring countries such as Czech Republic, Austria, Poland and Hungary. Last year the fair presented 350 exhibitors in total from Austria, Bosnia and Herzegovina, China, Croatia, Cuba, Cyprus, Czech

|  |
|--|
| Republic, Dominican Republic, Greece, Hungary, Indonesia, Iran, Italy, Kenya, Montenegro, Morocco, Poland, Serbia, Slovakia and Slovenia and the fair was visited by 72,388 visitors.  |
| <b>Austria;</b>  |
| <b>Ferien-Messe Wien</b> is the international event for holidays, travel and leisure – and Austria’s leading public tourism show. The four-day event is held in Vienna and provides the perfect platform for more than 800 exhibitors from 80 countries to reach out to over 150,000 prospective clients.  |
| <b>Bulgaria;</b>   |
| <b>HOLIDAY &amp; SPA EXPO</b> is the premier event for the tourism industry in Bulgaria (Sofia) which every year gathers leading local and foreign companies. It’s the best choice to distinguish the destination brand; negotiate with current and potential business partners surrounded by the atmosphere of your destination; excite the visitors and hold their attention.  |
| <b>Croatia;</b>  |
| <b>PLACE2GO</b> is the largest tourism trade show in Croatia (Zagreb). The trade was first held in 2012. It’s the place where supply and demand of the travelling destination world meets. It includes both the B2B and B2C sector. Last year the trade show presented 500 international exhibitors from 34 countries. The trade show was visited by over 16.000 visitors.   |
| <b>Czech Republic</b>  |
| <b>The International Tourism Trade Fair HOLIDAY WORLD</b> is the most important tourism and travelling event not just in the Czech Republic, but in the Central European region as well. The 29th edition of Holiday world will be held on the 13st till the 16th of February (2020) at the Holešovice Exhibition Grounds in Prague. The HOLIDAY WORLD Trade Fair is split between the professionals and the general public. |

| Trade Fair                    | Location               | Start date | Finish date |
|-------------------------------|------------------------|------------|-------------|
| <b>SAJAM TURIZMA</b>          | Serbia, Belgrade       | 21/02/2019 | 24/02/2019  |
| <b>UTAZAS</b>                 | Hungary, Budapest      | 21/02/2019 | 24/02/2019  |
| <b>TTR</b>                    | Romania, Bucharest     | 14/11/2019 | 17/11/2019  |
| <b>SLOVAKIATOUR</b>           | Slovakia, Bratislava   | 23/01/2020 | 26/01/2020  |
| <b>FERIEN-MESSE WIEN</b>      | Austria, Vienna        | 16/01/2020 | 19/01/2020  |
| <b>HOLIDAY &amp; SPA EXPO</b> | Bulgaria, Sofia        | 14/02/2019 | 16/02/2019  |
| <b>PLACE2GO</b>               | Croatia, Zagreb        | 15/03/2019 | 17/03/2019  |
| <b>HOLIDAY WORLD</b>          | Czech Republic, Prague | 13/02/2020 | 16/02/2020  |

## Section 7: Online promotion strategy

The development of information and communication technologies has led to widespread acceptance and adoption of new instruments by tourism businesses such as social media. These have given significant opportunities and tools to tourism businesses as well as to a tourist destination as a whole to carry out the various marketing functions. One of these possibilities is to reach consumers through communication and to promote appropriate messages for the purpose of the business. The two very important social media communication features are: 1) businesses have the ability to communicate with their customers and 2) customers have the ability to communicate with each other. This means that, based on the first function, the company can send messages to its customers in various ways in order to achieve their respective goals and on the other hand the second function is a word-of-mouth extension in a web environment with millions of participants, where consumers communicate their own messages. In addition to the above, it is noted that consumers are increasingly avoiding traditional media such as television, radio, newspapers, etc. to inform them about a product or service. Given these potentialities and consumer behavior, there is a tendency for businesses to try to move to more modern media or, alternatively, to incorporate traditional means into the new tools provided by technology (Maghsoodi, Naami, and Vakilinia, 2012).

Through its promotional activities, the business wants its customers to understand the value of a brand, to ask for a purchase of the product or service, to prefer it to a competitive product or service, to know why they want to buy the product, who can buy it and how much they will pay to get it. To achieve the above, the company should use the components of the promotion mixture to communicate product or service messages to a targeted consumer (Tuten, 2008).

