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**Štefan Majtán a kolektív: Aktuálne problémy podnikovej sféry 2016**  
**Zborník vedeckých prác**

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## NEW TRENDS IN MARKETING COMMUNICATION AND THEIR USE IN TOURISM ENTERPRISES IN SLOVAKIA

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### ABSTRACT

*The aim of this paper is to examine use of new trends in marketing communication of selected tourism enterprises in Slovakia. It is based on the assumption that an effective marketing communication strengthens their competitiveness; enhances their development and therefore development of tourism regions in Slovakia. We pay attention to the analysis of both- supply side and demand side (perception of marketing communication trends by visitors). This research is based on primary and secondary sources of information. Published data result from a quantitative research. The used techniques were interview (supply side) and questionnaire (demand side). Research results point at the fact that tourism businesses use new trends in limited extent. This paper proposes further application of new trends in marketing communication into praxis.*

### KEY WORDS

*Buzz Marketing, Guerilla Marketing, Event Marketing, Mobile Marketing, Tools of Marketing Communication Mix, Viral Marketing.*

### JEL CLASSIFICATION

*A<sub>10</sub>, L<sub>83</sub>, M<sub>31</sub>, O<sub>10</sub>.*

## 1. Actual Trends in Marketing Communication in Theory and Praxis

Marketing communication represents a way in which the enterprise reaches visitors and the wider public; it plays a crucial role in provision of tourism and hospitality services. It also comprises own employees, suppliers, customers and competitors.

As proved by Middleton et al. (2009, p. 53) the special characteristics of travel and tourism services are so dominant in their implications that the core marketing principles must be considerably adapted to ensure success in an operational context. Various factors influencing today's marketing communications can be distinguished: consumers are changing- they can connect quickly with other consumers; marketing strategies are changing shift away from mass marketing; as followed it is possible to define relationships with customers in more narrow micro markets. Last but not least, changes in communication technologies bring new information and communication tools, they give consumers more control over the nature and timing of messages they choose to send and receive (Kotler, Bowen, Makens, 2010, p. 359).

### 1.1. Theoretical Background of Marketing Communication

Opinions of several authors differ when defining marketing communication system structure. Marketing communication has been the key interest of various authors for many years, e.g. H. Meffert (1986), P. Bennet (1988), Ph. Kotler et al. (1994), R. Nieschlag, E. Dichtl and H. Hörschgen (1997), L. Garbarski, I. Rutkowski and W. Wrzosek (2000), Ch. Fill (2002), M. Foret (2003), P. Pelsmacker, M. Geuens and J. Bergh (2003), in context of economics of

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enterprise M. Kmet'ko and P. Badura (2014); Ph. Kotler et al. (2007), Ph. Kotler, Bowen, Makens, (2010), Ph. Kotler and K. L. Keller (2013), J. W. Wiktor (2013), M. Bruhn (2013). Several authors focus on use of new trends in marketing communications, such as M. B. Tiago, M. T. Pinheiro and J. M. C. Veríssimo (2014), who examine social media and use of digital marketing; Z. Liu and S. Park (2015), whose central interest is the product delivery via web site and Y. A. Izquierdo, P. C. Olarte a L. E. Reinares (2015), who point at mobile marketing and many others. Historic - logical chronology of this system can be found in Table 1.

