

Methodological Specificities and Possibilities of Application of Tourism Market Research via Internet

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Today's market conditions have imposed a growing part of business with the support of information systems. Timely information becomes an increasingly important resource that gives the company a competitive edge. As the information market is subject to constant changes, the success of an individual tourism subject is based on continuous monitoring of these changes and fast adaptation to them. Accelerated technological and technical development has certainly improved some business processes, but has also conditioned some modification of marketing research techniques in tourism. Methods used in paper to investigate this problem are analysis, synthesis, comparison and deduction. Data collection is made through Internet databases and also on the field in sample of tourist subjects. Authors analyzed consumer behaviour of participants on the online tourist market in order to make marketing decisions more efficiently using numerous market research techniques. With the development of new technologies and the Internet, there has been a modification of traditional methods in modern methods that make up the e-marketing information system (CRM; ERP, MIS), which is main focus of this paper.

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