

DIGITAL MARKETING AND ITS ADVANTAGES FOR TOURISM IN REPUBLIC OF MOLDOVA

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In our days, tourism represents a branch of the economy with a fast development dynamic. Tourism is a difficult concept, with many sides to analyze; it is at the same time a branch of the economy, and a sphere of business activity, and a recreation service.

Tourism marketing is the activity that is focusing on planning and developing tourist goods and services, selling, promoting goods and services, stimulating demand for them and pricing. This activity support the promotion of goods or services from the manufacturer to the consumer in order to maximize profits while meeting the needs of the target group of tourists in the most effective way. Tourism, according to the WTO (World Trade Organization) definition, is not only an economic, but also a cultural, social, environmental and political phenomenon. So, tourism marketing should be using with total consideration of all these factors. Then it will reflect largely the interests of both travel organizations and tourist consumers.

It follows that, tourism marketing is the planning and organization of marketing activities for firms that occupied in the tourism industry. This includes the development of services taking into account the needs of customers, the formation of a tourism product, its release to the market and promotion. To achieve success in this area, it is necessary to pay attention not only to the basic needs of the consumer, but also to the quality of the service itself. The course of implementation of marketing activities in the field of tourism that is considered from different angles, taking into account all the factors influencing the development, promotion and marketing of a tourist product. The subject of marketing in this case is not only the company itself offering a particular service, but also the legislative bodies in the field of tourism, as well as the territory in question. There are three components of the tourism marketing system: the functional part, the structural part and the subjective part.

Determining the main demographic and psychographic characteristics of potential tourists will contribute to the creation of a competitive tourist product on the market of the Republic of Moldova, as well as the development of domestic tourism in the country, which is extremely important in the current political and economic situation. In addition, it is necessary to carry out a correlation analysis of various types of tourism, which is also important for the development of the tourism industry. Most of the modern methods of analysis of various fields of economics are on econometric models and concepts. For

practical tourism research, a deep econometric analysis is also important. Tourism as a segment in dynamic development is interesting from different positions and, above all, from the point of view of possible positive effects for the development of the national economy.

The study of tourism effectively carried out due to the experience of recent studies in the field of gastronomic tourism. The econometric tools used to identify the portrait of the typical gastronomic tourist is benefic to use for the general analysis of the portrait of tourists from the Republic of Moldova.

Binary logistic regression was used to create a portrait of a typical food tourist based on foreign analyses. The answer to the questionnaire question was taken as the dependent variable. Whether or not the respondent would go on a food trip. Respectively, if the answer to this question was positive, then the dependent variable took the value 1, if the answer was negative, then 0. As independent variables, characteristics such as gender, age, level of education and income, marital status were tested. Respondents, the presence of children, the belonging of tourists to one of the categories describing the lifestyle and some psychographic characteristics - psychocentric or allocentric, as well as the respondents' attitude towards gastronomy in general. These characteristics are taken from international studies that define them as significant or insignificant. Thus, a study by the World Association of Gastronomic Tourism, carried out in 2010, indicates the lack of importance of such factors as gender, age and income level [1]. At the same time, researchers from the University of Guelph in Canada discovered that an unmarried woman, in the event of an increase in income, is more likely to increase her spending on restaurants than a single woman, a man or a married person [2].

American researcher Helena A. Williams of Texas Tech University with her colleagues Robert L. Williams Jr. of Susquehanna University and Maktoba Omar of Coventry University also classify food tourists based on demographic characteristics. According to the same study, as well as the work of Romanian scientists, gastro tourists are usually people with a high level of education [3].

The psychometric characteristic "psychocentric - allocentric", proposed by the American Sociologist Stanley Plog, is a complex variable, based on five other categories: propensity to change and the degree of conservatism, risk-taking, willingness to travel, demand for comfort during trips and the importance of the intellectual component during the journey [4]. Each of the subcategories is also a binary variable that takes values of 0 or 1. Thus, neophobic respondents receive 0 points, and neophilic respondents - 1; risk phobics - 0, risk philosophies - 1; stay at home - 0, and those who like to travel - 1; respondents who are demanding and used to comfort during their travels - 0, while people who do not need comfortable conditions for rest - 1. Thus, psychocentric who scored from 0 to 2 points are assigned 0, and allocentric (from 3 to 2 points). 5 points)

The use of the given tools will allow a detailed analysis of tourists from the Republic of Moldova and the formulation of recommendations necessary to improve the services provided in the field of tourism.

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