Table1: Internal Structure of Marketing Communication System

<i>Meffert (1986)- Marketing Communication</i>								
Personal Communication	Advertising	Sales Promotion			Public Relations			
<i>Nieschlag, Dichtl, Hörschgen (1988)- Communication Politics</i>								
Advertising		Sales Promotion			Public Relations			
<i>Bennett (1988) – Communication System</i>								
Advertising	Sales Promotion		Public Relations				Personal Selling	
<i>Kotler et al. (1994) – Advertising and Communication Tools</i>								
Advertising	Sales Promotion		Public Relations		Personal Selling		Direct Marketing	
<i>Stapleton, Thomas (1998) – Communication system of Values</i>								
Personal Selling		Sales Promotion			Advertising			
<i>Garbarski, Rutkowski, Wrzosek (2000) – Tools of Selling Activation</i>								
Advertising	Personal Selling		Sales Promotion		Public Relations		Sponsorship	
<i>Kotler et al. (2007) &amp; Palatková (2006) – Marketing Communication Tools</i>								
Advertising	Public Relations		Sales Promotion		Personal Selling		Direct Marketing	
<i>Hudson (2008) – Promotional Mix</i>								
Advertising	Sales Promotion	Public Relations	Personal Selling		Word of Mouth	Direct Marketing	Internet Marketing	
<i>Maráková (2009) - Marketing Communication Tools</i>								
Advertising	Public Relations	Publicity	Sales Promotion	Personal Selling	Direct Marketing	Advertising		
<i>Kotler, Keller (2013) - Marketing Communication Tools</i>								
Advertising	Sales Promotion	Event Marketing	Public relations and Direct Publicity		Interactive Marketing	WOM	Personal Selling	
<i>Bruhn (2013) – Communication Mix Tools</i>								
Advertising	Sales Promotion	Trade fairs and Exhibitions	Direct Marketing	Sponsorship	Communication through Social Media	Event Marketing	Personal Communication	Public Relations

Source: Own Elaboration, 2015.

Current environment in the market is changing constantly, thus marketing is called to capitalize on the emerging new tools and to enhance the relationship between companies and consumers towards adding value, improving service and ultimately contributing to the profitability of enterprises (Niininen et al., 2007, p. 265). Traditional tools of communication mix, such as advertising, sales promotion; direct marketing, personal selling and public relations, sometimes lose their strength and lack adequate effectiveness. Each communication tool used to reach specific audiences with specific messages leads to communication fragmentation (McCabe, 2009, p. 133). Nowadays, customers are more experienced, more demanding, and due to changes in today's society and ICT progress they cease to respond to conventional forms of communication (Šmardová, 2009, Maráková, 2009). McCabe (2009) understands the necessity to use an integrated marketing communication as a response to challenging competitive environments. Furthermore, Kimmel (2010) proposes that customers-as final audiences- are not passive any more in receiving marketing messages; they are more likely to by- pass traditional marketing activities.

Thus, new trends, which are not costly in addressing, may augment communication effectiveness. These are guerilla marketing, buzz marketing, event marketing, viral marketing and mobile marketing.

The concept of guerilla marketing refers to a more sophisticated combat with surprising blows at the least expected places. Guerilla campaign is unconventional, and it aims at maximising effect with minimal resources, attracting attention without giving the audience the impression that the advertising campaign is being undertaken. Furthermore, it focuses on spreading emotions among other potential customers even through media - ideally without investing financial resources into media campaign. This campaign must be properly timed and should not be long-lasting but a one-off.

Buzz marketing is based on personal communication among individuals which spreads positive or negative emotions. It is disturbing, proposes conversational themes and spreads personal recommendations. Verbal spread of information and reviews among customers, potential customers and their relatives and friends as essence of buzz marketing can be defined as word of mouth marketing. It definitely does not represent a new trend in marketing because spread of information- expression of satisfaction or dissatisfaction with a certain product has existed since ever. Nowadays, it is undertaken not only verbally but as well through social networks, discussion forums, on-line communication, blogs, reviews, community and personal web sites, etc.

Event marketing use planned events, sessions, performances, experiences, which aim at providing marketing message to the target audience (K. Pompurová, P. Strnádoová, 2013) Event marketing helps enterprises to tie customers to their brand.

The name of viral marketing is directly associated with uncontrolled spread of information through electronic media, comparable to a virus. Middleton et al (2009, p. 270) points that the term viral marketing is used for activities that encourage individuals to pass on marketing communications to their friends. A successful message consists of original and entertaining idea, uses creativity and is easily spreadable, technically compatible with user-friendly software and hardware.