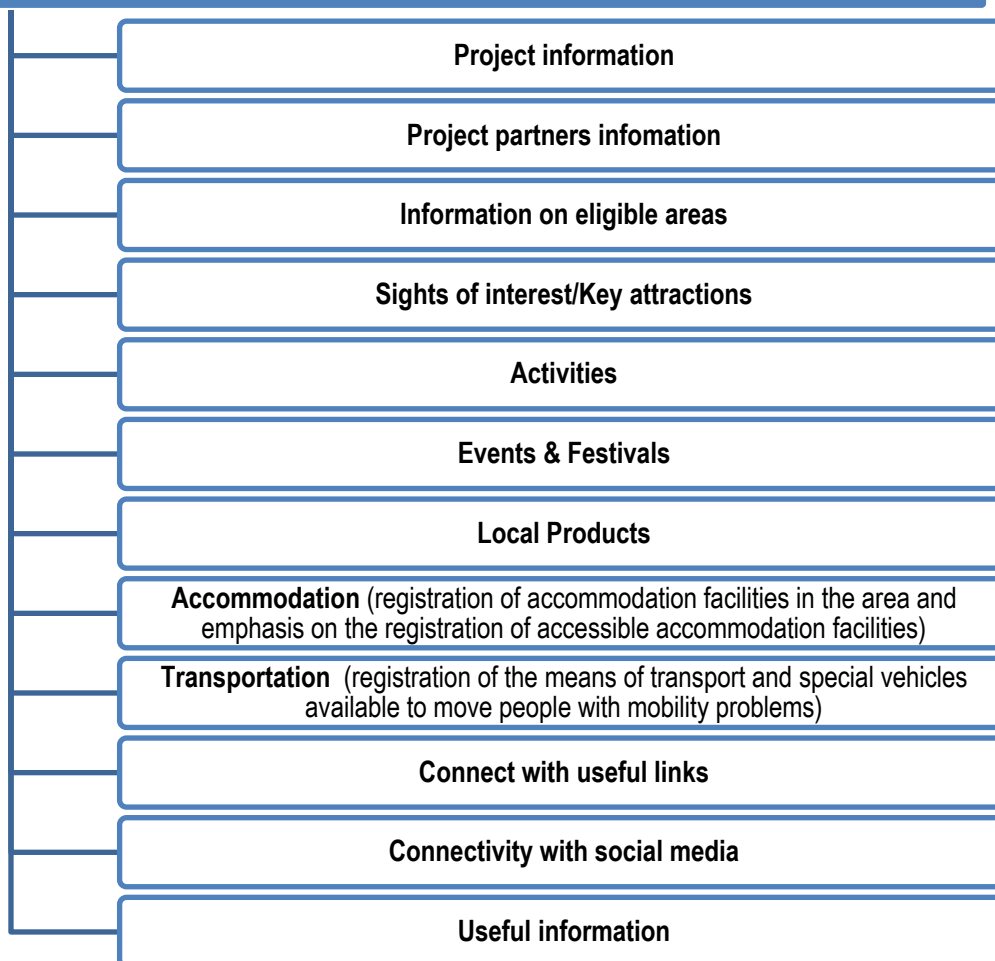
The most important components of the online promotion strategy that can be implemented are the following:

### **Websites**

Sites are important tools for viewing and communicating a destination, a business, an organization. Essentially, this is the first means that any interested person can resort to and get the information he needs. For this reason, the development of a structured website is an essential part of a communication strategy.

**The following suggestions are given:**

As far as the website of this project is concerned, the followings are proposed;



Regarding the tourism businesses in the area, the creation of websites with the above specifications is proposed.

At the same time it is useful at the level of the administrative organization to create tourist websites for the area that include the above analyzed sections.

### **Search Engine Optimization**

The use SEO (Search Engine Optimization) is proposed for the websites used. This is the process of optimizing a website to rank it in higher positions when presenting search results through search engines. The easiest way to find a website is through search engines (eg, Google, Bing), using specific keywords or phrases. These may be the name of a company, the category of services (eg web design), a particular product, etc. The results that search engines give us range from a few thousand to many millions of websites related to the keyword or keyword phrase we used when searching. At the top of the results you will find that the most relevant web pages appear for that keyword or key phrase.

In this case words such as "accessible tourism" can be used instead of generic "tourism" that will give more results. This can be done in conjunction with the words "Banat" and "Serbia" and "Hungary".

