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INVESTMENT IN TOURISEM- USE OF THE INTEGRATED MARKETING COMMUNICATIONS TO PROMOTE THEM

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Abstract:

Modern marketing except the fact that you have a good product to offer, you set affordable price and there is availability of the product for the customer, is expecting the need for communication and is given the importance of communicating with the environment, and more and more communication is based on the concept of marketing mix, which is increasingly used recent years.

Investment in Tourism is and should be part of the country's Investment policy; no matter they are Foreign or Domestic Investment (FDI).

Any enterprise or institution will necessarily find themselves sometimes in the role of communicators but also as the promoter

Key-words: marketing mix, investments, communication, integrated marketing communication, target groups, investors.

JEL Classification: L83, P33, M31.



1. Aims and scope of the paper

This paper aims to analyze actual situation and identify the tools to be used in developing Tourism.

Tourism in Kosovo and in the region, in countries such as Albania, Montenegro, and Macedonia has achieved different results, compared with one another but also within a country the results are different whether they shown in physical - numerical data or quality. Having learned from the advances of the countries in the region, Kosovo can make a greater progress towards increasing the number of visitors. Foreign direct investment or FDI (Foreign Direct Investment) are needed, welcomed and important for Kosovo. The countries have not managed to communicate with stakeholders and to convince them on the opportunity, legislation, investment security, and other benefits compared to competition.

The significant achievements identified in the success stories in other countries, and contributions of the experts and institutions will be researched and proposed for testing and implementation.



2. Review of the Literature

There is a significant number of the science literature, publications, and projects on the problem of tourism development and Investment, as per Marketing and involvement in this fields of the economy we identified also a number of papers and other sources.

Many of them didn't test or crosscheck the implication and involvement of these fields of economy in each other development and perspective. Especially the marketing elements will find applications in supporting the Tourism, Investment and economy at all.

Especially for the marketing and their elements is important, for most enterprises and institutions the need to communicate is not questioned but the issue of what to say and who to say (Kotler, P. & K. L. Keller (2006), and (CharlesW.L.Hill, 2001), and other authors.



Methodology of research/ approach

It will be analyzed and compared the achievements and actual indicators that will shown the stage of development of Tourism, level of investment, and use of marketing in support of economy development at all.

It is used method of analyses and comparatives, historical and statistical data and sources. Method of Induction and deduction is approach for better understanding of the problem and proposal of solutions.



4. Findings and data

The research in this area shows the finding and based on them we have proposed that:

Investments in Tourism are desperately necessary, it is aim to attract Investors,

- Communication process should start after it is clear that the specified target is our audience, in this case we are talking about investors.

- the government itself should invest in promoting the opportunities and their own offer,

Integrated marketing communications represent a relatively new concept,

- Practical use has not yet reached a level that would have to be,

The obstacles in the massive application of this form of communication are identified,

- Unwillingness to accept innovation,

- Non-development of horizontal communication of enterprises and institutions,

- The impossibility of measuring the effects of integrated marketing communications, etc.

The integrated marketing communication itself seeks the need for marketing communications to be coordinated in order to send strong messages and enable the achievement for better results, achieving the target customer groups, in the right time and place.



5. Results and Discussions

The application of integrated marketing communications will bring better results to the company or organization, and business success, but it should be noted that this will not happen unless if there is no success in creating a balance to all the instrument of the used marketing mix.



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