Mobile marketing (Becker & Arnold, 2010) enables enterprises to communicate and cooperate with consumers in an interactive way through any mobile device (mobile phones, smartphones, PDAs, tablets, laptops, etc.). Proximity marketing represents one type of mobile marketing which uses Bluetooth technology. Mobile phones users with Bluetooth turned on, located in the enterprise's area (or in proximity 100 m), may be addressed for example with discount coupons.

The new technology is called Augmented Reality (resp. enriched reality), which can be used with mobile devices with Internet access. Use of QR codes (Eng. Quick Response), operating on the principle of black and white square modules composed in a square matrix that software mobile device decodes, represent another type of mobile marketing.

Klepek (2014) underlines the importance and lack of new trends use in online marketing communication. This author emphasizes constantly growing number of Internet users and the ability of operators to increase their competitiveness in the market with a well targeted and implemented marketing communication that uses innovation and creativity.

## **1.2 Aim, material, research methodology**

The aim of this paper is to examine use of new trends in marketing communication by selected tourism enterprises in Slovakia.

Research outcomes are based on secondary and primary sources of information. We used several secondary sources- predominantly scientific literature, journals and relevant information published on the Internet. Primary sources of information result from quantitative research. We used interview (supply side) and questionnaire survey (demand side) as main research techniques.

Research sample on the supply side consisted of 35 tourism enterprises located in seven tourism regions of Slovakia. Analysis results concerning marketing communication of hotels,

water parks and spa enterprises are presented individually for each unit. With regard to preserve their anonymity while using internal delicate information, we name these enterprises in alphabetical order (letters A – K) without explicitly showing their name. According to number of tour operators (24) we present results of undertaken research in relative terms without individual analysis of marketing communication per each enterprise.

*Table 2 Research sample of 35 tourism enterprises (supply side) according to their localisation*

Type of enterprise	Tourism Regions
Tour operators (24)	Bratislava (9), Upper Nitra (4), Northern Považie (3), Central Považie (2) and Lower Považie (6)
Hotel A, class ***	Northern Považie
Hotel B, class ***	Northern Považie
Hotel C, class ****	Northern Považie
Water park D	Orava
Water park E	Liptov
Water park F	Liptov
Water park G	Bratislava
Spa H	Upper Nitra
Spa I	Central Považie
Spa J	Central Považie
Spa K	Lower Považie

*Source: Own elaboration, 2015*

Research sample on the demand side consisted of 510 randomly selected visitors of examined enterprises. Survey was conducted in 2014.

The paper tends to answer to two important questions.

Q 1: Which of the new trends are included into examined enterprises' marketing communication?

Q 2: Have any of these marketing communication new trends been identified by visitors? The answer to the second research question outlines effective use of marketing communication tools.

We used several theoretical research methods, such as content-causal analysis, abstraction, synthesis, induction and deduction, comparison and generalisation.

## **2. Results and discussion**

The paper comprises chapter 2.1 in which we analyse marketing communication of tourism enterprises and chapter 2.2 in which we focus on visitors' perception of examined enterprises' marketing communication.

### **2.1. Marketing communication analysis of examined enterprises**

35 tourism enterprises participated into the survey, from which 24 were tour operators, 3 hotels, 4 water parks and 4 spas. In first part of this chapter, we analyse marketing communication of tour operators. According to their total number, these are not analysed individually but the research results are expressed in relative terms. Research sample in this case is represented by members of Slovak Association of Tour operators and Travel Agencies. The reason for their selection is the fact, that they sell most of the package tours in Slovakia within all existing subjects in the market.

*Marketing communication of tour operators.* We found out that most of the tour operators (83%) provide marketing activities alone and 17% profit from external enterprise's services. Only 29% of tour operators prepared marketing communication plan in writing. Marketing communication budget differed significantly depending on the size of the enterprise. Regarding marketing communication, small tour operators (employing max. 3 person) spent in average 500 - 15,000 euros per year, medium-

sized tour operators (employing 4-20 person) spent in average 15 000 - 100 000 euros per year and big tour operators (with a staff of 21 and more person) spent from 70 000 to 500 000 euros per year. It is evident that the amount of money spent on marketing communication increases with the size of the tour operator.