## **Paid Online Advertising**

Paid advertising comes in many different forms online.

### **1. Display Ads**

Display ads come as:

- **Static images** –basic banner or square ads that appear around the content.
- **Text** –text ads that are created by algorithms to make text ads relevant to the surrounding content.
- **Floating banners** – these move across the screen or float above the regular website’s content.
- **Wallpaper** –appear and change the background of a website, filling the whole page.
- **Popup ads** –new windows that appear in front of the website content; newly opened window displays the full ad so visitors can see.
- **Flash** – moving ads that “flash” different content at the viewer.
- **Video** –small video ads that autoplay or wait for the video to be played by the visitor.

### **2. Social Media Ads**

There are two types of Social Media advertisements:

- **Organic** – creates loyalty and gives you feedback from your target audience; new form of Word-of-Mouth
- **Paid** – leverage promoted posts and reach specific people

### **3. Search Engine Marketing (SEM)**

SEM works based on keywords – you and other businesses like yours bid on keywords through search engines in an effort to get your website up higher on the SAll SEM ads that appear in Google, Bing and other search engines are text ads. They’re listed at the top or sides of the SERP.earch Engine Results Page (SERP).

Paid ads can either be Pay Per Click (PPC) or Cost Per Thousand (CPM).

#### **PPC**

- You bid on keywords and your results appear at the top of the SERP based on bid value.
- You’re only charged when people click on the ad.

#### **CPM**

- You’re billed a flat rate for 1,000 impressions.

## **Social Media Strategy**



Social media are characterized by the element of immediacy and interactivity. Platforms such as Facebook, Twitter, Instagram, various travel blogs allow the business to instantly communicate messages to consumers and they, in turn, react to these messages. That is why the ways of promotion differ from traditional means.

## ANNEX

### SOCIAL MEDIA CLASSIFICATION

Social media are a huge cluster of objects that includes different approaches, techniques and tools. So it is useful to classify them in different categories. Based on the literature, social media can be distinguished in the following categories:

**-Collaborative projects**, that is, the user can add, remove and change text content on these web pages. A typical example is Wikipedia.

**-Virtual communities**, ie platforms in which the user can share information, content (such as text, audio and video), express his or her opinion on a subject but also write various reviews etc. A typical example is Twitter , TripAdvisor, personal blogs, etc.

**-Content Communities**, ie platforms where users can share content such as texts, videos, photos, etc. A prominent example is Youtube, Pinterest, Instagram, etc.

**-Social Network Sites (SNSs)**, that is, websites where users can create profiles with personal information, share content with their friends, and communicate via personal messages or via e-mails. A typical example is Facebook, LinkedIn, etc.

**-Virtual games / social worlds platforms**, platforms where users can appear in the form of an avatar and interact with other users as in real life. An iconic example is Microsoft X-box or Sony Playstation online games and websites such as Second Life.

#### Social media strategy development includes:

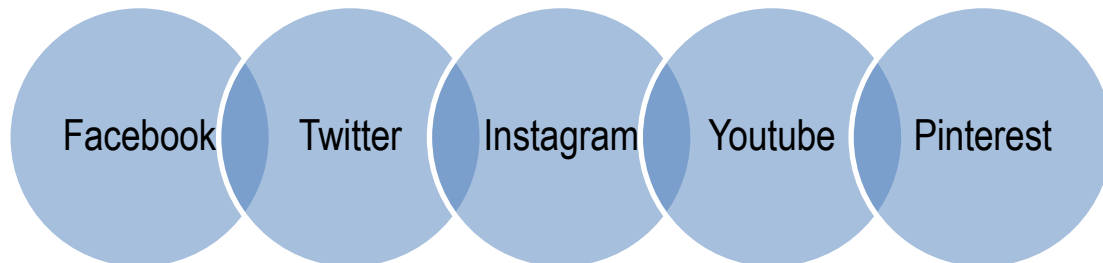
1. Define objectives
2. Define the target audience
3. Setting the budget
4. Create the messages
5. Determination of the promotion mix in social media that includes the definition of channels and promotional tools
6. Managing social media
7. Measurement of effectiveness

#### Identify target audience

The target audience in this case is determined by the project itself and analyzed in a previous section. In general, the demographic, geographic, cultural, psychographic characteristics are taken into account in identifying the target audience. In transmitting a message, the sender should also take into account his / her knowledge, perceptual ability, experience, and engagement with him so that the message he / she can transmit can be perceived by everyone.