Yet, only 71% of tour operators regularly examine effectiveness of their marketing communication campaign and 50% monitor profitability of costs incurred in marketing communication. Many tour operators determine the budget as a part of the margin from sold package tours and do not further analyse their costs, as they find the process of monitoring and evaluation too challenging.

Selection of appropriate tools represents an important part of marketing communication. Examined tour operators use all traditional tools of marketing communication mix with predominance of advertising.

The most used means of advertising are enterprises' online sites (96%), printed catalogues (92%), advertisements in newspapers and magazines (83%), brochures and leaflets (54%), billboards and posters (46%), additional advertising on the Internet (except for online sites of enterprises) (38%). In context of sales promotion, the most used means are discounts (71%), coupons (46%) and competitions (42%).

Addressed and unaddressed means of direct marketing are used by examined tour operators. These are predominantly consignment (83%) and direct electronic mail (96%), used for sending catalogues, actual offers and others. Intermediaries receive mostly business information through electronic mail. From unaddressed means the mostly used are unaddressed business mail (67%) (distribution of leaflets, brochures and catalogues), passive telemarketing (36%) (processing of incoming telephone calls from potential customers and through intermediaries through Infoline) and online communication (100 %).

Personal selling includes not only direct contact of employees and customers in premise (100%), attendance of fairs and exhibitions (46%) but as well visits of prospective clients/potential clients (4 %).

Examined tour operators maintain public relations through sponsorships (25%), organized events (29%) and articles and media interviews (4%).

As proved by previous analysis, tour operators use predominantly Internet (100%) and press (79%) followed by outdoor advertising (46%). Radio (25%) and television are less used (8%). It is obvious that use of each media is closely related to its affordability.

*Use of marketing communication new trends by tour operators.* Internet communication can be still considered as a new trend in Slovakia. 96% of examined tour operators has own web site. They use it mainly for the provision of product information (100%), active communication with customers (91%) (via online communication – chat or contact form). Most of examined tour operators (78%) use online web page as a selling platform with possibility of booking, reservation of a package tour directly online.

The possibility of verifying spare capacity directly on the site is provided by 33% of businesses that use online reservation system. Electronic version of the catalogue represents a new trend. It proposes further possibilities of package tours' offer feasibility. It is desired for the customer to download the catalogue to his/hers personal computer, and then choose from the tour operator's offer, without being bound to a location with an internet connection (74% of tour operators offers such option).

The reachability/accessibility of many destinations nowadays lies in possibility to check satellite images via Internet. 48% of examined tour operators use online view of the destination. In case of 17% of enterprises/businesses, it is possible to leave an online review. Almost every tour operator (96%) updates the web site regularly. Percentage share of use of selected functionalities of online web sites and tour operators' participation in social networks can be found in Table 3.

*Table 3 Use of selected functionalities of tour operators' web sites and their activity on social forums*

Selected functionalities/Social networks	Relative share of tour operators
Photo Gallery	91%
Video Gallery	39%
Blog	22%
Online Chat communication	35%
Skype	35%
Facebook	74%
Twitter	17%

Google+	22%
Youtube	26%
Mobile Aps	13%

Source: Own elaboration, 2015.

One of the emerging trends includes writing and publishing texts in the form of blogging. This method of communication is still rarely used among Slovak enterprises. It is based largely on the personal interest of individuals publicly spread their own ideas and insights. We examined tour operators' awareness of selected trends and their use (Table 4).

*Table 4 Use of selected marketing communication trends by Slovak tour operators*

Trend	Use (in %)	Knows, but does not use (in %)	Does not know and does not use (v %)
Guerilla marketing	8	29	63
Viral marketing	25	38	37
Buzz marketing	29	33	38
Mobile marketing	25	63	12
Event marketing	29	63	8

Source: Own elaboration, 2015.

As proved by analysis results, the use of selected marketing communication trends has not conquered tour operators' market; fortunately it is gradually getting more and more popular. General awareness of these trends is currently more than 50% (we evaluate sum of relative shares of enterprises which use the trends and those enterprises who know the trends but don't use them).

The best known and mostly used is event marketing identified by 92% of selected tour operators. A positive experience from organized event rest in mind of customer and helps him to better and longer remember the enterprise in question. Plus positive impressions represent a mean of enterprise's branding (brand building). Examined enterprises use predominantly family type events and children events, resp. events where travellers share their experiences, talk about their own travels and add videos, photos and souvenirs from country in question.

Info trips represent another type of organized events; they focus on destination promotion while broadening business partners' general awareness about the destination with the aim of its further sell.

Tour operators know and use mobile marketing; mostly QR codes and mobile applications. QR codes hide online site or further information about the package tour. QR codes are placed on leaflets, brochures, advertising in the printed periodicals, eventually in package tour catalogue.

Less known and used are electronic coupons and Bluetooth technology. Viral marketing is known by almost two thirds of tour operators and is used by a quarter of them. However, they understand viral marketing as a rapid spread of information about the enterprise via social networks. One of examined tour operators created a unique project in Slovakia (online site allowing generation of the most favourable combination of services provided by own tour operator in cooperation with business partners) described on tour operators' own blog and regularly shared on social network. Tour operator's social network site recorded during the two following days more than 40 thousand views. Package tour competitions are quiet popular; these are published on social networks, while entering the competition is conditioned by information share on potential customers' profile. We do not consider this campaign as active viral marketing as this one is missing an original, creative, funny or shocking idea. Spread of this campaign lies in its attractiveness for customer.

The less known and used is guerilla marketing. Besides some tour operators referred to its use in praxis, we did not notice any concrete and obvious examples that would illustrate its use.

*Marketing communication analysis of hotels, water parks and spas.* Analysis results of marketing communication mix together with general characteristics of examined hotels, water parks and spa enterprises may be found in Table 5.

*Table 5 Use of marketing communication tools (further MC) in examined enterprises*



Enterprise	Characteristics	Use of traditional tools and new trends of MC
Hotel A***	<ul style="list-style-type: none"> <li>- congress hotel</li> <li>- accommodation capacity cca 270 permanent beds</li> <li>- accommodation, hospitality, congress, relax services sport possibilities and other supplementary services (dry cleaning etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- marketing communication plan drawn up in writing</li> <li>- target segment- groups of travellers-collectives</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- WOM marketing, event marketing, viral marketing, mobile marketing</li> </ul>
Hotel B***	<ul style="list-style-type: none"> <li>- oriented to business travellers</li> <li>- accommodation capacity cca 40 permanent beds</li> <li>- accommodation, hospitality, congress services and supplementary services (dress cleaning etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- does not have a marketing communication plan drawn up in writing</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- WOM marketing and mobile marketing</li> </ul>
Hotel C****	<ul style="list-style-type: none"> <li>- located in proximity of a winter tourist resort</li> <li>- accommodation capacity cca 60 permanent beds</li> <li>- accommodation, hospitality, congress services, supplementary services for children sport possibilities, wellness services</li> </ul>	<ul style="list-style-type: none"> <li>- does not have a marketing communication plan drawn up in writing</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- WOM marketing, event marketing, viral marketing, mobile marketing</li> </ul>
Water park D	<ul style="list-style-type: none"> <li>- offers stainless steel swimming pool, multifunctional relaxation pool open all year round and children's pool</li> </ul>	<ul style="list-style-type: none"> <li>- target segment- families with children</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- WOM marketing, event marketing, viral marketing, mobile marketing</li> </ul>
Water park E	<ul style="list-style-type: none"> <li>- use of thermal mineral water spring,</li> <li>- offers 14 swimming pools from which 9 all year round</li> </ul>	<ul style="list-style-type: none"> <li>- target segment- families with children, young people and seniors</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- event marketing and viral marketing</li> </ul>
Water park F	<ul style="list-style-type: none"> <li>- use of thermal mineral water springs in addition to service water</li> <li>- offers 16 pools</li> </ul>	<ul style="list-style-type: none"> <li>- target segment- families with children, young people and seniors, but wider public too</li> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends- event marketing and viral marketing</li> </ul>
Water park G	<ul style="list-style-type: none"> <li>- offers 4 pools all year round and widens its offer during summer season</li> </ul>	<ul style="list-style-type: none"> <li>- target segment- primarily families with children</li> <li>- use of all traditional MC mix tools and recognition of potential customers abroad</li> <li>- use of MC trends- event marketing and viral marketing.</li> </ul>
Spa enterprise H	<ul style="list-style-type: none"> <li>- plays an important role in treatment of rheumatic diseases, musculoskeletal diseases, neurological diseases, gynaecological diseases, occupational diseases, diseases of kidneys and urinary tract</li> <li>- total accommodation capacity cca 840 beds</li> </ul>	<ul style="list-style-type: none"> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends -WOM marketing, event marketing, viral marketing and mobile marketing</li> </ul>
Spa enterprise I	<ul style="list-style-type: none"> <li>- focuses on treatment of cancer, gynaecological diseases, circulatory, digestive system disorders, metabolic disorders, respiratory diseases and others.</li> <li>- total accommodation capacity 410 beds</li> </ul>	<ul style="list-style-type: none"> <li>- use of all traditional MC mix tools</li> <li>- marketing department does not exist, MC budget is limited</li> <li>- use of MC trends -WOM marketing, event marketing</li> </ul>
Spa enterprise J	<ul style="list-style-type: none"> <li>- focuses on the treatment of rheumatic diseases, lifestyle diseases, occupational diseases, gynaecological, skin disorders, and even post-traumatic conditions</li> <li>- total accommodation capacity 1016 beds</li> </ul>	<ul style="list-style-type: none"> <li>- use of all traditional MC mix tools</li> <li>- use of MC trends -WOM marketing, event marketing and mobile marketing</li> </ul>