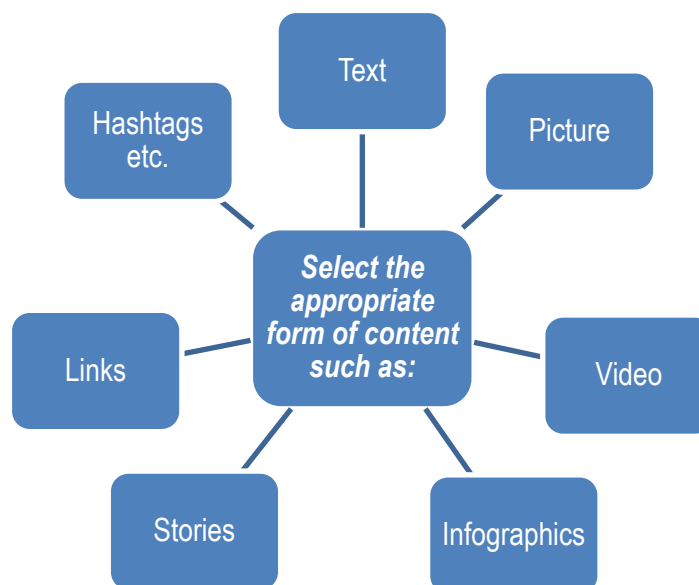
**Select channels**

For the development of the strategy in social media it is proposed to use the following tools:



These are the most recognizable tools in which millions of users worldwide hold accounts.

**Select content**



The choice of the form of the content depends on the target audience and the means it will use. While it comes to content that is widely disseminated, it takes care to adapt its format so that it is compatible with each of them.

**Promotion methods**

Every business or destination can take advantage of the possibility;



### Unpaid advertising

Posting content; Content may be in the form of text, image, video, infographics, stories, stories, links, hashtags, etc.

Campaigns in social media; These campaigns are based on a central message and include video, images, hashtags, text, etc. for a product or service that is broadcast on all media.

Contests; Through contests the business usually asks for the repost of the content or otherwise invites the user to follow the company page in the social media. This increases the visibility of the product or brand and achieves an increase in its purchases. A typical example is the contests that run hotels offering a free overnight stay.

Use of promotional coupons; Tour operators can offer discounts via social media for specific low demand periods to increase their fullness and revenue.

### Paid advertising

Paid advertising; This includes advertising on Facebook, Twitter, Instagram etc (sponsored post, banner, display ads, etc.)

Infuencers; These people share content and conversations with other users about a brand name motivated by a variety of reasons (wanting to share and inform users about a similar experience, desire to display their knowledge and their image, economic reasons etc.). They usually work the best way to promote the product of a business, because thanks to their enthusiasm, reliability and knowledge, they give more credibility to the message and motivate the interest of other users.



## Managing social media

### *Social media management includes;*

1. Creating organic content (texts, photos, videos, etc.) and uploading them to each medium at regular intervals.
2. Creation of targeted campaigns in social media.
3. Frequent content monitoring and management, interaction and contact with the public, participation in discussions.
4. Management of communication crises.
5. Monitor the statistics of each instrument.
6. Reporting for each media.

## Results measurement

The effectiveness of using social media is easy to measure, since these tools provide Analytics.

In more detail, the data to be taken into consideration for reporting on each instrument will be the following:

| <b>Social Media</b> | <b>Metrics</b>  |
|---------------------|---|
| <b>Facebook</b>     | Number of posts, likes, shares, comments, fan reach, organic / paid reach, impressions, post clicks         |
| <b>Instagram</b>    | Number of posts, follower growth rate, engagement per post, growth of hashtags, top hashtags by interaction |
| <b>Twitter</b>      | Number of posts, followers, retweets, favorites, mentions, replies  |
| <b>Youtube</b>      | Number of posts, views, subscribers, likes, dislikes, comments, shares                                      |

## Summary

### *The following promotion methods are proposed;*

|   |
|---|
| <i>TV spots</i>                         |
| <i>Radio spots</i>                      |
| <i>Events</i>                           |
| <i>Magazines &amp; Newspapers</i>       |
| <i>Inflight Magazines</i>               |
| <i>International Trade Shows</i>        |
| <i>Websites</i>                         |
| <i>Search Engine Optimization (SEO)</i> |
| <i>Paid Online Advertising</i>          |
| <i>Social Media Campaigns</i>           |