Spa enterprise K	<ul style="list-style-type: none"> <li>- focuses on the treatment of musculoskeletal disorders, spinal injury conditions, rheumatic diseases, multiple sclerosis and others</li> <li>- total accommodation capacity almost 3000 beds</li> </ul>	<ul style="list-style-type: none"> <li>- use of all traditional MC mix tools</li> <li>- all activities within MC are divided into internal and external (using outsourcing)</li> <li>- use of MC trends -WOM marketing, event marketing and mobile marketing in largest extent from all examined enterprises</li> </ul>
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Source: Own elaboration, 2015

We conclude that many enterprises continue to use mainly traditional marketing communication tools. New trends are being applied to communication campaigns in a limited extent. All examined enterprises indicated use of WOM marketing. However, based on research results none of these enterprises introduced emotional marketing communication campaign which would be disturbing and spread verbally. There we assume that it is not a real WOM marketing but preferably spontaneous spread of information emerging from customers' satisfaction or dissatisfaction with provided services; this one existed in the market since ever.

Almost every enterprise creates a viral campaign which consists of information publishing about events and discounts on social networks. Discounts and competitions may be shared on visitor's own profile. Even if the message is being spread as a virus it is questionable whether it can be considered as viral marketing. The reason is that it does not have a funny context, neither a creative idea. Theoretical background proves that the terminology is still in progress and does not indicate conditions under which such a campaign should or should not belong to viral marketing.

Mobile marketing is used by enterprises predominantly in a way of addressed text messages, mobile version of online site and use of QR codes on promotional materials.

We find event marketing as a frequently used trend in enterprises' marketing communication. These are mostly sport events, entertainment events with TV celebrities' presence, theatre performance, music evenings, fashion shows, events for children audience, local gastronomy events and original crafts events.

## 2.2 Demand side analysis of examined enterprises marketing communication.

510 visitors participated into the research on demand side. These were guests who during the research time stayed in examined facilities. More women (69%) than men (31%) participated into the survey. Respondents were mostly younger active people (about 87% of visitors belonged to 18-50 age group). Smaller part of respondents were over the age of 50 (11%) and only 2% of respondents were seniors over the age of 65. Most respondents completed secondary education (54%), smaller part of them completed higher education (43%) and 3% of respondents did not indicate attended education. We examined visitors' knowledge/awareness of marketing communication trends and their ability to explain these trends. We assume that the best known is event marketing (known by 63% of respondents), followed by viral marketing (57% of respondents) and mobile marketing (54% of respondents). Relative small percentage of respondents knows WOM marketing (24%), guerilla marketing (21%) and buzz marketing (18%). About 21% of respondents do not know any of above- mentioned trends of marketing communication.

Those respondents who were aware of marketing terminology find the most attractive form of addressing guerilla marketing (68% of respondents), event marketing (58% of respondents), viral marketing (53%) and WOM marketing (51%). These trends are perceived in a positive way and they are considered as attractive.

Tour operators' communication campaign approached about two thirds of visitors in such an extent that based on it they booked a package tour. Remaining visitors followed recommendations of relatives and friends when selecting a package tour (in case of spa stays they followed mostly doctor's advice) and many of them decided according to their own previous experiences and visits (18% of respondents). More than two thirds of respondents registered enterprises' online marketing communication on the Internet (online web site, communication via social networks, discount portals, etc.) and about 67% of respondents captured event marketing. Traditional tools of marketing communication mix captured visitors' attention as well, mostly printed promotional materials, logo, slogan, loyalty programs, less billboards, information offered at fairs and exhibitions. Less than 10% of respondents were attracted by sponsorships and charitable activities.

Majority of respondents (53%) think that a stronger implementation of new trends into praxis would positively influence future visitation of tourism enterprises in examined regions and thus boost their development. In case of some enterprises, visitors propose improvement of online sites to keep them user-friendly with more attractive and organized content. Almost all respondents (94%) expressed positive expectations about new way of enterprises' communication which should be unconventional, surprising and entertaining.

### 3. Conclusion

When carrying out the survey, we did not face any similar examination that would cover the demand and supply side in use of marketing communication new trends. We consider the research results as highly specific for Slovak tourism market and therefore address all recommendations and implications to examined tourism entities (tour operators, hotels, water parks and spa enterprises).

Despite rapidly changing environment in tourism market, enterprises still prefer traditional tools of marketing communication. As visitors are more technologically educated they tend to ignore these traditional tools and do not respond to them in attended manner.

New trends gradually used by Slovak tourism enterprises include mostly event marketing, WOM marketing, mobile marketing (advertising text messages, mobile version of web site and partially QR codes) and viral marketing (although this one is missing entertaining, shocking idea and story which should present leitmotiv of further advertising spread). We do not consider them as typical viral messages. Frey (2011), however, distinguishes between passive and active viral marketing. According to this classification we can media campaigns providing discounts understand as a part of viral marketing if the only criterion is a rapid spread of message among customers. Another type of its use are enterprises' fan pages on social networks, where customers publish own photographs from their package tours, comment it, add reviews and these spread among other Internet users.

We did not recognize use of guerilla marketing, buzz marketing, etc., which offer possibility to create a creative campaign with surprisingly strong reaction and minimal investment of financial resources. The most decisive is moment of surprise, entertainment, joy and appropriate localisation of the campaign. Social media offer one occasion (online wiki sites, online sites allowing sharing content and voting, social networks etc.), their advantage is to attend direct personal contact with potential visitors.

An alternative form to traditional communication tools is represented by mobile marketing. QR codes are widely useful in providing important information to customers and replace writing communication with customers. Their advantage lies in the fact that no special devices are needed to their decoding. An interesting way of communication is augmented reality which enables visitors' orientation in the region. It is compatible with newer types of mobile phones and based on picture scan, it enables virtual visit of attractions, checking of cultural programmes in real time, localisation of ATMs, restaurants, or it can serve as GPS navigator.

For those who create marketing communication campaigns in enterprises, it is necessary to come up with creative content which would evoke emotions and to step out of line, to be different and make step into unknown. In marketing, it is worth to step into unknown than to run in circle.

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